

EIGHT SILLY EXCUSES

Don't chase the market down.

by Neil Jenman

Something terrible is happening to a lot of agents. They're not making sales. Real estate salespeople are starting to go weeks, even months, without a commission cheque.

But if it's bad for agents, it's also bad for the people who traditionally pay the agents – the property sellers. Tens of thousands of properties are languishing unsold. No one wants to buy them. Or, at least that's how it seems.

What should sellers do in today's depressed market? How do they still get a good selling price?

Some sellers are just taking their properties off the market. They've given up; thrown their hands in the air. They'll wait until the market gets better which assumes, of course, that it does get better. Well, it always has – hasn't it?

There's no way that Australia can go the way of America where property prices have fallen by tens, even hundreds of thousands of dollars. In some parts of America, properties that once sold for \$600,000 are now selling for less than one hundred thousand. In almost every country in the world real estate prices are well down. And, even if The Economist says that Australia's prices are among the most over-inflated in the world and we are due for price falls of at least 25 per cent, it's not really going to happen. Is it? Let's hope not.

The reports that Australia is in a worse position than the US market was just prior to the GFC are just designed to scare us.

Still, if you've got your property for sale at the moment, you've got some serious thinking to do if you really do intend to sell. You need to make sure that you get the best possible price for your property. In order to get the best price, however, there are some things you must understand. One of the hallmarks of successful people is their ability to find and see reality. They don't make decisions based on fantasy. They get the facts and then they act.

The most important fact – the reality – in today's real estate market is that prices are depressed. Prices have fallen. The price you could have got yesterday is more than the price you can get today.

But, on the good side, the price you can get today is almost certainly more than you will get tomorrow. The most powerful (and worrying) aspect of today's property market is that, despite, the Reserve Bank lowering rates recently, prices have kept falling; indeed, they've got worse.

When it comes to real estate, we've all heard that the three most important points with property is location, location, location. Not anymore. In today's market, the three most important points are price, price, price.

There are many reasons (excuses) you can tell yourself for why your property is not selling, for why it's being rejected by buyers (and if agents say there are "no buyers around" don't believe them. If you cut the price of your property in half, there'd be a stampede of buyers.).

The number one reason that your property will or will not sell in today's market is the price. Here's the most realistic and solid fact in today's property market for sellers who can't understand why their properties are not selling – four words: The price is wrong.

This should be the first point that sellers understand. Sadly, it's often the last point that sellers realise – and, by then, they can be tens of thousands of dollars worse off. A falling property market – which describes today's market – is a dangerous time to sell.

Rather than face the reality – the price is wrong – sellers, and to their shame, some agents, trot out eight common excuses to explain why the property is not selling. Here they are. And, if you or your agent have been using any of these excuses, pay close attention. You could save yourself a stack of money, at least tens of thousands of dollars.

Continued on the back page

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EDITOR'S COMMENT

Every day I am asked about the current state of the real estate market.

Locally our market could be described as subdued, but that doesn't mean that there is not a market, nor may it be as bad as it seems to be in other parts of the country.

The question is – "will it hold?"

Given that there will probably have been at least 1200 homes sold in Albury and Wodonga over this last year (plus units and blocks of land) and it is expected that a similar number will be sold during this next year, then there is still a reasonably active market.

It can also be said that if you are selling and buying in the same market then it doesn't matter.

What we see is lots of people making up all sorts of excuses about why they are

not selling their home.

When I read the headline article I have published in this issue I felt it was such a good explanation about what is happening at the present time that you the reader needed to know about its content.

I trust that you find it interesting.

PS We now have another monthly publication "Real Estate News". It provides even more tips for home buyers and sellers. You may subscribe by sending us an email at mail@drummondrealestate.com.au



Peter Drummond – Director
Drummond Real Estate

GFAT-5

'NEW YEARS RESOLUTION TO LOSE WEIGHT IS ACHIEVABLE'

According to local Personal Trainer and Fitness Author, Jonathon Styles, weight loss still ranks as the number one New Year's Resolution. For those looking for the most accurate and up to date information on the subject, the January 15th GFAT-5 seminar is a great place to start.

