

RealEstateNews

INFORMATION TO HELP YOU WHEN BUYING OR SELLING

An Honest Price Estimate

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When home sellers ask an agent to give them a price estimate on their property, quite often the sellers expect a higher price than an honest agent will quote. Some real estate agents may be tempted to raise their estimate price in order to get the listing. Once you have signed up and committed to an advertising budget they commence negative market feedback designed to condition you to lower your price expectations.

Despite the Fair Trading Act of 1999, and more recent legislation, there are still some agents that over-quote the price of properties and then, when marketing the property, mislead buyers by under-quoting how much the sellers will accept. This is called bait pricing.

Real estate agents should be familiar with recent sales of properties that are similar to yours. This is the best guide an agent can use to determine what a property is worth, by looking at what buyers are paying for similar properties. The agent will generally quote you a likely range, for example \$500-550,000. This is not a valuation; it is an estimate.

So how do you know if it's an honest estimate?

Some agents will go along with whatever you think your property is worth in order to get your business. One way to detect this deceit is to ask the agent to support his or her price estimate with recent comparable sales. Look at these examples closely and objectively and make sure you really are comparing similar properties.

To be able to identify which agent is being honest with you it would be a good idea to be prepared by doing a little research of your own so that you are better informed and less likely to be fooled.

For most properties there are many comparable properties an agent can use, but occasionally agents encounter unusual properties that can be harder to estimate because there are no recent comparable sales available for comparison. This makes things a little more difficult, but not impossible.

Most importantly the market price of a home will not be determined by what price the agent gives you or by what you want – it will be determined by market forces, particularly what buyers are prepared to pay. If you put a fair price on your property it will sell. Price your property unfairly and it won't.

Treat price estimates as a guide only, and seek honest agents who will give you honest estimates. ■



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community



Simply Selling



“
Walter & Irvine
helped me
to sell my
home in a
simple and
stress-free way
”

It's exciting times in the Walter household as early this year we are expecting our second Grandchild. With a new generation of family growing up I am constantly reminded of the rapid changes in our society over the past decades. The vast array of information available to parents regarding pregnancy and child raising is just one example of this.

On her first trip to the obstetrician for a check up, my daughter arrived full of questions to which the doctor (wise in my opinion) replied "Out of all the pregnancy information available, there is only one book I recommend as a *must* read..." For any expectant parents out there that book is "Up the Duff" by Kaz Cooke. Full of truthful, important and witty information. It doesn't dwell on the unnecessary. It simply tells it like it is.

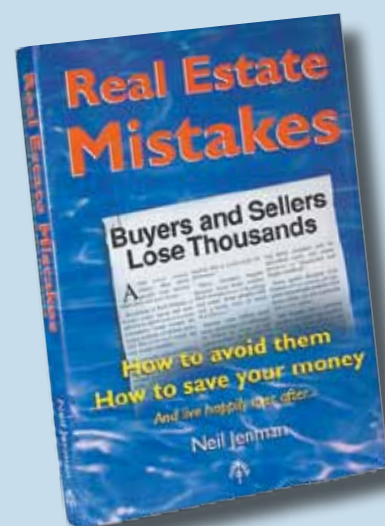
I relate that Doctor's advice to the advice I give to Home Sellers. If there is one book I recommend *all* Home Sellers and Buyers to read it is "Real Estate Mistakes" by Neil Jenman. It seems many agents are caught up in the hype of real estate 'innovation' and new technological advances and the money making opportunities these may bring. While we do utilise some technology that makes the buying experience easier, our philosophy at Walter & Irvine remains centred on simply and safely selling homes to the best buyers for the best price.

In the end the best thing a parent can give to a child is a solid example of good moral behaviour and lashings of love. No amount of money spent on two-way video baby monitors or nursery gadgets can take place of this. I could go down the path of weaving the magical marketers thread of virtual tours or proudly boast every little detail of the benefits of each lovely home in glossy advertising pages -even start up my own TV show. In my real estate career I found out quite quickly

that many 'innovations' are just expensive marketing padding. Buyers know the right house when they see a glimpse of a sign or hear the street name. They simply want to buy the house they want. Conversely most sellers simply want to sell using a stress free method that gets them the most money in their pockets and we are here to help them achieve that.

Real Estate Mistakes is an eye opening must read for any home owner thinking of selling. To receive a FREE copy, join our online community via Facebook and register or simply phone 8272 9277.

Stocks are limited.



Wishing you all a happy 2011

Kevin Walter



Looking for a new Property Manager?

The team at Walter & Irvine Real Estate are the PICK of the BUNCH!

We're so confident in our abilities as Property Managers, if you transfer your property to Walter & Irvine Real Estate by March 28, 2011 we will **guarantee** your money back if after the end of the first three month period you are dissatisfied with our services in any way.

So pick the Property Management team at Walter & Irvine Real Estate today to manage your investment property and you won't be disappointed, we **guarantee** it!

Open 7 Days | ☎ 08 8172 1977 | rentals@walterirvine.com.au



Going Green - Great Government Rebates For Your Property

With the rises in electricity and water rates, have you ever thought about making your home 'greener'? It will not only save you money but the environment too.

