



## The property market – what’s attracting the strongest buyer interest?

By David Evans, Principal

**T**here has been a small but noticeable boost in the number of first home buyers looking for properties in the past couple of months.

Interest is strongest in properties valued between \$400,000 and \$450,000. We are mainly seeing young couples at home opens and one of our recent home opens drew no fewer than 10 potential buyers.

Interestingly, quite a few of the buyers are tradies. This has stoked up the demand for properties with a workshop or room for a workshop.

With the current price levels and the over-supply of houses, the market offers great opportunities for investors wanting to start or add to their property portfolios.

It is also the right time for trade-up buyers to make a move. Recently released figures show

that many are already doing so, with this group representing a majority of buyers.

So what’s selling right now? Well presented, market priced homes, particularly those below \$450,000, are selling well. There is also a healthy interest in

properties that need some work. The market is somewhat slower for higher priced properties.

To find out more about the market, get some presentation tips or to establish what your home’s worth today, give us a call.



This Heathridge home clearly showed the value of correct pricing and good presentation. It was snapped up within a couple of weeks of listing

### Median House Prices

Source: REIWA

	Yr to Jun 10	Yr to Sep 10	Yr to Dec 10	Yr to Mar 11	% change 5 years
Clarkson	\$399,000	\$405,000	\$405,000	\$400,000	9.4%
Hillarys	\$759,000	\$770,000	\$770,000	\$790,000	6.5%
Joondalup	\$481,500	\$485,000	\$507,000	\$482,500	6.0%
Rockingham	\$380,000	\$389,000	\$400,000	\$401,000	5.6%
Wanneroo	\$399,000	\$395,000	\$397,000	\$395,000	7.7%
Warwick	\$505,000	\$523,500	\$520,000	\$520,000	9.2%



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# Are you tolerating a poor property management service because it's a hassle to change?



By Erika Francis, Property Manager

**S**ome disgruntled people believe changing their property manager is like changing their bank – just too much of a hassle. Others stick with the devil they know in the belief that the next property manager will be even worse.

So they continue to tolerate the frustration of carrying on with an inferior property management service.

Truth is - it needn't be a hassle to change and there are property managers around who place major emphasis on achieving the highest service standards.

Switching needn't put you to any inconvenience. Our specialised asset management team will sort out the arrangements for you in a tick.

Right now our vacancy rate is extremely low and we are having difficulty satisfying tenant demand in all price ranges.

If you choose David Evans to manage your property, you'll enjoy the benefit of dealing with a well resourced team of 10 property managers, six assistants and two juniors – a highly experienced

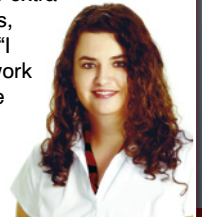
team with three of the property managers having been with the company for more than 15 years.

Unlike some other agencies, personal attention is central to David Evans' operations. Property managers are not overloaded with clients – which means more attention to detail when it comes to maximising your return on investment.

If you'd like to check on our performance, we can meet with you to discuss our property management record. At the same time we will gladly do a well researched rental appraisal for you.

Erika Francis, who has more than 10 years of experience, is now part of the David Evans Property Management team.

For Erika good customer service has always meant walking the extra mile to satisfy client wants, needs and expectations. "I take a lot of pride in my work and always try to do more than is expected of me."



Erika Francis

# Are you thinking of doing those repairs before June 30



**I**t's the time of the year when property investors think of bringing forward repairs to their properties so as to claim them as deductions in the current tax year.

The problem is - it's sometimes difficult to determine what is regarded as a repair, which is treated as a straightforward deduction,

and what is classed as an improvement. For example, if the house needed painting when you bought it then painting it could be classed as an improvement. On the other hand, if during the time of your ownership the paint starts to peel and you repaint, these expenses could be regarded as a deduction.

To determine what repairs

qualify for a full tax deduction, it may be a good idea to talk with people with particular expertise in this complex field, such as one of Perth's recognised property tax experts.

You will save yourself a great deal of time and avoid having to answer persistent queries from the taxation office.

# What does it take to sell in today's slower market?

By Anne Lawson, Sales Manager

**I**n a slow market such as the one we're experiencing right now, it takes a lot more than exposure on a couple of web sites and a sign outside your property to get your home sold.

This is why we at David Evans Real Estate have launched a glossy, colourful new property guide, which showcases a selection of properties listed for sale by our seven Metropolitan offices.

Distributed through our head office and branch offices in Joondalup, Ocean Keys, Rockingham, Wanneroo, Warwick and Whitfords, David Evans' Property SnapShot is a high quality guide which features homes of interest to first, second and third home buyers, upgraders and property investors. The use of high resolution pictures ensures that properties are presented to maximum advantage.

## Achieving maximum exposure

This new magazine is one of the many ways in which we seek maximum exposure for your home among buyers. Your property will also be listed on no fewer than 14 property websites in addition to more traditional newspaper advertising.

We are also meticulous in maintaining our database of serious buyers who visit our home opens and those who enquire about properties directly. Their preferences are constantly monitored in order to see whether they can be matched to our listed properties.

Interestingly, at a time when the internet is king, one of the most effective ways of reaching buyers remains the display window of your real estate agent's office, particularly if it's located in a busy shopping centre.



We are finding that our high profile windows in six suburban shopping centres generate a steady stream of enquiries from serious buyers throughout the week.

Importantly, all along the way of the marketing process we will keep you up to date on progress.

Last, but certainly not least, a good negotiator can make all the difference between success and failure. Our sales people are trained to be good negotiators. And right now, we are regularly being reminded of how critical this skill is in a buyer's market. Without doubt we are having to spend a lot more time negotiating to achieve a successful outcome for sellers.

If you would like to regularly view the Property SnapShot magazine electronically or receive a hard copy just call your closest David Evans office at one of the phone numbers listed on the back of this newsletter.

## Anne Lawson appointed Joondalup sales manager

In line with its policy of promoting from within wherever possible, David Evans Real Estate has announced the appointment of Anne Lawson as sales manager of the company's Joondalup office.

Anne started with David Evans Joondalup as a sales representative 12 years ago.



## March 2011 vacancy rates – rental properties

Source: REIWA

- Perth Overall – 3.3%
- North Coastal – 3.1%
- Western Suburbs – 3.7%
- Fremantle – 2.7%
- Rockingham/Kwinana – 2.2%

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