



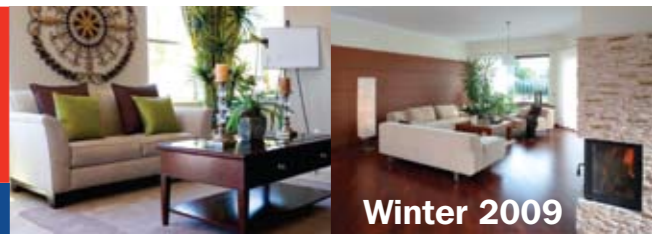
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Winter 2009

A LIGHT-HEARTED LOOK AT WHAT REAL ESTATE ADS SAY (AND WHAT THEY REALLY MEAN.....) PART 2

- OLD WORLD CHARM** - Has woodworm.
- ONE OF A KIND** - After this, they decided it wasn't such a good idea.
- OPEN PLAN DESIGN** - Previous owner removed all supporting walls.
- OUTSTANDING** - Yellow and purple paintwork sticks out like a sore thumb.
- OWNER EAGER TO SELL** - If the house goes within a week, the polyfilla will still be covering the cracks
- PEACEFUL TOWNSHIP** - One-horse town
- PERIOD RESIDENCE** - Built in the last 2 years
- RARE OPPORTUNITY TO BUY** - No one else wants it
- RENOVATED** - Defects nicely covered up
- RETIREMENT HOME** - You need to have saved for a very long time to buy here
- ROOM TO EXTEND** - Owner knows the house is too small.
- SEA VIEW** - If you stand on a bar stool in the spare bedroom.
- SECURITY SYSTEM** - Neighbour has a dog.
- SECURE LOCATION** - Head of organised crime syndicate lives next-door.
- SELECT NEIGHBOURHOOD** - Beside sewage works.
- SOPHISTICATED CITY LIVING** - Next to a trendy, 3am bar.
- STRIKING FACADE** - So ugly, you can't stop staring.
- STUDENT HOUSE** - Normal people wouldn't live here.
- UNSPOILED** - Planning permission granted for development of the field next door.
- UNUSUAL FEATURES** - No roof.
- UNUSUAL LOCATION** - In the path of a planned ring road
- UPDATED KITCHEN** - Sink blockage has been cleared.
- USEFUL OUTBUILDINGS** - No inside toilet
- WATER FEATURES** - Draining of wetlands next door incomplete.
- WEALTH OF PERIOD FEATURES** - Outside plumbing, dry rot, rising damp, electricals best operated in rubber gloves and boots.
- WEATHER CRACKS** - Wind howls through house in winter.
- WEEKEND COUNTRY GETAWAY** - A weekend here is plenty.
- WELL SITUATED** - In full view of neighbours in the flats next door.

IN SEASON: Hearty chicken and vegetable soup

Ingredients:

- 2 tablespoons olive oil
- 1 leek, halved, washed, thinly sliced
- 2 garlic cloves, crushed
- 1 large carrot, peeled, diced
- 2 sticks celery, diced
- 2 small zucchini, diced
- 1 swede or turnip, peeled, diced
- 1 1/4 cups dry soup mix, rinsed (see note)
- 8 cups chicken stock
- 1kg skinless chicken lovely legs

Preparation:

1. Heat oil in a large saucepan over medium heat. Add leek and garlic. Cook, stirring, for 2 minutes or until soft but not coloured. Add carrot, celery, zucchini and swede. Cook for 2 minutes. Stir in soup mix, stock, chicken and 1 cup cold water. Increase heat to high. Bring to the boil.
2. Reduce heat to low. Simmer, partially covered, stirring occasionally, for 1 hour or until soup mix and vegetables are tender.

3. Remove chicken legs from soup. Allow to cool slightly. Remove meat from bones. Roughly chop chicken meat and add to soup. Season with salt and pepper. Ladle soup into warmed bowls. Serve.

Serves: 6



TOP 5 WINTER EVENTS

Asia-Pacific's premier trade fair and public exposition of contemporary art

Featuring more than 80 selected galleries from Australia, Japan, New Zealand, South Korea, China, Italy, Germany, the Netherlands, the United Kingdom and the United States of America, Melbourne Art Fair is the leading trade fair and public exposition of contemporary visual art in the region. Established in 1988, the Melbourne Art Fair is held at the World Heritage listed Royal Exhibition Building, Melbourne.

