

# HARCOURTS PROPERTY FOCUS.

Bringing you the latest news, facts and figures from the world of Australian real estate.

## THE BEST PHOTOGRAPHY TIPS TO HELP DRAW BUYERS TO YOUR PROPERTY

A lot goes into properly marketing a property for sale, and it's true what they say, first impressions really do count. The images used to market your property in print and online are the first, and possibly only impression you will make on potential buyers, so it's important they show your property in the best possible light and really make it stand out amongst the competition.

### TIP 1 – SCOPE YOUR LOCATION

Photos should help buyers to visualise themselves in the property before they even get to the front door. So take the time to highlight the properties best attributes and angles. Walk around your property and look at each room from a different vantage point until you've found the best way to capture the look and feel of a space.

If a space is small, focus on the details, highlighting an interesting feature of the space, rather than trying to make it look bigger.



### TIP 2 – PREPARE EACH ROOM

Treat the photoshoot the same way you would an open home. Each room should be neat and tidy, uncluttered and well presented. Living areas should be warm and inviting, kitchens should be spotless, with detergents, sponges, utensils and other bench-top mainstays being packed away. Try to remove any overly personal items from the shot if you can as well, like family photos or names on the walls in children's bedrooms.

It's important to create a balance between cosy and lived-in, with tidy and not too personalised.



### TIP 3 – LIGHTS, CAMERA, ACTION

Make sure each room you photograph is well-lit. That means turning on each overhead light as well as any lamps in each room, no matter the time of day. This will make rooms brighter, and give an airier feel.

Some areas in your home may even benefit from being shot at different times of the day, see taking photos at dusk. Well-lit, outdoor pool areas would look best at dusk when lighting can really shine, some paint colours may look better in the middle of a sunny day, as may many gardens. Think about when each space in your home looks its most inviting.



### TIP 4 – TRY TAKING PHOTOS AT DUSK

For certain properties with well-lit outdoor areas, or lit pools and gardens, you can create ambience by taking shots at dusk. You will need to have a high resolution camera and the area you are photographing will need to be well-lit, but with these things in check, the end results can be striking.

### TIP 5 – TURN TO THE PROFESSIONALS

There is always the professional photography route as well, which is becoming more and more popular. With this in mind, you don't want your property to be the odd one out that lacks a professional and well-presented touch.

If you're new to the world of photography, or don't have the proper equipment, investing in professional photography might be the way to go. Your sales consultant can arrange this for you, and generally speaking, professional photos help to attract more buyers, which often means you'll recoup your marketing investment from your sale price.

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# PREPARING YOUR PROPERTY FOR EXTREME WEATHER



No one wants to find themselves in a situation where they're faced with mounting repair bills because of unforeseen weather events. It's true that the weather is unpredictable, but that doesn't mean you can't prepare your home to cope with the damaging weather that is sometimes thrown our way.

Here is what you can do to ensure you and your home will be in the best shape possible when faced with extreme weather events.

## ENSURE YOU HAVE ADEQUATE INSURANCE

A recent study conducted by Quantam Market Research found that in Australia, 1 in 10 Australian homes are underinsured, and even more surprisingly 74% of renters don't insure their contents.

Some are also caught out by what is and isn't covered in a standard insurance policy. For example, water damage is often separate to damage caused by flooding, and flooding isn't always mandatorily covered in a standard policy, so make sure you ask!

**Top tip:** Make sure your home and contents insurance is up-to-date, covers all extreme

weather events relevant to your climate, and is based on a recent valuation of your property. If renting, make sure you insure your contents, as this is not protected by your landlord's insurance policy.

## WHEN BUILDING YOUR HOME, CONSIDER WEATHER-PROOFING

Depending on where you live, you will have a different degree of risk to certain weather events and different zoning conditions. For example, homes zoned as being in an area at risk of tsunami will need to have roofs built that can withstand the impact of a wall of water.

Homes built in flood zones will have restrictions on what can be built beneath the home and how high the home will have to be. Homes in areas prone to earthquake or strong winds will need to have reinforced foundations and steel frames.

**Top tip:** Make sure you're fully aware of zoning and building conditions in your area before you start to build to ensure your home is compliant and safe.

## WEATHER-SAFE IMPROVEMENTS FOR EXISTING PROPERTIES

There are several ways that you can weatherproof an existing home to help stave off the worst of the damage during an extreme weather event.

- **Install storm windows.** Storm windows are windows that can be mounted inside or outside of a home. They can be made from durable glass, or plastic panels or sheets. Apart from acting as insulation against the cold and heat, they can also withstand a lot more pressure from wind and rain, and shatter far less easily than traditional glass windows.
- **Clear gutters and vegetation.** To prevent the risk of bushfire, make sure all guttering around your home is free of debris and leaves. Also make sure to prune back branches hanging close to your home, and weed and mow a good clearance area around the perimeter of your home to slow down the potential spread of flames.
- **Securely store heavy and sharp objects.** If you live in an area prone to earthquake move through your home and take a look at objects that would become dangerous if they were to fall, this includes heavy objects or sharp implements. Make sure these items are stored securely and lower to the ground if possible.

## HAVE A SAFETY PLAN

In the event of an emergency, it may not be the safest option to stay in your home, no matter how well-prepared you are. Listen to television and radio broadcasts and follow directions to either remain indoors, or evacuate.

Make sure you have a list of emergency numbers in an easily accessible location, and have an emergency kit with first aid supplies, a torch with batteries, a battery-powered radio, dry, non-perishable food, water and anything else you may need if you have to move quickly.

## MARKET FACTS

Capital city home value changes

CAPITAL CITY	WEEKLY CHANGE	MONTHLY CHANGE	YEAR TO DATE CHANGE	ANNUAL CHANGE
SYDNEY	-0.2%	0.6%	14.6%	15.9%
MELBOURNE	0.3%	0.5%	13.5%	12.5%
BRISBANE	0.1%	0.3%	3.1%	4.2%
ADELAIDE	-0.1%	1.4%	0.5%	2.1%
PERTH	-1.6%	-2.5%	-6.1%	-5.0%
COMBINED 5 CAPITALS	-0.1%	0.3%	9.5%	10.1%

\*Brisbane results are for the combined Brisbane and Gold Coast region. The monthly change is the change over the past 28 days

RESULTS ARE BASED ON THE CORELOGIC RP DATA DAILY HOME VALUE INDEX.