

ISSUE  
MAR – APR  
2022

# THE INVESTOR

## THE FLOODS

### SENDING CARE & COMPASSION

The media footage of a long lineup of cars and roaming horses being stranded on a flooded bridge will be the memory of the 2022 floods for many. This natural disaster has affected the lives of so many across South East Queensland and many regions of New South Wales.

For those investors, family, and friends, who have businesses and properties in these regions, our thoughts and hearts go out to everyone.

However, out of every disaster, we would like to think that outside of the heroism of community spirit, there are lessons that can help us prevent and minimise the impact of flooding in the future. While we cannot control the decisions and actions of the government to do better on our behalf, we can reflect on how we can learn and protect ourselves better.

We encourage everyone reading this article to take a moment to think about how you can protect your investment/s during times of a flood disaster.

#1. Check your insurance policy to understand your cover. The terminology of storm and flood damage are very different. Often policies will state storm damage and eliminate you from being covered for flood damage.

#2. Review the replacement cost of your insured property. Is it current and up to date?

#3. Do you have landlord protection insurance that will cover you for loss of rent during times of a natural disaster?

Take the time to read your insurance policy T&Cs and if you are unsure, email your insurer, and ask if you are covered. You may also need to shop around and look at different insurance covers.



## THE 3 P's | SELL FAST PRICE... PRESENTATION... PROMOTION

If you are looking at selling soon, then we want you to know about the 3 P's that can assist in fast-tracking the process and lead to a more successful sale outcome.

### #1 PRICE

You must price your property just right. There is a myth that you should over-price your property to allow for offers; however, over-pricing a property can reduce buyer interest. If you are unsure about setting a price, we recommend that you consider auctioning the property or request expressions of interest. The price of a property is governed by supply and demand based on the current market conditions, how interested a buyer is about the property and market research of recent property 'sales' rather than looking at the property 'listed' price.

### #2 PRESENTATION

Outside of location, location, location, presentation is the next most important aspect when selling a property. If you want to achieve the best possible price, you need to take the time to present the property in the best possible way. Elite Noosa have the experience and knowledge to share with you what you need to focus on to maximise your sale price while not over-capitalising during the process.

### #3 PROMOTION

When deciding to sell a property, it is essential to take the time to go online and look at other similar properties. How are they being marketed and presented? What do the photos look like? Are there floor plans, videos, or virtual staging images? What stands out when you look at these properties, and what properties do you skip looking at and why? When talking about presentation, it is not only how you present the property but how you present your advertising and marketing of the property to prospective buyers online.

## LAWNS, GARDENS AND POOL CARE

Are you concerned that the tenant may not maintain them?

When speaking with landlords, there is a genuine concern (other than the rent being paid on time) about the importance of the tenant caring for the property, which includes the lawns, gardens, and pool maintenance (if applicable).

If the property has lawns, gardens and/or a pool, the Tenancy Agreement will clearly state the tenant's obligations to maintain and keep these areas clean. However, we do find that some landlords are still concerned, especially if the property has been their principal place of residence or a lot of time and effort has been invested in the presentation of these areas.

As your managing agent, we understand the many challenges and concerns that investors can feel in owning a property. We realise that it is up to us to deliver and provide you with the confidence that we will skillfully and diligently manage and care for your property.

A great solution to provide landlords with peace of mind is to include the maintenance of the lawns, gardens, and pool care within the weekly rent. It is a simple process of determining the weekly, fortnightly, or monthly cost; and then adding this to the weekly rental figure.

For example: If the lawn and garden care were \$60 per fortnight and the pool care was \$100 per month, the additional weekly cost would be approximately \$55. If the rent were \$500 per week, the property would be marketed and advertised as \$555 per week (including lawn, garden, and pool care).

As the landlord, you can then be confident that the property is well cared for by professionals.

If your tenants are currently on a fixed-term agreement, it may not be a viable option to embrace this concept unless the tenant mutually agrees in writing.

However, if you would like us to include lawn, garden, and/or pool maintenance when the property is due for renewal, please feel welcome to contact our office.

## Good News | INTEREST RATES KEPT ON HOLD

And the importance of not getting caught up in the hype

The ups and downs of any market can be confusing and sometimes overwhelming to navigate and understand. Last month in our newsletter, the hot media topic of discussion was that interest rates were projected to rise for the first time in many years.

The media sent out alerts to homeowners stating that interest rates were on the rise, that the federal election was going to shake the property market up, that the opening of international borders would affect property prices, and that growth in the property market was forecast to peak before prices begin to drop.

And here we are this month, being told that rates are on hold due to the Russian invasion of Ukraine, which with respect, was an unknown factor at the time.

However, this is a timely reminder for all investors not to get caught up in media hype to make rash decisions or feel overwhelmed.

As an investor, your focus should always be proactive in considering all options and outcomes before they happen and have a backup plan to protect you.

1. If the tenant was to vacate, could you financially manage the property being vacant?
2. Have you set aside additional funds to cover yourself in times of the unexpected?
3. Do you have a budget to upgrade and renovate your property regarding appliances, floor coverings, window coverings, painting, etc.?
4. Do you have the necessary insurance to protect you in times of need?

If you have an excellent financial investment plan in place to protect you from the unknown, you should not feel vulnerable or controlled by the media news.

You should not act solely based on the material contained in this newsletter. The information and statements herein are general comments only and do not constitute or convey advice per se. Seek independent professional advice before making any decision or acting. | © International copyright and published by PPM Group (www.ppmgroup.com.au)

## PROPERTY MARKET

Keeping you updated.

### FOR RENT

1 / 2 Neptune Circuit, Noosaville -  
\$1,000pw – waterfront  
16 Leslie Dve, Noosa Heads -\$650pw  
1 / 2 Orealla Crescent, Sunrise Beach  
– \$800 pw furnished

## PM NEWS UPDATE

Busy, Busy, Busy ... that's the best way to sum up the first quarter of 2022!

Noosa overall fared well during the recent storms and almost all of the properties we manage escaped serious damage. Regular maintenance, gutter cleaning and tree trimming is important and we have seen our efforts rewarded during this unprecedented storm season.

Many tenants are returning Positive COVID tests with fortunately, most reporting mild symptoms.

With Routine inspections being cancelled frequently at this time, Elite Noosa has continued to keep up to date on your behalf with inspections being completed via the PropertyMe Inspection App so that all parties are safe at this time.

## SUDOKU COFFEE BREAK

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

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

