

# The Rent Shop Ltd

## Newsletter

March 2010

### A New Look for 2010

2010 sees the launch of a number of new initiatives from The Rent Shop Ltd to further assist our clients.

#### New Website

We are about to launch a new-look website. We will keep you posted when the new website goes live.

#### Investment Sales Division

To provide even better service for our investor clients, The Rent Shop has set up a specialist investment property sales division. This is a boutique sales & marketing operation established to provide a high level of professional assistance to our clients looking to add to their existing rental portfolio. For clients who may wish to sell one of their properties, our sales team are here to help.

Pending the re-launch of The Rent Shop's new look website, to view examples of investment properties currently available to purchase, take a look at [www.newzealandforyou.co.nz](http://www.newzealandforyou.co.nz)

#### Investor Services



**Noel Avenell** has come on board with The Rent Shop, not only to assist our clients source profitable rental properties, but also to provide investment solutions.

Noel has an extensive background in Accounting, Marketing & Sales, and Business ownership, here in New Zealand, as well as in Queensland, Australia. He works closely with professionals such as Accountants, Solicitors, Mortgage Brokers, Banks, Valuers, Insurance Brokers and others, who are experts in their respective fields. These associates make up a very valuable team, available to ensure your investment works best for you.

Having the best advice, the correct structure, and the optimum finance package, are all vital for serious investors.

For a no-obligation chat on how we may be able to help you, give **Noel a call on (09) 476 1985** or **021 405 891**. If you prefer, e-mail [noel@therentshop.co.nz](mailto:noel@therentshop.co.nz)

### Market Update

While it has been widely reported that prices are back up to their pre-recession levels, the number of sales reported in January were very low (in fact lower than January 2009). It appears that residential rental investors have been holding back pending the Government's decision and policy announcement following its statement that it needs to increase its tax take, and will be looking closely at residential rental investment.

Since then, Prime Minister John Key has partially comforted investors by firmly stating there will be no Land Tax and no Capital Gains Tax. However Mr. Key has hinted that the current entitlement for residential investors to claim depreciation may be wiped, or may be amended by eliminating depreciation claims for buildings (but probably not for chattels and fit-out).

If this happens we do not see it as being too serious, and we are of the strong view that this Government will not discourage residential investors too much, as it does not want to swing the burden of responsibility to provide residential housing back on itself.

We see this situation as being an opportunity over the next few months prior to the May Budget for astute investors to be a little more selective without so much buyer competition.

Currently we are experiencing very low vacancy rates and excellent demand for rental properties by tenants. Upward pressure on rents is a trend starting to emerge, which bodes well for our investor clients.

Cheers!  
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Principal

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