Jonathon has created his program for anyone who is sick and tired of thinking and obsessing about their body and losing fat.

Combining 'Good Food and Training' with five innovative protocols to keep you on track, GFAT-5 delves deep into all three aspects of fat loss the psychological, physical and nutritional. The program is all about leaving nothing to chance

Sunday the 15th January will see Jonathon deliver the second and final weight loss seminar in his home town before embarking on a national tour to promote his new program

"My advice for anyone who is interested in going is to put your fears and anxieties aside and take one of the most important steps of your life, get your ticket and go to the seminar. Within five minutes of the seminar starting they will realise they have finally found the solution they have been

looking for," said Jonathon. "It really will be a life changing event for those who decide to attend."

The next GFAT-5 Seminar will be held at the Commercial Club in the main auditorium on Sunday 15th of January at 12:30pm. Tickets as well as the GFAT-5 Program can be purchased online at gfat5.com or by phoning 6040 8662.



• Jonathon Styles

NEW ROTARY CLUB PROPOSED

There are nine Rotary Clubs in Albury, Wodonga and surrounds, but none meet of a morning for breakfast.

To meet the needs of those interested in community service that are unable to find time at lunch time or in the evenings it is proposed that a new club be formed as a "sunrise" or "breakfast" club.

"It is hoped we can attract a number of younger people to an early morning meeting" said sponsoring club President Glenys Hall of Albury North Rotary Club.

Fortnightly meetings will commence in the New Year with our next meeting to be held on Wednesday 11th January. Meetings will be tight with time starting at 6.45am for 7.00am at La Maison Restaurant, Gateway Village, Lincoln Causeway, Wodonga and finishing at 8.15am, said President Glenys. Anyone interested is welcome to come along. A call for catering purposes to Glenys at 0428 131 881 would be appreciated.



• From left to right – Colin Norton, Heather Norton, Terry Simmons, Simon King, David Cook, Peter Drummond & David Flood.

Quote

"Knowledge is knowing a tomato is a fruit.
Wisdom is not putting a tomato in a fruit salad."

– Anonymous

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WEST ALBURY
Neater Than Neat

If you are looking for something in a great area that will not break the bank then open your eyes because this is it. Comprising three bedrooms with built in robes, spacious living areas, great heating and cooling options, double lock-up garage and outdoor entertaining area. All this set on a low maintenance block. Call now for more details.

\$269,000



WEST ALBURY
Inviting And Comfortable Home

A very comfortable and modern two bedroom home set in beautiful West Albury. Comprising built in robes in bedrooms, two way access bathroom, well lit kitchen and dining area with sliding door out onto decking to view the established gardens. With ducted heating and evaporative cooling and a double lock-up garage this is the one you have been looking for. Call now to inspect at a time to suit you.

\$249,900



LAVINGTON
Garden Of Eden

Superbly presented four bedroom home (or three with a study) in a very quiet court position. With a modern kitchen, reverse cycle air-conditioning, floor coil heating, and an ensuite the interior is exceptionally comfortable. The back yard boasts a great shed/workshop and there is a double lockable carport. The alfresco dining area off the main living area is set in the exceptional garden. Easy to fall in love with this one.

\$289,000



LAVINGTON
Very Tidy

Inviting three bedroom home with a study, fourth bedroom or separate dining room means this is a practical family home with the flexibility to suit your needs. Set on a large block in a court position the extensive outdoor area adds to its livability. Includes a double carport and lock-up garage plus the comfort of ducted heating and cooling. Call now to inspect at a time to suit you.

\$259,000



LAVINGTON
Huge Garage, Spolless Home

Extremely tidy and well presented three bedroom home. Features include modern functional kitchen, built in robes, ducted cooling and for added safety a full security system. Enjoy motor vehicles, boating, caravanning or just need the extra storage space? Then this could be for you. Outside stands a massive three car garage with two electric roller doors plus well maintained and established gardens with shedding makes this both a comfortable and enjoyable place to live. Call now for more details.

