

Presentation Counts!

First impressions are critical and we often make up our mind within the first 15 seconds of seeing a property based solely on presentation. That is why it is essential to have your property presented in the best possible light, as it will not only attract a higher quality tenant faster, but you will retain them longer and experience less headaches along the way.

Here is a guide on how to maximise your presentation and return from your valuable asset;

1. Gardens and lawns are an easy quick fix, ensure they are tidy, weeded, mulched and green
2. The exterior of the property should be clean, free of cob webs, leaves and dirt. Sometimes a high pressure clean will do wonders and any small painting touch ups on gutters, window frames and the front door, can go a long way
3. Carpets should always be professionally steam cleaned by the previous tenant or if it is a first time rental, by yourself, with the receipt provided to the property manager
4. Odours and smells are an obvious giveaway that the property hasn't been well loved, especially cigarette and pet smells. Putting an air freshener into the property as well as applying some carpet cleaner can work wonders
5. Whilst new paint on the walls may not be essential, a thorough clean of the walls can be a fraction of the cost of a repaint and provide a fresh appearance; sugar soap works really well!
6. One thing often overlooked is clean windows and if you have a view, it is especially enticing to have the windows cleaned and blinds open to enhance the view

7. Any wear and tear of furniture or carpets, should be taken into account and replaced or repaired as required, otherwise this can leave the property looking unloved

8. Check for other small items of maintenance such as blown light globes, leaking taps, and cupboard door hinges hanging off. Another overlooked point is locks on both doors and windows, make sure they are all functioning correctly and have keys

9. A great tip especially for smaller properties is hanging a large mirror which will give the appearance of a larger space

10. Whilst it is environmentally unsavoury, higher wattage globes especially when showing properties in winter, are a great way of brightening up a property. LED globes will save you power and are brighter!

11. If repainting or recarpeting needs to occur, a standard formula of beige carpet, neutral walls and white ceiling will give the best presentation and most workable canvas for all tenants

By keeping your property well presented it will pay off time and time again. Our company has a long list of qualified professionals in all aspects of property maintenance and will happily visit your property and share with you recommendations on how to maximise your property's appearance especially in such a challenging rental environment.

Inside this issue

- Presentation Counts!
- Property investment in tough economical times
- Small yet mighty; we're different from the rest
- Meet Julie Mills
- Our latest Property Gallery

markhay

- Residential & Commercial Sales
- Investment Sales
- Portfolio Management
- Strata Management
- Development & Project Marketing Specialist



SETTLE WITH THE
MOST EXPERIENCED
SETTLEMENT AGENTS
IN PERTH WESTERN
AUSTRALIA FROM
\$470.00



LEGAL SOLUTIONS WITH EASE

Free Consultation

Legal problems don't usually solve themselves - often they only accumulate. Don't let your legal matters spiral out of control.

Call us on (+618) 6311 4838
For a free 20 minute consultation with one of our experienced Lawyers

Our lawyers will explain the issue and advise you of your options. If we can help, we will let you know how. We can provide a free consultation over the phone, or you can make an appointment for a face to face discussion. Please note that our free consultation does not include extensive document review.

32 Delhi Street, West Perth WA 6005
www.philippofflegal.com.au info@philippofflegal.com.au
Legal Practitioner Director: Jolene Ashworth Non Legal Practitioner Director: Vicki Philippoff
Philippoff Legal is an associated company of Vicki Philippoff Settlements

Property Investment in Tough Economic Times

Property investment is now more than ever proving to be the preferred vehicle for investment. In light of the current stock market gyrations, low interest rates for fixed loans coupled with excellent buying opportunities, many Mum and Dad home owners are using the current market conditions to upgrade.

For instance, if you sell your current property that is worth say \$500,000 for 10% less i.e. \$450,000 but upgrade to a property that was worth say \$1.2 million and purchase at a 20% discount i.e. \$960,000, you have effectively created a \$190,000 gain. In current economic times higher priced properties are harder to sell and you can negotiate a far stronger outcome, so many prudent home owners and investors alike are entering the market along these lines of an upgrade.

Here are a few points to consider if venturing down this line. Basically there are three types of levels of property investment available for purchasers. All levels have varying features and should be viewed depending on your specific risk profile and present and future financial plans. Each will offer certain advantages and disadvantages.

Residential Property

This is the best place to start the investment portfolio. Featuring lower deposits and higher gearing ratios.

Low Risk – Even in the worst economic downturn you will always be able to rent the property, and generate some form of income.

Greater Re-sale Opportunities – Any re-sale will generally have a greater pool of prospective purchasers i.e. both owners and investors.