We have found some great Federal and State Government rebates specifically targeted at South Australian residents that we wanted to share with you.

Rainwater Tank

The SA Government is offering rebates of up to \$1,000 to plumb new or existing rainwater tanks into existing homes and up to \$200 for tanks that are not connected to the house. Visit sawater.com.au or LivingGreener.gov.au for more information.

H2OME Rebates

The H2OME rebate scheme can help you save money and water with rebates from \$30 to \$200 for water efficient products

including showerheads, dual-flush toilets, pool covers and rollers, home water audit and selected garden goods including but not limited to, organic mulch or compost, compost bins and tap timers. For more information visit sawater.com.au or LivingGreener.gov.au

Solar Feed-In Scheme

Would you like to be paid for sending electricity back to the grid? The SA Government's Solar Feed-In Scheme, rewards householders who install solar (photovoltaic- PV) renewable energy systems by paying them for the excess electricity they generate and send back to the grid. Visit LivingGreener.gov.au or www.climatechange.sa.gov.au for more information.

Solar Hot Water or Heat Pump Rebate

The Australian Government is offering householders who replace an existing electric hot water system with a solar hot water or heat pump system a rebate under the "Renewable Energy Bonus Scheme- Solar Hot Water Rebate". You could be



eligible for a rebate of \$1,000 for solar hot water systems or \$600 for a heat pump system. Visit LivingGreener.gov.au for more information.

All the information provided in this article is to be used as a guide only. To obtain any rebate, Federal or State Government, key eligibility must be met and you should contact the appropriate agencies or State Government prior to purchasing or installing any products. Terms and conditions may also apply.

Your Best Investment

What kind of property makes for a good investment?

Well, that would depend on whether you are active or passive as an investor.

Some don't have the time or desire to do anything but buy a low maintenance property, authorise an agent to find a tenant and collect the rent. Such investors are relying on the market to determine when and by how much their property increases in value.

An active investor generally has the time and often the skill to identify the right properties which, with a little work or creativity, can improve their value. If you fall into this category, that's excellent, because you know how to add value to a property, over and above any market increase.

There is another type of property, however,

that many never consider to be an investment - the family home!

Your principal place of residence, in effect is your perfect legal 'tax haven', because, you DON'T pay capital gains tax or land tax on the family home as you do with an investment property.

If you are contemplating buying an investment property, why not consider trading up on your family home instead. It could offer the added bonus of having the whole family enjoy an improved lifestyle.

To insure your family home is a great investment, make sure it provides you with the desired lifestyle and ticks all the boxes of a sound investment. It should be positioned close to all amenities, have a



good floor plan as well as an outdoor living and entertainment area, to meet today's lifestyle needs.

Then once the kids have moved out, you can cash up, by selling the property and downsizing. You benefit from the increase in value and it's all free of capital gains tax.

The family home can be a great nest egg and your building block for wealth creation for retirement.

SOME OF OUR RECENT SALES & RENTALS

Black Forest- Hill Court	\$515,000	Millswood- Hardy Street	\$660,000
Black Forest- Aroha Terrace	\$880,729	Mitcham- Princess Road	\$381,000
Clarence Park- Frederick Street	\$642,119	Myrtle Bank- Spence Avenue	\$406,000
Clarence Park- Hammond Street	\$391,500	Myrtle Bank- Glenferrie Avenue	\$663,125
Colonel Light Gardens- Springbank Rd	\$462,000	Netherby- Haig Street	\$551,000
Fullarton- Medway Street	\$395,050	Panorama- Vancouver Avenue	\$512,000
Fullarton- Katherine Street	\$553,355	Panorama- Warren Crescent	\$407,500
Fullarton- Wycliff Street	\$522,000	Parkside- Leicester Street	\$460,000
Highgate- Avenue Road	\$727,757	Unley- Fairford Street	\$870,000
Hyde Park- Clarence Street	\$485,000	Unley- Roberts Street	\$330,045
Malvern- Sheffield Street	\$680,800	Urrbrae- Mt Barker Road	\$525,050

UNITS

HOUSES

Highgate, 2br	\$300 p.w.	Fullarton, 3br	\$420 p.w.
Highgate, 2br	\$270 p.w.	Highgate, 4br	\$630 p.w.
Black Forest, 1br	\$230 p.w.	West Richmond, 3br	\$300 p.w.
Unley, 1br	\$260 p.w.	Myrtle Bank, 3br	\$400p.w.

If you would like further free information on recent sales and rentals in your area please call us on 8272 9277



Real Estate
Careers

Great people.
Satisfying.
Career paths.
Winning agency.

Free Training to the Right People

**Are you bored with your present job?
Consider a career in real estate sales.**

A base salary package of \$55,000 and bonuses based on sales performance can easily give you an income of \$75,000 annually, with many earning well over \$100,000 per annum after training period.

For more information and FREE career booklet please visit our website at

www.walterirvine.com.au



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Registered Agent - RLA 64385