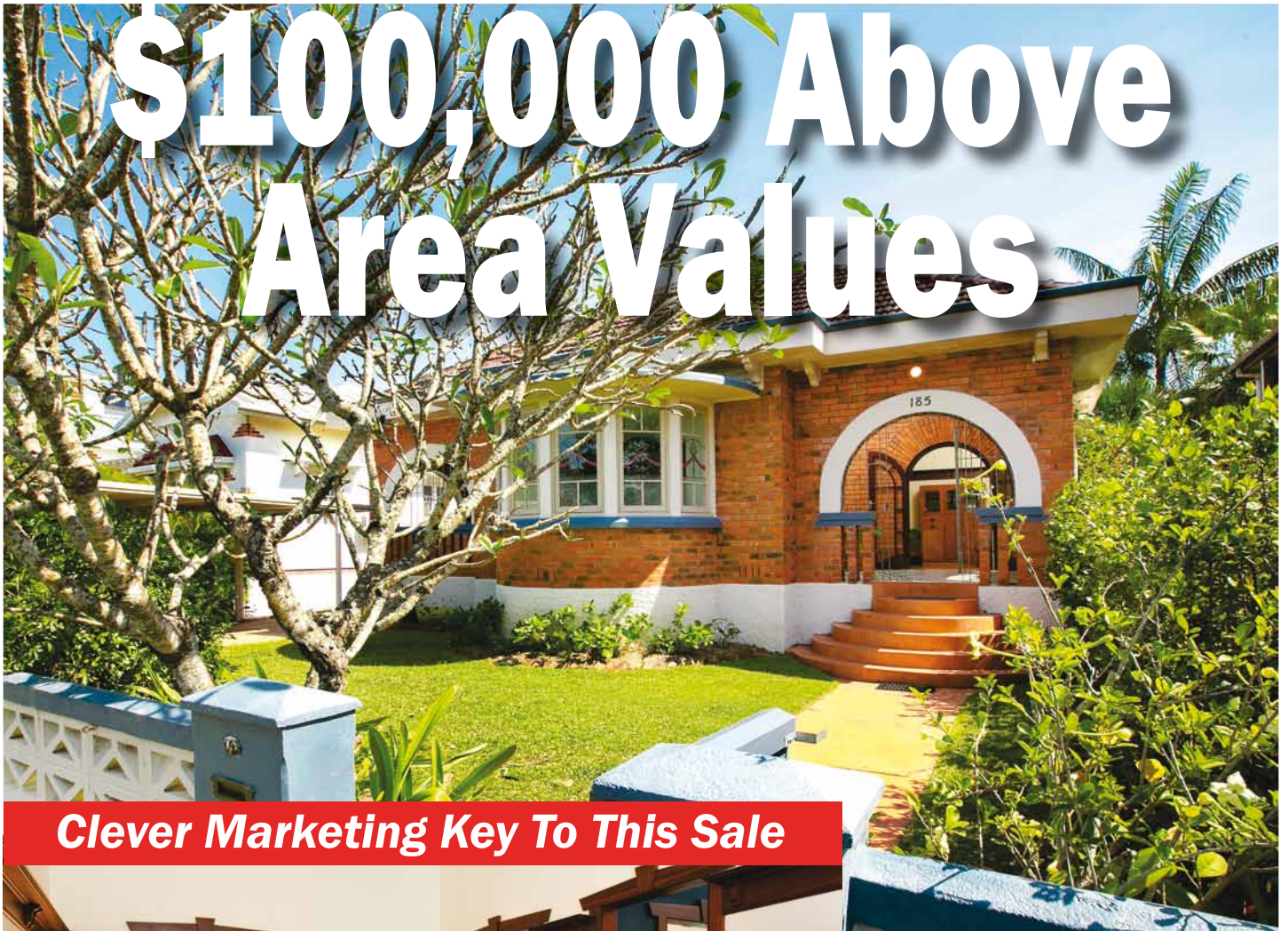


PROPERTY NEWS

Ideas to help you when you're Buying or Selling

\$100,000 Above Area Values



Clever Marketing Key To This Sale



Charged with the sale of an original 1940's Bungalow, Quaid Real Estate's Kerry Sell developed a marketing campaign designed specifically to appeal to those with a true appreciation of old world value and quality.