Lower Cost Base – It is possible to commence investing at an amount as small as \$200,000 for an apartment.

Lower Net Rental Returns – Generally, the property will show a return in the range of 4% -

6% net. (depending on location)

Hands On – Residential property can be managed, maintained and even improved by the investor with no real specialist expertise required.

Commercial Property

This is typically a better investment for the more financially mature Investor; someone who can financially weather the downturns and can offer greater cash contribution to the property.

High Deposit – Generally 30% deposit is required.

Higher Cost Base – Very few worthwhile commercial investments are available in the sub \$250,000 range; they are more typically in the \$500,000+ range.

Higher Cost Price – Most worthwhile commercial investments range from \$500,000 to anywhere in the millions of dollars.

Specialist Field – Within the commercial sector there are several specialist fields; retail, industrial, office and showroom, requiring a special understanding and skill in sourcing, purchasing and managing.

Prone To Economic Cycles – All commercial properties are directly tied to the lessee. In recessionary periods, a commercial Landlord can possibly experience unhealthy vacancy periods and due to the plight of the economic cycle, may indeed be unable to lease the particular premise at any price, thus having no return and devaluing the investment and in turn forcing the investor to liquidate.

Higher Net Return – Generally, these properties

will show a net return range of 6%- 12% (dependant on tenant quality, location, etc.).

Property Trusts – Listed & Unlisted

An increasingly popular form of property investment, which is more suited to retirees, super funds and persons not wishing to gear their investment.

High Returns – In the range of 8% - 20%+ is possible

No Borrowings – Property Trusts, in most instances, do not have the ability to borrow against.

Liquidity – Prove in most instances to be more liquid and can be broken down in units rather than selling the whole investment.

No Fuss – The Trusts typically feature Blue Chip properties with anchor tenants with long leases, or they can be property development funds specific to one development project. Generally, they are free of most management hassles, vacancies, etc. and the return is paid monthly.

In summary, all three types of property investment should all produce a reasonably similar capital growth, provided they are held for the medium to long term dependant on location. Whilst depreciation allowances available will depend on the age of the building and the type of fixtures and fitting used, overall the ultimate scenario is to have a diverse portfolio.

So if contemplating upgrading in the current climate whether your personal residence or investment property, take time to evaluate your ultimate change over costs.



Small yet mighty; we're different from the rest

Not only do we have dedicated staff who work hard to attend to your property needs in the most fastidious manner, we also make sure those dedicated team members are looked after.

From birthdays, to fun runs, to staff parties, we know how to work hard but still have fun!

We create a home away from home by nurturing everyone in our office as our second family. We actually live this, it's much more than words. We nurture development through training and mentorship.

Not only have we had multiple longstanding team members with the company for over 10 years, but throughout the years, we've helped staff members buy their first homes, build property portfolios for themselves, welcomed babies as new Mark Hay family members, facilitated early retirements through the safety of bricks and mortar, and provided on-going training for both sales and administrative staff, just to name a few.

Our family is now ready for further expansion and Mark Hay Realty Group is currently

taking applications within our sales division for both new and experienced sales people.

Our sales team is mentored and coached not only by Mark Hay with over 30 years in the industry but by Bob Bohlen, one of the world's leading agents. Our office is unique in that we have a dedicated admin support team including a marketing specialist who will ensure that all you need to do is focus on prospecting, listing and selling.

We are looking for outgoing and driven sales people wishing to ensure their future in our industry. If you are looking for a career with flexible hours, limitless earning potential that is both exciting and rewarding, and you like to have a bit of fun, contact us to see if a career with Mark Hay Realty Group is right for you.

Call us in confidence on 9225 7000 or e-mail your resume to recruitment@markhay.com.au.



Strata Management Head of Department

Julie possesses a wealth of knowledge having worked in the property industry for over 32 years. She commenced her career in residential property management with Kevin Sullivan and has progressed from residential management to further encompass commercial, retail and strata management. Along with her experience, she applies patience and a sense of humour with a vibrant young heart to undertake this demanding role. Julie enjoys delivering to her clients a personalised service, with a constant cheerful disposition. When not at work, she loves spending time with her husband John, enjoying the semi-rural lifestyle on their 25 acres with their dogs, chickens and family including her 2 grand-kids when they come to visit. Julie has completed her diploma in Agency Management, holds her Triennial and is an accredited Business Advisory with MAUS Business Systems.

