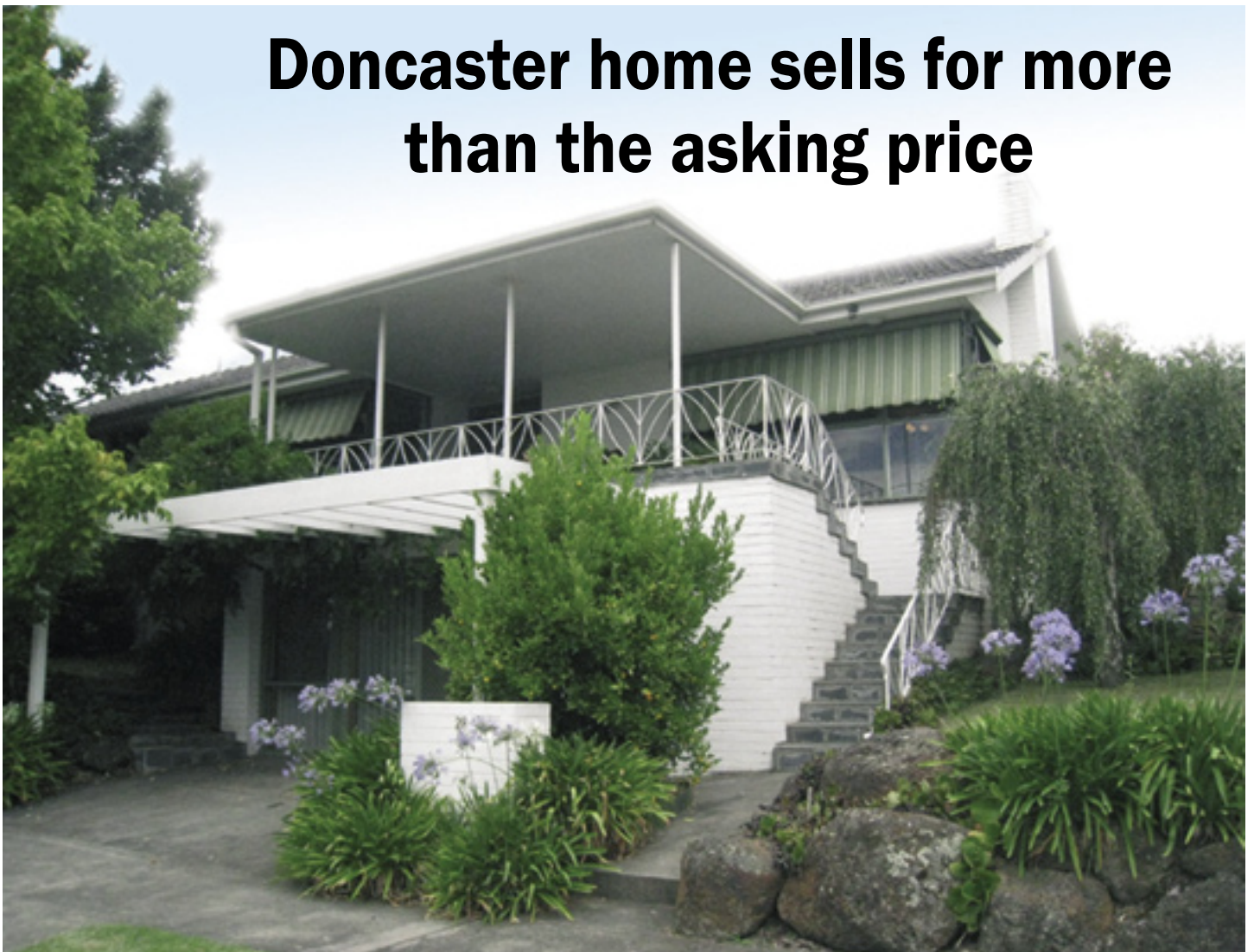


PROPERTY NEWS

Ideas to help you when you're Buying or Selling

Sold in 14 days

Doncaster home sells for more than the asking price



See page 3 for full details >>>



03 9840 7700

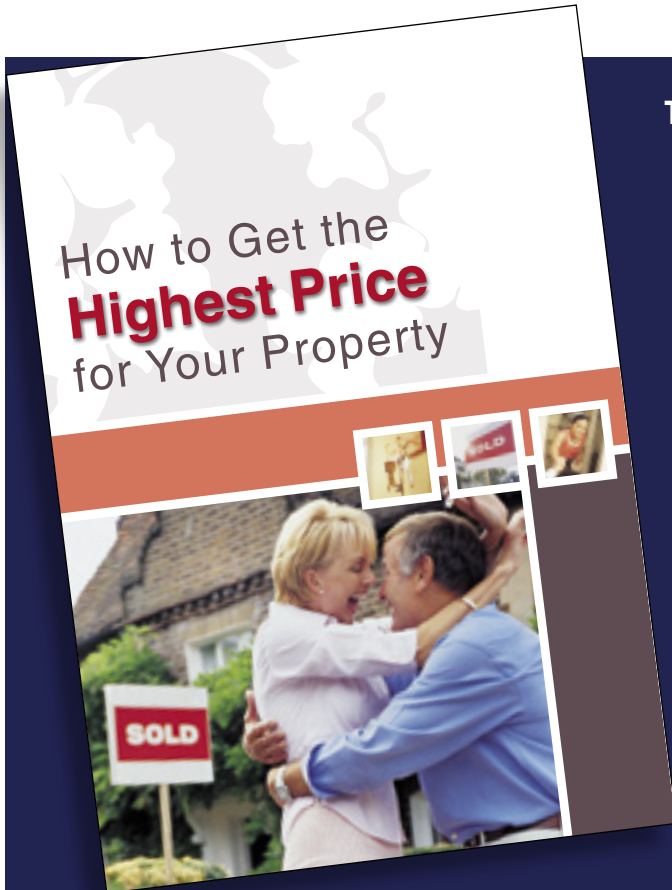
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**IN THIS ISSUE OF
PROPERTY NEWS**

- The pitfalls you need to know when selling
- The secret to selling a Doncaster home successfully
- Home truths about advertising

THINKING OF SELLING?

This booklet will show you how to get thousands of dollars extra in your pocket!



This book shows you how to present your property for sale and gives you tips on how to select, and work with, a real estate agent.

FIND OUT ABOUT...

- Find an Agent You can Trust
- Don't Agree to Pay Advertising Costs
- Choose an Agent based on their Negotiation Skills
- Choose an Agent that has Buyers Waiting
- Is There a Better Way Than Auction?
- Hiring a Specialist
- Open Houses
- Avoiding Bait Prices
- Choosing an Agent with a Real Guarantee

Whether you are an experienced property seller or a novice, this book could make you THOUSANDS of dollars.

It's yours **FREE** –no charge or obligation.

Contact Hudson Bond on 9840 7700 and they will home deliver you a copy.



Letter from the Editor

Dear Readers,

Welcome to our first edition of Property News.

Many of you are familiar with our current 'Real' report newsletter, some of you have been receiving it for many years. Property News is an additional publication aimed at keeping you even better informed of market movements and local trends in the area.

We hope you find the information in this newsletter interesting as well as informative and helpful when buying or selling Real Estate.

Feel free to contact the team at Hudson Bond on 9840 7700 at anytime and we will be very pleased to help you in any way we can.

Best wishes,

Paul Kounnas



