

# PROPERTY NEWS

Ideas to help you when you're Buying or Selling

## Auction: corner block with planning approval



**2 Farnsworth Street  
Sunshine**

Auction 18th Nov 2pm  
See page 3 for more details

**PLANS APPROVED FOR 3 DOUBLE STOREY DWELLINGS**

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- Selling your property over Christmas Part 1
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- To gear or not to gear?

**ace**  
REAL ESTATE

Phone 03 9931 1333

## Message from the Directors

Dear Readers,

This month we are featuring three properties we have recently listed; 2 Farnsworth Street, Sunshine which is being auctioned on 18th November, 2pm; 3 Spoonbill Close, Williams Landing; and 26 Hawker Street, Williams Landing. If you are interested in viewing any of these properties, contact us today.

Christmas is approaching quickly. Decorations are already for sale in some shops. In this issue we discuss some of the reasons why Christmas can be a good time to sell property.

For those people who are considering investing in property, our page 4 story gives an overview of negative gearing and discusses how this strategy can help investors.

If you are thinking of buying or selling property, contact us today. Our experienced professional team is ready and waiting to help you.

Kind regards,



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# Selling Your Property Over the Christmas Holiday Season Part I ...



**Traditionally, Christmas has been seen as one of the worst times of year to sell, with buyers seeing vendors as desperate or worse.**

**But the tide has turned and experts now agree there are advantages to selling your home over the festive season.**

If you do it properly and stage your home correctly, you can in fact get a better price at this time of year.

There are quite a few distinct advantages to selling your home over Christmas.

If you are hesitant about selling, then let me convince you otherwise.

### Less Competition

There are still less properties on the market during the festive season, which means your home will stand out.

This gives a unique selling point in your favour, which is that competition is high among buyers but low among sellers.

There are potentially more buyers wanting your home, which means a better price for you.

### After Spring

After the wind down of the Spring selling season, there are people who have sold their home seeking a new property.

Also, there will be buyers who missed out during Spring.

Only one buyer can successfully purchase a house meaning there are always some, often many who are left disappointed.

These people are still browsing online, maybe not expecting to find anything, who will be pleasantly surprised when your home pops up.

### Traditional Appeal of the Season

The festive spirit can work in your favour when selling.

You can use the romantic elements of the season to attract and delight potential buyers, especially if your target is families.

What better way to attract attention than to have your home decked out for Christmas, smelling like gingerbread?

So work the angle as much as you can, without going overboard.

In part two I will discuss how best to decorate and stage your home over the festive season, to ensure the best result.

### Buyers are available and keen

While we may think of Christmas as hectic, many people have time on their hands, which means more time for perusing online and visiting open houses.

Also, buyers who want to buy this time of year are often very decisive.

Many of us see the approach of a new year as a time to make positive changes and being in a new home for the start of a new year has a positive appeal for many.

Take advantage of the fact that buyers are eager to wrap up a sale quickly, and start their new year off in a new home.

### General tips

Find a good local agent who will be contactable over the Christmas period and will respond to enquiries.

Make sure you obtain someone who will work just as hard for you over the Christmas period as they would any other time of year.

Ensure photos are taken before the Christmas decorations go up.

If by chance you don't sell over the festive season, you don't want photos that are dated by Christmas decorations.

Otherwise just go for it, as you can achieve a great result selling your home during the festive season.

**To find out how we can help you over the holiday season or any other time, give our team of friendly sales professionals a call.**

**They are ready to help in any way possible and our entire team would like to wish you all the best - happy holidays!**

# Properties for sale

Development potential and entertainer homes get the nod



**SOLD**

**4 Ascot Street,  
Laverton**



**FOR SALE**

**3 Spoonbill Close,  
Williams Landing  
\$690,000 - \$720,000**



**FOR SALE**

**26 Hawker Street,  
Williams Landing  
\$750,000 - \$800,000**

**The wow factor sets three properties apart from the rest in recent listings at ACE Real Estate. Up for auction on November 18 at 2pm is 2 Farnsworth St, Sunshine, which has development opportunities that don't come along very often.**

The 550m<sup>2</sup> corner block already has planning approval for three double-storey dwellings.