\$234,900



NORTH ALBURY
Perfect Start

Very comfortable three bedroom home in an exceptionally handy position near North Albury shops. A private alfresco dining area off the living area and a great backyard for the kids and their pets should attract your interest. Worth an inspection. Phone now for more details.

\$175,000



NORTH ALBURY
A Budget Concious Investment

Within a short stroll to the school and shop this four bedroom home may be perfect for the family. However currently tenanted at \$200 per week it may also interest the investor. Set on a good sized 753m2 (approx) block, with great car accommodation including carport and shedding plus a private backyard with no direct street access. All this at a great price. Call now to inspect at a time to suit you.

\$134,900



NORTH ALBURY
Central Fringe Living

Walk inside and discover a spacious three bedroom house with two living areas, perfectly placed on the northern fringe of Albury. Comprising walk in and built in robes, heating and cooling plus a unique interior, the house is perfect as is or poised for renovations. Adding to its potential is a 'granny flat', including toilet and shower, which sits above the double garage. Put your creative cap on and make this into something special. Call now to inspect at a time to suit you.

\$259,000

LAVINGTON



ENGLobo PARCEL – 4.16 HA

Spectacular city views and northerly slope and aspect makes this one of the best development sites in town (STCA). Area approx 4.16Ha. Adjoins existing residential development this is the next block in town. Phone now for more details.

\$759,000 Incl GST



ALBURY
Jones Street Red Brick

Exceptionally liveable three bedroom home in top position. Remodelled kitchen, living area opens to elevated deck. Comfort of gas ducted heating adds to appeal. Stake your claim in Central Albury. Currently tenanted at \$310.00 per week. Call now for more details.

\$365,000



ALBURY
Exquisite Entertainer

A beautiful three bedroom contemporary designed double story townhouse, in a super location with incredible views. Boasting master bedroom with walk in robe through to large ensuite, study, polished floorboards, north facing living areas and balcony, plus a three phase reverse cycle air conditioner makes this the perfect entertainer. A double lock up garage with remote access adds to the livability of this stunning home.

\$495,000



ALBURY
Rare Find - Freestanding Unit

Well located two bedroom home unit near Mercy Hospital. Very spacious and liveable with private front and rear yard plus a lock-up garage. Currently let at \$225.00 per week but ultimately could suit an owner occupier.

\$195,000



TALLANGATTA
Shop & Dwelling

Very tidy premises right in the heart of Tallangatta township. Includes air-conditioned shop of about 70m2 plus one or two bedroom residence. Private secure yard and rear lane access.

\$159,950



LAVINGTON
Surprise Package

Get excited about the opportunity to get your hands on this property full of surprises. Meticulously renovated throughout. Three good sized bedrooms with built in robes, a user friendly kitchen with adjoined dining and central vacuum system. All this set on a massive 858m2 (approx) block with a fantastic sized shed including power. A summer bonus is the in ground swimming pool that is fenced securely. At this price, what is not to get excited about? Call now to inspect at a time to suit you.

\$239,000



WEST ALBURY
Renovated With Imagination And Flair

Superbly presented four bedroom home with ensuite to master, office and large open living area. Great position and aspect provides elevation and outlook and makes the most of the winter sun and natural light. Smart kitchen, ducted heating and cooling and lots lots more. Includes lock-up garage and double carport. Open for inspection to suit you. Phone now.

\$299,000



WEST ALBURY
Big Living Family Residence

Huge formal and informal living areas are a real feature of this enormous four bedroom home. Set on an elevated 1700m2 block with extensive views this home stands out for value. Of course it boasts an ensuite, ducted gas heating and cooling and a double lock-up garage. Bound to not disappoint at this price. Call now to inspect at a time to suit you.

