

In this issue

Hottest 2 Suburbs	1
Interesting Market stats	2
4 steps to get it SOLD	2

Website: www.houlihanrealty.com.au

Summer 2009

► What's Happening in the Gold Coast Property Market?

Low supply of properties currently for sale

All agencies are experiencing a shortage of listings. Sellers it seems, are still sitting back waiting to see what happens, waiting for prices to rise or deciding to stay put and renovate. Ashmore postcode for example has 24% fewer listings in the month of Aug 09 than Aug 08—see stats in the table on page 2. Low supply has kept prices up and I have cashed up buyers with nothing to sell them!

3.50% and has indicated that further rate hikes are likely in coming months. Apart from Australia only Israel and Norway have lifted rates since the Financial Crisis began. According to Craig James, Chief Economist for Commsec, "the longer that Australia effectively goes on its own in lifting rates (at least compared to with major economies) the higher the Australian dollar is likely to go, constraining earnings for globally focused companies."

The Reserve Bank has continued to highlight that the Aussie dollar will act as a dampening influence on tourism and exports and constrain inflation.

However most buyers attending open homes understand that these historically low rates will return to more normal settings and have worked the rate rises into their repayments already.

First Home Buyers have gone, but investors are appearing

The decrease in the First Home Owner Grant from \$14,000 to \$10,500 from 1 October saw a flurry of activity in July and August from first home buyers. It seems those intending to take advantage of the boost have already done so as demand from them has fallen away even though the grant won't go back to the \$7000 normal level until 1 January 2010.



Investors held off buying to avoid competing with the first home buyers but they are entering the market again. Also rents are static at the moment—so if you have an investment property with good tenants—hang on to them! See vacancy rate data on page 2.

Finance still tight

Lenders have tightened their criteria for lending to developers and individuals. Consequently developers are finding it hard to get new projects off the ground. However the Soul and Hilton projects in the heart of Surfers are well underway and report that sales have been strong.

For individuals, lenders are requiring evidence of a good saving history and a decent deposit—at least 5% . Finance approvals are taking 4 weeks or more so it is a good idea for Buyers to be pre-approved before they start their house hunting.



Janet Houlihan
Principal



Janet has sold 85 properties across the Gold Coast in the last 5 years!

Contact us:

9 Coolibah St
Southport QLD 4215
PO Box 4062
Ashmore Plaza
QLD 4214

Ph: 07 5531 1268
Mob: 0407 841 667
janet@houlihanrealty.com.au
www.houlihanrealty.com.au

Two interest rate rises in a row and more to come

The Reserve Bank has lifted the cash rate to



► Only 2 Gold Coast Suburbs make the HOT 100 Hotspots List

The November Australian Property Investor Magazine has a panel of experts who have picked out the 100 hottest investment locations around the country and the Gold Coast has scored two:

ASHMORE—for its affordability, proximity to the glitter strip of Surfers Paradise and hospitals and being well serviced with schools, shopping centres and road networks they see it as a middle income suburb well placed to deliver price growth.

SOUTHPORT—this suburb is seen as undergoing a dramatic shift. It is a major commercial centre, minutes from Surfers Paradise and set to benefit from a number of major infrastructure projects including the Broadwater Parklands, rapid transit system and the new Gold Coast hospital.

The API Magazine is a great read every month—and is out now if you want to read the details.



HOULIHAN *realty* Interesting Market Statistics

Vacancy Rates

Post Code	Aug 08 Vacancies	Aug 08 Vacancy Rate	Aug 09 Vacancies	Aug 09 Vacancy rate
4214	60	1.3%	124	2.6%
4215	250	2.2%	687	6.0%
4216	264	4.1%	338	5.2%

Stock on the Market

Post Code	Sept 08 Houses	Sept 08 Units	Sept 09 Houses	Sept 09 Units	Combined Change
4214	351	82	257	73	-24%
4215	299	383	265	311	-15%
4216	369	243	335	241	-6

Average Days on market and Private Treaty Discount of final sale price from asking price

Gold Coast	Aug 08	Aug 09			
Av days	93	120			
Av Discount	9.3%	8.1%			

Source API Magazine Nov issue using SQM Research, Australian Property Monitors, Home Price Guide data.

Testimonial

"I thought I'd finally take a moment to give some feedback regarding my experience with Janet, pertaining to her assistance with the purchase of my mum's property.

Mum had been through some pretty unpleasant experiences with real estate agents since arriving in Queensland a few months ago, with one uncomfortable experience almost convincing her to return to Melbourne and give up on her years long dream of living on the sunny Gold Coast.

This is where Janet comes in, who found mum a perfect property in a beautiful street. Janet seems a breath of fresh air compared to other agents we have dealt with.

She is never pushy, incredibly efficient, returns every phone call (so rare these days) and is willing to go the extra mile at every step of the way, not to mention she actually has a sense of humour!

Janet works hard for her clients and so I have no hesitation in recommending her to other buyers or sellers looking for a reliable and ethical agent."

1/26 Riverwood Dr, Ashmore
Angela Theunissen on behalf of
Lucy Valyaev

▶ ▶ ▶ 4 crucial components of a successful sale

1. Get the price right

Spending the time with your agent to research the correct price range for your property before you start marketing it is really important. This is because the first weeks on the market are when there is maximum interest in a property new to the market and competition between buyers will force buyers to pay their top dollar.

When you look at recent sales of comparable properties and what is currently on the market you will see is prices are all over the place so it takes the skill and experience of your agent to bring it together to determine the highest possible price which is the goal of every seller. Any one can sell a property—but not everyone can get the top price!

2. Choose a proactive agent

No one needs a lazy agent. Select one with a good track record, one who is going to be honest and upfront with you and who will spend the time discussing all aspects of your sale with you and report back to you with feedback after every inspection. Good negotiation and communication skills and a high level of energy are vital in your agent.

3. Marketing

No agent can sell a secret. To get the best price you need to make sure all buyers in the market place know your property is on the market. And it doesn't have to cost a whole lot of money either. But there are certain key elements that are crucial in your marketing mix to find that premium buyer who is going to pay the right price for your home.

4. Presentation

Having a clean, uncluttered, and tidy property to market assists in getting the top price. Your agent should be able to advise on how to present your property to maximise your price.

Having access to the property for regular open homes and inspections is also very important.

Selling a home is a partnership between the agent and the Sellers every step of the way. Regular meetings to discuss progress are crucial so changes can be made

if required to the marketing, price or presentation—in short the best price is to be had while the property is fresh on the market and it is up to your agent to leave no stone unturned to make that happen.



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 over).