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What methods were used to sell this property for a fantastic price?



John Kendirian, listing agent, with the happy Doncaster home sellers.

What is the secret behind a successful selling result? Why do some homes sell quickly for fabulous prices, while others spend months on the market without attracting a sale?

The key to a great selling result is employing an agent who has access to qualified buyers and has the skills and knowledge to market properties to meet the changing dynamic of the real estate market.

With the help of an experienced agent, achieving a sale in just days is not just a dream, it's a very real possibility.

In this report, Property News speaks with Hudson Bond Real Estate Principal Paul Kounnas who will reveal how the team sold a Doncaster property with incredible results.

The property at 28 Winston Drive, Doncaster had plenty to offer buyers but how did the team from Hudson Bond Real Estate sell the home quickly for a great price?

On receiving a listing, many agents rely on print advertising to attract buyers but this method is often slow, ineffective and costs the vendors thousands of dollars on top of agent fees.

Unlike these agents, the team from Hudson Bond Real Estate do not need to rely on these expensive advertising methods or intrusive open home inspections, to attract buyers.

By using their established buyer database method, the team can find perfect buyers immediately for every property they list. This method results in a fast and successful sale and also saves the sellers thousands of dollars in unnecessary advertising costs.

28 Winston Drive was a 4-bedroom family home located close to Westfield Doncaster, St Gregory's Primary School and other attractions.

Paul explained that when they received the listing for this property, all they had to do was match the home and its features with the several suitable buyers on the database.

