

## Christmas in July? The ups and downs of Christmas marketing

*The Christmas decorations started going up in shops just after Father's Day in September. If it gets any earlier we'll be experiencing Christmas in July.*

As many client focussed businesses know, Christmas has a psychology of its own. Christmas, and the embedded message of gift giving (code for 'spending'), is stretching well beyond the traditional Christmas months.

For retailers, the earlier they can get consumers into the Christmas spirit the more likely it is that they will 'spend up' in preparation – both in gifts and fixing up the home ready for entertaining. Sales and packaging also help impulse buying because "it was on sale."

As a consumer, with all of the Christmas lights, decorations and advertising around the shops it's hard not to think about Christmas.

While we won't deny the retailers any opportunity they can get, what happens to all the other businesses?

For many, Christmas is a slow-down period. The longer the Christmas period stretches, the more sluggish sales become in the last quarter of the calendar year. Customers influenced by the Christmas spirit delay decisions or put off purchases "until the New Year."

If you're in this market take a close look at what you can do to pull sales forward before the New Year and the poor cash flow months of February and March. This might be a special offer or packaging, or payment plans to lock things in. Even if the sales don't eventuate this year, some clever and targeted marketing will give you a good base to start off in the New Year.

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## 'As seen on TV'

**TV Appearance** - Property Tax Specialists' Shukri Barbara was recently interviewed on Business show 'Your Money Your Call' by host Chris Gray of Empire on Sky News on Friday 3<sup>rd</sup> June 2011. To see the interview [click here](#)

<http://www.youtube.com/playlist?list=PL38076F7578DB0014&hl=en&gl=US>

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## Avoid delays - **Lodge early** – Tax Refunds Sooner

Most property investors are negatively geared. This means that where they have not requested a variation of their PAYG deduction from their employer, they get refunds on lodging their tax returns at the end of the financial year.

ATO is now processing lodgement of returns very fast, particularly where there is a refund and the refund is being deposited electronically into the taxpayer's bank account. Some refund assessments are issuing within 7 working days.

**Tax Tip** - To get refunds lodge your tax return soon. *Property Tax Specialists* can help facilitate the process and minimise time and cost with their checklists and templates. Contact Shukri on [Shukri@propertytaxspecialists.com.au](mailto:Shukri@propertytaxspecialists.com.au)

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**Where are You Now? *Where would you like to be?* Call if you want to chat ... **We look forward to being of Service****

Please do not hesitate to contact us if you would like to review & discuss your current property & tax situation, your asset protection strategy, structuring your next investment property, planning to legally minimise your tax position or just to prepare your next tax return.

We look forward to being of service. We also look forward to your referrals.

To improve our service we welcome all constructive comments on this newsletter and other materials.

For help contact **Shukri Barbara** at Property Tax Specialists at [Shukri@propertytaxspecialists.com.au](mailto:Shukri@propertytaxspecialists.com.au)

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### Checklists and Templates

To make the compilation & reporting task for 2011 tax returns easier, clients of **Property Tax Specialists** received checklists and templates to facilitate the process ... **saving them time and money** ... the 'write' way is **having clear documentation**. ATO way means time/money wastage with audit investigation.

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### Disclaimer

The material and contents provided in this publication are informative in nature only. It is not intended to be advice and you should not act specifically on the basis of this information alone. If expert assistance is required, professional advice should be obtained.

Acknowledgement - parts of this newsletter have been taken from KnowledgeShop Pty Ltd client newsletters. Barbara & co – Property Tax Specialists is a member of the Knowledge Shop and Hayes Knight Network

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Kind Regards  
Shukri Barbara

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