

# **Property News** HENDERSON'S

*Ideas to help you when you're buying, selling or renting*

# SOLD: \$1.95M

**Vendor Then Used Same Agent For Beachfront Property Purchase**



**Property News**  
*Ideas to help you when you're buying, selling or renting*

**LIVE THE DREAM**

**AUCTION: Millionaires Row Mermaid Beach**



**Saturday July 18, 10am - Details P3**

IN THIS ISSUE OF PROPERTY NEWS:

- Sellers' Planning Checklist
- Auction A Rare Opportunity
- Now Is The Time To Invest



John Henderson Professional's \$1.95m sale of last month's featured property, a five bedroom, north east facing luxury home at 36 Hedges Avenue, Mermaid Beach, proved more than successful, enabling the vendor to then buy a beachfront property from the agency.

The aggressive print and online marketing campaign of listing agents Michael Boulanger and Luke Henderson saw the auction attended by 75 people while the negotiation skills of Perry Brosnan were instrumental to the post auction sale.

**DETAILS P.3**

## **IN THIS ISSUE OF PROPERTY NEWS:**

- Understanding Property Cycles
- Two Hedges Avenue Sales
- Maintenance And Your Investment



## Letter from the Principal

Dear Reader,

Preparing to sell is a bit like the Christmas song "Making a list and checking it twice."

Right now there are many people looking at their selling options, particularly with the peak Spring selling season looming.

If you have decided to sell there is no time to waste.

Go to one or two of our open homes and look at presentation standards then sit down and make a list of the things you need to do to your home to get it up to scratch... everything from that creaking floor board to the paint on the front door.

Don't forget the fences, gates and gardens.

If you need help or someone to cast an experienced analytical eye over your property, call us and we will be pleased to help.



Andrew Henderson  
Principal



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# How to understand property cycles

## 'Over the long term property values increase'

Understanding property cycles is one of the biggest challenges in real estate. Many novice investors believe they know exactly what is involved after having read a few articles on the subject or through basic research.

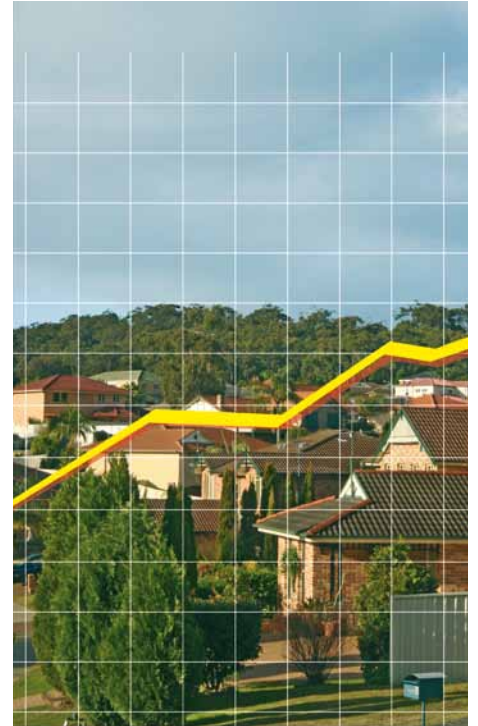
However, property cycles are not as straightforward as some authors would have investors believe. The key to investing in real estate is timing. As any experienced stock market or property investor will tell you, it's all but impossible to pick when a market has peaked or bottomed.

There are always those who will tell you they 'picked the top of the market' or 'got it right when it bottomed'. But, the reality is, it rarely happens. Instead, experienced investors try to pick a trend, whether a market is rising or falling.

For a property investor to accurately pick the trends, they need to know what a property cycle is. Property cycles in Australia generally last between 7-10 years. They operate within the broader economy and are subject to and influenced by those factors that are impacting on the economy as a whole.

Those factors include interest rates, inflation and employment. And of course that immeasurable factor – market confidence.

It is true that the underlying force driving the property market is a growing population. So, what you see in a rising market is that the demand for housing is



on the increase, that there is a shortage of both rental accommodation and established and new housing.

According to the standard texts on property markets, the rules of supply and demand then come into play and investors and property developers step in to meet the demand by buying and building more homes.

The reality is that other factors such as interest rates are the real arbiters of whether or not that new investment takes place. What we are seeing at the moment is a classic example of a real estate market that is extremely hot on the back of low interest rates.

Providing that interest rates remain low, the market should continue to rise. Currently Australians are enjoying record low interest rates and there is no sign of a rise on the horizon.