The options are many for this property: keep the existing home, earn a good rental return and build later; build and start a rental portfolio; live in one home and rent the others; or sell all or sell one.

An existing two-bedroom house comprises a study or kids retreat, spacious lounge, kitchen and dining area, a single garage plus a carport.

Either live-in or take advantage of the development approval to build a trio of three-bedroom homes, two of which have master room ensuites.

Each approved dwelling includes a spacious kitchen overlooking meals and family rooms, laundry, central bathroom plus downstairs toilet, balcony, and a single garage with its own driveway.

There is high demand for development properties and agent Vikram Pal said this location, within walking distance to shops and public transport, was the ideal investment. Price estimate is \$920,000-\$990,000.

**ACE just sold another property with subdivision potential. There were four offers for the three-bedroom home on a 560m<sup>2</sup> block at 4 Ascot St, Laverton.**

Vikram said this well-maintained home offered an outstanding opportunity as the perfect entertainer or to earn a great return in this first class location.

**Buyers also need to be quick if keen on a home made for entertaining at 3 Spoonbill Close, Williams Landing, as two offers already have been made.**

Set on 533m<sup>2</sup> the four-bedroom, two-

bath home has a contemporary style, space for elegant entertaining and outdoor living.

Upon entering the home, you will be struck by its 3m high ceilings in a grand entrance, three living areas (formal lounge, formal dining and family area), open plan kitchen, undercover alfresco area, low-maintenance yard and a double garage.

This sprawling single-storey home is expected to sell for \$690,000-\$720,000.

**Also with the wow factor is newly listed 26 Hawker St, Williams Landing, where buyers can live the ultimate luxurious lifestyle.**

Listed at \$750,000-\$800,000, this property had just been on the market for a week before offers were received so you need to be quick.

Located in Kingwell Estate, this four-bedroom, two-bath house is ready to move into or rent straight away.

## Call one of our sales specialists to sell your property. You won't regret the decision



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**DO YOU KNOW  
WHAT YOUR  
HOME IS WORTH?**

**Call Us Today For  
A FREE Market Appraisal  
on 03 8393 5500**



# To gear or not to gear?

## What is negative gearing, and how can it help investors?

### Is negative gearing really a good investment strategy?

The question is often asked by property investors, many of whom do not fully understand the meaning and implications of negative gearing.

In a nutshell, the answer is that it is really more a tax strategy.

Basically, negative gearing occurs where the costs of renting out an investment property outweigh the rental returns that are received from the rental of that property.



The cost of the loan (i.e. interest on mortgage repayments and stamp duty etc) is taken into account when calculating whether the investment is running at a loss. Some of the other costs of running a rental property that can be used to negatively gear a rental property include body corporate fees, building depreciation, cleaning costs, council rates, insurance costs, land tax, repairs, maintenance and water bills.

If the investment is shown to be running at a loss, the Australian Taxation Office allows investors to offset this loss against their income tax assessment.

This means that negative gearing on rental property is more a tax strategy than an investment strategy. While it can help property investors to reduce their taxable income in the short to medium term, it should not be considered the main reason for investing in any property.

There are, of course, obvious tax advantages to the negative gearing of a rental property. But the purpose of investing, after all, is to receive a positive cash flow and to make a profit. Over the longer term at least, you should be aiming to make a profit from your rental returns rather than a loss.

**By making a loss in order to negatively gear your investment property, you may be relying too much on making a huge profit when it comes time to sell your property at some point in the future.**

**Our trained, professional Property Managers will look after your property as though it were their own.**



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**Call us today on 03 9931 1333 to discuss your Property Management options**