

selling your home focus on street appeal



Adrian Ballard, Director

During the spring months a large number of home owners put their homes on the market for sale to take advantage of the greater demand for homes during the warmer months.

One good tip for home owners, who are considering selling their home, is to walk across the street and look at it from the perspective of a home buyer.

There is an old saying in marketing that you don't get a second chance to make a first impression!

This adage applies very much to real estate marketing because the first impression a potential homebuyer gets of a property is from the street kerb. It is this first impression that plays a key role in the decision making of homebuyers. This is why the street appeal of the home is an important factor in successfully selling your home.

Jones Ballard Property Group has recently sold homes which have sold quickly and achieved a price over expectation because the owners improved the front presentation of the home. The fact is that homebuyers will initially drive past a home for sale and depending on their first impression decide whether they would like an interior inspection.

Buying a home for most people is an emotional decision and that is why a home which has a well maintained front garden and attractive façade will attract a higher number of inspections than a home which is poorly maintained.

Homebuyers make an assumption that a home that has a well maintained front area is equally maintained on the inside and worth further consideration.

For existing homeowners who are considering listing their home for sale, the cost of having a well presented front garden and house facade can be quite minimal.

For an investment of just a few hundred dollars in gardening and painting, the homeowner will find that the home is sold much more quickly and often at a better price because the home is more appealing to homebuyers.

Other simple tips include using sugar soap to clean the gutters and metal paintwork around the house to make them look like new.

A reputable local real estate agent can give you some useful tips on improving the presentation of your home because they are dealing with homebuyers on a daily basis.

▶ canning river suburbs - june quarter 2007

	Median House Price	%growth last year	%ann growth last 5 yrs
South Perth	\$1,060,000	35.5%	20.2%
Como	\$786,000	32.7%	19.0%
Kensington	\$705,000	30.9.4%	18.2%
Karawara	\$600,000	11.1%	24.9%
Bateman	\$550,000	32.7%	17.8%
Applecross	\$1,465,000	54.2%	16.1%
Mt Pleasant	\$991,250	34.4%	19.1%
Ardross	\$750,000	26.1%	16.1%
Manning	\$665,000	44.6%	20.7%

congratulations on best practice award

All the team at Jones Ballard Property Group would like to recognise the achievement of Garry Holmes our General Manager who has just returned from Fiji where he was presented with an award at Australasian Best Practice Conference for real estate agents.

At the conference, Garry Holmes was presented with the BDH Cup which is presented to an Australasian residential real estate agency Chief Executive Officer/General Manager who had a significant, positive impact on their business's performance, particularly in the areas of employee recruitment and retention, profitability, repeat/referral business, training and technology.

Garry said he was delighted to receive this prestigious award on behalf of everyone at Jones Ballard Property Group.

"It is wonderful that our boutique agency in Como has been recognised for setting such high standards in the Australasian real estate industry."

"Jones Ballard Property Group is now a leader in many aspects of real estate best practices in Australasia and these qualities are helping to propel our company into sustained levels of growth."

"By focusing on these best practices, Jones Ballard Property Group now has a group of highly skilled professionals who are working as a team with modern technology to deliver the best level of service to our clients," he said.



Cleaning up has never been so easy...

Whether you have just Purchased, Sold, or moved in to a house and require a tidy up. **Why not hire a bin?** Give our helpful staff a call and we will organise to get you started.

**Mention Jones Ballard for a 10% discount.
Call us today on 0447 292 206.**

	Median House Price	%growth last year	%ann growth last 5 yrs
Salter Point	\$1,060,000	40.8%	20.1%
Rossmoyne	\$910,000	31.2%	21.1%
Waterford	\$795,000	13.7%	16.8%
Shelley	\$652,000	24.5%	18.3%
St James	\$420,000	22.6%	16.6%
Riverton	\$482,500	23.7%	20.5%
Wilson	\$462,000	36.5.1%	20.5%
Bentley	\$410,000	26.2%	19.1%
Ferndale	\$375,000	19.6%	20.9%

Source REIWA

homefocus

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Edition 3 2007

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▶ The new Jones Ballard office

STRATA MANAGEMENT SPREADS OUT

As a result of strong continual growth Jones Ballard Property Group is pleased to announce that it has opened its new Strata Management office which is located at 25 Preston Street, Como across the road from our Head Office.

The new Strata Management office is headed by Peter Munday who is one of the most respected Strata Managers in Western Australia. Peter has a staff of over seven dedicated professionals that provide a very high level of service to our clients.

In addition, our new Strata Management office will be providing training services for people employed in the real estate sector as part of their ongoing professional development requirements.

If you would like to know more about the services offered by our new Strata office, please contact Peter Munday on 9474 1533.

▶ Jones Ballard One Stop Shop

- ✓ Residential Sales
- ✓ Land Sales
- ✓ Project Management
- ✓ Property Management
- ✓ Strata Management
- ✓ Settlements
- ✓ Home Loans

are you missing out in legitimate tax deductions for your investment properties?

It is estimated that property investors in Western Australia collectively miss out on millions of dollars of legitimate tax deductions by not fully claiming depreciation benefits related to their investment properties.

Overall, it is estimated that more than 70% of property investors are not claiming full deductions on their properties.

To ensure that our clients claim their full tax deductions related to depreciation, Jones Ballard Property Group has developed a new relationship with the highly respected OPTEON Depreciation Schedules.

According to General Manager Noel Morton, for a small once off fee, property investors could claim thousands of dollars each year in legitimate tax deductions through depreciation.

“These tax deductions could substantially increase the cash-flow of many investors who have to deal with the issue of rising interest rates.”

“Even if you have missed undertaking a depreciation schedule in the past, the legislation still allows property investors to claim up to 4 years past missed depreciation.”

