

# RealEstateNews

INFORMATION TO HELP YOU WHEN BUYING OR SELLING | August 2011 |

## Come On In!

GARY PITTARD

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**We all know the saying that there is no second chance to make a first impression. This is most relevant when selling your house. You should do everything you can to make buyers feel at home, to create the atmosphere that implies Come On In!**

The inside atmosphere should be warm and appealing. One agent described it by saying, "A home should look and feel happily lived-in".

Make the atmosphere natural and relaxed, even if it means changing (or improving) your living habits. Buyers are aware of gimmicks such as a coffee pot brewing, a cake in the oven or classical music playing softly in the background. False attempts to add appeal often have the reverse affect.

Genuine appeal is what wins the buyers. A radio or a TV – never too loud – is a natural part of home life. Well-made beds with warm quilts and

lots of pillows really make a property feel like home. Home truly is 'where the heart is' and anything that increases the emotional feeling of comfort is something we all love.

### Odours

Nothing turns people off more than bad smells, so be sure your property smells fresh. You can buy plug-in fragrances that remove bad odours.

If you have pets be careful, because their smell, while familiar to you, can be unpleasant to others. Take pets' blankets and bowls outside. A dog that jumps up can be irritating and distracting, but not as bad as a savage dog that terrorises the buyers.

Wherever possible, remove your dog during inspections – take it for a walk. And always, be sure that there are no 'doggie surprises' for your buyers to step in while inspecting the garden.

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# CONTROL

GARY PITTARD

**Agents should be in control of events. Negotiation is about control. To do this they have to discover the seller's minimum and the buyer's maximum. Whether a property is sold by Private Treaty or Auction, most agents never discover the buyer's maximum.**

How can an agent possibly get the highest possible price for a seller unless the agent knows the buyer's maximum?

Agents must know and master negotiation using the Buyers' Price Declaration. Based upon an idea developed by Canadian economist the late William Vickery, this tool gives agents the greatest chance of negotiating the highest price for their sellers. Failure to use this tool is negotiation negligence.

The person who should be in control of prices is the agent, acting in the best interests of the seller. Too many agents think that "selling" a property means finding a buyer. That's nonsense. Finding a buyer is only the first stage. The second stage, which few agents

do properly, is getting the buyers to pay their maximum.

Only incompetent agents say a property is "worth what a buyer pays". The good agents, the true negotiators, know:

A property is worth what they can persuade the buyer to pay. These agents are in control. Whatever the buyer can pay is what the good negotiator gets for the owner, not what the buyer wants to pay.

Buyers want to pay below their maximum. With most agents, this is exactly what buyers do. Ask any homeowner what price they paid for their home. And then ask what price they would have paid.

Most will admit they would have paid more. When asked why they didn't, most will say the owner agreed to their offer and the agent did not ask for more. This applies whether property is sold by auction or private treaty. Most real estate is sold for less than it could have been sold for.

Agents who are not skilled negotiators are underselling owners.

The reason is simple: the focus is on the seller's minimum. The focus should be on the buyer's maximum. The difference can mean thousands to a seller. When an agent gets the buyers' maximum, the agent has earned a selling fee. The highest possible price has been achieved. The agent, not the buyer, has controlled the sale price.



**For some great ideas on how to select a great negotiator, ask the agent who sent you this newsletter for a complimentary copy of the seller booklet, How To Get the HIGHEST PRICE For Your Property.**

## Come On In!

*(Continued from page 1)*



### Bright and Airy

Make sure the property is bright and airy by opening the curtains. Fresh air, if practicable, is always best.

If you have a fireplace and it is winter, an open log fire can be a big selling feature. At the very least, make sure the property is warm in winter and cool in summer.

Try to remove clutter so your property does not look smaller than it is. The time for a clean-up or a 'garage sale' is before you sell, not afterwards.

Most properties have some natural untidiness – a book beside the bed, a newspaper in a kitchen or slippers on the floor – this is acceptable and expected. What is not acceptable is dirt.



Make sure the bathrooms are clean to the point of sparkling. Fresh fluffy towels add a warm feeling as does the sound of a washing machine or the sight of clothes blowing in the breeze on the outside hoist. Atmosphere is everything.

The bathrooms and kitchen are especially important to a woman, who is usually the major decision maker.

# Is Now a Good Time to Buy Property?

PAUL KOUNNAS

**Like most people, you're probably confused by the daily bombardment of mixed messages about the state of the property market.**

**Are you finding it difficult to make sense of the conflicting information?**

Well don't. The market is going through a transition period where some properties will remain stagnant, others will rise and some will fall.

There are no apparent signs of home sellers so desperate to sell that they would give away their properties at a 30% discount, which would then trigger a collapse in the housing market. In Australia there are less than 1% of mortgages in arrears, which is considered low by international standards.

We are also currently seeing signs that the market is beginning to stabilise after the slowdown we experienced during the past twelve months.

