

Property Management

Investor Tips

GREAT TIPS TO ENHANCE THE STREET APPEAL OF YOUR INVESTMENT PROPERTY

Introduction - First Impressions are everything! Whether you are seeking a new tenant or a purchaser of your property, the first experience is the impression that will last! What a person views from the roadside is crucial when appealing to the right tenant or purchaser. In the next several weeks, we will look at different ways that you can improve the street appeal of your property.

Tip 1 - Make the most of your property's street appeal by having a good look at what you see from the roadside. Landscape or even simply tidy up the front garden. Old tired garden beds can get an improved face-lift by placing in a layer of fresh bark chips. Remove and replace dead plants, prune back and thin out trees and shrubs that have become overgrown.

Tip 2 - Remove any external rubbish, pull down fences if unsightly, mow lawns & tidy garden beds. Re-seed or fertilize worn lawn areas. Lawned areas directly under gum trees can suffer and stunt in growth, and you may want to consider converting this into landscaped areas. Although fencing can be expensive, the right type fence whether a picket fence or a modern type metal fence can dramatically improve the street appeal of the property.

Tip 3 - Install a quality letterbox. Nothing is more unattractive than an old rusty and rickety letterbox. Because the letterbox is very much a part of first impressions, getting a great look is important. Either paint the existing letter box with a fresh colour, or purchase a new letterbox from your local hardware store. Ensure it's colour is compatible with the colour scheme of your property. Don't forget to add the street number of the property on your letterbox.

Tip 4 - Take a good look at the flyscreens to the windows and screen doors. Over time they can wear out, lose colour and also become holed and torn, rendering them unsightly. Replace them with quality mesh that will not easily deteriorate. It is best not to use shade cloth as it can 'cheapen' the look of the property, and some types of low quality thin/plastic mesh will easily tear again. This helps in keeping the first impression great!

Tip 5 - Take a look at the roof. Tiled roofs can become looking old and may require the ridge capping to be repaired/re-mortared, and tiles sprayed clean. With corrugated iron and tiled roofs, a new coat of paint by a professional painter can dramatically improve the look and market value of your property. Choosing the right colour is also imperative, as different colours create different impressions of the property (check with your council also if regulations apply to roof colours). A great looking roof will increase the appeal of your property investment and quite possibly the market value as well.

Tip 6 - Touch up any areas where the paint has peeled or is discoloured. Always retain a small amount of your original paint colour for this purpose. Also consider whether the outside walls require cleaning with a spray clean or a simple brush down. It is amazing how a simple clean can improve the look and appeal of your rental property.