



*Happy Chinese New Year*



## News - February 2014

### Message from the Directors

In the last quarter of 2013 things really turned on a dime. Not so long ago it seemed historically low interest rates and strong yields could not prompt buyers and investors to get active and across the line. Trading in 2013 was better than the previous year, however excluding the last quarter, trading in general was flat. Fast forward to the end of 2013 and the beginning of 2014.

What will the rest of 2014 hold? No one knows for sure. Will the momentum at the end of 2013 and the first 6 weeks of 2014 carry through the first quarter of 2014, or has the holiday season dampened buyers interest as the workforce returns to work? One thing most market commentators seem to agree upon is that the bottom of the market has past. However where the market leads us in 2014 is anyone's educated guess. One thing for sure is Professionals Freedom Realty is upbeat on what trading conditions will be like in 2014 and regardless of political and economic factors that may occur during the year – people are always going to be buying and selling real-estate as personal circumstances, job relocations and lifestyle changes never cease.

*Jason & Sandra*

### The 4 P's to Selling Your Home

If you're thinking of selling, and would like to achieve an optimal return on your home, it's important that you weigh up the 4 P's of Property.

**Position:** Usually if buyers are looking at your home they are interested in the area, but it may help to make a list of things you love about your street, neighbourhood and suburb that your agent can use when discussing your house with buyers.

**Pricing:** The price at which your home first hits the market is crucial, as your property will attract the most buyers within its first 4 to 6 weeks of promotion. Properties that are overpriced will usually generate very little buyer interest and will take longer to sell (often eventually selling at a lower price than property's priced right for the market).

**Presentation:** De-cluttering, cleaning and staging your home for sale are important if you want your house to impress on inspection day. Presenting your home for sale is the one 'P' that will help make your house stand out in the mind of buyers.

**Promotion:** Your agent will put together a marketing strategy to give your house maximum exposure and help you achieve the best possible price. By using a large photo signboard at the front of your home and professional photography, you'll be doing your best to help your house reach as many potential buyers as possible.

By using the **4 P's** well you will effectively sell the lifestyle your home affords, hit the market at a competitive price to make the most of your house's early popularity. Each of these stages will help you to maximise the amount you achieve for your home, and ensure you're able to move on without regrets.





## Are you planning a Summer in the water?

If you have a swimming pool or are planning a resort holiday with the kids, it's important to prepare for the summer swimming season ahead. We would like to encourage everyone to take note of a few simple water safety tips that can help prevent dangerous accidents in our backyard pools, and ensure that our kids are playing safely this summer.

**S**upervise your children: This doesn't mean the occasional glance up from your book, or regular checks through the window while you continue doing the chores inside. Active supervision means that your children (particularly those under 5 and/or unable to swim competently), are always with arms reach of a responsible adult.

**R**estrict your children's access to water: Begin by installing a fence that meets Australian standards. Fencing should ideally isolate your pool from the house. Any items that could be easily used by your child to form a ladder over the fence should be kept locked away.

**E**ducate your children: Take advantage of bath time and time in the family pool to introduce your child to water safety and familiarity. Getting your child used to water at a young age will help them to learn the risks associated with water, rules (such as never going near water without a grown up), and allow them to gain familiarity and confidence in preparation for swimming lessons.

**L**earn resuscitation: Parents will often be the first on the scene if there is an accident at home.

When parents and carers know CPR they are able to provide valuable assistance while waiting for emergency services to arrive, and potentially save the lives of their loved ones.

If your house has a swimming pool, see how it rates using the Home Pool Safety Checklist at [www.homepoolsafety.com.au](http://www.homepoolsafety.com.au). By putting a few simple measures in place you can make sure your family enjoys a fun, accident-free time in the backyard this summer.

## Property of the Month



### Calling All Investors!

52 Rix Drive  
Upper Coomera

\$395,000

Conveniently located within walking distance to local schools, shops and transport this newly listed family home is a must for Investors. Currently leased for \$395 per week.

Boasting 4 bedrooms, 2 bathrooms, DLUG, huge central kitchen with breakfast bar, separate pantry, double fridge space, split system air conditioning, two separate living areas and lovely high ceilings.

Please contact [sandrab@professionals.com.au](mailto:sandrab@professionals.com.au) for further details.

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