Meet Julie Mills



Property Gallery



BAKERS HILL

Oyston Road

Wandoo Valley is calling you! This idyllic rural retreat beckons the true country lifestyle! With full services provided, glorious open pastures and unique stand of white gums, grass trees and wattle, these blocks range in size from 2ha to 6.5ha. Superbly located between Bakers Hill and Northam.

\$169,000



EAST PERTH

1/45 Adelaide Terrace

This spacious, ground floor one bedroom apartment features high ceilings and Jarrah floorboards plus an enclosed balcony/sun-room offering a whole new dimension to the apartment. These apartments are much sought after as the ideal investment already with a long term tenant.

\$220,000



MAYLANDS

24/19 Joseph Street

Screaming value here! This two bedroom presents well and is in a brilliant location just a short stroll to the river, shops and all amenities. This ticks all the boxes and would be an ideal first home or investment property.

From \$229,000



CLOVERDALE

2/266 Fulham Street

This brand new two bedroom, two bathroom apartment is furnished with the highest quality of finishes in a location which offers as a brilliant investment with superb low maintenance living. If you are looking for an apartment that offers you the style, privacy, space and comfort, this unit has it all.

\$295,000



MIDLAND

140 Morrison Road

This two bedroom, one bathroom incorporates high ceilings, stone bench tops, insulation throughout and double brick construction. It's further elevated with luxuries including deLonghi appliances, huge linen cupboards, air conditioning, massive storage spaces and full security.

\$299,000



PERTH

14A/811 Hay Street

This fully furnished apartment can easily be converted into a two bedroom with minor additions. It's the perfect inner city pad to take advantage of the convenience of walking to work, located within seconds of the Apple store and the fashionable cafe culture of Raine Square.

\$329,000



EAST PERTH

39/143 Adelaide Terrace

This brilliantly located studio enjoys resort style facilities including a pool, spa, sauna, games room, function room, gym and outdoor barbeque entertaining areas. Fully furnished and equipped, oozing class with reverse cycle air conditioning, stone bench tops, modern appliances and new carpet.

\$329,000



EAST PERTH

2/273 Hay Street

A cosmopolitan lifestyle awaits you in this open plan, fully furnished, two bedroom, one bathroom apartment with a generous 75sqm of living space plus an 8sqm balcony. Kingston on Hay features an indoor swimming pool, spa, sauna, and a fully equipped gym.

\$349,000



FREMANTLE

4/10 Quarry Street

This 36sqm one bedroom apartment has a huge 20sqm courtyard, features secure after hours car parking, a 4 star energy rating, great natural lighting and a storeroom. Situated in downtown Fremantle, enjoy all that this portside lifestyle has to offer!

\$379,000



BASSEDEAN

3/8 Elsfield Way

This fully renovated, free-standing, three bedroom, one bathroom villa is perfectly located in a quiet cul-de-sac and is a unique opportunity. New carpets, fresh kitchens and other quality improvements will be a huge benefit for the astute buyer over the coming years.

\$395,000



BAYSWATER

7/26 Beechboro Road S.

Set in a small complex of just 8 apartments, this brand new two bedroom, two bathroom 74sqm unit is only a short stroll to the local shops, a quick drive to Morley Galleria Shopping Centre and has easy access to Perth City or the airport.

From \$425,000



PERTH

16/838 Hay St

Situated opposite His Majesty's Theatre, this world class property offers inner city living with a sense of class and style. Character abounds throughout this fully furnished apartment and the charm continues with a large bedroom and ensuite upstairs on the mezzanine level.

\$499,000 - \$529,000



YOKINE

49A Blythe Avenue

This is an immaculate three bedroom, two bathroom residence in pristine condition. This street front home features ducted reverse cycle air-conditioning, bamboo flooring, a modern kitchen with stone bench tops, alarm system and an entertainers courtyard with electronic awning.

From \$629,000



PERTH

24/82 King Street

Located in the Edwardian Wills Building, this spectacular two bedroom, two bathroom apartment with contemporary and rustic features is an absolute must see. If space is what you're after, this open plan 117sqm unit bathed in natural light and oozing quality, could be the home of your dreams.

From \$629,000



PERTH

94/580 Hay Street

Nestled high on the 14th floor comes this stylish, fully furnished and equipped, 96sqm, 3 bedroom, 2 bathroom abode with a massive 23sqm balcony. Bathed in natural light this brilliantly finished open plan design spells 'Luxury' and is ready for someone to make it their own.

From \$699,000



28/118 Royal Street East Perth WA 6004
t: (08) 9225 7000 (all hrs) f: (08) 9225 7777 www.markhay.com.au



optimise your property potential