



# Succeeding through the 'tough' times - Newsletter 2009/4

## THE NORMAL REAL ESTATE MARKET

**Its here and now! As I work with each principal and team of real estate agents in different offices in various locations I find some things are the same and some things different.**

**One thing is definitely the same everywhere: "This is the normal market now"**

**Agents who started their real estate career in the last two to three years who think that 2003-2007 was normal and that 2008-2009 isn't should be learning how to adapt as a matter of urgency.**

**The only thing constant is constant change. Agents and agencies can be incredibly successful in this normal market when they adapt to the ever-shifting paradigm.**

**Success for the agent and the agency in real estate today is based on each individual agents personal skills and not on the market conditions. Agents don't have to work any harder or any longer in this market to double their commission income.**

**They only have to have an open minded and positive attitude enabling them to learn the best and most effective methods of operating in today's market.**

**There are prospecting, listing presentation and selling methods that can be learned and individual skills that can be developed rapidly, that are "Working Brilliantly" in this normal market right now.**

**We have been coaching, consulting and training the best agents in Boom, Bust and Normal residential real estate market conditions since 1995. If you would like to find out more phone Roger Clark now on 0419 950 975**

## A SOARING MARKET!

Over the last 12 months we have seen a rapid increase in the weekly rental prices for the Moranbah and Coalfields area.

The supply and demand of housing in the area has seen rental prices hit \$2000.00 per week for an average of a 12 month lease. This kind of rental return has seen many investors flock to the area to try and secure a very exciting positively geared property returning in excess of 9% per annum.

For a once small mining community, over the past 4 years it has almost doubled in population and in the last 12 months has seen approximately \$86 million worth of property sold in the area.

The town is continuing to grow before our eyes and it has been predicted that our population could reach approximately 15,000 people prior 2011.

Here at Real Property Agents Moranbah & The Coalfields we work as team to provide the best possible service and knowledge in and around the Moranbah area.

Should you be interested in purchasing any property in the Moranbah & Coalfields area please contact one of our LOCAL sales team members on 07 4941 9600 who are ready to help you.

If you already have investment properties here and would like to enquire about our competitive rates and professional service please contact our Business Development Manager, Vikki Oldfield on 0400 717 938.

BY VICKI OLDFIELD  
REAL PROPERTY AGENTS

## BODY LANGUAGE

Even if your lead/client has never studied the art of body language, they will still respond to a negative and positive body language.

Here are some body language insights.

1. Smiling + Nodding = I understand/Agree
2. Leaning forward in chair = I'm enthused
3. Arms folded = I don't want to talk
4. Touching face while listening = I'm thinking
5. Touching face while speaking = I'm hiding something
6. Leaning back in chair = I agree
7. Hands behind head = you have sold me

Some body language tips.

1. Stay relaxed—nothing worse then trying too hard to perform the techniques. It is obvious!
2. Smile
3. Hold eye contact for a decent amount of time
4. Move around

Two basic techniques.

1. Mirroring  
Mirroring is when you start to reflect the body language used by your lead/client. This gives them a message that you are in agreement with them. Conversely, when your lead/client reflects your body language it is a sure thing that they're in agreement with you.

2. Challenging  
Challenging is a less abrasive way to say that you disagree with something your lead/client has said. This is when your body language says the opposite to what the lead/client wants.

BY LANE CATHCART  
LINKLEARN.COM.AU



## GROWING TRENDS

A growing trend in Queensland is Sales Staff 'upgrading' from their Certificate of Registration to becoming a Fully Licence Real Estate Agent.

People have told me that this is due to them wishing to;

- significantly increase their commission income,
- become an independent contractor
- advertise themselves as a Fully Licenced Real Estate Agent and
- increasing their employment opportunities.

I tell people I train that I believe the difference between a Standard Sales Person with a Sales Registration and a Sales Person that is a Fully Licenced Real Estate Agent is like the difference between a Learner Car Driver and an Open Licenced Car Driver.

Who would you trust to drive your car?  
Who would you trust to sell your home?"

People in the industry used to put off becoming a Fully Licenced Real Estate Agent because it was too difficult and very time consuming. LinkLearn is exposing this myth with their Streamlined Real Estate Full Licence Course.

LinkLearn helped me out, so why not give them a call to see how they can help you.

BY RAYMOND KUCELI  
DUBAI REALTY

**DUBAI REALTY**

## PROPERTY INVESTMENT SEMINARS

New Projects Australia holds a series of Property Investment Seminars on a monthly basis across the country to provide a wealth of information and education to enable individuals to successfully invest in property.

Highly accredited by clients, these cost-free seminars are designed to make the road to financial freedom through property investment as successful and stress free as possible.

**Some of the key areas focused on at our seminars are as follows.**

- How to reach your goals & retire early
- How to receive tax benefits in your pay packet
- Risk management strategies
- How to avoid common mistakes and pitfalls
- Which properties to invest in
- Should I buy old or new
- How to maximise capital growth
- How to pay off your mortgage years earlier
- Whose name to put on the contract
- Best finance options
- How to maximise negative gearing
- Where to invest
- Why Location, Location, Location is so important
- Where NOT to invest
- How to structure properly

New Projects Australia staff use their knowledge, skills and understanding of the market place to provide clients who pay tax and have equity in property with the tools and strategies to create wealth, which work for investors who want to profit from building investment portfolios and who want to achieve financial freedom.

New Projects Australia will assist you with long term support to build your financial independence equally retaining its reputation for providing simple and effective knowledge in wealth creation through property acquisition.

### Our Property Investment Process

This process has been specifically designed, to provide education and the appropriate individualised recommendations. These recommendations cover property types, areas and strategy in a user friendly informative format.

At the end of the process our aim is to make you

**'The Expert'.**

Our hands on service will provide you with the following:

- Your Investor profile
- Appropriate property recommendations to meet your profile and goals

- Appropriate locations based on Market research
- Cash-flow Analysis on each property tailored to your individual circumstance
- Supporting data to match our recommendations
- Full lending capacities and Financial Strategies
- Risk Management Strategies Ongoing support from start to finish and beyond

**Stage 1** – The first step allows us to find out your needs, wants and goals and your investment profile. We also ascertain your current situation as a starting point for your recommendations.

**Stage 2** – Based on analysing your investment profile, we now sit down with you and discuss your recommendations. We cover cash flows, strategies, and the appropriate localities for investments based on your individual situation.

**Stage 3** – From your stage 2, we recommend you take your time to study our recommendation booklet at your own pace. This will enable you to carefully consider our recommendations put forward and note any questions and queries for our next appointment.

**Stage 4** – Once satisfied with all your recommendations, site and property inspections will be arranged or the contract process can be initiated.

**Stage 5** – our relationship has just begun. For want of a better expression "We hold your hand" throughout the whole process. From contracts through to finance approval and settlement our process is designed to work for you.

**Stage 6** – Ongoing advice and guidance is guaranteed. Regular reviews and contact.

New Projects Australia also works in very closely with the Loan Market in all of our chosen regions to help provide home loans to suit each and everyone's needs.

Contact Mathew Creeper on 0431 430 780 or [mathew.creeper@newprojectsaustralia.com.au](mailto:mathew.creeper@newprojectsaustralia.com.au)

Feel free to visit our new website at

[www.newprojectsaustralia.com.au](http://www.newprojectsaustralia.com.au)

BY MATHEW CREEPER  
NEW PROJECTS AUSTRALIA

