



AUGUST 2009 | INSIDE THIS ISSUE

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Quote: "When you get to the end of your rope, tie a knot and hang on"

Franklin Delano Roosevelt (1882-1945)
32nd president of the United States

OFFICE NEWS

HI EVERYONE!

What a busy month it has been in our Ray White On Mulgrave Property Management office. If any of you have been unable to personally contact your favourite Property Manager, we are about to explain why! Anna Farr has been in Fiji attending her daughter's wedding. She is back on Monday the 3rd of August. Heather English, unfortunately, had urgent hospital surgery. She will also be back on Monday.

Katie Richards has chosen to leave her 10 years as a Property Manager & has moved on to join the sales team at the Cairns Post. Katie was a brilliant professional who will be sorely missed by both staff & clients. On the 10th of August, we are pleased to announce that the lovely Vaishali Mekhe will be taking over Katie's managements. Vaishali comes to us with a wealth of experience from another Cairns boutique agency. We apologise to all of Katie's faithful clients that she has cared for over the years. Katie's decision to leave has come quite suddenly to us. Kyle, Tanya, Les, Julie, Esther & Peter have done a brilliant job in keeping the ship stable whilst some of our key members have been absent. As Principal, I would also like to acknowledge the kind words of thanks that many of you have passed on to our hard working staff. It is very much appreciated by all of us.

Have a great month!

Ray White On Mulgrave Property Management



CAIRNS REGIONAL COUNCIL RATES

As most of you will remember, at the beginning of the last financial year we announced that Council rates would rise by close to 4% but would climb to about 9% after the removal of the existing 5% early bird discount which more than 80% of ratepayers took advantage of.

The changes have meant that the average rate bill appears to be now around \$2000 per annum. Those bills have just been distributed by the Cairns Regional Council. As ratepayers ourselves, we find that the easiest form of "no pain" payment & probably the safest and most effective method available is to arrange a direct debit payment from your Bank account & pay it off throughout the year on a weekly or monthly basis. Please contact your Property Manager if you would like this form emailed or sent to you. As a Landlord, obviously, Council rates are tax deductible! It does not, however, fix that lump in your throat when you open up the envelope does it!

CAIRNS SCRAPES THROUGH TO BE IN THE TOP TEN POPULATION GROWTH AREAS IN AUSTRALIA!

1. Brisbane	QLD	17,368
2. Gold Coast	QLD	13,210
3. Moreton Bay	QLD	11,831
4. Wyndham	QLD	8,874
5. Sunshine Coast	QLD	8,734
6. Wanneroo	WA	8,552
7. Casey	VIC	8,014
8. Ipswich	QLD	6,014
9. Melton	VIC	6,016
10. Cairns	QLD	5,985

Source: REIQ Journal, June 2009

Many of you own beautiful “off-the plan” houses in Cairns. Perfect rental properties from a management point of view, with strong stable rates of capital appreciation & excellent tax benefits.

It has come to our attention however, during the downturn in the rental market in Cairns, it is these very houses that have become the most difficult to rent! Why? The lack of character in the back yards, due mainly to no rear landscaping...just bare green lawns. If a house is empty for more than 14 days, the problem is always one of the three “P’s” Price, Presentation, or Promotion. It has become obvious to us that when the asking rent is reasonable, the ads look great, the presentation is terrific on the inside...but walk out the back patio, and what do we have? Grass.

It is well worth the thought of seriously considering organizing just a few plantings to break up the boredom, particularly when trying to attract a good quality tenancy. Ask for Peter at the office if you would like good, experienced advice for your rental property.

Some tips from the ‘The Reno Kings’:

- Keep your plants low maintenance
- Plant trees away from the house
- Install tanks using the subsidies available
- Courtyards and gazebos add value for tenants
- Provide front fences for street appeal and neighbour friendly side fences
- Avoid pools and ponds
- Decks are great
- Install shade structures
- Change ugly areas with paving or paving paint

FREE ROOF INSULATION!

Due to popular demand from our weekly e-letters, we are going to repeat this news!

Some good news for both owner occupiers and Landlords that may be of interest to you all. Recently we were fortunate to be visited by a representative from a locally owned & operated business called “Sun Insulation”. Fortunate in that, as property owners, we were offered free insulation in our private residences as part of the **Governments Homeowner Insulation Plan** & the **Low Emission Assistance Plan For Renters**. Free ceiling insulation to the value of \$1600 for owner occupiers & \$1000 for rental properties. We personally had a large 6 bedroom, 2 bathroom Queenslander insulated this week and were presented with an invoice totalling \$0...it was invoiced directly to the Government! Look at it as a refund of your hard earned tax (that’s the only way we could deal with the gut wrenching thought that this government is spending our future away!) This program can be instigated by the owner or the tenant, with the permission of the owner. SUN Insulation can approach your body corporate to insulate your whole complex for FREE. You can phone the owner, Patrick direct on **0419 460 539** or apply online at www.suninsulation.com.au. If you have been meaning to take action, now we have made it easy for you! The government giveth, the government taketh....call them now!

Our overall current Occupancy Rate is 96.95%

Address	Property Description	Days Vacant	Rent Change
HOUSES LEASED THIS MONTH			
Rutherford St	5 bed, 2 bath, \$315 p/w	15	↔ Same
Shamrock Av	4bed, 1 bath, \$320 p/w	30	↔ Same
Sunrise St	4 bed, 2 bath, \$310 p/w	30	↔ Same
Piccone Dr	4 bed, 2 bath, \$290 p/w	15	↓ \$20
Chesterfield	3 bed, 1 bath, \$340 p/w	0	↔ Same
UNITS PROPERTY DESCRIPTION LEASED THIS MONTH			
Creedy St	2 bed, 1bath, \$200 p/w	39	↔ Same
Grantala St	2 bed, 1 bath, \$200 p/w	7	↔ Same
English St	2 bed, 1 bath, \$250 p/w	48	↓ \$30
Springfield Cres	2 bed, 2 bath, \$260 p/w	17	↓ \$15
Lyons St	1 bed, 1 bath, \$140 p/w	45	↔ Same

REFERRALS ARE REWARDING!

Do you have other investment properties we can manage for you? Consolidate them all under our management for consistency as well as other benefits. Perhaps you know someone with an investment Property? If so, please contact

Ray White On Mulgrave on 07 40514595 or rentals.onmulgrave.qld@raywhite.com

Don't forget our “Thank you for your Referring” bonus gifts! A \$100 Gift Voucher from Bunnings Warehouse or a \$100 Money Order will be sent to you for every management that you refer and is subsequently signed up.

CALENDAR OF EVENTS- AUGUST 2009

17 August Mid Month Accounting
 31 August End of Month Accounting