"In just 14 days we organised 12 inspections from our buyer database and once we implemented our buyers' price declaration we received 3 offers. This technique allowed us to negotiate the highest possible price for the vendors – the home was listed at \$799,000 and sold for an incredible \$830,000," he said.

"We sold the property quickly and secured the sellers an extra \$31,000."

The Hudson Bond team pride themselves on their highly effective sale techniques and by inviting price

declarations from interested parties, buyers can make an offer to purchase when they are ready to buy, rather than wait and buy something else in the meantime.

Sellers Brian and Maxine were thrilled with the professionalism, understanding and respect the Hudson Bond Team showed them during the selling process of their home.

The couple put their trust in the agents to achieve the best outcome for both parties and the Hudson Bond Team did not let them down.

"We at all times felt comfortable with the Agents and potential buyers coming into our home and this also reflects the value to us of the 'no sale no charge system' and the process that met our preferred criteria of no unnecessary viewing to boost numbers, no auction, no board with pictures," they said in a testimonial to the team.

If you are thinking about selling and would like to employ an agent who knows exactly how to sell your home for the right results, talk to the team from Hudson Bond Real Estate.

03 9840 7700

(24 hrs • 7 DAYS A WEEK)

www.hudsonbond.com.au

Are you selling for the right price?



Danny Demir Sales Manager	Steve Lazaridis Senior Sales	Joseph Yap Senior Sales	John Kendirian Senior Sales	Barbara Love Senior Sales	Kathryn Lau Senior Sales	Serge Angilletta Sales Support	Annalise Mastrangelo Sales Assistant	Ille Bui Sales Assistant	Sophie Kounnas Administration/ Public Relations	Stuart Cooper Reception
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Beware the advertising trap!

Leading real estate educator warns sellers against being misled

A leading real estate industry educator has warned that sellers are being misled about the importance of advertising and says many of them are paying for advertising that is being used to promote their agents and not to sell their home.

Neil Jenman, a renowned property market educator, has issued the warnings in his book *Don't sign anything!* In the book Neil exposes unethical practices in the industry and warns that thousands of home sellers fall into the advertising trap.

"They do not realise that advertising does not sell their homes, or that one of the main reasons for advertising is to promote agents, not homes," Neil wrote.

He pointed out that sellers did not understand that advertising was one of the agents' best conditioning weapons to convince sellers to lower their prices.

"Open a major newspaper on Saturday

and you will see thousands of real estate advertisements. Find a local newspaper and you will see pages of glossy advertisements.

"Unlike television with limits on advertising content, there is no limit on advertising in newspapers. Often 80 per cent of local newspapers can be taken up with real estate advertising. And yet, usually less than two per cent of readers are looking to buy homes," Neil wrote.

"Real estate advertising does not create sales. And agents know it. As far back as 1982, one overseas study showed that less than one home in five hundred is sold because of an agent's advertisement for the home.

"Homebuyers do not buy because they like the advertisements; they buy because they like the homes. If there were no real estate advertisements, homes would still be sold. Homebuyers would do what they

have always done – and what they still do today – they would choose an area, go to the area and visit real estate agents."

Neil wrote that agents found advertising attractive because their names were 'plastered' all over the ads.

"Agents can promote themselves at the sellers' expense. Add this to the sweetheart deals, discounts or rebates from many newspapers and the recipe is complete – an explosion of advertising and the fleecing of thousands of home sellers."

He warned that real estate advertising had almost nothing to do with selling homes. "It's all about profile and profit".

If you want to avoid unethical practices in the real estate industry contact Hudson Bond Real Estate. They follow the Jenman principles of trading in real estate which focus on ethical behaviour by estate agents and stress the importance of ensuring that both buyers and sellers get a fair deal.

PROPERTY SELLERS

A book that could make you THOUSANDS of dollars.

It's yours **FREE** – no charge or obligation. Contact us now and we will home deliver your copy.



How to Get the Highest Price for Your Property

This book shows you how to **present** your property for sale and gives you tips on how to **select**, and **work with**, a real estate agent.

Whether you are an experienced property seller or a novice, this book could make you THOUSANDS of dollars.

View properties for lease at www.hudsonbond.com.au

Want to rent your property?



Hudson Bond Property Management staff are committed to protecting your investment and obtaining the best possible return. For an obligation free appraisal of your rental property contact us and we'll look after you.

If you would like to rent your property please call our property management team today!



Jason Kounnas Property Manager



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