\$489,000



GEROGERY
A Flamboyant Affair

An extraordinary opportunity to purchase one of the regions finest and most unique homes. This massive five bedroom plus study home makes you feel like royalty. With massive living areas, efficient heating and cooling options, astonishing established gardens and views of Table Top Mountain to die for, you will be impressed. Set on four acres (approx) including an in-ground pool, triple garage and triple carport. Whether inside or out the surrounds remain picturesque and that is what makes this one of a kind. Call now for details.

\$1,350,000

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- You're thinking of buying an investment property. Not sure where to start.
- You want someone to talk to about the problems you're having with your current tenants.
- You think you might want to manage your property yourself? What documentation is

necessary and what steps should be implemented to minimise losses?

- You're thinking of putting your nephew in your property and he's told you that you will save money by not using an agent.

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Myra Bloomfield - Director
Drummond Real Estate
Rentals

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ROTARY COMMUNITY MARKET
Every Sunday 8:00am to 12 noon
Tax Office Car Park, Townsend Street, Albury



Inaugural Aero Refuellers 20/20 Big Bash - at the Lavington Panthers Sports Club

Third games Wednesday 11th January from 6.00pm

Grand Finals Friday 13th January from 6.00pm



Lifeline - Mountains to Murray

Support our local Lifeline Telephone Counselling service by DONATING UNWANTED GOODS

- to local bins or shop at 429 Wilson Street, Albury
- pick up service for bulky items

Lifeline needs CLOTHING, BOOKS AND BRIC A BRAC
Phone: 02 6021 6397. All donations stay in the local area

BOOK YOUR SPACE NOW

If you would like to advertise a Community Event in our newsletter please contact:

Peter Drummond on 02 6041 5755

JINDERA



NOT TO BE MISSED - 2.0Ha

Room for a couple of chooks, a house cow and a few ponies. This is one of the best lifestyle blocks fresh on the market. Very few blocks of land could ever claim to have such a prime location. Walking distance to the entire village of Jindera, this gorgeous block is hidden down a quite road with a vista second to none. This could be the last place you ever buy.

195,000



WODONGA Central Townhouse

A great opportunity to purchase a modern two bedroom townhouse in a quiet and convenient central area. Including built in robes, modern interior, ducted cooling a single lock up garage plus an established private entertaining area. Call now to inspect at a time to suit you.

\$259,000



BONEGILLA Where The Future Will Be

Strategically located lifestyle property with subdivisional potential. Comprises an enormous modern four bedroom family home with ensuite, ducted gas heating and cooling plus separate rumpus, huge shed (with toilet and shower) plus an in-ground pool. Absolute value at this price must be sold.

\$555,000



SOUTH ALBURY So Much To Offer

It is not often you get the chance to live within metres of lovely wetlands in such a spacious house. Including four bedrooms with built in robes, large living areas, wide hallways and skylights throughout the house and many heating and cooling options. For the parents an ensuite, walk in robe and study off the humongous master bedroom makes it a great retreat. Other bonuses include good sized yard (approx 1487m2) and plenty of car accommodation.

\$327,500



WALLA WALLA

Solid three bedroom home in a peaceful environment. Features include heating and cooling, a good sized corner block with side street access and a single lock up shed with roller door. Situated close to local School and shops. Call now for details.

\$149,000



A solid three bedroom home set on a huge 1120m2 (approx) corner block situated close to local school and amenities. Featuring ducted cooling, gas floor heating, built in robes and outside a large double shed with two roller doors. A great opportunity to enter the property market.

\$159,900



LAVINGTON Calling All Investors

Solid two bedroom unit with a strong rental background. Features include large living area, separate bathroom and laundry, single carport and storage area. Fantastic value for first home buyers and investors. Call now for more details.

\$99,500



LAVINGTON Unbeatable At This Price

Genuinely spacious three bedroom family home that is bigger than most at this price. Practical floor plan includes formal lounge/dining room plus a family room. Opens to a huge paved and covered outdoor area and secure backyard. Double lock-up garage is a bonus. Worth inspection, call today.