**As with any financial exercise, the decision whether to invest in property or just to upgrade the family home is not one to be taken lightly. You should consult your financial adviser to ensure that you are in the right position to benefit from the market.**



# Two Hedges Avenue Sales

CONTINUED FROM P.1

**Regardless of the market, quite often a sale comes down to the negotiation skills of the agent.**

This was certainly the case with John Henderson Professional's July 18 auction of 36 Hedges Avenue, Mermaid Beach.

Immediately following the auction, the team went to work to negotiate an unconditional sale at \$1.95m.

The "Oasis in the heart of Millionaires Row" quickly had a new owner and the vendor was delighted with the result, almost immediately buying another property on Hedges Avenue – from John Henderson Professionals.

"We had 75 attendees at the auction and three registered bidders so we were always confident of a sale," said Luke Henderson.

"It is not unusual with auctions at this high end of the market for buyers to hold their cards close to their chest and more often than not there will be a buyer sitting quietly in the room who was not even a registered bidder."

Perry Brosnan, who ultimately negotiated the sale, said it was for this reason that the agency always had a number of agents at an auction.

Architecturally designed to maximise its highly coveted north east facing corner position, the 36 Hedges Avenue property had attracted a lot of pre-auction interest.

It boasts multiple entertaining



spaces and the ground floor has been designed to suit guests, providing separation and privacy with its own bedroom, bathroom and self-contained kitchenette.

The vendor went on to buy on Hedges Avenue from the John Henderson Professionals team.

At the northern end of the avenue, it is a three bedroom apartment occupying the entire fourth floor of

the iconic "On The Park" apartments building which has just six residential apartments.

The open plan apartment features four balconies, while the building has a swimming pool, BBQ area, gym and sauna.

The new owner was as delighted with the purchase as with the sale, both of which said a lot for the John Henderson team.

## 40 Years and still the No.1 agent in Mermaid Beach



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Luke Henderson  
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# Maintenance

## Protect your investment



**Ensure your rental property is in tip top condition to reduce the risk**

**Buying a rental property and becoming a landlord can be an intimidating, yet thrilling experience.**

Once you dive into property investment, it is vital to employ the services of a professional agency and property manager to guide you through the complex process.



By employing a trusted property manager, the stress of being a landlord is significantly minimised as they can provide you with all the

information you need to make your investment not only successful, but almost stress-free.

The experienced property managers from John Henderson Professionals Real Estate pride themselves on keeping abreast of all the changes in the industry and providing their landlords with the best service and advice possible.

**When you are committing large amounts of money into an investment property, it is vital that you take the necessary steps to protect your investment in case a problem arises.**



The first most obvious step landlords should take when looking to protect their investment is taking out landlord protection insurance.

This insurance covers landlords in an unexpected situation where they may lose rental income or the property is damaged. Landlord insurance is tax deductible and also provides peace of mind for landlords.

**While insurance is the best way to protect your property, there are other more practical steps to take which can be even more important.**



Ensuring your property is fitted with safety devices like working smoke alarms, electrical safety switches and even a fire extinguisher

could prevent a catastrophic disaster, which has the potential to destroy your property and more tragically, may take a life.

These devices are relatively inexpensive and allow you to provide a safe environment for your tenants while potentially preventing serious damage to your property. It is often a good idea to replace these items when a new tenant moves into the property.



Carrying out regular maintenance inspections, like annual pest inspections, will ensure your home is protected from

destructive pests like white ants.

It is also a good idea to have a yearly building inspection carried out by a reliable professional to ensure there are no potential building defects.



**When maintenance is needed on your property, it is very important to attend to the problem as soon as possible to avoid liability.**

Attending to maintenance issues promptly will reduce the chance of possible injury to your tenants and could also prevent a small repair from turning into a bigger, more expensive problem.

When work needs to be carried out on your property, your property manager will be able to inform you on the best action to take and they can also recommend a qualified tradesperson who is licensed to carry out the work.



Landlords need to be able to put their full faith in the skills and expertise of the property management team if they want their

property investment experience to be as smooth sailing as possible.

**For more information about investing, maintenance or other property management issues, talk to the team from John Henderson Professionals Real Estate.**

## Take the hassle out of renting your investment property



**For Rent – 3 Petrel Avenue, Mermaid Beach – \$850 per week – 3 bed, 1 bath, 2 car, Available 8th August 2015**  
[www.prohenderson.com.au](http://www.prohenderson.com.au) to book your inspection online.

If you would like help renting your investment property, call us on 07 5572 8011.

Discover how easy it can be with expert advice.

