

UNITED REALTY - ISSUE FIVE

Property News

Ideas to help you when you're buying, selling or renting

IT'S TIME TO SELL

OWNERS DELIGHTED, SOLD BY UNITED!



13 Baldwin Ct, Ellis Lane: Sold before Auction. In 2 years United have sold more Ellis Lane homes than any other Agent.

OWNERS DELIGHTED, SOLD BY UNITED!



95 Old Oaks Rd, The Oaks - Auction, \$1,537,000, a new benchmark sale price for 5 acre holdings in Wollondilly.

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May Farm Rd, Bronlow Hill (via Camden): Sold for \$1,370,000, \$200,000 above expectations, after the first Open Home due to multiple offers.

United Realty is continuing to set records and establish sale price benchmarks with many of their marketing campaigns resulting in properties selling before scheduled Auctions.

Agency Principal, Edwin Borg, said that the market in many areas is astoundingly competitive with little sign of any easing of buyer demand.

"As an example, United Acreage and Property Marketing has just sold 19 Medich Place, Bringelly for a record price prior to Auction.

"Twelve parties at the first Open Home resulted in a stand-out offer that saw the property sell for \$1,100,000 more than the next highest sale in Bringelly's Kelvin Park Estate, smashing the \$3,000,000 mark," Edwin said.

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- How safe is your swimming pool?
- Agency Setting New Records
- Put some SIZZLE into Summer Sale Chances



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United Acreage & Property Marketing
United Residential & Prestige

Two Divisions...Two Offices...One Great Team!

Acreage, Residential, Prestige & Development Property Sales & Rental Specialists

Message from the Principal

Dear readers,

The sheer numbers of buyers in the market and their appetite for property has made database marketing one of the most important tools at an Agent's disposal.

A well managed database of qualified buyers is the key to selling a property even before conventional advertising can begin.

By cross referencing the property against the criteria of buyers we are able to quickly tailor an e-mail list and issue a property alert to these buyers.

Database marketing is also an essential for discreet off-market sales where the vendor, for whatever reason, doesn't want it widely known that he or she is selling.

We sold over \$280 million worth of property last year and we'd like to thank our clients for their ongoing support and also wish them all the best for 2017. We are also very grateful for the many testimonials we received in 2016.

Kind Regards,



Edwin Borg

Managing Director, Licensed Real Estate Agent, Stock and Station Agent, Sales and Marketing Specialist and Justice of the Peace



BRINGELLY: 1/1193 The Northern Road
Phone: 4774 8222
Fax: 4774 8299
THE OAKS: 1/73 John Street
Phone: 4657 2166
Fax: 4657 2761
Email: receptionb@borgpartners.com
Web: www.acreagesales.com.au
www.unitedrealtysales.com.au

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How safe is your swimming pool?

For many people, summer weather means fun in the backyard pool.

But is your swimming pool safe?

It's a question that people who are selling, buying or leasing a property with a pool will need to be able to answer.

Fencing - When building a pool. It is necessary to:

Get approval from your local council about where your permanent pool fence is going to be located, to make sure that its location meets council guidelines.

Install temporary fencing around the pool area while it is under construction.

Arrange a final inspection by your local council or private building certifier as soon as possible after the permanent compliant fence has been installed.

After the pool is built, the owner should ensure the pool is surrounded on all sides, at all times, by a child-resistant fence separating the pool from the house and any adjoining premises.

All doors and gates providing access to the pool must be kept closed at all times. A warning sign must be displayed near the pool.

Child safety - If a child is missing, check the pool first.

Always watch children when they are in or near the water.

Learn adult and infant CPR, and have an approved CPR chart in the pool area, these can be obtained from your local council, pool shop or community organisations such as St Johns Ambulance, Australian Red Cross or the Royal Life Saving Association.

Ensure the pool gate is always closed and never propped or left open. Keep trees, shrubs, pot plants and furniture away from the pool fence so that kids can't use them to climb into your pool.

Electrical safety - pools and electricity can be a lethal combination.

Be very careful if you have a swimming pool that has a portable electrical pump and filter system where there is no protective housing.

When buying a pool with electrical pumps and filters you should make sure the pump and filter have an electrical safety approval number or Regulatory Compliance mark. Plus, check that they are suitable for outdoor use.

Fit a safety switch to the house where the pool will be used and arrange for a licensed electrician to install a suitable weather protected electrical power point close to where the pool equipment will be located.

Sales Keep Delighting Vendors

United Realty's other recent results have been just as impressive as the record breaking Medich Place, Bringelly sale.

14 North Ave, Rossmore (see vendor's letter below) sold at an outstanding price prior to Auction, and even before any marketing, to a buyer on the Agency's database.

25 Wedderburn Rd, St Helens Park's pre-Auction sale saw many buyers miss out and United needs more acreage properties in the Macarthur area.

95 Old Oaks Rd, The Oaks. This Auction realised \$1,537,000 which is a new benchmark sale price for a five acre holding in the Wollondilly area.

