

Home Newsletter

February 2013



December rate helped market spring into 2013

The Reserve Bank decision to cut interest rates in December to a historic low of three per cent stimulated a rush of last minute property deals in the last few weeks of 2012, setting us up for a healthy market in 2013.

We welcomed the move knowing it would lift mortgage holders' spirits in the lead up to Christmas.

It also helped in the short term by putting money into the pocket of mortgage holders. Psychologically the rate cut helped to get a lot of sale negotiations across the line before Christmas, and making many of our buyers and sellers happy in the process.

Some property markets had a flurry of pre-Christmas activity with auction clearances holding up well through the spring albeit on below trend sales volumes. This local activity was great for consumer sentiment and we can expect the flow on into the housing market to continue through the next six to 12 months.

In terms of our 2013 market prediction, there is still a lack of well-priced stock in many sectors so there will be good opportunities for both buyers and sellers. Investors are also more likely to make a return to the market this year.

We believe interest rate cuts will stimulate the market in 2013, with property prices predicted to rise this year by five per cent nationally.

Three-year fixed home loan interest rates are now at a ten year low, so if you are looking to buy in 2013, go to ljhookerhomeloans.com.au then get in touch with one of our experienced team to discuss the right loan for you.

Build wealth when you know your home's value

Few people hold a single asset worth more than their home however rarely do they know how much it is truly worth.

To achieve your financial goals, we believe you benefit by knowing your home's value at any given point in time.

We've found many owners are reluctant to ask us for an appraisal unless they are immediately planning to sell. This should not be the case and owners should be confident in asking for an appraisal at any juncture.

Determining a dollar figure on a property asset is as important in financial planning as with other wealth-building assets such as shares and superannuation portfolios.

We want to assist you in building long-term wealth via property investment rather than just talking when you are ready to list and sell.

When someone contacts us for information on how the current market views their property, we don't dismiss it as curiosity; we see you as a forward-thinker who is playing an active role in your own financial planning. This applies to home owners and investors.

Contact us for a free no obligation market appraisal and our team of sales, property management and finance specialists will welcome your research.



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Perfect property presentation is the key to selling

Don't overlook the possibility of styling your property for sale in the active property market.



You may think that styling or presenting your property for sale is a waste of time and money, but we would disagree.

We have seen many beautifully presented properties sell in a quicker time frame, with more buyer interest and most importantly achieving a higher sales figure.

Properties that aren't presented as smartly to the buyer market generally will stay on the market for longer and not generate the strong competition from buyers you need.

You can either hire a professional to present your property or do it yourself. Don't forget to ask us to give you some pointers on what buyers will expect in terms of presentation to ensure you don't over capitalise on what you choose to do.

First impressions count so make sure that the front view of your house makes an impact. Some quick and inexpensive improvements to consider include planting some colourful plants at the entrance, painting your front door and fence, and buying a new front door mat.

The kitchen is an important consideration for improvements in order to increase the value of your property. Simple changes to a kitchen that can make your property more appealing to buyers include a fresh coat of paint in a light and neutral colour, new door knobs on kitchen cabinets, and clutter free bench tops that make your kitchen look bigger and more functional.

Natural light is another crucial element to getting the sale you want. If your house is yearning for some natural light then consider repainting in a neutral colour scheme, remove any unnecessary window furnishings or replace existing window furnishings with simple alternatives.

Cluttered, heavily furnished and dusty houses tend to look darker so make sure you have a thorough spring clean before you list your property for sale.

For more ideas on property presentation and other selling tips visit ljhooker.com.au or contact us.

2013 is the time to list and sell

The Australian housing market is moving in a new cycle and coming through the stabilisation phase, which saw the return of the buyers.

This is a good time to present your property to the market so we would love to hear from you and talk about how we can assist in the sale of your property.

How can you assess if you have the property that will be in demand?

Here are six features we find are attractive to buyers, which may rank your home toward the top of the desirability scale:

◆ You have a property to sell that is within walking distance of shops, restaurants, parks and schools.

◆ Your property is near sources of high employment, where driving your own vehicle will cost you less in time and money, or good public transport is available.

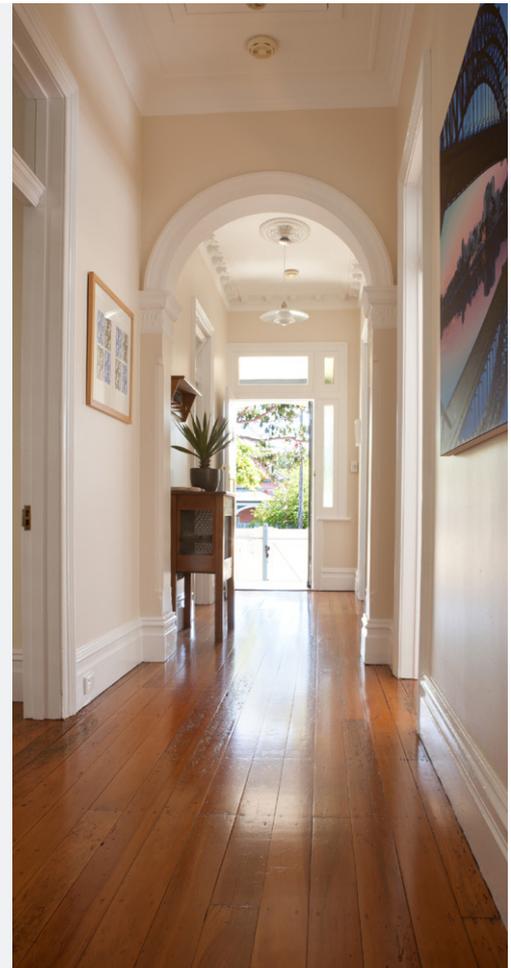
◆ Your property is close to a variety of facilities used by children, from babies onwards.

◆ Your property is close to medical facilities, important for both families and the aging population.

◆ You have an energy efficient dwelling – 'six star' is the ultimate in green energy efficiency.

◆ The style of your home can accommodate a multi - family living arrangement.

If you would like some help to determine your property's best assets and to showcase such features to our large and receptive buyer network, contact us and present your property to the market.



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