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Welcome....

Whilst spring isn't quite in the air yet, it is not far away and it is fair to say that even the thought that with September comes blossom and footy finals, and can only mean the promise of sunny, warm days to come.

During August, Owners Corporation Manager Lesley Duffell and Marketing Manager Shelley Best attended the 3 day **Australian Chambers Business Congress** in Melbourne, a conference attended by more than 1500 people from all over Australia. Some of the key topics of focus were economic outlook & productivity, market trends & innovation, and marketing & technology. Amongst the impressive line up of international Key Note Speakers were former Facebook Marketing Manager Randi Zuckerberg, Harvard Business School Professor Rosabeth Kanter and Nobel Peace Prize Winner, Professor Muhammad Yunus.

Both Lesley & Shelley are keen to begin to implement some of the many great ideas and strategies that came out of the conference.

Our Newest Rentals Team Member



Many of you who are regular visitors to the office at Doepels will know Shane, who has been assisting our clients for the last five years in administration.

Shane Kozaris has now taken the next step in his Real Estate career and is now our newest member of our Property Management Department.

Shane is looking forward to establishing strong working relationships with the owners and tenants of his portfolio in the coming months. He enjoys going to the footy most weeks with his Ballarat born wife Corina, to support their favourite team (and he's not game to let you know who that is!!). He also coaches his daughter's team, in the local Football Association Competition and enjoys playing golf with his son.

WHAT IS A QR CODE

Have you heard of QR Codes (Quick Response Codes)?

You've probably started to see them pop up on marketing material everywhere. QR codes are pretty cool barcodes that can be used with a smartphone or iPad and store a website address, plain text, phone numbers, email addresses and pretty much any alpha numeric text.

Many retailers are already using them to direct people to websites, special offers or competitions. QR Codes can be generated for free on any number of websites and be added to pretty much anything. Simply download a free QR Reader App for your smartphone or iPad and give it a go!

Keep your eye open for QR codes popping in up in Doepels Little Black Book of Property Listings—they will help you find property information, Agent profiles and much more. Try out the one above and see where it takes you!



LOOK OUT FOR DOEPELS NEW

**'LITTLE BLACK BOOK OF
PROPERTY LISTINGS'**

**ALL PROPERTIES FOR SALE
WITH DOEPEL LILLEY &
TAYLOR WILL BE
FEATURED IN THIS NEW,
GLOSSY WEEKLY BOOKLET
THAT WILL BE AVAILABLE
AT ALL OUR OPEN HOMES,
OR AT THE FRONT
COUNTER AT DOEPELS
OFFICE—44 ARMSTRONG
STREET SOUTH BALLARAT.**

SELLING YOUR HOME IN SPRING

Many vendors favour selling in spring because the extra sunshine and longer days make gardens look better and, buoyed by warmer weather, buyers can be in a spending mood. However, spring can also bring a flood of properties on to the market so those wanting to achieve top price have to work extra hard to catch buyers' attention. Here are 10 tips to sell this spring.



Experienced Agents—Strong Strategy

A strong strategy is key to presenting your home and attracting the right buyers to your property. Your Doepels agent will tailor a marketing strategy best suited to your home, beginning with photography and right down to guidance on presentation of rooms and furniture. Our diversely experienced team of agents includes an interior designer, home stylist and former finance manager. They know the market and can hook the right buyer.

Be realistic with price

Be guided by your agent on price. They do a vast amount of market research around property type and location in developing a price range that is true and fair.

Early spring clean

Houses should be thoroughly cleaned and de-cluttered. Anything that detracts from a potential sale needs to be thrown out, put in storage or sold at the local auction rooms, market, garage sale or on eBay. The trick is to make the property look comfortable without having too many personal things. If you're unsure, ask your agent for their advice.

Create street appeal

It's important to have the property looking smart from the outside because that's what many buyers fall in love with. Consider washing the outside of the house with a high pressure hose, including paved areas. This can get rid of dust and cobwebs and generally freshen the outside appearance.

Bring in the repairmen

Check the outside lights are working, because you'll want to keep them turned on at night for house-hunters driving by. Carpets should be steam-cleaned a few days before your first viewing to allow time for any cleaning smells to evaporate. Window cleaning can also help create a "lasting impression".

Picture perfect

When it comes to marketing, photographs can be the most important element. Many buyers will judge your property within five to 10 seconds of looking at the photos. Doepels works with experienced, professional property photographers to achieve exceptional results for your property

Entice the buyers

When you find a buyer who is offering the right price, you'll want to be able to progress the sale as quickly as possible. Some buyers may want shorter or longer settlements and it's worth thinking in advance about whether you would be prepared to agree to that and letting your agent know. This can save time and can sometimes help the agent seal a deal quickly.

Speak to one of our experienced agents today about listing your home for spring. 5331 2000