



Your Property News

January 2012



What's Happening in the Mudgee Real Estate Market

If you're interested to know what's happening in the Mudgee real estate market, then here's a snapshot from my point of view.

At this point in the early New Year, property turnover is pretty much on par with last year although there has been minor fluctuation in property sales prices which appear to have firmed five to ten percent at this stage. We're also seeing that there is significantly less stock on the market so that combined with the fact that we have the Ulan West Coal Mine kicking off production in February/March 2012, we feel that prices are set to increase further in coming weeks and months.

On the Property Management side of things, here at **Professionals Mudgee** Real Estate we have a zero percent vacancy rate and have seen rents increase anywhere from \$20 to \$100 a week over the past 6 to 8 weeks. Again this is mainly due to the influx of new people to Mudgee who are associated with the mining industry amongst other things. **Return on investment and future growth is attracting investors from outside the area** which is good news, as an increase in rental property supply is definitely needed to meet the demand.

First home buyers were active in the final months of 2011 taking advantage of stamp duty concessions however from our experience, they didn't rush into buying homes they weren't happy with and **there are still first home buyers looking, content with the \$7,000 grant.** Those looking in the higher price brackets are concentrating on new or off the plan homes to still obtain stamp duty concessions under the **"First Home New Home"** scheme as discussed in an earlier blog post this week.

For more on the Mudgee real estate market, watch our Mudgee Market Report or contact Adam or Chandelle Woods on 6372 2584 at Professionals Mudgee today.

We've helped
thousands of
property owners
sell their home
for the best
possible price.



Property Photography—What Sells?

Property sellers want their properties sold, and buyers want to know what they're looking at. So what is it about property photography that helps sell a home?

Firstly, the photo needs to be clear so that people looking at it online can see what they're looking at clearly. If your property's photography is grainy, potential buyers may skip over it and not even give your home the consideration it deserves.

Secondly, you should have photos of as much of the property as possible. With online research playing a major part in buyer's process of putting together a property shortlist, showing as much of the property as possible online is a great way to show that your property has all the things that the buyer is looking for... and more!



Thirdly, property photos should be backed up by information, other visual tools like a floorplan, video or virtual tour. Having a detailed description of the property that helps the potential buyer piece together which rooms are where and the layout of the property is imperative.

Think about when you have gone through homes on real estate websites and think about which properties compelled you to view them again, shortlist them or make an appointment to view it in real life? Were those properties presented online with great photos that helped you visualise the home more easily? Would it have made a difference if all the property listings had good quality and useful pictures? In our experience, photos are one of the most important parts of a property's online marketing... great property photography helps sell your property.

If you're keen to know more or receive some tips on preparing your home for a photographer, please email info@professionalsmudgee.com.au for a copy. Guide on how to best present your home for photographers.



FREE!!!

Mudgee Market Report

Most Home owners, especially those contemplating selling, take more than a passing interest in property sales.

For your **FREE** Mudgee Market Report please email to info@professionalsmudgee.com.au

Don't Miss Out!!!



With 614 qualified buyers in our database still looking for homes, the need for new properties has never been so great.

Will I Need an Open Home?

Open Homes are an easy way for house hunters to inspect a home and assess the interest in them without the need to make an offer on the property. They are also convenient to owners who have busy lives as they allow them to focus on making the home highly presentable on a few specific occasions, rather than trying to keep a home spotless every day. Open Homes are usually on the weekend and will vary in duration based on the local market. There are times additional inspections may be required with a highly interested buyer or those seeking a further inspection but these will be by arrangement with you.

Making your Property a Star

Once your property is listed with Professionals Mudgee, we will jump right into our agreed marketing plan to generate interest and attract potential purchasers to your property.

Your real estate agent, will be able to outline a marketing plan for your home, the objective of which will be to gain the highest price. Most people who purchase a home already live in the area or adjoining suburbs of the property, which means your marketing campaign should be carefully targeted at potential buyers who live in your local area.

Signage, letterbox drops, print media and online advertising are the most common mediums for property marketing. Today's home hunter is well researched and informed on the property market, so we ensure that the photo's headlines, copy and overall style of the property marketing is engaging.

We will also provide you with feedback during the selling process. This allows you to review the success and make subtle adjustments and additions to the presentation of the home or the marketing plan that could make all the difference to you achieving your goals.

