

# Property Focus

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



## Why hold open homes when selling?

How can you prepare for an open home? Your sales consultant will do all the marketing necessary to attract the maximum number of visitors to your open home. However, when you have them there, you will want to ensure you present your home in the best possible light.

### HERE ARE 10 QUICK TIPS ON HOW TO MAKE YOUR PROPERTY “OPEN HOME READY”

1. Declutter – an overcrowded room looks unappealing and smaller than it actually is.
2. Clean. No one likes the idea of living with other people's dirt. If your home smells and looks clean, you are creating a great environment for viewers.
3. Keep decorations simple and don't display family photographs. You want buyers to visualise their own things and family in your home, not yours.
4. Make each room count. Give each one a purpose so that your viewers can see how they could use it. Don't leave any room as a storage place for your possessions.
5. First impressions count and last. Think about the first aspects that potential buyers will see – like fencing, the letterbox and the driveway.
6. Remember the small things count too. Check light switches to make sure they work. Fix any doors or cupboards that don't close. Fix leaky taps.
7. If you can, give your walls a fresh coat of paint. Choose neutral colours so as to not individualise your property.
8. Fresh flowers and soft music playing in the background give a good impression.
9. If cold outside, have a fire going or heaters on.
10. Fresh coffee on the stove, vanilla in a slightly warm oven or on a hot element, or aromatherapy oil burners give a very inviting smell and can sweeten stale and musty homes.

### OPEN HOMES ARE ONE OF THE MOST EFFECTIVE WAYS OF MARKETING A PROPERTY AND ATTRACTING INTEREST FROM A WIDE VARIETY OF BUYERS. SOME OF THE MANY ADVANTAGES ARE:

- You have plenty of time to ensure your property is tidy and ready for inspections
- You can control the viewing times
- Open homes can create plenty of activity, even in a slow market
- Interest and activity can trigger urgency with buyers
- The sales consultant's time is put to best and most effective use; They will have the opportunity to talk to numerous people about your property
- Comments from open home visitors can provide feedback on price, presentation, sales appeal, etc.

Are you getting the most from your investment property?

**Why not check with a free, no obligation property management appraisal?**

For all the details and more, visit [www.harcourtscomplete.com.au](http://www.harcourtscomplete.com.au)



# Home security tips over the holiday season



For many of us, the Christmas / New Year break is the best time of the year to get away for that well-earned rest.

Unfortunately it's also a busy time of year for the less scrupulous elements of society, who are just waiting for an opportunity to take advantage of empty homes.

The last thing you want after a relaxing family vacation is to get home and find that you've had an unwelcome visitor – yet that's a reality that thousands of Australian households face every year over the seasonal period. So it's best to take some time before you head off to make sure that your home is properly secured and protected.

Gallagher, Harcourts' insurance partner, has put together a checklist for Harcourts clients to help review your home safety.

John Apter from Gallagher said, "The Christmas period is the worst time of the year for home break-ins. Sadly, many people don't spend enough time to secure their homes before they go away – even when a few minutes' activity can make a big difference. It's a cliché but prevention really is better than cure."

## HERE ARE 10 TIPS TO CONSIDER:

- Let your neighbours know that you're away. They can collect your mail and keep an eye on your home
- Cancel any regular deliveries, such as the newspaper. Uncollected newspapers are an obvious sign that the home might be empty
- Make sure that all of your doors, windows, gates etc are properly locked and secured. If you have an alarm make sure that it's turned on – the same with any sensor lights
- Don't make it easy for the bad guys by leaving out anything like ladders and tools that can make it easier for them to get into your home
- Make it look like someone is home. Consider using timer switches so that some internal lights or even your TV are switched on from time to time, or have your neighbour park their car in the driveway
- Don't tell the world that you're away through

social media posts. Do all of that when you come back!

- Consider connecting an answering machine to your home phone so that the phone doesn't ring out.
- Disconnect any unnecessary electrical devices that don't need to stay plugged in – particularly Christmas lights
- Don't leave spare keys under the mat or hidden somewhere obvious – burglars know where to look
- Make sure your insurance is in place and up to date

Please take the time to prepare your home so that you don't have any nasty surprises when you return from your holiday. And if you need any advice on your insurance for home or business, contact Gallagher's John Apter on 0466 469 859 or visit [info.ajg.com.au/harcourts](http://info.ajg.com.au/harcourts)

## Market Facts

Capital cities home value index - 30 November 2018

	ALL DWELLINGS		HOUSES		UNITS	
	% Change Year on Year	% Change Month on Month	% Change Year on Year	% Change Month on Month	% Change Year on Year	% Change Month on Month
<b>Sydney</b>	-8.06 ▼	-1.43 ▼	-9.19 ▼	-1.66 ▼	-5.51 ▼	-0.94 ▼
<b>Melbourne</b>	-5.80 ▼	-0.97 ▼	-7.58 ▼	-1.19 ▼	-1.71 ▼	-0.50 ▼
<b>Brisbane*</b>	0.19 ▲	0.02 ▼	0.43 ▲	-0.01 ▼	-0.60 ▼	-0.04 ▼
<b>Adelaide</b>	1.42 ▲	0.06 ▲	1.45 ▲	0.15 ▲	1.34 ▲	0.46 ▼
<b>Perth</b>	-4.19 ▼	-0.74 ▼	-3.80 ▼	-0.76 ▼	-5.85 ▼	-0.59 ▼
<b>Hobart</b>	9.34 ▲	0.70 ▲	8.93 ▲	0.49 ▲	11.09 ▲	-1.56 ▼
<b>Canberra</b>	4.04 ▲	0.63 ▲	4.59 ▲	0.84 ▲	2.11 ▲	-0.07 ▼

\*includes Gold Coast