

The Bridge

Bayside Real Estate News

March 2016



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Strong Prospects for Growth

Brisbane continues to be Australia's No.1 residential property investment location, according to the latest Property Investor Market Update from Performance Property Advisory (PPA).

The report says other capital cities generally show lacklustre performance, although all have pockets worthy of investment.

The quarterly update examines property investment market conditions in Sydney, Melbourne, Brisbane and Adelaide, providing investors with an accurate insight into these cities and their many sub-markets.

PPA Director Acquisitions, David McMillan, says homes in Brisbane are showing strong investor value and will continue to do so thanks to the city's ongoing population growth, low levels of unemployment (currently around 5.4%) and its continued undersupply of housing.

"Brisbane's residential population has grown 27% over the past decade or so - from approximately 1.7 million to 2.1 million people - with an additional population increase of 820,000 projected over the next two decades," McMillan says.

"Combine this with the fact that the infrastructure spend is up \$1.07 billion on 2015 and you have a very positive story for Brisbane."

Major Infrastructure Projects will drive growth in North Brisbane Bayside Suburbs with the Moreton



Bay Rail Link project due to open this year. The new line will include stations at Kallangur, Murrumba Downs, Mango Hill, Mango Hill East, Rothwell and Kippa-Ring. Property owners and investors should be aware of infrastructure projects and the suburbs and streets that are most likely to benefit. These may well be the next property hotspots!

For a free market appraisal and advice on how to achieve the maximum sales price on your property, contact Anderson Family Real Estate today on 07 3203 6001.

Getting the Highest Price for your property

Adding Extra Sparkles

You rarely need to spend thousands of dollars to make your home attractive. Buyers are attracted by the appearance of your property and, when they inspect it, they are influenced by its atmosphere. The right appearance outside, followed by the right mood inside, gives you the best chance to get the highest price.

You rarely need to spend thousands of dollars in renovations or repairs to make your property attractive. All you have to do is pay attention to some obvious points, all of which can make a big difference to your price.

Falling in love

Buying a home is emotional. The feeling of a home is more important than the price. If your agent has 'qualified' the buyers, they will not be 'lookers'; they will be genuine people who can afford your asking price.

Their feelings will be the main reason they accept or reject your property. The word 'love' is common with home buying, and even with land, when buyers report loving the location.

Buyers say, "We loved that home and that's why we bought it." So make sure you present your property at its finest. Remove or fix anything that might 'turn off' buyers.

First impressions

We are attracted to homes the same way we are attracted to people. The first thing we notice is the outside. If the property is clean and neat and welcoming, we are interested. If it is scruffy or dirty, we are turned off.

Buyers often say they "just want to look from the outside." They want to see if they are attracted by the appearance. For this reason you need to be careful how



your agent markets the property. Advertising an address, and opening for inspection a property that might not be attractive from the outside, can lose many buyers. To make your home look its best, attention to detail is crucial. When you live in a property, you can overlook its little faults. It is now time to have a fresh look. Stand in the street and look at your property as if you were seeing it for the first time. Try hard to pick faults. It is better that you find the faults, while there is time to fix them. Try to judge your property by the standards of the buyers, not by your standards – try and see it through strangers' eyes. The challenge is to make your property as attractive as possible without spending too much.

Get the Highest Price for your property

This article is adapted from the seller booklet, **Get the HIGHEST PRICE for Your Property** by Gary Pittard. Request a complimentary copy online at www.andersonfamilyrealestate.com or give us a call.



Sales Career in Real Estate 2016

Do you have great communication and people skills? Are you well-groomed and self-confident, with a burning desire to succeed? Are you driven to be the best you can be and achieve your career and life goals?

Train to become a high earning residential real estate salesperson. We provide world class training, a great culture and a progressive and supportive team.

In building our sales team our focus is finding the

next generation of high achievers. We believe money is the by-product of success driven by personal and professional growth. This is about helping people, building relationships and being the best you can be. We are about loyalty and investing in our people's success through training.

We are looking for people with sales experience who are prepared to learn, grow and challenge themselves to succeed as top earners to gain a better lifestyle and financial freedom for their families.

Learn more here: www.andersonfamilyrealestate.com/careers

“Sale of our House

After some discussion with various agents and consideration of alternatives, I decided to use Anderson Family Real Estate to undertake the selling of my property.

Prior to this, I had no previous dealings with Anderson Family Real Estate, but, despite knowing several other agents, I decided to use Anderson Family Real Estate because it seemed to me that the quality of advice was more comprehensive and considered, and the communication better.

I should point out that, due to the existing circumstances and use of the property, the property in question was in relatively poor condition for selling.

Nonetheless, despite this, Anderson Family Real Estate achieved three quite remarkable feats.

One, they achieved a price some \$40 000 more than what another agent, who in fact sold me the same property, said was the maximum I could achieve.

Two, they managed to achieve this in less than a week from going to market.

Three, to suit my circumstances, they negotiated with the purchasers a two month rent- free period after settlement to enable me to relocate at a more convenient and optimal date.



In addition to these outstanding results, it is important to note that on approach to settlement, they were always very courteous, timely, and utterly professional. They always took time to make sure I was fully and promptly informed about all the issues.

I cannot guarantee you that Anderson Family Real Estate will be able to achieve the same remarkable results that they achieved for me; however, I can confidently say that they will certainly try, and they will certainly give you the same very expert and informed advice, and the same fully professional, timely, and courteous dealings, at all time, as I experienced.

Don Card

“The best guarantee in the property industry today”.

No upfront costs. No Risk Selling means no upfront costs, we won't charge you anything upfront for advertising, photography, marketing or signage. Pay nothing unless you sell!

