



IAN OLIVIER

PROPERTIES

We're Living it!

Newsletter 06

May 09



Hi!

I don't know about you but I blinked and the next thing it was May! It hasn't been an easy year thus far but on the back of a peaceful election, there's a feeling of hope in the air. The Ian Olivier Properties team for one has enjoyed a good run, despite the ongoing struggle to obtain home loan financing from the banks. Our success is directly attributable to committed sellers realigning their pricing to fit in with current market conditions. How long the market will continue to favour buyers is anyone's guess, so it's vital for serious sellers to position themselves as competitively as possible. Not only does this mean the obvious in terms of **market-related** pricing, it also takes into account the following:

- **Condition of the property**

The bottom line is that very few buyers want to repaint or fix up a property, especially those who are already extending themselves financially. They want to be able to move in and live. Considering the amount of stock on the market right now, sellers need to present their homes in immaculate condition—or as close as possible. In short, clean it, fix it, paint it.

- **Location**

Properties on very busy roads, those with rundown or dirty neighbours, or in higher crime areas, sell for less than other similar ones in better locations. No contest. The only thing to do is adjust the price accordingly to make up for a poor location.

- **Listing agent**

Do choose your listing agent on reputation and integrity. Don't choose him or her because their valuation of the property was higher than anyone else's or their commission lower. Anyone can value high to secure a listing but it takes a good agent to effect the sale in the quickest possible time and for the best price.

- **Marketing**

Choose a high profile agent who will market the property properly and in the right media. And allow him or her to do their job without limitations such as refusing to have a for sale board outside or have show houses.

- **Access**

Make it as easy as possible for your agent to bring clients through the property. The easier the access, the more prospective buyers will view it and the quicker it is likely to sell.

Until next time: ciao ciao

WEIRD AND WONDERFUL HOMES AROUND THE WORLD ...



According to impactlab.com, the Car House in Salzburg, Austria, was built by German architect Mark Voglreiter. "Its thermal insulation makes it very energy-efficient. The house was rented in 2004 for a pricey €2,500 a month—and we thought people living in their cars were trying to save money!"

Featured properties: May '09

Fernglen house

R1,450m



Such a pretty home, inside and out! 4 bedrooms, 3 bathrooms (MES), formal and TV lounges, double garage, pool and lots more!
Phone Debbie Jay 084 922 2202

Newton Park house

R950 000



First re-sale in 50 years! This well-maintained family home offers 4 bedrooms, 2 bathrooms (MES) and generous living areas. Close to Greenacres shopping centre, hospital and schools. Small manageable garden.
Phone Jenny Butlion 082 659 9700

www.ianolivierproperties.co.za



STOP
CRIME

SAY
HELLO