

WE HAVE LAUNCHED A NEW WEBSITE

This month we finally launched our new website www.RealEstateAdelaideSouth.com.au. We invite you to come online at anytime to find out the latest news in the real estate market. I know you have been dying to find yet another real estate information site but we hope this will be different.

REQUEST AN APPRAISAL AND CLAIM OUR SPECIAL OFFERS

If you would like us to give you an appraisal of the value of your home or commercial property to sell or the amount it could be rented for, then you will be entitled to our special offers.

These special offers are real discounts for products and services supplied by companies and trades, some of whom we have had a relationship for years. These offers are evolving as we speak, so to find out exact details you will need to come onto our website.



IF YOU ARE SELLING YOUR HOME YOU NEED IT TO STAND OUT FROM THE REST

You need creativity when listing a property for sale but don't forget the fundamentals. Recent data reveals 86% of visitors to real estate websites will ignore properties without an address, and 91% will ignore properties without a price.

1: THE CREATIVITY

Have you ever read a property advertisement that really gets you so hooked that you start working out your finances even when it's way out of your price range? It's all about working a creative text that grabs the attention of your audience and highlights your property. For something to be memorable, it has to stand out from the rest.

Real estate is a very competitive industry, so the agent you choose has to differentiate themselves or make your property stand out in some way. That initial first impression is so important. If the picture is appealing, and the headline creates intrigue, the listing is a winner.



This photo of one of our homes for sale, at 27 Erebus Circuit Morphett Vale, is so simple. It shows our agent Vincent Woodall and the Vendor standing out the front holding a 'For Sale' sign, yet it has attracted an unexpected amount of attention.

With two offers after the first weekend it shows you don't need to do too much to stand out from the rest.

2: THE FUNDAMENTALS

Recent data from a www.realestate.com.au study suggests that a property listing that gets the most clicks has the fundamentals right with an estimated price and catchy image. Where buyers are scrolling through properties at a quick rate you need to make the pictures pop out. If the image looks dreary, viewer attention will slide right on to the next one.

91% of browsers will ignore listings without a price estimate. Many buyers will only search properties within a price range. 86% of online visitors will ignore a listing without an address. They want to know how close the property is to amenities, transport, family, friends and work. Many buyers will also check the address on GoogleEarth to assess its street appeal and the quality of the houses around it!

CONCLUSION

Enlist the aid of a sales agent who can make the difference.

FIGHTING A POOR OUTLOOK FOR HOUSING AFFORDABILITY

The outlook for lower income earners and first home buyers we hear is bleak, but there are options available that could turn the tide.

Last August the Australian Bureau of Statistics released data for Housing Occupancy and Costs that presented a very poor outlook for lower income earners and first home buyers, and most would say things are no better now.

The proportion of household income dedicated to housing costs is demonstrably higher across lower income households, and the proportion is rising over time.

As a general rule it is said that if a household is paying more than 30% of their gross income towards servicing a mortgage, they are considered to be in 'stress' and the ABS figures showed that 18% of households nationally fell into this category.



The groups in this 'stressed' category were lone persons aged under 35, single parents, young families and first time buyers.

This goes some way to explaining why first home buyer activity is currently so low at a time when mortgage rates are at record low levels.

The way out of this is to increase income. That's a no brainer but more easily fixed than you might think!



The solution is to add a rental income. And when you rent your property you open up a host of tax deductions and incentives that can turn all the expenditure items including mortgage from being a huge loss to cash flow neutral or even cash flow positive!

With the rental making you a small amount of money each week combined with the increasing equity that you will have as the market rises, you will eventually be able to buy your own home to live in where before it had been almost impossible.

If you would like more details please contact us via email at Morphettvale@linandrews.com.au or by phoning (08) 8186 2777.



Commercial Property News

At Lin Andrews Real Estate, we have just finished the best month of sales and leasing for the whole of this year.

Transactions have increased significantly, and we see this as a revival of activity after the impact of the State and Federal Elections, followed by Budgets which have been off-putting.

Stability after elections and budget sessions

The Business Community appears to be getting on with its plans, and has given us an outstanding month of commercial leasing.

While sales are slower, small and medium-sized commercial properties are selling readily to those who do not want to pay rent and prefer to take advantage of current low interest rates by buying their own property.