Her vendors were delighted with the result that exceeded their expectations.

FULL STORY P.3

In this issue of *Property News*:

- Home Selling Checklist
- No Stone Unturned In Marketing Success Story
- The Ins And Outs Of Auctions

Quaid
REAL ESTATE
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Letter from the Editor

Dear Readers,

While it looks like we may be in for a mild winter, the property market in Cairns continues to warm up in 2016 as we head into our traditionally busiest period.

Locally we are seeing buyers across the market becoming more active in their searches, particularly for well-maintained homes and units in close proximity to the city.

Additionally, as capital city markets near their peak, investors will be looking further afield to areas such as Cairns, seeking higher yields and the potential for gain as the market rises.

Combined with a recent rate drop to historic lows, the next few months will provide ideal selling conditions and some great results for vendors. If you're thinking of selling, I urge you to get in touch with our team.

Kind regards

Tom Quaid
Sales Manager



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The FINAL Checklist

When you can
tick all the boxes,
your home is ready
for sale

There's nothing like a list to provide motivation.

And when you're about to sell a home, you need that list more than ever to get things done and give your home that special 'Wow!' factor before prospective buyers start knocking on the door.

Make it easy for yourself. Divide the list into two parts, under the headings "Exterior" and "Interior", and decide which areas within each of those two parts needs attention. Once you've done that, arrange for someone to do the work or, if you have the expertise, do it yourself.

Then tick the relevant box. And pat yourself on the back for a job well done!

With both exterior and interior in order you can now open your home for inspection, confident that you have done everything you can to make it appealing to prospective buyers.

Exterior

- Repair or replace any fencing that is old or damaged.
- Make sure your garden and lawns are tidy.
- Check gutters, gables, eaves and downpipes and replace any that are rusting or need repair. If lookers come on a rainy day, you don't want them to see water pouring through holes in the guttering.
- Paint or replace your letterbox.
- Replace any torn or shabby window screens.
- Spruce up your front door or treat your house to a new one.
- With these things done, the exterior of your home should have that special sparkle that will attract buyers inside.

Interior

- Tidy up the interior and remove any items that you don't need. While you want it to look like a home, clear surfaces help people to imagine their own belongings there.
- If your home is overcrowded with furniture, think about putting some into storage while the house is on the market.
- Keep your windows clean and replace any old or shabby window dressing such as curtains and blinds.
- Make sure all your light bulbs are in working order. A non-working light can arouse doubts about the general condition of the home.
- Have your carpets cleaned regularly. As well as looking better they will smell fresh.
- If you can have the interior painted, this also creates a fresh look. As long as you choose acceptable colours, preferably neutral, this will also reassure people that they will not have to worry about painting immediately.

Campaign Attracted Big Buyer Pool

Kerry Sell's "Love at First Sight" campaign for 185 Buchan St was so successful it attracted not only those with an appreciation of old world quality, but buyers who had never previously considered anything other than a new home.

The marketing was so successful that it attracted 65 inspections and three offers, resulting in a 27 day sale in a market where the average is two months. Not only that, but the home sold for \$550,000 - \$210,000 above the median price.

"In real estate, the agent needs to develop an affinity with a broad range of properties. I guess that really is a key skill of a successful agent," Kerry said.

But knowing that and doing it are two different things and Kerry's approach underscored that she was able to develop an affinity that belied her young years.

"Be absorbed in the amazing and grand design of this unique treasure," the copy said, evoking an image for the potential buyer from the first line.

