

Ray White

On Mulgrave Cairns



Ray White On Mulgrave | 187 Mulgrave Road, Cairns | 07 40 51 4595 | 07 40 51 4535 | raywhiteonmulgrave.com.au

JANUARY 2009 | INSIDE THIS ISSUE

- Office News – Rain, Rollovers & Moving On
- Office Activity
- Welcome Kyle
- The Southern Story
- Renovate Your Rental & Reap The Rewards
- Calendar of Events

Quote: Don't overlook the opportunity to achieve something, don't be nervous, don't hold back, give it all that you've got, because the moment may never come again.

Venus Williams (1980 -)
American professional tennis player
5-time Wimbledon champion

OFFICE NEWS – RAIN, ROLLOVERS & MOVING ON

Hi Everyone!

One can be excused for being confused about the economic crisis right now. It seems that every town has its own little economic problems going on & we guess the best way to deal with it is to quietly observe what is going on around you, stay informed & form your own opinion about what is actually going on. The entire world is obviously in the grips of a massive recession & the fallout for Australia is enormous. Cairns is battling to keep business doors open with the falling of a few larger companies about town, loss of jobs & the cancellation of many big developments.... Most of you will be experiencing this in your own towns. Despite the gloom & doom, our office has been surprisingly busy with both Property Management & Sales attracting a huge amount of enquiries.

If you phoned the office this year & it rang out, we had a few reasons! A rolled petrol tanker at the front door caused a 5 hour police evacuation. Monsoon rains isolated the office for 24 hours, flooded rental properties, leaking roofs & staff isolated by flood waters. Then we had to contend with long electricity cuts causing chaos with phones & computers,so really, the financial crisis has not been one of our focuses at Ray White On Mulgrave this month! The show must go on in everyone's life during these testing times around the country.

Have a great month!

Ray White On Mulgrave Property Management



OFFICE ACTIVITY THIS MONTH

We regularly track our Agency activities and results via monthly performance indicators. These indicators are also a great way for you to follow the rental market activity, particularly the fluctuation in activity month by month, which shows trends, seasonal supply and demands and marketing success. You may find the following information of interest!

ACTIVITY : Number of:	LAST MONTH	THIS MONTH
Prospective Tenants inspecting available Rentals	127	206
Tenancy Applications Received	57	69
Properties Rented inc. Lease Renewals	44	29
Hits / enquiries on website	11,593	17,172



We are very excited to welcome Kyle Olufson to our Property Management team. Kyle has worked in property management for over 3 years (2 with Ray White) & has lived & breathed Cairns real estate all his life. Those that are lucky enough to be speaking with him will find him extremely skilful in dealing with all matters in the care of your investment. At 6'5" we are sure our tenants will be kept in line!

The Southern Story

Record demand, record rental incomes, record low vacancies, RECORD RENTAL ARREARS...this is the story coming from the south of Queensland and all around Australia. With tenants lagging behind in their rent, arrears have stretched up to a 20%+ delinquency rate. In our office, we are pleased to have an average 2.48% arrears thanks to our hard working team who have fierce competition with each other beating their KPI's at our weekly meetings! Rents are becoming so unaffordable that even the Prime Minister came out with a plea last week to Landlords to ask them to stop increasing rents in these tough times!

Renovate Your Rental & Reap The Rewards

Whilst Cairns investors have enjoyed the fruits of a low vacancy rate in the past, competition for securing a quality tenant paying top dollar rent has reminded many Landlords that they must not become complacent about the upkeep of their investment or over-confident about keeping their property occupied.

Spending a bit of time and money sprucing up your investment can make a big difference when it comes to re-letting and minimising vacancies between tenants. Not only will a home that's well cared for reduce the likelihood of it sitting empty for long periods of time, it will have the added benefit of attracting better quality tenants willing to pay a little extra for top-shelf presentation.

Essentially, some small and inexpensive improvements can give your property that point of difference and make it stand out from the crowd. Quality tenants are

increasingly discerning about where and how they want to live.

A Bit of TLC

In most cases all that is required to bring a tired looking rental back to a fresh, clean and enticing place to live is a bit of TLC.

- First and foremost, your rental property requires street appeal. With tenants scouring the internet and driving past prospective properties before they even consider making an appointment, it is more crucial than ever that your investment looks neat and tidy on the outside.
- Ensure that lawns are mowed, garden beds are in order, paths and driveways are clean and the front of the building is presentable. For older style weatherboards or period rendered homes, this might even require a lick of paint, some new guttering and/or roof restoration/repairs.
- Consider what you can do on the inside of your property to increase its appeal. One of the best approaches to work out what you might need to repair, add or alter is to take a step back, cast a critical eye over your investment and objectively ask yourself, "If I lived here, what would I want to see improved to increase my comfort and really make me feel at home?"
- Keep in mind that luxuries such as air conditioners and dishwashers can make a big difference as to how much a tenant is prepared to pay. In Cairns, air-conditioners are now simply expected to be installed. There will always be more demand for a rental that offers these options rather than one that does not. It is these extras that make a property stand out from the crowd.
- Perhaps consider a coat of paint to freshen the property up and maybe some new carpet and tiling. These simple cosmetic enhancements can really transform a tired looking investment into something modern and engaging that will catch a prospective tenant's eye as soon as they open the front door.

The next step of course, is updating old kitchens and bathrooms. Changing handles on cupboards to stainless steel is one of the most dramatic tricks! We all love modern, shiny appliances and your tenants are no exception. If you can afford to make these types of improvements and your kitchen is languishing in the seventies, this could well earn you a much better quality of tenant and price for your investment property when you re-let. Two things every Landlord hopes for. Your Property Manager will give you good, experienced advice. We are always mindful to keep your costs as low as possible.

Calendar of Events- February 2009

16 February
27 February

Mid Month Accounting
End of Month Accounting