



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

FROM OUR PROPERTY  
MANAGEMENT TEAM

**PROTECTING YOU  
IS OUR PRIORITY**

Property management is serious business. We are managing millions of dollars in assets and store thousands of personal records. We have strict internal policies for the protection of data, bank accounts and property keys to name a few. Personal identification when discussing investment issues over the telephone is equally as important. So if we ask you a couple of questions to verify who we are speaking with, please don't feel offended.

**INFORMAL AGREEMENTS  
WITH TENANT**

This is a quick friendly reminder to landlords to be careful of entering into verbal agreements with tenants without the knowledge of your property manager. There is a minefield of legislation and compliance issues that must be adhered to, to protect all parties. We kindly ask that as your managing agent we liaise with your tenants on your behalf.

**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.

# THE PRICE TRAP

"How much will my property rent for?", "What is it worth?" "Should I increase the weekly rent? and if so, by how much?"

These are questions that we hear and provide appraisals and advice on every day.

**How much will my property rent for?**

Supply and demand determines the achievable rent of a property. When the demand of tenants is high and there are limited properties for rent, the weekly rent achievable can increase. The best way to determine the rent is by conducting a Comparative Market Analysis (CMA) on what other similar properties are renting for in the area. This research can be undertaken by looking at public rent websites.

**What is my property worth?**

Once again, this is determined by supply and demand of the buyer and how emotionally attached they become to a property. The best way to determine the sale price is by conducting a CMA on properties sold in the area, rather than the sale price. It is easy for an agent to list a property for sale at any price. But, is it going to sell?

If you are selling your property and want a quick sale an unrealistic price can cost you additional interest and lose potential genuine buyers.

If you are renting your property an unrealistic rent can lead to long-term vacancy periods that can have a greater financial loss to you than the extra \$40 per week over-priced requested increase.

So beware of the price trap. As an investor we always recommend that you do your own research in addition to the CMA information that we provide.

**Should I increase the weekly rent? And if so, by how much?**

Our agency recommends regular rent increases (at least one per annum, *if the market allows*) as it becomes an expectation of the tenant and avoids high increases if one has not been implemented for some time in accordance with the market. However, if they have been exceptional long-term tenants and the rent increase could result in the tenants having to leave, it may be a consideration to weigh the pros and cons of having secure tenants in comparison to possible vacancy periods and additional advertising costs. (P.T.O. >)

## IN THIS ISSUE

- The Price Trap
- Interest Rates Down
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- Properties Recently Rented and Sold



# INTEREST RATES

DOWN... Have you thought about adding another investment?



Is 2015 the year you purchase more investment properties? If the answer is yes, then it is important that you know what your current situation is and what your investing goals are. How much do you have to invest? What returns do you want to achieve (weekly rent)? What area? What type of tenants will the property attract? What construction type are you looking for in a property that may impact on future maintenance? Do you want to minimise your tax? How many bedrooms? What features will attract tenants to your property?

Quickly purchasing a property for the sake of adding another property to your portfolio can be one of the biggest financial mistakes people make.

It is essential that you know what to look for and that the property/s will step you towards your financial freedom goals. You don't want a portfolio that will impact on your lifestyle (too much).

If you are thinking about buying a property our property management team and sales consultants are here to step you through any questions you may have.

## TALK TO THE PROPERTY EXPERTS

### BUYING, SELLING & PROPERTY MANAGEMENT

Call us if you are thinking about buying or selling or know of someone that is.

Do you own another investment property? We are here to help

### Properties Recently

#### Rented!

Keeping you updated on the local rental market

#### HOUSES

Edmunds Ave, Louisa Creek

Tandy St, Hay Point

Edmunds Ave, Louisa Creek

Hackett Ct, Campwin Beach

Elizabeth St, Sarina

Swan St, Armstrong Beach

Louisa Crk Rd, Louisa Creek

Pacific Ave, Sarina

Rasmussen Ct, Armstrong Bch

#### UNITS

Beach Rd, Sarina

Beach Rd, Sarina

Owen Jenkins Drv, Sarina Bch

## BRING ALL YOUR SUPERANNUATION TOGETHER

Do you have superannuation in multiple accounts?

Leaving your superannuation in multiple accounts means you will be paying multiple sets of fees. Bringing all your super together may reduce your fees and paperwork and make your super easier to track.

Before bringing your accounts together, you should consider fees, loss of insurance cover you may hold, costs of withdrawing from your other super funds and any investment or tax implications.

We recommend you speak to your financial adviser or accountant before making any decision to consolidate your super.

### OUR FEEL GOOD TIP

Do you have children at school or kindy or know friends or family who do? A great tip is to include 'lunch box notes' that you can easily write and add a picture to it. They will love them and feel special.

Hey Jack, have an awesome day...  
You are the best boy ever  
and we love you.  
Lots of smiles!



### SUBMIT A SHORT STORY FOR YOUR CHANCE TO WIN

Visit [queenslandproperty.com.au/caravan](http://queenslandproperty.com.au/caravan)



DON'T FORGET TO CHECK OUT OUR FACEBOOK PAGE FOR YOUR CHANCE TO ENTER OUR LATEST COMPETITION!...

'WHAT MOVES YOU?'

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