She paid homage to its history and the design ethos that gave it character - a 1940's, WWII project for a Dutch shipwright who appointed an Italian builder to create a unique California Bungalow with Art Deco feel.

She underscored the quality - "Appreciate the full value of the home as you approach the front steps and fall in love with the silky oak veranda doors and hand-shaped brick archways that are



the work of a true artisan. Constructed with double cavity brick, rendered internal walls and Red Siris flooring, quality materials were used to create this masterpiece."

But she didn't miss the needs of the modern buyer or canny investor - "A rare find with nothing comparable on today's market, this beautiful 3 bedroom bungalow is presented in immaculate, close to original condition with the added benefit of a well-designed, self-contained granny flat that complements the original home.

"This grand lady will stand the test of time while giving the space to live comfortably. Offering an easy flow floorplan with separate living, dining and kitchen featuring stone bench tops and plenty of cupboard storage.

"... once entering the self-contained granny flat the polished concrete floor, modern bathroom and kitchenette presents a fantastic space which can suit a multitude of uses.

Kerry's marketing was as much a masterpiece as the home itself.

Cairns Land and Rural Specialist

With 24 years in property and a Diploma in Surveying, Ralph Westera has an unrivalled experience when it comes to land, leaving sellers hard pressed to find a more suited agent specialising in Land and Rural Properties in the Cairns market.

From boutique in-fill lots to complete subdivisions, Ralph has had success across the market as far as the Torres Strait, though the Northern Beaches are a particular passion.

Ralph's extensive experience has seen him appointed Exclusive Agent for Panguna Valley Estate, Kewarra Beach.

Set in a peaceful forest setting with generous sized lots and relaxed atmosphere. This limited release features a selection of carefully selected lots, each designed to ensure peace, privacy and tranquility and the opportunity to create your dream home.

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"We really appreciate his hard work and he has always gone the extra mile for us. We simply wouldn't want to deal with anyone else but Ralph."

- O. Dmitrieva

Looking at selling or buying? Contact Ralph on 0418 187 161 or ralph.westera@quaid.com.au



For years, many home sellers feared the unknown involved in the auction selling process and have chosen to sell their property by private treaty.

But now people everywhere are selling their homes under the hammer and for fabulous prices, so the proof that auctions can achieve amazing results is unavoidable.

What should you know about auctions?

On auction day, the successful purchaser is the highest bidder at the fall of the hammer, they then must sign a contract and provide a full 10% deposit.

There is no cooling-off period and the balance of the money is paid on settlement, which is generally in 30 days.

Contrary to what many people believe, auctions are not just about selling on the day – the property can sell before or after auction.

How can an auction sale secure an outstanding price in a short amount of time?

The secret to a successful auction campaign, however, is in the expertise of your real estate agent.

They are able to recognise the potential of a property to achieve widespread interest in the current market conditions. When property owners are advised to sell at auction, opinions are based on a wide range of factors including the popularity of the area, the condition and presentation of the property, and the demand by buyers for that type of property.

Marketing support material that are bold, effective and widely communicated in a variety of media should be created as part of the successful auction campaign.

What are the benefits of selling your home through the auction process?

- The competitive bidding involved means there is no set price barrier. Because of this, auctions can produce exceptional results for unusual or desirable properties which are difficult to price.
- If the reserve price is achieved, a definite sale can be made under the hammer.
- The set date of sale encourages potential buyers to act quickly.
- Regulated open house inspections.
- The pre-auction campaign creates maximum exposure for maximum market impact.
- The auction process presents a degree of protection for trustees, executors and mortgagees.
- If the property does not sell on auction day, the process will identify a key buyer to continue negotiations with.

Auction regulations have changed and improved over the years, which has also made the process more desirable for homeowners who have decided to sell their property.

For more information about selling through auction please call our office today.

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Thinking of selling?

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With Quaid Real Estate you will notice the difference!



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