Where: Royal Exhibition Building and Carlton Gardens
When: 4-8 August 2009



2009 National Rugby League

While traditionally an Australian Football League city, Melbourne has a long Rugby history. Each winter there is a local Rugby League competition, but the real activity kicks in when block-buster events come to town including two or three Test Matches each year. Watch The Wallabies (the Australian team) take on a variety of nations in competitions such as the Bledisloe Cup and Tri Nations.

Venue: Various venues
When: Through to September



Australian Football

For the true Melbourne sporting experience, head to the Melbourne Cricket Ground (MCG) or Etihad Stadium to watch an Australian Football League (AFL) game. Experience the excitement of one of Melbourne's favourite sports - where an average match can attract an almost capacity crowd of vocal, yet peaceful, supporters. What better way to spend a Melbourne winter's day, than rugged up at an AFL match - also known as 'Aussie Rules'

Venue: Various venues
When: 26 Mar-30 Aug 2009



Melbourne International Film Festival

The Melbourne International Film Festival (MIFF) is an iconic Melbourne event with a devoted audience. MIFF hosts a feast of cinematic delicacies from over 50 countries for some 17 days each winter, heavily garnished with a range of parties and special events that envelop the CBD. In addition to screening the very best in world cinema, MIFF is Australia's largest showcase of new Australian cinema.

Venue: Festival Hub Forum Theatre 154 Flinders St Melbourne
When: 11 July-10 August 2009



A DAY IN POMPEII

The sixth annual Melbourne Winter Masterpieces brings Salvador Dalí: Liquid Desire to NGV International and A Day in Pompeii to Melbourne Museum. Both shows are exclusive to Melbourne and not to be missed. The first comprehensive retrospective of the work of Salvador Dalí ever to be staged in Australia. See more than 200 stunning works by Salvador Dalí in all media including painting, drawing, etchings, sculpture, fashion, jewellery, cinema and photography.

Venue: Various venues
When: 13 Jun-25 Oct 2009



Aspendale Gardens
Shop 13 Aspendale Gardens S/C
T: 9587 6211

Dandenong
4 Langhorne Street
T: 9794 8811

Keysborough
4/320 Cheltenham Road
T: 9701 8611

Mulgrave
Shop 21 Waverley Gardens S/C
T: 9548 3011

Springvale
287 Springvale Road
T: 9546 8211



JOHN & LE HOA WYSHAM
Managing Directors

ASPENDALE GARDENS OFFICE RAISES THE STANDARD. (By Setting Four New Sales Records)

Our newest office appears to have set locals tongues wagging about our record results in Aspendale Gardens.

Of all the properties we've sold in the suburb since opening here in January this year, 4 of them stand out as setting remarkable new records and standards of achievement for the local market.

Record 1:
3 Armer Court: Sold for \$620,000 – the highest price ever for an original, unrenovated, single storey home in the suburb!

Record 2:
2 Bee Teng Court: Before we opened our office, 3 other agents had tried to sell this one – none had succeeded. It was listed by us and marketed at an asking price of \$569,000. Not only did we sell it, but we achieved the full \$569,000 asking price for our Vendor!

Record 3:
10 Lance Close: Listed and sold by us inside 24 hours for a very impressive \$560,000! Thrilled Vendors! Delighted Purchasers!

Record 4:
17 Atherton Close: Listed for auction with a reserve of \$630,000. Sold at auction for \$730,000! Exactly \$100,000 over the vendor's reserve price!

Locals are asking how we are doing this. What is our secret?

Part of the answer is that we believe the area has been undervalued for too long, and we decided to do something about it for the benefit of local owners. As a result, prices are now starting to reflect the true worth of this delightful suburb.

To experience our fresh thinking and to learn more on how we are achieving these record results, call either John Wysham or Michael Choi at our Aspendale Gardens office on 9587 6211



3 Armer Court



2 Bee Teng Court



10 Lance Close



17 Atherton Close



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THINKING OUTSIDE THE SQUARE (in large rectangles)

As part of our company's brand awareness strategies, McDonald Real Estate has embarked on a program of high-profile billboard advertisements.

