



# Property Management Newsletter

August 2018

## More specialists, more markets

LJ Hooker continues to service more markets across Australia, offering its valued clients more opportunities to expand and grow their interests through its integrated, customer-focused network.

LJ Hooker will introduce 13 new operations during the third quarter of 2018, setting a platform for continued growth in the new financial year. It follows on from the opening of three new agencies in Sydney's high-growth greater western marketplace in June.

Former independent agency Galaxy Estate Agents has transitioned to LJ Hooker, opening separate offices in Minto and Lakemba, while Mount Druitt's Century 21 team has also rebranded their shopfront.

Up to September, LJ Hooker will enter new markets in New South Wales (Chatswood, Edensor Park, Bonnyrigg and Bringelly) Queensland (Goondiwindi) and Western Australia (Karratha).

LJ Hooker has also welcomed new owners for established operations over the period in Victoria (Frankston and Werribee | Hoppers Crossing), New South Wales (Camden and Castle Hill) and Queensland (Salisbury, Coolangatta | Tweed and Gayndah).

LJ Hooker's Head of Network Development, Ben Mitchell, said the timing of additions enabled agencies to offer customers a head-start into the traditional spring selling season.

Mr Mitchell said the new businesses were in locations where customers were searching for premium investment, selling and buying guidance.

"Increasing our market presence in Western Sydney was a strategic move: its affordability and future infrastructure pipeline will attract hundreds of thousands of new residents over the coming decades," he said.

"And LJ Hooker is returning to Karratha at a pivotal moment with demand in the resources sector rising again, with improving optimism in the state market."

If you're looking to enhance your property portfolio, contact your local LJ Hooker property manager who can help you with opportunities in their specialist area as well as in emerging markets serviced by their network partners.



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# Taking stock of your investment's performance

How long has it been since you've reviewed how your investment is performing? Your local LJ Hooker property manager can assist you in getting the best out of your property.

## What is the market rate for rents in your area?

Making sure you are getting the right amount of rental income for your investment can be a tricky task. Your property manager will provide you with the best indication of what your rental income should be. They'll also advise you on when you should be increasing the rent and by how much. Remember, you want to make sure that the rent you are asking for is competitive in the market so that you attract good tenants while also getting a strong rental return.

## Are you growing your assets?

Natural capital growth is great but don't just rely on that. Actively add value by making sure your investment asset is in tip-top shape. Again, your LJ Hooker property manager will best advise you of what changes you could make to your investment for a greater return. This will present your property in the best possible light and attract better quality tenants.

## Are you insured?

Insurance on rental property goes beyond insuring the building against fire or natural disaster. Landlord insurance is an important part of helping protect your investment portfolio. Your LJ Hooker property manager can point you in the right direction.

## Have you maximised your cash flow?

Take full advantage of negative gearing benefits for your investment property. Expenses such as loan interest, municipal / council rates, insurance and maintenance can be claimed against rental income.

Also, many property owners are neglecting to take advantage of valuable building depreciation allowances available on rental properties built or renovated from 1985 onwards, so make sure you claim everything to which you are legally entitled to.

You can always consult a depreciation expert for more information if you are unsure of all your entitlements as a property investor.

# Why an in-house auction?

Different to an on-site auction at the property in question, in-room auctions are held at a communal space - such as an LJ Hooker agency or local RSL - whereby numerous properties are placed under the hammer in a single session.

So, what are the benefits for the parties involved?

For prospective buyers, auctions are a great opportunity to research the market. In-house auctions are commonly organised by a single agency or network, with most of properties coming from the same town, region or city.

By observing an in-house auction program, prospective buyers can get an insight into market demand and the different prices different suburbs or product types are attracting.

When buyers are ready to purchase, the in-house format allows attendees the opportunity to bid on multiple properties rather than dealing with the stress of getting around to several auctions at different addresses on a Saturday morning.

For vendors, in-house auctions provide greater exposure to purchasers who may or may not have been on the hunt for their product type. In fact, prospective buyers have been known to change their opinions on product type and even location after attending an in-house auction and learning about lifestyle choices they initially thought were out of reach.



It's also a great opportunity for vendors to see where their property is positioned in the current environment by observing the bidding activity for comparable homes, apartments or land.

If you are prospective buyer or vendor, contact your local LJ Hooker agent for in-house auction opportunities to find out more.

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