Price Guarantee

If your property sells below the price we quote, you won't pay any agent commission. Not one cent!

Security and Privacy at Inspections

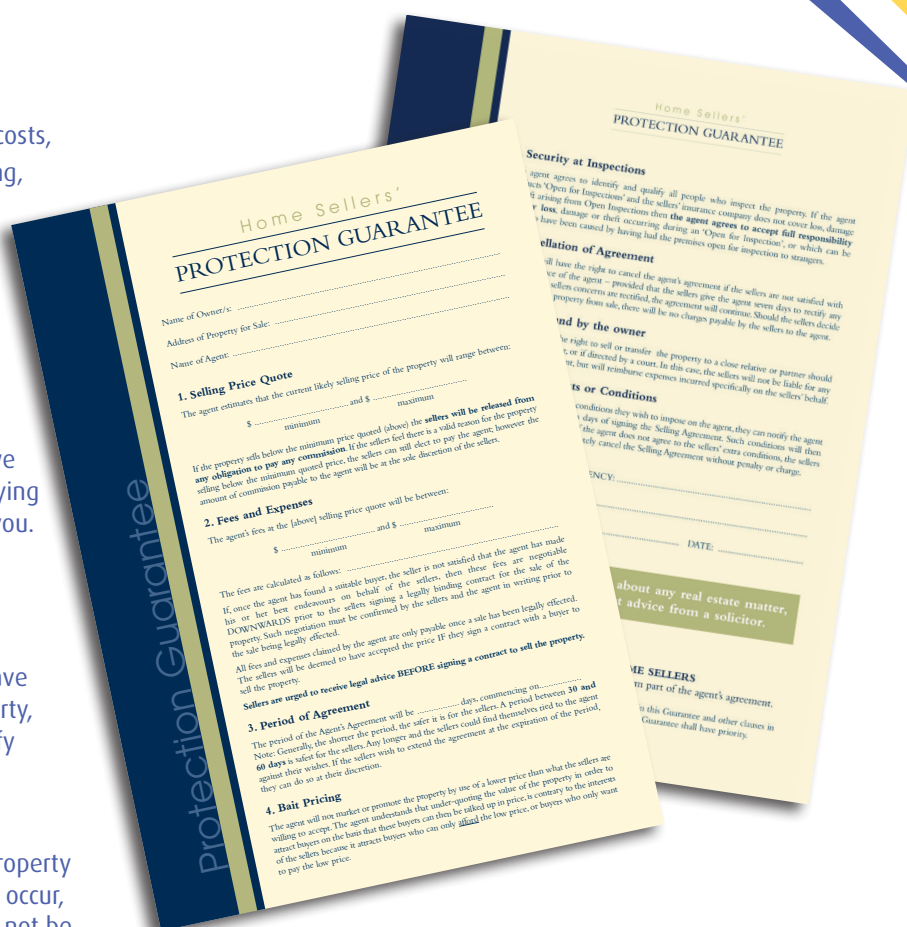
We won't show your home to sticky beaks, in fact we won't conduct open homes. We understand that tidying and cleaning for inspections is time consuming for you. Our guarantee is to only show your property to “qualified buyers” ready to buy now.

No binding contracts

If you are not satisfied with our performance you have the right to cancel the agreement to sell your property, provided you have given us the opportunity to rectify your concerns.

Buyers found by you

The sellers reserve the right to sell or transfer the property to a close relative or partner should the opportunity occur, or if directed by a court. In this case, the sellers will not be liable for any commission to the agent, but will reimburse expenses incurred specifically on the sellers' behalf.



Learn more here: www.andersonfamilyrealestate.com
or call us for a no obligation chat on 07 3203 6001.



Anderson
family real estate

HOUSES WANTED TO BUY

Maree would like to buy a house with 4 beds, 2 bath and 2 car spaces in Scarborough. She is keen to live close to the water and a renovator is okay. She is willing to spend up to **\$750,000**.

Jeanne is wanting to buy a house with 4 beds, 2 bath and 2 car spaces in the Redcliffe/Scarborough or Newport area. She needs room for a large family and is willing to pay in excess of **\$550,000**.

Steve is looking to buy a house with 5 beds, 3 bath and 2 car spaces on the Northern Peninsula. He would like direct water views and willing to spend up to **\$850,000**.

Dan is ready to buy NOW (he is cashed up).

He is after a house with 4 beds, 2 bath and 2 car spaces in the North Lakes or Rothwell area and willing to spend **\$450,000**.

Judy is after a house with 3 beds, 2 bath and 2 car spaces on the Peninsula or in Deception Bay. She has just sold her current house so she needs to buy something quickly and she is willing to spend up to **\$500,000**.

Do you have a property that will suit one of our buyers? If so please give us a call.

07 3203 6001



People are at the heart of our service focus. We help you sell with less stress, no risk and at the highest price.

The first couple of months of this year have flown by and we are already well into 2016. We sincerely hope you are on your way to achieving all of your 2016 goals.

If you plan to sell your home or investment property in 2016, we would love to help you achieve the highest possible return on your investment. Although it's already March, now is the time to get started!

No Risk Selling – Guaranteed Results

1. No Upfront Costs – No Risk
2. The Highest Price For Your Property
3. Fast and Stress Free Process
4. Strong Negotiation
5. Home Sellers Protection Guarantee



Modern Marketing Technology

We develop a tailored marketing strategy for your property that targets qualified buyers, not simply 'all people'. Marketing across the web and social, print and traditional media ensures your property reaches the market in the most effective and efficient way, achieving the goal of generating multiple buyers competing to buy your property.



24 Hour Service Agency

People are at the heart of our service focus. We help you sell your property with less stress, no risk and at the highest price. You will always reach a real person when you call us, day or night.



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