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Janet Houlihan
Principal



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Gold Coast Property Market Shows Strength

One of the quiet achievers in the Australian property market over the last few years has been the Gold Coast.

Much attention has been focused on larger markets such as Sydney, which has had a lacklustre performance recently — in some areas showing a decline in property values — while the Gold Coast has shown regular growth in values since 2001 (see graph).

The REIQ's statistics for the June 2007 quarter show a continuation in this growth, with the median house price for the quarter reaching \$439,500 (up 5.9% on the March qtr) and units \$325,000 (up 1.6%).

Anecdotal evidence from the marketplace indicates that prices have continued to increase over recent months, with real estate agents reporting a shortage of properties to sell, and well-priced properties selling within days (and sometimes hours!) of listing.

Key influences on this growth have been: high population influx, a strong QLD economy, diminishing

developable land, housing construction at levels below market requirements, and major increases in Council infrastructure charges on new properties.

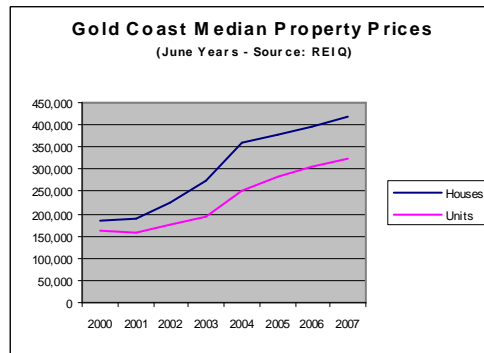
But— and there's always a "but" - the question is to what extent this price growth will continue. Recent interest rate rises, and the indication of one or two more to come, international financial instability

(mainly in the USA), and a new federal government will all weigh on the minds of buyers over the coming months.

However, all of the key factors promoting growth listed above are likely to remain in place for the foreseeable future. The additional factor of increased inbound tourism

from budget airlines flying directly into the Gold Coast will continue to boost local tourism, and thus demand for accommodation for both the tourists and the increased number of hospitality employees.

How the Gold Coast property market performs in 2008 remains to be seen, but the significant number of positive influences would seem to point to another strong performance. ▲



Recent Testimonial

Hi Janet. Jeff and I just wanted to thank-you for your assistance in helping to sell my unit at Southport.

We initially listed with 2 separate agents and were given the run around, experiencing no shows from agents when we had made appointments. Then we met with you. You took the time to explain what you would do for us and the way in which you would look after us.

We went through details of your history and experience in the real estate marketplace as an agent around the Gold Coast region, how you reach the desired customers through various forms of advertising and your database.

You demonstrated your commitment to finding us the best possible buyer for our home and in doing so be able to get us the price that we desired for our home.



We signed up that evening and within 2 days it was under contract. The buyer, although interstate trusted you in purchasing this unit and this also meant a lot to us as the seller.

You were able to get us the highest price ever recorded in this complex at \$285K for a 2 bed-

room unit. At the time there were several other units in the complex for sale making competition fierce, although sadly these units still are not under contract or offer. This just proves your fantastic sales knowledge in real estate and confidence when speaking with potential buyers.

We can't believe how easy and stress-free the whole process was in dealing with you!

Janet, you are truly a professional and dedicated agent who clearly loves what you do and know that this will keep you in good stead in your career. Once again, A Big Thank-You!!!
Kelleigh Koppen, 72 / 111 Edmund Rice Drive, Southport





9 Coolibah St
Southport QLD 4215

Ph: 07 5531 1268
Fax: 07 5531 0548
Mob: 0407 841 667 (Janet)

Email: janet@houlihanrealty.com.au
Website: www.houlihanrealty.com.au

PO Box 4062
Ashmore Plaza
Ashmore QLD 4214

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SUBURB FOCUS: Ashmore

20 years ago, Ashmore was a new suburb on the outer fringes.

Now, it's leafy established streets are considered heartland Gold Coast, with established schools, shopping centres, sporting facilities and a TAFE campus.

An easy drive to both downtown Surfers Paradise and the M1, Ashmore has proved very popular with permanent residents. So much so that the suburb has out-performed the rest of the Gold Coast over the last 5 years (see table below).

Most streets in the suburb are typically brick-and-tile 3/4 brm houses, popular with families (particularly those with school-age children).

But there are also a number of established complexes, which tend to house mainly retired folk, but which are also increasingly popular with younger people living on their own or saving for a house.

Ashmore is undergoing a rejuvenation, with two of the major shopping centres mooted for major makeovers. Additionally, some of the existing houses are being demolished to make way for higher-density townhouses, and many of the traditional brick houses being updated with rendered walls, modern landscaping etc.

Ashmore is likely to continue to prove popular for both home-owners and investors alike, as a handy yet affordable family suburb with much to offer. ▲

June	Ashmore			Gold Coast		
	2002	2007	Increase	2002	2007	Increase
Houses	215,275	420,000	95.1%	225,000	420,000	86.7%
Units	120,000	250,000	108.3%	175,000	322,500	84.3%

Source: REIQ



Recent Sales

7/431 Oxley Drive, Runaway Bay 3brm / 2 bath DLUG free-standing house \$507,000

54/7-9 Santa Cruz Bvd, Clear Island Waters 3 brm / 2 bath SLUG townhouse \$400,000

72/111 Edmund Rice Drive, Southport 2 brm SLUG duplex \$285,000

1/29 Riverwood Drive, Ashmore 3 brm / 2 bath DLUG duplex \$445,000

Preparing Your Property For Sale

We've all heard the "tips" of baking bread and brewing coffee prior to an Open Home in order to attract buyers to your property.

One newspaper columnist recently suggested that these ideas had become so over-done that they shouted "desperate seller" to Open Home visitors!

So here are some practical tips that will increase your home's appeal without being over the top:

1. Enhance the "street appeal" - tidy the gardens (fresh bark does wonders here), paint the front fence, buy a new letterbox (or maybe just a new number for it), oil gate hinges, sweep paths and mow the lawns.
2. De-clutter the inside of your home. Hold a garage sale, give stuff to charity, or put your excess belongings into storage.
3. If you have pets or your carpets are looking tired, get them professionally cleaned and deodorised.
4. Touch up or repaint marked walls.
5. Make the place look bright—open all curtains/blinds, turn lights on, increase bulb wattage if necessary.
6. Get leaking taps fixed.
7. Ensure any potentially offensive material is removed eg magazines, posters etc.
8. Clean out your wardrobe—serious buyers will usually have a look.
9. Remove dead leaves from pot plants and polish the live ones.
10. Don't stress yourself by rectifying every last thing—focus on the bigger picture your buyers will see.

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).