



## The best properties are still selling!

By David Evans, Principal

**W**hen one looks at the number of buyers enquiring about properties and attending home opens, it would appear the real estate market in our areas of operation is still quite good.

And it is true that the best properties are still selling at reasonable prices within weeks.

However, while there are a good number of serious buyers around, there are also many more properties on the market. Faced with a lot of choices, buyers are taking their time, looking at many homes before making a decision. What's more, with the internet, they are pretty knowledgeable when it comes to determining whether a property is over-priced.

Who are these buyers? A number are upgrading to bigger and pricier homes and there

is clear evidence of renewed investor activity.

Spring and summer is traditionally the busiest property sales period, as people who have been transferred move to buy or sell their homes in time for the beginning of the school year.

If you have been holding off selling because of the flat market of recent months, now may be the time to consider taking advantage of this usually active period. A good start is to call us to find out what your property is worth.



This 'nothing-to-do' Clarkson property recently sold for close to the asking price in just three weeks. The property was extremely well presented with mulched gardens, a modern kitchen and bathrooms.

### Median House Prices

Source: REIWA

	Yr to Sep 09	Yr to Dec 09	Yr to Mar 10	Yr to Jun 10	% change 5 years
Clarkson	\$380,000	\$385,000	\$389,500	\$399,000	13.1%
Hillarys	\$705,000	\$740,000	\$750,000	\$759,000	9.4%
Joondalup	\$470,000	\$470,000	\$470,000	\$481,500	9.7%
Rockingham	\$349,500	\$365,000	\$375,000	\$380,000	9.5%
Wanneroo	\$378,500	\$380,000	\$385,000	\$399,000	11.9%
Warwick	\$460,000	\$470,000	\$485,000	\$505,000	12.9%



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## INSIDE

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# A quality endorsed property management service – what's it mean to you?



By Jean Mallinder, Property Manager



**F**eedback shows that when it comes to having their properties managed, investors share three key concerns.

They want to be regularly informed of matters relating to their investment; they expect to have their calls returned and they want a seamless continuity of service should there be a change in personnel.

A while back David Evans Property Management decided that the only way to ensure consistency in meeting these and other expectations was to put in place procedures that satisfied best practice standards. This led to the agency implementing a quality system to meet the requirements for qualification as a Quality Endorsed Company – a rarity among

property management companies.

What does this mean to you? In a nutshell, your calls will always be returned within one working day, we will always follow your instructions, you will receive written inspection reports, we will deal with maintenance issues effectively, we will always conduct thorough tenant checks and we will keep you informed of things you can do to enhance your return and the capital appreciation of your property.

Because of our support system, any of our eight experienced managers can easily take over the management of your property should there be a change in personnel. Our staff turnover is extremely low, with most of our team having started their property management careers with David Evans.



**Presentation is essential**

## This FREE REPORT will help you

**We cannot emphasise how important home presentation is in today's market.**

It's often little things that can help a home to not just stand out from the others on the market but can help in getting you a better price.

As a means of helping people to get the best price possible, we have a special report on how to present your home to enhance its chances of getting top price. It's free.

If you'd like a copy just call us and we'll send it to you – either via email or print.



Preparing for the market

Free report

Things you can do that greatly enhance the chances of successfully selling your home

It's interesting that when people begin house hunting they start with a course of action having specifics in mind as to what they want, how much they'll pay and where they want to live. In other words they bring the task of house hunting to a logical state of mind.

Unusually however they generally buy for emotional reasons – for reasons such as lifestyle and they usually are able to make their emotional state of mind.

The final purchase decision is usually governed by feeling for a particular house that leads to the conclusion that they belong there.

With this in mind, your task as a home seller is to present your home in a manner that offers a host of evidence that will appeal to the buyer's emotional buyer.

Presentation really does matter! Most professional buyers have a far greater chance of selling quickly and at a better price on a well-presented home.

We stress this because it is not unusual to have families to see as much as \$15,000 variance between identical single houses. All because of presentation, so come close and offer us for a great investment.

The key to doing this is to take the house as long as your home has a product to be marketed. This will ensure that you will be able to market your house as well as the house itself. It's not just to get other buyers but also to get a few happy buyers – not how they're presented!

And when we're not helping you we have to tell them how to improve their home, every other weekend must affect you can contain a home's appeal with just a few minor adjustments.

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# Do you really have a good idea of what your property's worth right now?



By Len Dymock - Branch Manager, Ocean Keys

**A**re you confident that you really know what your home's worth in today's market?

Determining what a buyer may be prepared to pay for your property is extremely difficult without hands-on market knowledge.

In recent times it's been made even more difficult by the fact that after a period of growth earlier this year the market has now slowed down significantly. On the other hand, there is the possibility of renewed activity in the traditionally busy spring-summer period.

With these market changes, it's pointless trying to work out the value of your home by studying quarterly figures in the press. Why? Because these figures can be as much as six months out of date. And even if you know the price a property down the road sold for three months ago, this would not have much relevance in the quieter market of the past couple of months.

The only way to get an accurate picture of your home's worth is to talk to a local agent staffed by consultants who live in the area and are up to speed with day-to-day trends in your suburb and your street.



And if you decide to list in today's market, it's critical to choose an agent who can give you the widest possible exposure not only on the internet but also on the ground.

At David Evans your home will be featured on no fewer than 11 websites. And critically you will have street front exposure through our bold window displays in shopping centres in Ocean Keys, Joondalup, Wanneroo, Warwick, Whitfords and Rockingham. Backing up this exposure are our 18 consultants at Ocean Keys, who work as an integrated team devoted to achieving a successful sale quickly and at the most favourable price possible.

If you've been thinking of selling, now could be a good time to start preparing for the spring-summer market. Give us a call and we'll give you an indication of the current worth of your property.

## Strong growth in households predicted

Wanneroo is in for strong population growth over the next five years.

According to research by Pitney Bowes Business Insight, Wanneroo is predicted to record the third fastest growth in households in Australia by 2015.

The research study, based on building approvals, land releases and population trends, forecast that Western Australia and Queensland would top the nation's household growth at 2%. It estimated there would be 600,000 new households in Australia by 2015.

## June 2010 vacancy rates – rental properties

- Perth Overall – 4.3%
- North Coastal – 4.0%
- Western Suburbs – 4.8%
- Fremantle – 4.1%
- Rockingham/  
Kwinana – 3.2%



# We do it better because we've been doing it longer!



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