



## NEWSLETTER

PROPERTY  
INVESTOR

AUG –  
SEP 2016

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

“The purpose  
of a  
**BUSINESS**  
is to create a  
customer  
who creates  
**CUSTOMERS**”

### EXPANDING YOUR PROPERTY PORTFOLIO

Expanding your property portfolio and wealth can be easy if you have equity in your current property/s.

Do you know if you have equity in your property/s?

We are here to assist and support you with your property wealth creation plans.

Contact our agency today for an obligation free market appraisal to find out what your property is worth.

You could be surprised to find out that you can purchase an additional investment property with no upfront costs or financial outlays.

## What you need to know about increasing the rent

Are you investing in property with planning, purpose and direction?

Property investing is about making money. There are short-term returns and long-term returns.

Long-term returns relate to capital gains achieved over a long term and short-term returns are the profits you make from the rent less expenses.

The obvious way to increase short-term returns is to minimise expenses and obtain the highest possible rent achievable.

Landlords are often afraid to raise the rent on their tenants for fear that they will move out. But the reality is – rising rents is part of a healthy rental market and tenants don't expect to pay the same amount for their home, year after year, after year.

There are three smart investing tips for increasing the rent.

**Gather evidence:** It is important to know what the market rent is. How does the tenant's current rent compare to other properties that are 'available for rent'. Don't compare to friends and families rent of similar properties, as the 'market rent' is what is achievable right now if the property was to become vacant. The rent achievable can fluctuate with supply and demand and at different times of the year.

**Offer a discount:** If you have a great long-term tenant and you want to reward them, we can let the tenant know that you want to offer a rental increase discount. Our evidence may suggest that the market rent is \$440 when the tenant's current rent is \$400. Instead of a \$40 per week increase we could state that the landlord has requested a \$20 per week increase, being a \$20 discount.

**Implement regular increases:** This is where some landlords can get it wrong. They have long-term tenants and leave the rent unchanged throughout the tenancy, missing out on putting more investment dollars in the bank. Tenants understand (while they might not like it) that rents increase. The tenants will also be comparing their property to other rentals that are 'available for rent' in times of rent increases. Rent increases (market rent reviews) should take place at each tenancy change or a minimum of one per annum.

If you gather evidence, offer a discount and implement regular increases you as a landlord will be increasing your wealth creation and the tenant will appreciate your consideration of their needs.

P.T.O. >

We are focused on maximising your rental income and optimising your capital growth

# BEWARE OF ONLINE FRAUD SCAMS

According to the Australian Federal Police, the term 'online fraud' refers to any type of fraud scheme that uses email, web sites, chat rooms or message boards to present fraudulent solicitations to prospective victims, to conduct fraudulent transactions or to transmit the proceeds of fraud to financial institutions or to others connected with the scheme.

Online fraud is a billion dollar industry preying on naive and trusting people.

## SOME SIMPLE TIPS

If it sounds too good to be true, then it probably is

Avoid emails that state they want to refund you money and then request details

The age old saying, "Don't talk to strangers". It is a full time business worldwide to randomly connect with people, develop relationships with the end goal (that can take months or even more than a year) to extort money

Avoid emails from banks, PayPal and other institutions that state they need to update details, accounts will be closed or an authorised person has accessed your account

The fraudulent emails look real. They use the company's logo and at a glimpse the email address looks real

The next time you receive an email requesting personal information take a closer look at the email (Eg. info@\_cba.com.au or service@ip.paypal.com looks like cba.com.au or paypal.com, but there will always be a couple of symbols or letters before the name.

Don't get caught. Protect your wealth.

## 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

## Properties Recently Rented!

Keeping you updated on the local rental market

1 x 1 Perth \$420 per week  
2 x 1 Inglewood \$275 per week  
2 x 1 Bassendean \$310 per week  
2 x 1 Maylands \$  
2 x 2 Bassendean \$400 per week

3 x 1 Bassendean \$350 per week  
3 x 1 Bassendean \$340 per week  
3 x 1 Ballajura \$330 per week  
3 x 1 Maylands \$340 per week

3 x 1 Ashfield \$290 per week

3 x 1 Lockridge \$290 per week

3 x 1 Rivervale \$340 per week

4 x 2 Bassendean \$400 per week  
4 x 2 Bassendean \$420 per week  
4 x 2 Bassendean \$440 per week  
4 x 2 Bassendean \$495 per week

## HAVE YOU FORGOTTEN ABOUT A BANK ACCOUNT?

There are a large number of bank accounts that have not been accessed.

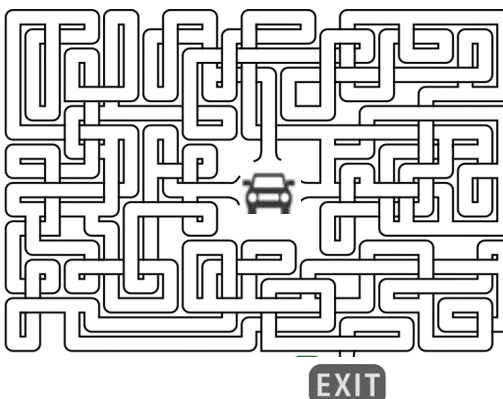
Visit [www.moneysmart.gov.au](http://www.moneysmart.gov.au) and search 'unclaimed money'.

Good luck.

## SUDOKU COFFEE BREAK

Every row & column, and 3X3 box, must contain the numbers from 1-9. Good luck!

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5			3		7			9
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	3		9		8		5	
	6	1		7		2	8	
8			6		2			7
			7	3	4			
		7				1		



## INVESTMENT PROPERTY OF THE MONTH



498 Iolanthe St, Bassendean

FROM \$420,000

## NEWS Update

We had a great night at the Professionals Annual Awards on Saturday night.

Congratulations to the Sales Team who won Highest Aggregated Sales for the year and Denise Wellstead who was runner up Top Selling Principal. Congratulations to Finola Lernihan who listed in the top five Business Development of the year and Emma Griffiths who listed in the top ten Office Administrator of the year. Great work team!