\$224,950



LAVINGTON Three Bedrooms, Value Plus

You do not see opportunities like this often, do yourself a favour and inspect this one today as you will be surprised. Benefits include a private yard, built in robes in all bedrooms, high ceilings and nice natural light from skylights. Convenient position handy to facilities. This is a great start for an owner/occupier or a stable investment with rental potential of up to about \$200 per week. Call now to inspect at a time to suit you.

\$129,900

LAND

NORRIS PARK **\$125,000**

Superb prestige home site of approx 1379m2. Excellent aspect & outlook amongst quality homes. Elevated position backing onto open public space with all services available.

LAVINGTON **\$69,950**

Now this is a find. One of those hard to find smaller blocks (449.9m2 approx) with a north facing back yard & a semi-rural outlook at the front. With all services available it is ready for you to build on now. Not far from Lavington Shopping Centre. Call now for more details.

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EIGHT SILLY EXCUSES

Continued from front page

First Excuse: PHOTOS. "The photos of our home are not good enough. Yes, go and have a look on Domain dot com, your property doesn't look good enough. You'd better get a professional photographer." This is an absurd excuse. Photos never sell a property. Indeed there's strong evidence to suggest that the better the photo, the less likely the buyers will buy. Why? Because photos – especially those done by a professional at a cost of several hundred dollars – make the property look better than it really is. They distort reality. The buyers see the photos and get excited. And then they see the reality and get depressed. Some even get angry. They feel that the photos were misleading.

Second Excuse: MORE WEBSITES. "Oh, and you're only on Real Estate dot com. You need to be on domain dot com as well. Haven't you seen that ad with the jogger who runs into a glass wall, thereby signifying that if your property is not on domain dot com, it's invisible?"

This is an absurd excuse because buyers visit more than one site. If you spread yourself across all the available websites, you'll simply be adding money to the coffers of the website.

Third Excuse: MORE ADVERTISING. "And what about the marketing campaign? Is your property being advertised in the major newspapers, the ones with hundreds of thousands (even millions?) of readers? How can you expect to sell if people don't see your home for sale? What about the local paper? Shouldn't your property be advertised locally?"

This is another absurd excuse. You can send yourself broke with print advertising. Indeed, many sellers literally run out of cash to advertise their properties. Don't pay a thousand dollars or more for an advertisement that lasts no more than seven days. For a couple of hundred dollars you can be on the Internet virtually forever. If you think that lack of marketing is a reason your property is not selling, you're almost certainly wrong. The reality is that, if your property is for sale, at the right price, buyers will find you.

Fourth Excuse: OPEN INSPECTIONS. "What about some open-for-inspections? If you're not doing any, start doing some. If you're doing some, do more. The more you have your property open for inspection, the more buyers you'll find." Wrong.

This is just another absurd excuse.

You don't need hordes of unqualified strangers wandering through your home. Every hour that an agent wastes at an open-for-inspection is an hour the agent could spend productively back at the office searching enquiry logs, card boxes, computer lists and a horde of good sources where the right buyers can be found.

Fifth Excuse: FLOOR PLAN. "What about a floor plan? Surely that'll attract buyers." No it won't. This is another absurd excuse. In many cases (probably more than less) when buyers look at a floor plan, they make a decision that the home is too small. Qualified buyers need to see your home in the flesh not with a floor plan.

Sixth Excuse: STAGING. "How about spending a few hundred dollars (or even up to about \$5,000) by getting a professional 'staging' company to tell you how to set up your home. Maybe you can hire furniture and set up the home so that it appeals 'psychologically' to the buyers?" Oh, please! Is this the worst excuses yet?

Seventh Excuse: WRONG TIME. "Oh, it's just the wrong time, that's all. The real estate market basically shuts down in December and January." What baloney. Some of the agents shut down, but the market never shuts down. Ask any of the hard-working and sensible agents and they'll often tell you that December is their best month. Why? Because most of their competitors just give up, which means that smart agents get ALL the business that's around.