Paul Bloxham, HSBC's Chief economist for Australia and New Zealand, and a former RBA economist, believes that the prospects for the Australian economy are strong. Paul expects house prices to "track sideways in the short term and then rise in line with household disposable income – we expect that housing prices will continue to grow at a modest

pace over the next few years. We view the risk of a sharp fall in housing prices as very low".



This is a year of opportunity for the astute property investors, who can see through the maze of mixed messages. They will do very well as they take advantage of long term opportunities presented by the current market.

If you are selling and buying in the same market this is a good time, particularly if you are upsizing.

Can you remember back 10 years ago? How cheap were properties then?

Don't be the one looking back in a few years time saying "I wish I bought back in 2011 when property was cheap". ■

## Research the Area

There are few things worse than discovering, after you have bought, that you could have bought better. If you intend to live in your home for many years, take some time to check out the area before you buy. Visit the area and make sure you like it. Check the prices of recent sales in the area. When you find the home you love, don't be shy about inspecting it more than once. The more you see a home before you buy it, the more you'll know if it's the right home for you. And finally, check out the neighbours. Research is always time and money well spent.



**WHY DO  
REAL ESTATE AGENTS  
NEED ADVERTISING  
MONEY TO FIND  
BUYERS?**

*It doesn't make sense...*

**FOR A  
RISK FREE SALE  
CONTACT**

**(08) 8942 2283**

*Don't risk your money.*

*Get the agent  
to carry the risk.*

catekilliner  
realestate

# Properties Sold - Northern Suburbs - June 2011

Unit No.	Street No.	Street	Suburb	Sq. Metres	Sold Price
	9	ALAWA CRES	ALAWA	899	465000
	12	DAVERN ST	ALAWA	817	465478
	98	YANYULA DR	ANULA	1000	495000
	4	HOWLEY CRES	ANULA	981	592000
2	6	OMEQ ST	BRINKIN	276	480000
15	34	SOVEREIGN CCT	COCONUT GROVE	201	422000
11	25	SUNSET DR	COCONUT GROVE	149	425000
	14	MUSGRAVE CRES	COCONUT GROVE	1390	1140000
	9	SOWDEN ST	JINGILI	817	450000
	20	BORELLA CCT	JINGILI	844	640000
2	50	KALYMNOS DR	KARAMA		345000
	10	EUCLA CT	KARAMA	800	435000
5	6	GRASSLAND CRES	LEANYER		342000
3	2	ARMSTRONG ST	LEANYER	144	384000
1	9	GOTHAM ST	LEANYER	806	430000
1	34	LEANYER DR	LEANYER	800	450000
2	34	LEANYER DR	LEANYER	332	450000
	11	VASHON ST	LEANYER	804	458000
	15	LEGUNE AVE	LEANYER	961	480000
	24	LEGUNE AVE	LEANYER	863	489000
	19	V.R.D. DR	LEANYER	813	650000
	10	CASTLEREAGH DR	LEANYER	888	725000
	32	CLARENCE ST	LEANYER	800	815000
	7	ANSON CT	LEANYER	1020	830000
	16	GUMULALA ST	LYONS	615	715000
	18	DUNYILA ST	LYONS	600	730000
	13	ABBOTT CRES	MALAK	804	482500
3	10	DORNOCH CT	MARRARA	292	360000
18	48	SABINE RD	MILLNER	91	310000
9	21	KELSEY CRES	MILLNER	163	405000
1	4	TONG LUCK ST	MILLNER	261	500000
	39	THORNTON CRES	MOIL	766	605000
4	57	ARALIA ST	NIGHTCLIFF	52	229000
	35	BOUGAINVILIA ST	NIGHTCLIFF	724	300000
	171	DICK WARD DR	NIGHTCLIFF	145	450000
	171	DICK WARD DR	NIGHTCLIFF	148	450000
	171	DICK WARD DR	NIGHTCLIFF	136	460000
4	20	SERGISON CCT	RAPID CREEK		361000
34	336	CASUARINA DR	RAPID CREEK	155	382000
5	278	CASUARINA DR	RAPID CREEK	101	405000
7	298	CASUARINA DR	RAPID CREEK	181	592000
	97	TIWI GDNS	TIWI	817	490000
	99	TIWI GDNS	TIWI	817	495000
	6	BEETALOO ST	TIWI	1160	503000
	43	ANNABURROO CRES	TIWI	735	525000
	14	TIWI GDNS	TIWI	809	530127
	215	LEE POINT RD	WANGURI	766	450000
	157	LEE POINT RD	WANGURI	817	650000
	15	KESTREL CCT	WULAGI	746	468731
	3	WHIMBREL CRES	WULAGI	804	523000

If you would like to know what has recently sold in your area  
please email [cate@ckrealestate.com.au](mailto:cate@ckrealestate.com.au) or call 8942 2283



Open 7 Days til 7pm | ☎ 8942 2283 (24 hrs) | [www.ckrealestate.com.au](http://www.ckrealestate.com.au)

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