



## a word from warwick

PRINCIPAL, WARWICK WILLIAMS REAL ESTATE



With 441 properties currently on the market for sale and a further 235 properties for rent in the Canada Bay area it is a busy time for property hunters.

Clearly our weeks are numbered in the lead up to the Festive Season, and with ample stock on the market each property is competing against another to appeal to a purchaser or tenant.

My recommendations for ensuring that your property makes it to the shortlist of all prospective buyers and tenants is as follows:

### 1. PROFESSIONAL PHOTOGRAPHY

With so much of your enquiry reliant upon the property's presentation on the internet, presenting it in its best possible light is crucial. High quality images are a must and they do not have to cost a fortune. Our preferred photographer, Andrew Turner from Scape Photography, offers photo shoots with 3 re-touched photos starting from \$165 which is a very worthwhile investment whether renting or selling.

### 2. FIRST IMPRESSIONS ARE LASTING

While this is linked primarily to the photography element of your campaign, presentation is as equally important for open homes and property inspections. Remember that presentation is not just about the furniture within a room or the vacant space you are showing, it also includes cleanliness and fresh aromas. A pristine, beautifully smelling property will appeal no matter how dated it may be.

### 3. PRICE COMPETITIVELY

Purchasers and tenants are well informed on price so just make sure you do not price your property so ambitiously that it pushes them to an alternate one

### 4. THINK STRATEGICALLY

Don't have a sheep mentality and do something because everyone else is doing it, ask your agent to come up with a strategy that will help you achieve the highest possible return in the most effective time.

## Securing the best tenant

Our philosophy is to find the best possible tenant in the quickest possible time to ensure that we are maximising your rental income.

However, if tenant demand is low, it is far better to have the property vacant an extra week than to approve ANY tenant just for the sake of having the property rented.

A tightening of the economic climate brings many social and financial factors that can impact on the management of rental properties. Tenants can find it harder to secure affordable housing, which can result in dishonesty on tenancy applications when applying for a rental property.

You can be confident that we are strict in our tenant selection process. We are focused on securing tenants that will care for your property and pay the rent on time.

When we undertake the tenant application process we are thorough in our research process of the tenant.

Following are a few of the areas and strategies that we take into consideration:

- We verify their employment reference confirming the stability of their position and income by sighting wage slips.
- We use the 30/70 rule as a guide to determine the tenant's affordability of rental payments so they don't overcommit. (30% of the household's income is allocated to rent)
- We avoid ringing listed mobiles and will conduct a telephone-number search of the employer's business or previous landlord.
- We verify previous rental references. Real Estate references are often the most reliable. However if they have rented privately we will conduct a property search to confirm the owner of the property.
- If they have travelled from interstate we will verify this with the address on their driver's licence.
- We will conduct a tenant default database search to see if they have defaulted as a tenant previously.
- We will also look at other key factors such as how long they have resided at their previous property (long-term tenants are a better investment), whether they have pets and how many people wish to reside in the property.

While most tenants are honest in the application process, from experience there are still those who try to manipulate the process with false information.

It is our duty of care to all landlords that we are thorough in our tenant selection process to ensure that your investment is protected.



## Knowing our Local Government Area

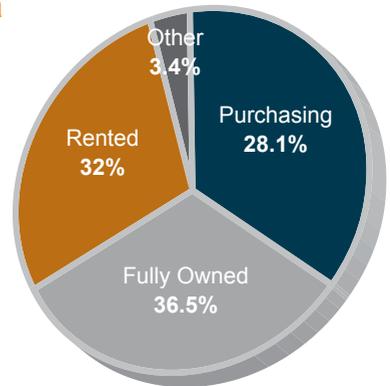
### - Canada Bay

The Australian Bureau of Statistics reported in March 2011 that the Local Government Area of Canada Bay had the fastest regional population growth in New South Wales for 2009-2010.

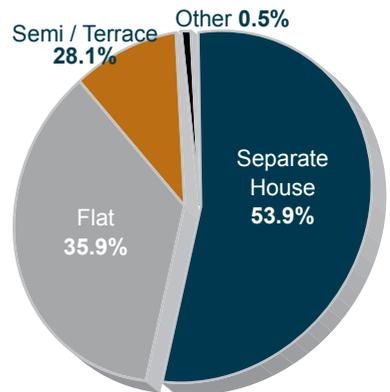
What a credit to the area we have the pleasure of working and living in that we are the fastest growing.

We certainly see the popularity of our surrounding suburbs each week with new enquiry from potential purchasers and tenants looking to move to the area.

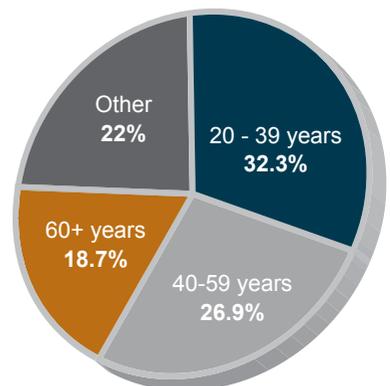
Source: Australian Property Monitors



**NATURE OF OCCUPANCY**



**DWELLING STRUCTURE**



**AGE GROUP POPULATION**



## 88 Clements Street, Russell Lea

**Auction - Saturday 12 November, onsite 12.30pm**

Freestanding bayside home – first time offered in 45 years. Lovingly held and maintained, this classic freestanding character home enjoys a prized setting on the high side of one of Russell Lea's premier streets. WEB ID: wwd2209.



## 23 Hezlet Street, Chiswick

**Auction - Saturday 12 November, 2.30pm**

Luxurious peninsula home with never-to-be-built out views. This luxurious waterside home enjoys an exclusive peninsula setting at the end of a tightly held cul-de-sac just footsteps to the foreshore. WEB ID: wwd2210.



## 9 Coralie Street, Wareemba

**Pre Auction : Offers over \$1,160,000**

Relaxing lifestyle. Character family home with a modern rear extension offering a balance of old & new. A great place to entertain and spend summer by the pool. WEB ID: wwd2205.



## 56 Kingston Street, Haberfield

**For Sale : \$1,975,000**

A beautiful, freestanding Federation family home in Haberfield's premier enclave. Impeccably presented, offering a tasteful blend of period charm and contemporary comfort, this home is a pleasant stroll to the village. WEB ID: wwd2188.



## 30 College Street, Drummoyne

**For Sale - \$1,110,000**

Move into your new home before Christmas. With its original slate-tiled roof, picturesque setting and perfect NE rear aspect, this double-fronted Federation home is brimming with charm and promise. WEB ID: wwd2193.



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