Eighth Excuse: WRONG AGENT. "If your property is not selling, there can only be two reasons: the price is too high or the agent is no good." It's easier just to blame the agent and label him or her with an incompetent badge. The other agents are openly saying that if they'd had your property for sale, it would have sold by now.

What an absurd excuse. If there is one person who wants (no, needs!) to sell your property as much as you do, it's the agent. If the agent doesn't make sales, the agent doesn't eat. Granted, some agents are better than others, especially when it comes to negotiating the best price for you. Changing agents usually only leads to a sale if the price is changed too.

REALITY
The number one reason why a property sells or not can be found in one five-letter-word -

PRICE. This is a reality that both you and your agent desperately need to face. In a depressed market, every day you delay costs you more money. If your property does not sell in the first two weeks of it being on the market, you are almost certainly asking for an unrealistic price.

Don't make the mistake of 'waiting for your price'. When the market is going down, waiting just costs you money, big money.

In the digital age, buyers can get information that tells them what to pay. They can look at the price of every property that has sold in your street. In an instant, they can see every property for sale in your area. If your price is too high, the buyers will know it in seconds.

Please don't get caught in what should be called 'Delay Damage'. The longer your property is on the market for sale, the lower the price you will get. Buyers think alike. If a property has been for sale for more than a month, the buyers are going to have one of two thoughts about it: first, there is something wrong with it. Or, second, the price is too high.

Unless you really do have to sell, maybe you should not be selling in a depressed market. But, then, if you are selling and buying again, what you seem to sacrifice on the sale, you'll soon make up on your purchase.

The worst thing that you can do if you're selling in a depressed market is to 'chase the market down'.

Let's say you put your property for sale at a million dollars when it should be for sale at \$950,000. When you realise you're in trouble (the way you know if you are in trouble is when no one buys your property in the first two weeks of it being offered for sale) you may decide to change your asking price to \$950,000. Too late. The market has now fallen to \$900,000. And then, a few weeks later, you say, "Oh well, now we realise it. Okay, we'll accept \$900,000, that'll be our new price." Too late. The market is now at, say, around \$880,000. What are you doing? You're slashing thousands off your own price because you are chasing the market down.

Don't chase a market. Catch a market. That's right, instead of lowering the asking price after the market has fallen which almost certainly means that you will be chasing the market down, you should set a better than realistic asking price in the beginning. Catch

the buyers with a true and honest price. Your lowest price – to start.

Let's take the same example again. Instead of listing your property at a million dollars, list it at \$950,000. If you immediately get a buyer, you know that you have done well. If you're clever, you can set a catch price of, say, \$900,000 in which case you are quite likely to get two (or even more) buyers interested at the same time. Then, you simply ask each buyer to give you, in writing and in confidence, the highest they are prepared to pay and, presto, the price will climb up, often to well over the 'catch price'.

To be smart in a depressed market, you've got to be tough on yourself. If you're not tough on yourself to start with, then the market is going to be a lot tougher on you later on. Have a real heart-to-heart with an agent that you trust (if you don't trust your agent, you're in big trouble) and work out what is the absolute rock-bottom price that you can afford to sell for. Please note, the price that you can afford to sell for, is going to be much less than what you want. In a down market, the market does not care what you want. It only cares about a realistic sale price.

So, know your absolute rock bottom before you begin to find the best buyer. To catch the market (instead of chasing it), promote your rock bottom price with the words "or offers above". This is signifying that your price is so good and so attractive that a lower offer is unthinkable. You have been realistic with your catch price and you now ask the buyers to be realistic with the most they are prepared to pay you.

Remember, of course, that your 'catch price' must be genuine. If that's the absolute best that you get offered, then you are going to have to sell at that price. But, whether or not you like the price, at least it will mean that you have sold – and you can get on with your life.

In a depressed market, such as today's market, don't swallow any lame excuses about why your property has not sold. It's the price, always the price. Set a price that's going to catch the buyers. You're in competition with a stack of other sellers. Make sure that your property is attractive. To be attractive, it means you have to set the right price right now.

Get the best price and get out of the market – fast.