They range from a simple image of our logo accompanied by our slogan "experience our expertise", to specific messages for localised markets and suburbs.

Here are 2 we have been promoting over autumn and early winter 2009.



VIC, Keysborough, Parkmore Shopping Centre (Kingsclere Rd - East entry)



VIC, Keysborough, Springvale Rd (Bypass)

The first was seen on Springvale Road at the intersection of Westall Road, Springvale South, and the second – showing the 2 principal McDonald directors; Le Hoa and John Wysham – was located at the Kingsclere Avenue entrance to the Parkmore Shopping Centre in Keysborough.

Keep your eyes peeled for new locations around our core business areas over spring and summer!

TRAINING NEWS

Here's an old but telling anecdote about sales training.

An enthusiastic sales manager asked the owner of the business for more resources to train the sales team. The old school owner asked his manager "But what if we train them and they leave?"

The manager looked at his principal and replied "What if we don't and they stay?"

From time to time, customers tell us that they feel other agencies have allowed inexperienced sales consultants to "practice" on the public!

At McDonald Real Estate, that will never happen! That's because we run several, mandatory training hours each week for all our sales teams. Some sessions are designed for the entire team, whilst others are aimed at those who have been with the company for less than one year. Yet others are tailored to develop specific skills; such as auctioneering.

Our strong and permanent commitment to making our team the best in the business pays dividends for the buyers they assist and the sellers they represent also.

By being trained to ask the right questions and really get to the source of each client's needs, our consultants can act most effectively to accurately and comprehensively meet those needs.

We really do mean it when we say "experience our expertise"



Winter is a great time to sell

Why?

Vendors hibernate, buyers don't.

This is a great time to get a fantastic price for your property as there are many more buyers than properties available.

So, if you're thinking of selling, our professional sales team at McDonald Real Estate can help.

Call us now for a free, accurate market appraisal of your asset.

You may be pleasantly surprised! Call

Le Hoa Wysham: 0418 566 133

John Wysham: 0418 322 618

Mark Richardson: 0408 399 166

Michael Choi: 0431 063 855

REVIEW OF AUSTRALIA'S TAX SYSTEM - NEGATIVE GEARING

Melbourne's population is growing at a record rate, putting an ever-increasing demand on housing. One outcome has been a tight rental market.

Vacancy rates in the Melbourne's South East have been particularly low. A continuing shortage of rental homes shows there is a requirement for greater private and public investment in rental accommodation.

Within this climate the Federal Government has asked the Treasury to review Australia's tax system.

Negative gearing* will be one tax closely looked at. This is a positive taxation measure that helps encourage private investment in property for rental. It's a good idea and should be retained.

It's been suggested that by removing negative gearing, affordable property owned by investors would be freed up for first-home buyers and that, with increased supply in this market sector, prices would fall.

Even if this did happen (and it's far from certain), any such movement would be only short-term, because the total amount of housing stock remains fairly constant, so the number of dwellings available for rent would drop and investors would be discouraged from building new homes.

If negative gearing were removed or restructured, it would drive investors out of the rental-property market, placing the responsibility for supplying rental housing squarely back on a federal government which simply cannot afford to supply it.

* Negative gearing is a term used to describe the overall loss (or negative return) from an investment, when the cost of ownership exceeds the returns. Being financially geared this way is called being negatively geared. Investors are willing to enter such arrangements because they are able to claim their losses as deductions from their other taxable income.



PRO-ACTIVE SPONSORSHIPS: A PRIVILEGE NOT A DUTY.

A Musical Theatre Group, a Community Centre, a Resident Group and a Primary School!

This may sound like an odd mix, but these are the first 4 community organisations which our new Aspendale Gardens office is honoured to be aligned with and sponsoring already. We hope there will be many more.

Being invited to get involved in the community in ways that are meaningful to all is a wonderful privilege for all at McDonald Real Estate.

In Springvale, our sponsorship of Springvale Height Primary School, Heatherton Pre School, Spring Valley Pre School and Springvale Primary School have been ongoing for several years.

Our Keysborough office sponsors the Resurrection College, Maralinga Primary School, Keysborough Park Primary School, Bilbungra Kindergarten, Chandler Kindergarten and Springside Kindergarten.

Our Mulgrave office is behind both the Lyndale and Wellington Secondary Colleges.

