



# Your Property News

February 2011



## QR CODES

**Professionals Mudgee** pride themselves on being leaders in introducing technology in local Mudgee Real Estate. Covering everything from their blog – [ilovemudgee.com](http://ilovemudgee.com) to Facebook, Twitter, You tube, Virtual tours and more. Professionals Mudgee latest rollout is **QR Codes**. QR Codes enable consumers direct access to more information on properties with a simple click of a button. The introduction of this new and exciting product is sure to allow customers an easy and convenient way to access 'info on the fly'.

'Info on the fly' is becoming more common, mobile web browsing is becoming the number one way to connect online, and the desire to tie together online and offline behaviour is growing.

A **QR Code** is a matrix barcode readable by QR scanners, mobile phones with a camera, and smartphones. The code consists of black modules arranged in a square pattern on a white background. These are a form of barcode that encode the address of a property and then link to that property directly on your mobile website. When you 'scan' these codes with your smart phone, you will be taken to that listing on your new mobile website.

For your mobile phone to be able to read **QR Codes** you will need to have QR Code barcode reading software installed on it. Go to [www.i-nigma.mobi](http://www.i-nigma.mobi) on your mobile. I-nigma will automatically identify your handset type, download and install i-nigma, one of the most popular QR Code reading applications. Alternatively, simply enter "[professionalsmudgee.mobi](http://professionalsmudgee.mobi)" into your web-enabled mobile to view all of our properties anytime, anywhere.

Professionals Mudgee is the office that never closes!



Try it out today—go to "[www.i-nigma.mobi](http://www.i-nigma.mobi)" on your phone to install the barcode reading app. Then simply point your camera at the barcode shown to the left to be directed instantly to our website. Like what you see?

With an additional 521 qualified buyers in our database still looking for homes, the need for new properties has never been so great.



## An Apple A Day

Are you interested in the value of your property or looking to sell so that you can move on to bigger and better prospects? What ever the reason may be Professionals Mudgee pride themselves on getting the best result for you!

If you are looking to sell, now is the perfect time to do it!

Professionals Mudgee value your business, that's why we are currently offering you the chance to win one of 40 Apple iPads everyday for 40 days.

An obligation FREE appraisal of your property and a chance to WIN an iPad – a WIN WIN situation.

Simply have your property appraised by a Professionals Mudgee agent for your chance to go in the running. This is the easiest no strings attached way to get your hands on the latest in smart devices. Visit [www.myprofessionals.info](http://www.myprofessionals.info) for more information and for your copy of the full terms and conditions.

For your obligation free appraisal please contact Adam Woods on (02) 6372 2584. We look forward to hearing from you!



**Professionals**  
real estate

**WIN an Apple iPad Everyday for 40 Days**

Have your property appraised by a Professionals agent or attend an open home for your chance to win one of 40 iPads (16gb, wi-fi, 3G ready). Promotion closes 9 April 2011. Visit [myprofessionals.info](http://myprofessionals.info) for more.

## Preparing your property for sale this Autumn

### Declutter:

Most properties are full of the owner's furniture, photo's and other personal effects. Put yourself in the buyers shoes—they want to imagine how the property will look when they add their own touch. Remove all excess furniture, photos and other unnecessary items and place them in storage during open-for-inspections. You will recover the storage/costs in the higher final sale price.

### Perform a quick cosmetic renovation:

Simply replacing the carpet and repainting is affordable and can instantly refresh any property. I advise against DIY, as the results very rarely compare to a professional job.

### Style your property:

Your real estate agent may suggest you restyle your property to increase its appeal to potential buyers. All those personal touches (such as souvenirs, heirlooms and children's artwork) add personality to your home but it may not be the next buyer's cup of tea. It's best to stick with simple furniture and a neutral colour palette so potential buyers can imagine how they would add their own touch.

### Consider a simple renovation:

Buyers become emotional over pristine properties, because they can move in straight away. But there's more demand for these properties, which drives the price up. At the same time, many buyers are put off by properties that haven't been redecorated for 20-30 years, because of the huge time and cost to get them ready to move in. Competition for those properties is often lower, driving down the price and increasing the profit potential for buyers who are happy to manage a renovation. Spending a few thousand should make you tens of thousands more.

2011 is off to a flying start with 25 Sales negotiated in just 6 weeks.

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BUNNAMAGOO  
ESTATE WINES

**MUDFEST**

mudgee international  
short film festival  
Saturday March 26

### Mudfest is once again open for entries!

Screening in March every year in the picturesque NSW central ranges town of Mudgee, Mudfest is renown for showcasing some of the best short films from around the globe and is the ideal place for new and seasoned filmmakers alike to display their work.

Finalists are selected from the entries submitted. Every year over 500 films from every corner of the earth are submitted to Mudfest. Films may be any genre but must not be longer than 15mins in duration.

Entries for the 2011 Mudfest are now open, so what are you waiting for? With a total prize pool of over AU\$6,000.00, there are some very good reasons to get your entry in.

**The 7th Mudgee International Short Film Festival Screening**