

# PROPERTY NEWS

*Ideas to help you when you're Buying or Selling*

# SOLD IN 10 DAYS FOR \$459,000

**SOLD**

8 Echinacea Street, Truganina



From Truganina to Point Cook, properties are selling fast- See Page 3

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**ace**  
REAL ESTATE

Phone 03 8393 5500

## Message from the Directors

Dear readers,

Our local market continues to be hot, hot, hot. Properties are selling quickly for good prices. In this issue we also feature a home in Waves Drive, and some land in Citybay Drive that are currently for sale. Please give us a call if you are interested in viewing these properties.

If you are considering selling, an experienced professional agent can give you some guidance in preparing your home for sale. First impressions are very important when selling 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.

Remember our team are available to help out with your property needs - buying, selling or renting. Just drop in to our office or give us a call.

Kind regards,



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# Selling? Pitfalls and Helpful Hints

## Appointing a professional agent is the first step to success!



**Selling your home is a  
special time for the family.**

**Are you concerned that if you sell today you are not going to maximise your profits? Regardless of what happens over the next 12 months few people would deny that we are experiencing a sellers' market.**

This is basically brought about by a surplus of buyers over sellers.

If this is so, how do you go about selling your property at a premium price and really benefit from the market?

The short answer is you need to make your property more sellable than your competition through better presentation, better marketing and by offering better value.

This doesn't mean you have to offer it at the lowest price because not every buyer is driven solely by the desire for a bargain.

For a start, a sellers' market is likely to attract more purchasers, thereby providing more potential buyers for your home! But this is not enough in itself to ensure a sale for you.

The first secret to an effective sale is to assign an agent to the task, because you need someone who is not emotionally involved in the sale.

You cannot afford to take comments and rejections personally that some buyers will inevitably make when viewing your property. The agent is there to shield you from all the hassle involved in selling.

Once you have appointed an agent you need to evaluate the presentation of the property.

A professional agent will guide you about the best way to present your home to the market. Follow their advice and you will find it most helpful. Remember, as in all business matters, first impressions are most important.

The next step is to devise a marketing campaign. Once again an experienced agent will discuss this with you and if they really know what they are doing they will tailor a marketing strategy that is specifically designed to suit your property.

During the campaign your agent will probably market the property through a window display, on the Internet, through signboards, in media advertisements and possibly through other types of advertising such as leaflets and brochures.

**Because of the agent's experience they will ensure that the property's special features are highlighted so that the buyer feels they are getting good value for money!**



# It's hot property all around



**It's been all go at Ace Real Estate lately and we've got our top three most recent sales to share.**

It was a team effort when Damon Ng and Haresh Mutreja sold 33 Birchmore Circuit in Truganina's Allura Estate. The three-bedroom immaculate home features open-plan living and low-maintenance gardens. The single-storey luxury family home sold for \$610,000.

Sales agent Prince Kapoor finalised the sale of 13 Waves Drive in Point Cook. Another luxurious, beautifully maintained property perfect for first home buyers and a bargain at \$580,000. Point Cook is hot hot hot right now.

Back to the suburb of Truganina, the real estate market is a continuous feast for buyers and sellers. Median prices remain on the climb as first home buyers and investors seek opportunity in outer Melbourne.

Shahid Ismail had some success as well: the sale of 8 Echinacea Street in just 10 days. The 10-month old, Henley-built townhouse in Allura Estate has three-bedrooms, two baths and is clean, modern and spacious. It was smiles all around when the sale went through for \$459,000.

"Best agent I have dealt with," said vendor Darren. "Shahid was very informative and kept me updated with a seamless stress-free sale. The sale was quick and exceeded expectation. I highly recommend Shahid and Ace Real Estate."

Don't worry, we have many more properties for sale that could become your new home.

Shahid would love to show you through 285 Sayers Road in Truganina. The beautiful four-bedroom, three bathroom, Henley-built home is a 44-square former display home and must be seen first-hand. You'll have a

wow moment when you walk through the front doors and see the impressive grand staircase begging you to stay. From there, it's one jaw drop after another. Glossy tiles, polished timber floors, fireplaces, a gourmet kitchen and a master bedroom with a walk-in wardrobe that would be the envy of any fashionista.

If your dream home looks a little different in your head, Sunny Sharma has a 637m<sup>2</sup> vacant block at 171 Citybay Drive in Point Cook listed. Here's where you can build the home of your dreams with magnificent city and bay views in the exclusive Saltwater Coast Estate.

**There's no better time than the present to buy a home. Median prices continue to rise so get in quick. Call the team at Ace Real Estate on 03 8393 5500 to start your journey to your dream home.**

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



Haresh Mutreja  
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0466 885 599



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

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



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# 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**