

# HOULIHAN *realty* **R** Property Report

Website: [www.houlihanrealty.com.au](http://www.houlihanrealty.com.au)

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Janet Houlihan  
**Principal**



We're on the Web!

[www.houlihanrealty.com.au](http://www.houlihanrealty.com.au)

## Staying Ahead of the Market

If you were selling your house and someone asked you: "What are the most important things you want to achieve?", chances are that **selling my home quickly and achieving as close as possible to my asking price** would be near the top of the list.

As the graphs opposite show, these are two areas where Houlihan Realty clearly outperforms the average of real estate agents on the Gold Coast.

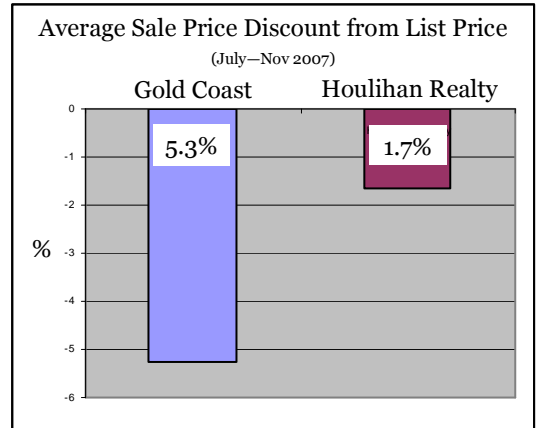
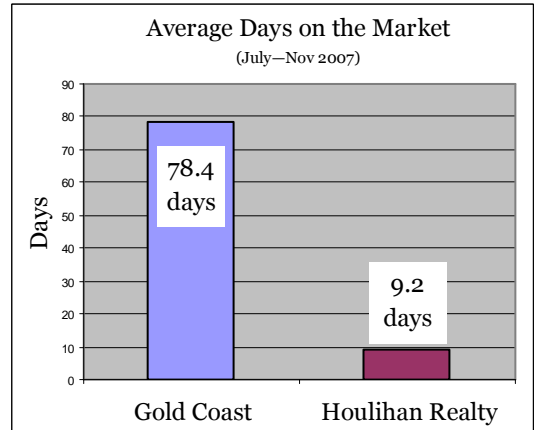
For the July-Nov 2007 period, we had an average of just 9.2 days between listing a property, and having a sales contract signed.

For some of our recent sales, we have taken photos of the property, listed the property on realestate.com.au and our own website, delivered promotional flyers in the local area, held open homes and achieved a sale in the same amount of time it takes larger agencies to send around a photographer to take the initial photos!

Across the Gold Coast, the final sale price of homes sold in the July-Nov 2007 period averaged 5.3% below the initial asking price. At Houlihan Realty, *we achieved sales at an average of only 1.7% below the original asking price.*

We are able to provide fast, efficient service that the large, cumbersome agencies simply cannot match. You're not just a number in *our* system.

So if you want to stay ahead of the market by achieving a fast sale at a price you can be happy with, give Janet a call. ▲



Source: Australian Property Monitors/API Magazine/Houlihan Realty

## Hot New Listings



**Stylish Elegance—  
Superb Lifestyle**  
10 Rhiannon Dr,  
Ashmore  
\$479,000

This modern rendered home, just 6 years young, is the perfect choice if you want a generous layout, sep formal and informal living areas, granite kitchen, s/s appliances, 3 big bedrooms, ensuite, double garage and a low maintenance block.

Close to the motorway, rail, schools and shops, this property has so much to offer the home owner or investor.



**Owners Have Gone Interstate and say "SELL!"**  
14/199  
Government Rd  
Labrador  
\$379,000

This free-standing house is in a small and very tightly held secure estate of mainly owner occupiers. With 3 bedrooms, ensuite, formal & informal living areas, and a huge covered patio, it's a must-see!

It is insulated and air-conditioned with fans. And it has a single lockup garage and parking for up to 2 more cars.



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**We go the extra  
mile—  
AND DELIVER!**



## Recent Sales

25B Geraldton Dr, Robina  
3 brm 2 bath 4-year-old duplex  
granite kitchen s/s appliances,  
own pool. \$430,000

7 Sarah Pl, Ashmore 3 brm 2  
bath home with river views,  
granite kitchen, just 6 years old.  
\$495,000

9/431 Oxley Dr, Runaway Bay 3  
brm 2 bath duplex granite  
kitchen 3 yrs old in a small, low  
bodycorp pet-friendly estate.  
\$450,000

## SUBURB FOCUS: Southport



Once it was a "forgotten" suburb. As development focused on Main Beach, Surfers and Broadbeach, Southport seemed destined to be home to the courthouse, hospital and little else.

Not any more. Over the last five years, a number of new residential high rises have been the catalyst for a rejuvenation of the commercial heart of the suburb.

As the table below shows, Southport has outperformed the overall Gold Coast market for both houses and units over the last 5 years.

Hand-in-hand with the new apartment stock, savvy investors and home owners have been renovating or rebuilding much of the existing housing in Southport.

As traffic congestion worsens, Southport's proximity to the Main Beach/Surfers Paradise hub has become a real asset. Access to the M1 motorway has been hampered for some months with the reconstruction of parts of the Smith St motorway, but this work should result in improved travel times when it is completed. The proposed rapid transit system will pass directly through Southport, providing even greater access to other parts of the Coast.

The Southport Broadwater Parklands area is about to undergo a major facelift, the first stage of which will cost \$32 million. This will further enhance the attractiveness of Southport, both as a place to live and as a prime holiday destination. ▲

Sept Years	Southport			Gold Coast		
	2002	2007	In-crease	2002	2007	In-crease
Houses	\$218,000	\$420,000	92.6%	\$235,000	\$436,000	85.5%
Units	\$152,000	\$325,000	113.8%	\$182,500	\$334,500	83.3%

Source: REIQ median house and townhouse/unit prices

## Recent Testimonials

"Janet Houlihan recently sold a second property for us. We expected the process to take much longer due to the holiday season. The timing though, did not deter Janet from putting in all her efforts to promote the property fully. Her experience in the industry and knowledge of the Gold Coast region is of great benefit to any potential seller. But better than that, she is an exceptional communicator and is incredibly personable which has made the whole experience an absolute delight.

We are in Adelaide therefore a long way from the property. Janet contacted us on a daily basis to update us on the progress with the open inspections, enquiries received, potential buyer analysis and lots more. This didn't leave us wondering how things were progressing but instead kept us totally in touch and excited that we had truly made the right decision to choose Janet to sell our property."

**Helen Sosnowski (seller)**  
9/431 Oxley Drive, Runaway Bay

"Just a note of recommendation to anyone wishing to sell their home—I would look no further than Janet of Houlihan Realty.

Her sincere and yet professional way with people stands out. From the day we signed up and saw her way with words as well, we knew she would sell soon, as we knew we had a lovely home and outlook.

But when Janet sold in **2 days!** and at our asking price, we were shocked to say the least! Congratulations Janet, many thanks and best wishes for the future."

**M & D Tagaloa**  
7 Sarah Place  
Ashmore



**DISCLAIMER: Buying or selling a property is a major decision. The information in this newsletter is for background information only, and you should always consult your advisors before signing contracts or making any major financial commitments. If you no longer wish to receive communication from us, please let us know (see contact details above).**