

PROPERTY NEWS

Ideas to help you when you're Buying or Selling

SOLD: 6 DAYS



SOLD

**7 Torazzi Place Mooroolbool
\$10,000 Above Listed Price!**

***Listing Price Offered
Within 18 Hours***

Quaid Real Estate's Tom Quaid has proved yet again the value of devoting time to presentation and market positioning, selling this four bedroom Mooroolbool home in just six days at a \$10,000 premium.

FULL STORY P.3

In this issue of *Property News*:

- **Selling: To Decorate Or Not**
- **Presentation, Market Positioning Pays Off**
- **Get Set For Summer Sales**

Quaid
REAL ESTATE

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Letter from the Editor

Dear Readers,

The holiday season is almost on us and for vendors that means there will be more buyers in the area.

While the banks have decided to make life a little more difficult for investors, that doesn't mean that they are not still in the market.

We are almost daily receiving enquiries from owner occupiers and investors alike.

Investors are increasingly seeing Cairns as an untapped market, with comparatively high yields and low vacancy increasing appeal.

The balance in the local market continues to tip towards sellers as supply tightens and buyers recognise the need to act quickly to avoid missing out (or paying more).

With plenty of development planned for 2016, we look forward to seeing increased activity in the months ahead.

Kind regards

Stacey Quaid
Managing Director



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Christmas Decorations



If your house is for sale, is it all right to decorate it for Christmas?

It's a question that many people ask themselves, especially those who like to make an all-out effort with the tree and tinsel in the festive season.

It is, of course, quite natural that you and your family will still want the pleasure of decorating your home, especially as it will probably be the last time you spend Christmas there.

When you're on the market should you deck the halls?

But in the interests of securing a buyer for your home, it's advisable to tone down those decorations as much as possible.

When you're selling your home, it should look uncluttered. As well as enhancing its appearance, the absence of clutter helps prospective purchasers to imagine their own furniture and other possessions in the home which, in turn, makes them more open to the idea of buying it.

If you set up an enormous Christmas tree and lots of decorations, this can distract people from other features of the home, and will also make the space seem smaller than it is.

Therefore, while it's quite all right to have some reminders of the Christmas season on show, make sure you keep them small and tasteful. A small tree on a sideboard or placed discreetly on a table in a corner of the room will still convey the festive spirit without dominating the room.

It's a good idea, too, not to have heaps of wrapped gifts on display in the pre-Christmas season. This could have the effect of making the home seem very personal to you, which could prevent people from seeing it as theirs.

By keeping your decorations to a minimum in this way, you can still enjoy Christmas and possibly help yourself to make a sale as well. And you can celebrate to your heart's content next year.



Target Marketing Pays Dividends

The best result often comes down to identifying the most likely buyer. With Cityview popular among local owner occupiers, the ideal buyer was clear.

From that moment we worked with the vendor to make the home as appealing as possible to that target market, devoting time to ensuring that when it hit the market presentation, pricing and positioning were all correct.

The efforts paid off. It was listed at \$445,000 and within just 18 hours of hitting the market an offer came in at that price.

With keen interest already determined, the recommendation was made to get through the weekend before making a decision, with the house seeing 50 groups pass through at the first open and 10 private viewings.

This high degree of market interest resulted in four offers, providing the competition for Tom to negotiate the price up by \$10,000.

Tom said modestly that the success stemmed from market knowledge.

"Being close to the city, in a family friendly area such as Cityview, we saw clear potential for a family home.

"For a great many, this house fitted the bill with young couples and families with small children the bulk of our enquiry."

Recently updated, the immaculately presented four bedroom home was seen as offering an exciting opportunity for entry to coveted Cityview.

Eye catching polished timber



floorboards flow through from the entrance to the comfortable, bright open plan living and dining areas from where French doors open out to a wide timber deck running the length of the home.

The updated kitchen is fitted with new laminate benchtops and has granite splashbacks, high gloss cabinetry, and European appliances including a SMEG oven.

