

Property News HENDERSON'S

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

Mermaid Waters A HOT Market



SOLD

41 Markeri St, Mermaid Waters - \$840,000

**FREE HOME VALUE
APPRAISAL - See P3**

Prices above vendor expectations and rapid sales are becoming the norm for the Professionals John Henderson Real Estate team, pointing to a record Spring-Summer selling period for vendors.

Principal, Andrew Henderson says there has never been a better time to sell but warns that some vendors might be missing out on premium prices. **DETAILS P.3**

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- Selling Tips And Pitfalls
- Mermaid Waters' Properties Are Hot
- Spring - The Perfect Time To Sell



Professionals
john henderson real estate

Letter from the Principal

Dear Reader,

There is no denying that with more buyers than sellers we are experiencing a very strong seller's market.

Sellers are getting fast sales and, quite often, better than expected prices.

But what is your property really worth in this market? Are you asking enough or, indeed, too much?

When appointing an agent, you need to make them justify their price expectation.

For our part, we utilise best practice industry resources to analyse sales trends and pricing.

Between this statistical analysis and our own vast experience in the local market, we are very confident of our pricing strategy.

Andrew Henderson
Principal



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Selling? Pitfalls and Helpful Hints

Appointing a professional agent is the first step to success!



Are you concerned that if you sell today you are not going to maximise your profits? Regardless of what happens over the next 12 months few people would deny that we are experiencing a sellers' market.

This is basically brought about by a surplus of buyers over sellers.

If this is so, how do you go about selling your property at a premium and really benefit from the market?

The short answer is you need to make your property more saleable than your competition through better presentation, better marketing and by offering better value.

This doesn't mean you have to offer it at the lowest price because not every buyer is driven solely by the desire for a bargain.

For a start, a sellers' market is likely to attract more purchasers, thereby providing more potential buyers for your home! But this is not enough in itself to ensure a sale for you.

The first secret to an effective sale is to assign an agent to the task, because you need someone who is not emotionally involved in the sale.

You cannot afford to take personally comments and rejections that some buyers will inevitably make when viewing your property. The agent is there to shield you from all the hassle involved in selling.

Once you have appointed an agent you need to evaluate the presentation of the property.

A professional agent will guide you about the best way to present your home to the market. Follow their advice and you will find it most helpful. Remember, as in all business matters, first impressions are most important.

The next step is to devise a marketing campaign. Once again an experienced agent will discuss this with you and if they really know what they are doing they will tailor a marketing strategy that is specifically designed to suit your property.

During the campaign your agent will probably market the property through a window display, on the Internet, through signboards, in media advertisements and possibly through other types of advertising such as leaflets and brochures.

Because of the agent's experience they will ensure that the property's special features are highlighted so that the buyer feels they are getting good value for money!

The market is almost a perfect storm for vendors with a range of factors combining to increase demand and, hence, the speed of sales and the prices being achieved.

Professionals Henderson Principal, Andrew Henderson, fears, however, that the market is moving so fast many prospective vendors may be under estimating the value of their properties.

He said that while market growth might be making it harder for some agents to realistically appraise properties, he and his team ensure their clients are on top of the market by offering a full statistical analysis combined with their own extensive market knowledge.

That wealth of local market experience more than paid off recently for a number of Mermaid Waters vendors:

16 Firmin Court: Sold in a week by Luke Henderson for \$750,000 - 50 inspections and seven offers over the list price.

16 Bowline Road: Sold within days by Andre Sharples for \$650,000 after another agent had previously failed to sell it over a number of months at a price of \$583,000.

41 Markeri Street: Sold by Andre Sharples for \$840,000 - \$55,000 above the asking price.

1 Cruiser Court: When a buyer failed to complete a contract at \$635,000, it took Andre Sharples just days to sell it for more - at \$649,000.

Andrew said anyone concerned that they may not be realising the full market potential of their property should contact his team immediately for a full, comprehensive appraisal.

Sale After Sale



Contact us today for a free, no-obligation appraisal



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It's the season for buying and selling



Is Spring the best time to buy or sell a home?

There are quite a few answers to this question, with replies relating to the state of the market, your finances, your requirements, interest rates and other such matters coming thick and fast.

But while it is, of course, best to buy or sell when it suits your individual needs, there's something about Spring that seems to start the market ticking over.

And this "Spring effect" has flow-on benefits for both buyers and sellers alike.

Buying in Spring

The weather has a lot to do with it, of course.

If you're planning to buy, there is much more incentive to get out and about now that the weather is warmer, rather than

shivering through inspections in the winter cold.

This anticipated increase in inspections during Spring encourages people to put their homes on the market, providing you with many options to choose from.

Selling in Spring

Planning to sell in Spring also makes sense from the point of view that this is usually the time when your house and garden are looking their best.

It is also the time when people are keen to buy because they hope to be able to move and settle into their new home

before the Christmas break, so there is more chance of attracting genuine buyers.

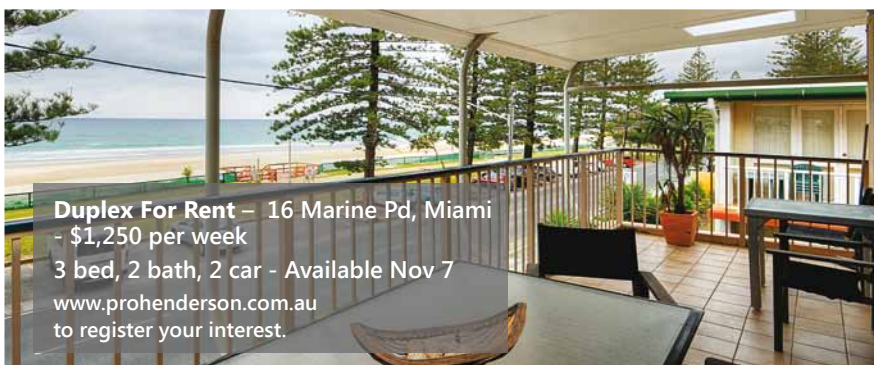
One well-known real estate principle is that it is wise to be a buyer when other people are selling, and to be a vendor when other people are buying.

The great thing about Spring is that this applies both ways.

It's a time when some people are selling and others are buying, resulting in it being the prime real estate season.

So whether you plan to buy or sell property, make up your mind to make the most of Spring and look forward to an outstanding result!

Take the hassle out of renting your investment property



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- \$1,250 per week
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www.prohenderson.com.au
to register your interest.

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

Discover how easy it can be with expert advice.

