

2012 ANNUAL REVIEW



December 2012

In some respects, I'm glad to see the back of 2012! We have had more than our share of health issues/hospital stays than I care to wish for in the next decade, or on anyone else for that matter. Fortunately, all is now well with both Dee & Yaseen. Despite all this, we are still far more fortunate than others. As bad as we perceive our current health system to be at times, it is much better and accessible than in most other countries...

Focus of this update is the recent Client Service Survey that we conducted – sincere thanks to all those that took the time to give us your valuable thoughts! Congratulations to Edwina Quigley, Mark Valenzia & Peter Jarrett who all scooped up a \$100 Gift Card for their efforts, just in time to help Santa fill his sack.

2013 is a big year for us as a business. We have highlighted several areas through our recent Business Review & Strategic Planning that will require investigation/research & implementation to assist us in expanding to the next level. While we are in the minority since the GFC who have actually increased their business levels, we are completely equipped to support a major increase in Business. Our existing business has supported us wonderfully to date, but we need to source 'new' business at a much greater level. We have identified several channels/mediums, and we'll be focusing our energies on these options early in 2013. I am hoping with the successful increase in business, my much touted Client Service Manager role will finally be filled! Please rest assured that the level of service you have become accustomed to receiving from us will not wane in any way/shape/form – and if it does, you need to get into my ear...

No 'PB' fish for me this year – in fact I fished nowhere near as much as I would have liked. Highlights though were my son Jibreel making his maiden voyage and nailing some very nice fish to kick off his (hopefully) lifelong addiction ☺. Some pic's at the end of this update (P4).

Interest Rates/ Property Market

Most Lenders passed on 0.20% of the most recent cut. The current Cash Rate of 3.00% is now equal with the record low of 3%, which was in place from April 2009 - September 2009 (during the GFC). Better still (for home borrowers), most are tipping further downward pressure on rates in 2013. One analyst has even called for a 75 basis point cut to provide an immediate stimulus when the Board reconvenes in February. While highly unlikely, I'm not sure that the desired effect would occur if this was to happen. I would suggest there would be just more of the same... money in the bank.

Where's the property market at? The 2nd half of 2012 saw significant activity in comparison to the 1st half of the year. Clients have reported increased competition while negotiating purchases, and Agents have reported a hiatus in the 'bleeding'. There is 1 or 2 who retain the thinking that the worst is not yet over in declining property prices, contrary to the thoughts of

Valuation firms such as HTW who believe the bottom is well and truly in, or very close to it. I do recall hearing the same line at the 2011 breakfast though...

Still, according to Tim Lawless (RP Data), the confidence level amongst Australian consumers (as measured by the Westpac-Melbourne Institute Consumer Sentiment Index) has been on an upwards trend since April this year, and over November the Index recorded a sharp rise to reach the highest level since April 2011.

One of the subsets of the Consumer Sentiment Index is the 'Time to Buy a Dwelling Index', which has shown a significant improvement nationally and across each of the States. The national index is now showing the highest reading since September 2009 and most of the state level indices are approaching their 2009 highs as well. This would go some way to explaining the increased activity at the back end of the year.

Tim goes on to state that the indicators are further affirmation that the Australian housing market has moved out of the down phase of the cycle and there is mounting evidence that conditions will continue to improve. Average selling time has shown an improvement, so has the level of vendor discounting. Additionally we have seen values on an improving trend since the beginning of June. Despite the October fall in the RP Data-Rismark Home Value Index, it is looking like the November reading will be another positive month for the capital city housing market, with values up 0.3% over the first 21 days of November.

Full article: <http://blog.rpdata.com/2012/11/confidence-in-the-australias-housing-markets-is-gathering-pace/>

Client Service Feedback Survey

Another good response to a survey request and thanks again to everyone that took the time to tell us how good/bad we are!! Not surprisingly (thankfully), there weren't any negative comments. The information gathered was outstanding! I wasn't aware that most of you liked Movie Tickets – that is definitely on the 'gift/prize' list for 2013.

Just a little background, there were actually 2 surveys. One was for those who receive ALL our Alerts and everyone else that receives 'General' Alerts. This is pertinent a little later. I have also highlighted some information that I consider important, in red.

