Opac Realty
Shop 2/111 Victoria Avenue
Mortdale 2223
Telephone 8018 9277
rentals@opacrealty.com.au
www.opacrealtycom.au

ISSUE
FEB – MAR
2024

THE INVESTOR

THERE ARE **ONLY** TWO REASONS WHY A PROPERTY DOESN'T RENT OR SELL…

You may be thinking that there are endless reasons why a property does not rent or sell.

It could be that the property backs onto an industrial area, the third bedroom is too small, it is close to a busy and noisy road, there is a lack of storage within the property, the driveway is too steep, or the property is simply in a poor state of repair.

We have now listed six reasons why the property is not renting or selling.

However, there are only two reasons why a property does not rent or sell.

The first is due to a lack of effective advertising and marketing of the property.

You must invest time into how you are going to market and advertise the property so that it stands out and attracts interest.

This could include professional vibrant photos that showcase the property in the best way possible, virtual staging of the property, videos, virtual tours, floor plans, marketing brochures/ flyers to hand out at property inspections or simply coming up with ideas that are outside of the box to attract attention.

The second reason is price. The listing price should reflect the current market of similar properties and take into consideration the standout features of the property as well as the aspects of the property that could be affecting why the property is not selling.

Price the property right and it will rent or sell.

WHAT IS GENTRIFICATION?

COULD IT BE THE NEXT HOT SPOT

As a property owner there are endless terminologies that we need to be aware of to be an astute, educated, and successful investor.

Rental yields, ROI, depreciating assets, right of entry, emergency repairs, equity, line of credit, capital gains, comparison rates, cross-collateralisation, loan-to-value ratio and offset accounts are just a few, which we have mentioned in prior issues of our newsletter.

In this issue, we want to talk about gentrification.

Gentrification is the movement of affluent residents into a lower socioeconomic area and the changes that occur due to the influx of wealth.

Most investors know that if they purchase a property right before a shift begins in a suburb you can capitalise greatly from the opportunity. The challenge is, knowing how to identify one before it happens.

The signs of gentrification of an up-and-coming suburb usually happen just outside of affluent areas where you will start to see the emergence of modern infrastructure construction, greater employment opportunities, population growth and government or businesses willing to invest sizeable money into building a shopping centre, local amenities, and restaurant/social districts.

These suburbs can also be run-down with lower socio-economic housing, where there is a ripple effect outwards from wealthy suburbs that cannot sustain the population growth for the area.

Keeping up to date on developments and local planning through the council or utilising online resources such as property information websites can assist you in being able to identify if an area is changing. You can also research if incomes are increasing, unemployment is decreasing or the level of education among residents is improving.

While an area may seem undesirable now, the astute property investor will look a few years into the future.

P.T.O. >

WILL PROPERTY PRICES RISE OR FALL? DON'T MISS OUT ON MAKING MONEY…

This is the number #1 question that we are asked every day and unless we had a crystal ball that worked or a futurist time machine… no one can answer this question definitively.

Major banks and a wider scope of national companies are investing millions every year into employing economists, actuaries, and data analyst experts to track and monitor historical data and trends, as well as a diversified scope of other information to try and predicate what the market is going to do. Worldly economic factors and market conditions can and are changing the course of the property market.

We all experienced the unexpected break out of Covid that many thought would cripple the property market, yet it resulted in a rise in property prices across many areas.

There is the well-known seven-year property cycle that many base their investment forecasting on, yet we have seen a more diversified shift to this theory in recent years.

If you want to know if property prices will rise or fall you need to be aware of the contributing factors and more importantly, do your research or connect with experts, who can share this information with you.

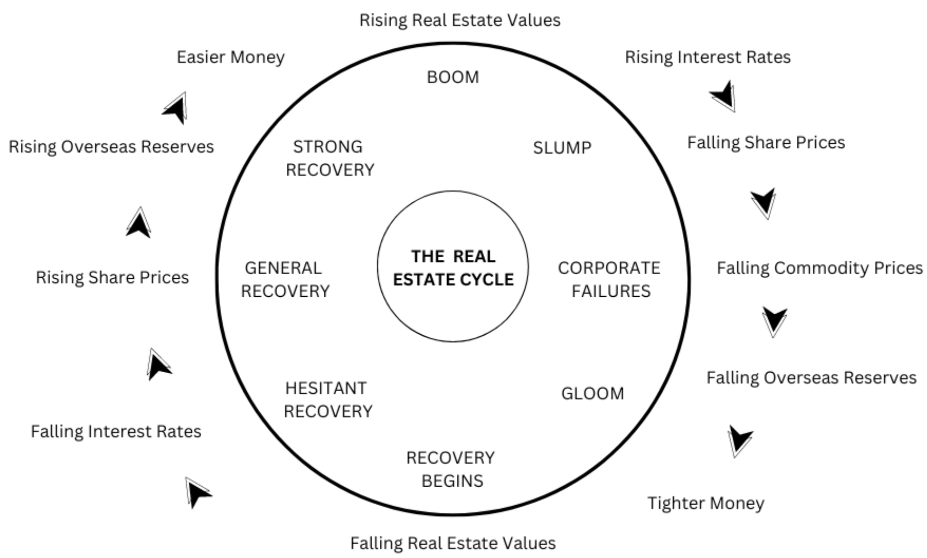
Contributing Factors:

- Location, location, location, and property characteristics.
- Economic factors.
- Supply & demand and vacancy rates.
- Average and medium price fluctuations.
- Government policies and regulations.
- Infrastructure and building development.
- Natural disasters and climate risks.
- Global and National economic conditions.
- Technology advancements.

All these factors can interact in complex ways, leading to fluctuations in property prices over time.

To assist you in understanding the property market we have shared below a reminder of the real estate cycle that has been referred to for many years.

THE AVERAGE REAL ESTATE CYCLE LASTS BETWEEN 7-12 YEARS



There is a wealth of information that you can research online to become more knowledgeable or reach out to one of our expert team members, who can assist and answer your questions.

TALK TO US

BUYING, SELLING & PROPERTY MANAGEMENT

CALL OLIVE ON 0424 873 428 IF YOU NEED ADVICE

CoreLogic reports: Underlying land value, scarcity factor and desire for more space through the pandemic has led to a substantially larger rise in house values relative to unit values over the past 4 years. At the onset of the pandemic in Mar 2020, the house premium, or the difference between median capital city house and unit values, was just 16.7%. Fast forward almost 4 years later, and that premium has jumped to 45.2% or $293,950. House prices have moved out of reach for a growing portion of the population, especially those seeking a first home or lower income households. With housing affordability remaining a key challenge across Australia, the substantially lower price points across the medium to high density sector are likely to become increasingly in demand as buyers become more willing to sacrifice space for proximity to essential amenities.

SUDOKU COFFEE BREAK

Every row & column, and 3X3 box, must contain the numbers from 1-9

	1		3					9
	6			5			4	
5			8					
6				2	4			
		7				5		
			1	6				3
					2			6
	4			9			2	
3					1		8	