The three upstairs bedrooms are air-

conditioned and the main bedroom opens onto the deck.

Downstairs is a retreat, complete with separate living area, 2nd bathroom and large private air conditioned bedroom.

According to Tom "this was a case of putting in the effort ahead of the sale to ensure success. Appealing to the right buyer meant we could push hard and got a great result in less time than expected."

Cairns CBD and Apartment Specialists



With prices for Apartments on the rise in the Cairns CBD, Mantra Esplanade is seeing great demand & results. Offering a central CBD location and spectacular city or ocean views from every apartment, this managed building is a well regarded Cairns destination.

Virginia has the edge and expert knowledge of this property, personally handling 60% of all sales in the building since 2012. Her current owners are so happy with their investments in Mantra they keep buying more!

"Virginia's enthusiasm has been boundless without which a sale would not have been possible. As agent for a vendor it is quite difficult to obtain respect from a purchaser but Virginia easily achieved this together with ensuring the best outcome for her client"

Testimonial - Mr Brown

Looking at selling or buying in the City?

Contact Virginia on 0411 347 635 or virginia.byers@quaid.com.au



Put Some *SIZZLE* Into Summer Sales Chances

With spring and summer recognised as the hot sales seasons, it's time to think about how you can maximise your opportunities for a quick sale.

It's only natural at this time of year that buyers will be particularly looking at patios, outdoor entertaining areas, landscaping, air conditioning and pools.

First impressions are critical and nothing is more off-putting to a buyer than entering a stuffy, hot house on a 30-degree day, which is why it's important to make your home summer-friendly.

With sunny days and gorgeous blue skies, everything is on display. Flowers will be in full bloom, trees will be fully leaved and yards should be kept as tidy as possible.

Walking through the front door, homeowners should assess the first impressions created and position furniture so that rooms have an 'open' feel. Place fresh flowers in vases and pictures on the wall to give the property extra vibrancy.

Remove any clutter, and while family photos are great, limit them to no more than three.

Be sure to have the kitchen and bathroom spotless and any used towels replaced with clean ones.

Most importantly, ensure any items requiring maintenance have been taken care of such as door handles, torn fly screens, broken window latches, light switches, light shades, leaking taps, doors opening and closing properly and clean carpets.

If you have air conditioning, make sure it is in good working order and put it on when you are expecting potential buyers to be coming through. If you don't have air conditioning, make sure you open as many windows as you can to let in the fresh breeze and keep windows clean.

The key area of a property during summer is the back yard, where buyers will envisage an area for the kids and a space to entertain.

Australians love their barbecues in summer and can't go past a good functioning back yard so make sure the barbecue is clean and looks to be in good condition, ensure the lawn is always mowed and presentable, and the landscaping is tidy with beautiful healthy plants that have been well-watered in the days leading up to any inspections.

Make sure your outdoor living areas are clean, tidy and inviting.

On the day of the inspection, give plants a light spray of water for a clean crisp look if water restrictions are not in force in your area.

Home owners should consider hiring or borrowing some plants, especially leading up to the front door.

For those with a pool or spa, be sure to keep them sparkling clean and leaf-free from crystal clear water to clean tiles at the top and bottom of the pool. Make sure any pool equipment is neatly stored away.

Don't forget the fence, gate, paths and decks. These should be thoroughly cleaned of dirt and any cobwebs and free of peeling paint.



Other tips for selling a property in the summer:

- Schedule inspections for a time during the day when rooms are bright and have maximum sunlight shining in, but preferably not the hottest part of the day.
- When having an open house, limit the number of people in the property at any one time. Too many people may make it appear smaller than it really is and reduce the viewer's potential to see the possibilities of the property.
- Keep pets out of the property during inspections and music at a minimum.
- Get rid of unsightly garden rubbish which detracts from the appeal of your garden. This goes for the garage, old sheds and any outbuildings.

THINKING OF SELLING?

Quaid
REAL ESTATE

**Call today for a free market appraisal of your greatest asset.
With Quaid Real Estate you will notice the difference!**



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