So what does everyone think of us? 55% 'wished every business was like ours' and 39% were 'very happy' with our service. My challenge... everyone to wish every business was like ours... nonetheless, I'm extremely happy that 94% were very happy or more – thank you!!

Most of our communication as indicated by you signifies that we have it 'just right'. Another good result as I am very conscious about sending too many emails, while ensuring what is provided is informative/beneficial.

A significant number of our 'General' Alert respondents selected either 'Addicted' or 'Beneficial/Informative' when rating General Property Articles. Please note that if you are interested in receiving more specific property related information, please ask to join this Alert group (usually 1 email per week).

One of the more entertaining responses was in relation to whether the amount of (my) personal opinion passed was sufficient, insufficient, or just downright unwanted... 44% want to hear more of what it think!! Sadists or what? For fear of alienating anyone, if you wish to know my thoughts about anything, please just email me –trust me, I'm more than happy to tell you what I really think...

Couple of interesting numbers that require some clarification/highlighting.

A small number of respondents weren't aware that that we are here to assist you POST Settlement ie we are your first point of contact after your loan/s settle. If you require any assistance whatsoever once you have your loan in place, please call us at any time. This alleviates any issues that you will encounter dealing directly with your respective Lender, especially when it comes to Product switches and Discharges/Releases – unless you prefer to 'hold' for hours only to eventually be disconnected or answered by Suri who has great difficulty in pronouncing your name...

Another interesting stat was the number of respondents (41%) who weren't aware that you receive a gift every time someone you refer settles a home loan with us! Yes, every person is rewarded for thinking of us and referring their family & friends to our services. You are the reason we are still here!!

Some very encouraging comments & interesting suggestions made. Most who commented stated their appreciation for our updates and the level of information we provide – I'm personally very grateful for these comments, as I do attempt to put in a considerable amount of time & effort into the quality of information provided.

Suggestions included a 'Blog' (this has been in the pipeline since the start of 2012 – getting to it) and the inclusion of a 'profile' of someone who can share their experiences in each quarterly update. I quite like that one and given my addiction to Criminal Minds, I reckon I'm about ready to become a ' profiler'... so, anyone keen to become my first 'Un-sub'??

As for gifts/prizes, I need to expand my offerings to include League/Soccer/Cricket... Is there an 'Ashes' at the Gabba in 13? Look out – could be a 'box' on the cards... Movie tickets seem very popular, as do weekend getaways, gift cards, restaurant's... The more frequently you refer, the greater the gift. There's been quite a few who have enjoyed a steak at the Norman this year – would love to take you there in 2013 (I just love vegetarian ☺)!

Home Sweet Loans

On our website is our '**Budget Organiser**' Template. This Organiser has been designed to assist you in implementing a budget or simply tracking your expenses. It's amazing where your money goes once you decipher it on paper! You can download this for FREE! I'm also open to any suggestions on how we can improve it too!

Home Buyer Guides - The Home Buying Essentials and Property Investment Essentials. These 24 page colour booklets are packed with information for those who haven't purchased a home (ever or in a long while), or anyone considering dipping their toes in the Investment pool. If you would like a FREE copy, or know anyone that could benefit from them, please email me or request from the HSL website...



On a housekeeping matter, please note that we are here to assist during the Application process, and post Settlement. If you require any assistance whatsoever once you have your loan in place, please call us at anytime. This alleviates any issues that you will encounter

dealing directly with your respective Lender, especially when it comes to Product switches and Discharges/Releases.

We Value Your Thoughts!

Gift Vouchers, Movie Tickets, a night at the Footy, lunch/dinner at sumptuous Restaurants – the more of your family & friends you refer, the greater your rewards! We also conduct a regular competition through our Quarterly Magazine. Throughout the year, we conduct several competitions that are exclusive to our 'Email Alert' members & Facebook 'Likers'.

Fisherman in the making...



HAPPY NEW YEAR AND THANKS FOR ALL YOUR SUPPORT IN 2012!!

Take Care!
Tarek



Office 07 3907 0233 Mobile 0414 727 349 Fax 07 3907 0385 HOMESWEETLOANS.COM.AU
tarek@homesweetloans.com.au PO Box 881 Wynnum QLD 4178

Home is where the loan is.