

Property Management News

National News

The New Breed of Tenants

Once considered the domain of those who couldn't afford the Great Australian Dream of home ownership, renting is now becoming a fashionable lifestyle choice that the younger generation are happily embracing.

Data from the Australian Housing and Urban Research Institute showed that 29% of the population were renting in 2003 and this figure is projected to increase to 41% by the year 2011!

A growing number of young professional couples and singles are beginning to see the appeal of renting. Rather than being tied down with a hefty mortgage they are enjoying the freedom of renting along with the potential to enjoy more expendable income on other luxuries.

Busy executives and CEO's, who travel frequently and are commonly transferred interstate and overseas with their jobs, are also finding the liberty that comes with leasing executive apartment accommodation quite enticing.

As standards of rental accommodation continue to rise, savvy investors will receive great returns if they buy properties in the right location and then pro-actively manage and maintain their assets. As most people are aware vacancies are at an all time low and premium rents are being achieved,

Executive rental accommodation is growing at a rapid pace, and so the management and marketing of rental properties is increasingly becoming an area where investors need to ensure the job is done right.

From The Managing Director's Desk

The Current Property Market

So much has happened over the past few months that it is difficult to know exactly what the overall impact on the Property Market will be –The new Rudd Government seems to be losing some of its gloss, we've had several more interest rate increases with at least one, and possible two, more foreshadowed for this year, and turmoil reigns in the Stock Market. Ordinarily, any one of these events on its own would have some impact, but so many events over such a short period of time is not something we have experienced before.

What we have observed is this; the top end of the market (\$3 - \$15 Million) is tentative, with vendors and purchasers sitting on the fence waiting for direction from somewhere. All we need, we believe, is a couple of good top end sales to free up the logjam. The mid-market (\$1 - \$3 Million) is a bit better with sales still happening, albeit at a slower rate than we are used to.

The lower end, the typical Investor market, is absolutely on fire! Basically, we can sell anything we get in the \$300k - \$800k range. The reason is quite simple; unit prices have not moved much over the last 3 – 4 years while the rental market was very sluggish. Now, our vacancy rates are at a record low and we are finally starting to see some good increases in rental figures. All this adds up to an excellent opportunity for anyone looking to buy for investment. Rental returns are on the rise, and unit prices are set to take off as a result.

Now is a great time to be considering further additions to your property portfolio. Speak to one of our salespeople today and we would be only too happy to assist you in this process.

– Mike Gillan (*Managing Director - Ray White Neutral Bay Mosman & Crows Nest*)

Staff Profile

Head of Property Management



Name:

Sarah Latham

Office:

Ray White Neutral Bay Mosman

Position:

Head of Department – Property Management

Sarah has been in the highly specialised property management field for over 15 years.

Having worked for a number of real estate agencies throughout her career, Sarah has now been with Ray White Neutral Bay Mosman for 5 years as Senior Property Manager. She has recently been given the role of Head of Department.

Sarah oversees the day to day running of the property management department, and makes continual efforts to ensure that our landlords continue to receive the exceptional level of service they have come to expect from our agency.

TAX

The dos and don'ts of claiming rental deductions...



Did you know that last financial year over 1.5 million people claimed a combined total of \$24 billion worth of rental deductions?

The Australian Taxation Office takes a 'prevention is better than cure' approach to compliance and has produced a comprehensive booklet setting out the dos and don'ts of rental deductions and how to avoid common mistakes.

The *Rental Properties 2008* booklet will be available from 1 July 2008 by calling **1300 720 092** or by visiting www.ato.gov.au.



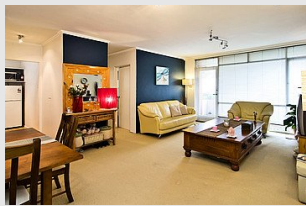
Investment Opportunities



1/339a Alfred Street **NEUTRAL BAY** - \$305,000 (Rental Value \$320 per week)

This character one bedroom apartment is conveniently located in a quiet security art deco block. Less than 10 minutes walk to North Sydney CBD, bus and train transport and local convenience stores, it offers an affordable entry to the popular Neutral Bay market for the first home buyer or investor. Features include large bedroom, - Large kitchen, Good size living/ dining, bedroom with built-ins, polished floorboards and High ceilings

Go to our website www.rwnbm.com or contact **Shane Slater** on 0414 312 013



1/20 Rocklands Road **WOLLSTONECRAFT** - \$410,000 (Rental Value \$390 per week)

Situated in a premier locale just minutes from the heart of Crows Nest & close to trains & buses, this quality 1 bedroom apartment offers an extremely convenient lifestyle, positioned within an intimate block of only 15 apartments. Beautifully renovated kitchen & bathroom, spacious open plan living & dining, generous size bedroom and living room opening to balcony. There is also an undercover car space

Go to our website www.rwnbm.com or contact **Lea Turner** on 0412 711 601



19/1 Parraween Street **CREMORNE** - \$575,000 (Rental Value \$480 per week)

Enjoy the convenience of this stylishly renovated two bedroom apartment just footsteps to the cafes of Cremorne Village and Hayden Orpheum Theatre. Features open plan lounge/dining area flowing to wide balcony through sliding glass doors. Stunning gourmet gas kitchen with Caesarstone benches and stainless steel Smeg appliances. Large internal laundry with storage and stylish full bathroom with separate bath and shower, also boasts security lock up garage.

Go to our website www.rwnbm.com or contact **Sharon Cooper** on 0415 976 169

Sales Team News

So Long 'Sanoma' – 22 Carabella Street

It's not often you get to market a property built in the 1930's that has never been sold! This block of units built by the current vendor's grandparents has now sold for the first time. Kirribilli has always been a prized suburb. It's peninsular position with no through traffic, yet easy access to train and ferry, make it a great position for commuters travelling to the Sydney and North Sydney CBD's. Over 70 contracts were issued during the five week marketing program, with keen interest from both developers and investors alike.



The property was sold at auction at the North Sydney Harbourview Hotel, attracting a wide demographic of buyers. More than 15 parties registered to bid with an opening bid of \$3.4 million. The property quickly spiralled upwards to well exceed expectations, selling for \$5.2 million to a private investor. The entire building has now been renovated and is being leased and managed by the property management team here at Ray White Neutral Bay Mosman.

Office news

Welcome Ray White Crows Nest

Ray White Neutral Bay Mosman and Ray White Crows Nest are now under the same ownership and management! As a group we are capable of offering our valued investors all the advantages of a stronger presence across a broader marketplace, as well as the experience and dedication of a large and well supported property management team.

If your properties are currently under management with our department you will continue to receive the personal service and complete management that you have come to expect from your managing agent. Sarah Latham is now the Head of Department, overseeing the property management departments of both the Neutral Bay Mosman and Crows Nest offices.

We are happy to welcome the Crows Nest team to our group, and to building a stronger and more valuable business in the future.

This monthly newsletter was brought to you by **Ray White Neutral Bay Mosman & Crows Nest**. We do our best to keep all of our clients up-to-date and informed. If you have any questions about our service, please contact us at any time.

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