May Farm, Brownlow Hill (via Camden) attracted 23 groups at the first Open Home and the interest was so intense it never made it to Auction.

The home was estimated to sell for \$1,200,000 and ended up selling almost \$200,000 above this mark due to multiple offers and fierce negotiations.

Edwin Borg said that acreage so close to Camden is highly sought-after and United Realty has a long list of buyers waiting.

13 Baldwin Cl, Ellis Lane also sold for a great price prior to Auction.

United Realty has sold more homes in Ellis Lane in the last two years than any other Agency.

"The market demand currently is insatiable and we really need more property listings to meet the demand," Edwin said.

OWNERS DELIGHTED, SOLD BY UNITED!



25 Wedderburn Rd, St Helens Park



19 Medich Pl, Bringelly

Nathan,

Where do I start? The first time we spoke I knew you were the right person to sell our property.

Your easy going personality, your knowledge of the local area and property market was impressive. Having 3 owners of the property with different personalities to deal with could have been difficult, but not for you. We felt like we had known you for years and you understood the sadness of selling the property.

It was a difficult decision to sell as it was our late parent's family home, but the time had come for us to move on with our own lives. You were compassionate, caring and a great listener.

Thank you for taking our phone calls after hours and keeping in contact with us daily, sometimes twice a day, with the progress on the sale.

Nathan thanks for an outstanding job, I will be highly recommending you to any one that asks me if "I know a good Real Estate Agent" my answer will be: "Yes, Nathan from United Acreage & Property Marketing Bringelly."

Regards Robyn
14 North Avenue Rossmore

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Put Some **SIZZLE** Into Summer Sales Chances

With Spring and Summer recognised as the hot sales seasons, vendors should be going all out to maximise their opportunities for a quick sale.

It's only natural at this time of year that buyers will be particularly looking at patios, outdoor entertaining areas, landscaping, air conditioning and pools, and these are the areas on which to concentrate.

First impressions are critical and nothing is more off-putting to a buyer than entering a stuffy, hot house on a 30-degree day, which is why it's important to make your home Summer-friendly.

With sunny days and gorgeous blue skies, everything is on display. Flowers will be in full bloom, trees will be fully leaved and yards should be kept as tidy as possible.

Walking through the front door, homeowners should assess the first impressions created and position furniture so that rooms have an 'open' feel. Place fresh flowers in vases and pictures on the wall to give the property extra vibrancy.

Remove any clutter, and while family photos are great, limit them to no more than three.

Be sure to have the kitchen and bathroom spotless and any used towels replaced with clean ones.

Most importantly, ensure any items requiring maintenance have been taken care of such as door handles, torn fly screens, broken window latches, light switches, light shades, leaking taps, doors opening and closing properly and clean carpets.

If you have air conditioning, make sure it is in good working order and put it on when you are expecting potential buyers to be coming through. If you don't have air conditioning, make sure you open as many windows as you can to let in the fresh breeze and keep windows clean.

The key area of a property during Summer is the back yard, where buyers will envisage an area for the kids and a space to entertain.

Australian's love their barbecues in Summer and can't go past a good functioning back yard so make sure the barbecue is clean and looks to be in good condition, ensure the lawn is always mowed and presentable, and the landscaping is tidy with beautiful healthy plants that have been well-watered in the days leading up to any inspections.

Make sure your outdoor living areas are clean, tidy and inviting.

On the day of the inspection, give plants a light spray of water for a clean crisp look if water restrictions are not in force in your area.

Home owners should consider hiring or borrowing some plants, especially leading up to the front door.

For those with a pool or spa, be sure to keep them sparkling clean and leaf-free from crystal clear water to clean tiles at the top and bottom of the pool. Make sure any pool equipment is neatly stored away.

Don't forget the fence, gate, paths and decks. These should be thoroughly cleaned of dirt and any cobwebs and free of peeling paint.



Other tips for selling a property in the summer:

- Schedule inspections for a time during the day when rooms are bright and have maximum sunlight shining in, but preferably not the hottest part of the day.
- When having an Open House, limit the number of people in the property at any one time. Too many people may make it appear smaller than it really is and reduce the viewer's potential to see the possibilities of the property.
- Keep pets out of the property during inspections and music at a minimum.
- Get rid of unsightly garden rubbish which detracts from the appeal of your garden. This goes for the garage, old sheds and any outbuildings.

Take the advice of your Agent on these matters. His or her experienced eye will be a real benefit to you.

Your Dedicated Rental Professionals

Our Property Management Team is committed to protecting your investment and obtaining the best possible return.

We are also happy to provide advice on investment property options.

Call us today on 4774 8222 or 4657 2166.



There are so many landlord obligations and detailed compliance laws that self-management of rental properties is fraught with dangers.

Our Property Managers have owned investment properties themselves and are highly experienced experts.



Joanne Currey
Property Investment
Manager

Julie Danswan
Property Investment
Manager