

**FROM OUR PROPERTY  
MANAGEMENT TEAM**



**INCREASING YOUR  
WEEKLY RENT  
JUST A CONSIDERATION**

As your managing agent it is a constant focus for our team to work towards increasing your weekly rent and investment return. As part of this process we regularly analyse the rental market to monitor the maximum achievable rental values. We conduct a minimum of one fair market rent review each year, which more often than not results in the tenant's rent being increased. However, there is another option that you may like to consider to achieve a little higher rent, which is accepting pets at the property. There are pros and cons for this practice, so feel welcome to discuss this with your property manager.

**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)**

**WHAT MATTERS MOST?  
YOU MAY BE SURPRISED...**

**AS THE POPULATION AGES AND HOUSEHOLDS SHRINK**

What are Australians' housing priorities? Is having a garden more important than access to public transport? How important is it to live close to work? And do these priorities differ across age groups and household types?

An extension report by the Grattan Institute involved the analyses of over 700 city residents from different States who were asked about their housing and location priorities and the results were surprising.

*'If you know what people want you can meet their needs and prosper in the housing market'*

Although it is often assumed that living in a separate house on a large block of land is what most Australians want, this only ranked 5th most important and having a big garden ranked 20th.

The data also suggested that there are real differences in priorities across the population. In particular, while young families were focused on house size and type, older and single-person households were much more likely to think that characteristics of *where* they live are more important. Given our ageing population and the growth of smaller households, these differences could result in significant shifts in the

mix of housing we want.

**TOP 20 OUT OF 56 OPTIONS**

1. The number of bedrooms
2. Safety for people & property
3. Near family & friends
4. The number of living spaces (lounge/living, etc.)
5. Whether the house is detached
6. Near local shops
7. Near a shopping centre
8. Near a bus, train or ferry
9. Has a garage
10. Little traffic congestion
11. A natural environment you find attractive
12. Has air-conditioning
13. Is in a particularly clean/unpolluted area
14. The number of bathrooms/en-suites
15. Near general health services
16. Near a railway station
17. Near your work
18. Has secure parking
19. Neighbourhood design you find attractive
20. Has a big garden (e.g. for kids to play in)

Continued over>

**IN THIS ISSUE**

- What matters most? You may be surprised!
- Increasing your weekly rent
- Is your rental property safe?
- Properties recently rented and sold





## CONCLUSION

Differences between demographic segments in the *What Matters Most* survey should not be over-stated. Demography is only one of a range of factors that determines housing preferences, and households in the same segment may have radically different priorities. We should also bear in mind that demographic changes – even the significant changes happening among the Australian population – happen slowly.

Bearing these caveats in mind, the results support the conclusion that as the population ages and households shrink, there will be a change in housing preferences. This implies that there may be a need for a more varied *mix of housing* than currently exists in Australian cities. In particular, the results suggest that demographic change will drive an increased demand for housing in locations characterised by convenience, access and safety – which are particularly important to older and lone-person households. ■

There is an extension report that you may wish to download:

[http://grattan.edu.au/static/files/assets/df083001/109\\_what\\_matters\\_most.pdf](http://grattan.edu.au/static/files/assets/df083001/109_what_matters_most.pdf)

## JUST A THOUGHT

*Do one thing every day that you are fearful of and watch yourself grow into a stronger person that believes anything can be achieved... Consider the exercise as your daily 'mind' workout!*



## IS YOUR RENTAL PROPERTY SAFE?

As a landlord you have a legal obligation to the tenant to ensure that the property is safe for the tenant to reside.

This relates to every aspect of the property, which can encompass a wide area of items from pools, secure fencing, railings and steps, levelled floor coverings and safe electrics, to name a few.

However, there are a couple of key focus areas of the property that some landlords overlook as being a priority. This includes that external doors are functioning and have locks, that windows are secure and have locks or security screens and that there is adequate external lighting.

If a property is not presented and maintained in secure condition and the property is broken into you could be liable. Or if the tenant slips and falls outside the property due to inadequate lighting you could be sued.

When our office conducts a routine inspection and notices work that is required or if we receive a maintenance notification from the tenant, it is important that we act on the request promptly. ■



NSW's new homebuyer scheme has now kicked in, which means there are changes in store for the local property market. The new first home owner grant (new homes) scheme began on 1 October, offering eligible first home buyers a \$15,000 grant to buy or build a new home worth up to \$650,000. The new homes

scheme replaces the \$7,000 first home owner grant, which ceased for all contracts dated on or after 1 October. According to the NSW Office of State Revenue (OSR), "a new home is a home that has not been previously occupied or sold as a place of residence, and includes a home that is a substantially renovated home and a home built to replace demolished premises".

In some cases a substantial renovation can be considered as a new home if "all, or substantially all, of a building is removed or replaced". Keep in mind that substantial renovations do not include cosmetic work such as painting or replacing fittings. If you're applying for the grant through substantial renovations, the OSR will consider the application on a case-by-case basis.

First home buyers are also eligible for stamp duty concessions under the new scheme. No duty needs to be paid on a new home valued to \$550,000, or residential land valued to \$350,000.

To apply for the new \$15,000 grant, you can make an application through a lender or through the OSR.

If you make an application with a lender, the grant will be paid on settlement if you are buying a new house, or if you are building, on the first draw down on contracts to build.

If you are applying to the OSR, you can do so after your new house is built or upon settlement. The \$15,000 first home owner grant (new homes) will be available until 31 December, 2013, after which the grant will be reduced to \$10,000.

To find out whether you're eligible for the new grant, you can read the requirements at the [OSR website](#).

There are plenty of great home and land packages available in the Liverpool area for first home buyers, so if you're looking to take advantage of the new grant then get in touch with one of the team at [Professionals Paradise Realty in Casula](#).