



# PROPERTY INVESTOR NEWSLETTER

MARCH –  
APRIL 2014

*This newsletter has been designed to keep you updated on what is happening within the industry and our real estate agency*

## FROM OUR PROPERTY MANAGEMENT TEAM



We wish you and your family a hopping happy Easter. May you enjoy this special time of the year with family and friends to take some well needed rest, and relax.

### REMINDER

#### Is your Public Liability Insurance up-to-date?

It is a requirement for all owners to have a minimum of \$10 million public liability insurance cover on investment properties to protect you in times of a slip and fall at the property. If an injury was to occur at the property and you were uninsured it could cost you your investment. Please feel welcome to contact our agency to discuss any questions you may have.

## GETTING YOUR PROPERTY TO STAND OUT!

When a tenant vacates a property with no prospective tenant secured to move in, it can be a stressful experience for some property owners.

Waiting to attract the 'right' tenant can result in the property remaining vacant for a period of time, which means there is no rental income to support the weekly investment mortgage.

To attract the best possible tenant in the quickest possible time paying the highest possible rent is about **getting your property to stand out.**

Times have changed... the majority of tenants are seeking their next rental home online through the major real estate listing websites. Visit any of these sites and you will clearly see that your property will often be competing with tens or hundreds of others.

#### So how can you get your rental property to stand out?

Unfortunately a well-worded text description is no longer enough. People want to read, touch, feel and see what is being offered.

While at this stage of technological advancements we cannot touch and feel the property through a computer, the visitor does want to see as much as possible to determine if they want to shortlist the property for a viewing.

First impressions count when trying to generate enquiry. There needs to be lots of photos showcasing 'every room' of the property. The more photos the better the interest. Rental listings with only a couple of photos are often ignored (for the many others a tenant has to choose from) as they cannot quickly visualise what the property is offering.

The photos need to be clear and inviting, showcasing the property. Presentation is paramount. Many of the wow photos are taken by professional photographers, which should not just be embraced for sale properties.

And now... there is a new trend in online rental advertising and marketing...

Continued over >

**IMPORTANT:** This is not advice. Clients should not act solely on the basis of the material contained in this newsletter. Items herein are general comments only and do not constitute or convey advice per se. Every effort is made to ensure the contents are accurate at the time of publication. Clients should seek their own independent professional advice before making any decision or taking action. We take no responsibility for any subsequent action that may arise from the use of this newsletter. Published by THE PPM GROUP - [www.ppmssystem.com](http://www.ppmssystem.com)

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Over the past three years or more we have seen the emergence of video tours.

These are short, cost-effective videos where the prospective tenant is able to experience a virtual tour of the property.

Market research has already indicated that we spend 75% more time on websites with video; and listings with videos can receive more than 400% more enquiries. \*

Marketing your rental property is not just about classified advertising anymore.

The focus of advertising and marketing a property is that you want it to be seen and attract enquiry.

All advertising and marketing costs are a tax deduction, including professional photographers and video tours.

If you would like to know more about how cost effective it can be to have your property stand out, please feel welcome to contact our property management department.

\* Source: Visual Domain

## SUDOKU COFFEE BREAK

Every row & column, and 3X3 box, must contain the numbers from 1-9. Good luck!

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## CONNECT WITH US

Just search «Insert Search Name»



## WINDOW LOCKS A NATIONAL CONCERN



Each year, around 50 children fall from windows or balconies in Australia, which is almost one a week. Many suffer serious injuries and sometimes these falls are fatal.

Children aged between one and five are most at risk as they are too young to judge the potential danger.

With this in mind it is important for landlords to be aware of window locks when considering presenting your property in a safe condition for the tenants to reside.

Legislation states that landlords must provide and maintain locks necessary to ensure that the property is reasonably secure.

While it is not a legal requirement for landlords to provide window locks, our agency *strongly recommends* that every property has these installed to protect you in times of potential litigation should there be an injury.

This small, tax-deductible expense can save lives.

If you would like our agency to organise this on your behalf, please feel welcome to contact our property management department.

## ARE YOU LOOKING TO BUY OR SELL A PROPERTY?

Call us today for friendly advice. We can provide value added information to save you money.

## Properties Recently Rented!

Keeping you updated on the local rental market

### HOUSES

- Birkdale Cres Liverpool – \$470 p/w
- Harpur Pl Casula - \$490 p/w
- Lady Penrhyn Cl Lurnea – \$500 p/w
- Leacocks Ln Casula - \$620 p/w
- Coletta Pl Prestons - \$640 p/w
- Alma St Leppington - \$692 p/w

### TOWNHOUSES/DUPLEXS

- Sidney Pl Casula - \$430 p/w
- Marsh Pde Casula - \$440 p/w

## Properties Recently SOLD!

Keeping you updated on the local sales market

- Hume Hwy Casula - \$530,000
- Amalfi St Lurnea - \$506,000



Happy birthday Kathy!



WE ARE FOCUSED ON MAXIMISING YOUR RENTAL INCOME  
AND OPTIMISING YOUR CAPITAL GROWTH