“If your investment property was built post July 1985 (residential) you are entitled to claim the building write – off allowance.”

“In addition, investors can claim depreciation allowances for refurbishment works (renovations, extensions, additions) that have been carried out after July 1985 (residential) even if the work was carried out prior to your purchase.”

“OPTEON Depreciation Schedules are completed by qualified Quantity Surveyors and are fully ATO compliant. The fully tax deductible fee for the schedule is a one off fee while the depreciation allowance is claimed annually,” he said.



If you would like to know more about how you can claim depreciation benefits related to your investment property, please contact OPTEON on 9488 4870.

tips for upgrading to a new home



By Shaun Yeo, Director

Anyone who is considering upgrading their home should consider the following key issues before purchasing a more expensive property:

■ Consider buying an established property rather than building a new home. There are many hidden or forgotten expenses involved in building which include, renting another property while the new home is being constructed, fitting out the new home which can exceed more than \$50,000, as well as possible time delays in construction. In contrast, when you purchase an established property you can move directly into the property and you have a finished home.

■ Buying a more expensive home does not automatically mean that your new property will increase in value at a much higher rate than a lower priced property. It is wise to check the annual capital growth rate of the area for the previous 10 years before making a final decision on the property.

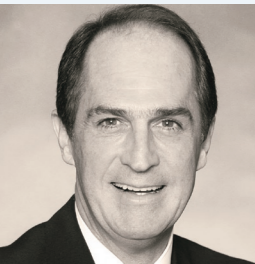
■ Always focus on the land value of the property as this will determine the long term capital growth of the property. For example, it may prove financially more rewarding to buy an older home on a block that has the potential to be subdivided than a much larger home located on a single residential block.

■ If you are considering buying a much larger home because you have teenage children remember that issues such as ‘smart wiring’ are becoming more important due to the growing use of computers and televisions by all members of the family. Check the size of bedrooms as teenage children require much larger bedrooms.

■ Many homebuyers who own an existing home are now considering bridging finance to fund the purchase of the second home while they sell their existing home. By using this technique of making an offer on another home without having it subject to the sale of an existing property, home buyers are in a much stronger negotiating position. This can often lead to achieving a discount on the purchase price of the new home helping to offset the accumulation of additional interest repayments.

▶ strata snippets #2

In every edition of **homefocus**, we will be running a series of information columns produced by Peter Munday, Manager Strata Division, Jones Ballard. The STRATA SNIPPETS is a periodical guide, designed to assist the lay person with basic information relative to the management and administration of strata schemes in Western Australia.



What is the correct name of my strata company?

On the front page of the registered strata/survey-strata plan, it shows the name approved by the Registrar of Titles to be the name of the scheme. This may be a particular name as requested by the original proprietor - for example “Como Mews” or “Sheldon Court”.

If a particular name is not requested, the name of the scheme will be shown as the street address of the property.

The name of the strata company becomes :

“The owners of (name of the scheme) strata (or survey-strata) plan number XXXXXX (as allocated)”.

eg The owners of Como Mews Strata Plan 43628

or The owners of 365 Labouchere Road, Como Strata Plan 43670

Each strata company is required to have a common seal (that is a form of rubber stamp) and the name that should be shown on the strata company common seal is the full name of the strata company.

Sometimes there is a sign displayed at a property - maybe affixed to a wall – and the name shown on it is different to the correct name of the strata company. There is no practical problem with that position, so long as the correct name is used in all documentation such as notices and minutes of meetings and on the common seal.

million dollar suburbs continue to grow



Nik Jones, Principal/Director

The number of suburbs in the local area where the median house price is above \$1.0 million has continued to grow.

South Perth and Salter Point are the latest two suburbs where the median house price has risen above \$1.0 million.

During the June quarter 2007, the median house price in South Perth and Salter Point surged to \$1,060,000.

These suburbs join Applecross in the million dollar median house ranking. Applecross had a median house price of \$1,465,000 during the June quarter of 2007.

The median house price in all of these suburbs is now above \$1.0 million because of the very strong demand for lifestyle homes near the river and the city centre.

Strong wages growth and the booming small business sector has meant that homes in riverside suburbs near the city are now in very strong demand and property buyers can afford to pay higher prices despite the recent increases in interest rates.

According to Nik Jones, Principal of Jones Ballard Property Group, the company is now finding that properties in these riverside suburbs are now selling much faster than homes located in outer Perth suburbs and as a result there are fewer properties available for sale which is putting an upward pressure on prices.

“For example, while the median house price in Salter Point jumped by over 40% during the past year, the median house price in the outer Perth suburb of Canning Vale rose by only 22.8%.”

“The good news for local property owners in areas surrounding South Perth, Applecross and Salter Point is that there property values are also likely to rise strongly during the coming year because of the ‘ripple’ effect.”

“Generally, where there are very strong rises in specific suburbs, property values in surrounding areas also tend to rise because property buyers begin to view these suburbs as undervalued.”

“Areas such as Waterford and Karawara, for example, are primed for strong capital growth rates because the median house price in these well located suburbs increased by less than 15% during the past year,” he said.



property management division expands

▶ The award winning property management team at Jones Ballard



Jones Ballard Property Group is pleased to announce the recruitment of three highly experienced property managers to our property management division.

The three new personnel are Claire Brady, Wendy Gratwick and Stephanie Ashby.

Garry Holmes, General Manager of Jones Ballard Property Group said that the three new staff were required because of the growing number of properties being managed by the company.

“The very high level of service we provide to existing clients has meant that more new clients are being referred to our company. This expansion of our client base has been recently recognised by prestigious awards our property management division has received from the Ausnet Real Estate Group which has more than 30 member real estate companies throughout Western Australia,” he said.

If you would like to know more about the services provided by our property management division then please telephone us on 08 9474 1533.