



From the Principal's Desk...



From the desk of...

Peter Sukiennik
Director & Principal

If you haven't been to the West End of town recently, there are some pretty exciting changes that are worth checking out. There is a new cafe opened on the Foreshore near the main park and the Tourist Bureau has relocated to the old Railway Museum building on Marine Terrace. There is also a lovely new cafe behind the Bureau overlooking the fabulous beaches down there, adding to the choice of food in that part of town. The other big feature is the artwork on the old Vic Hotel and adjoining buildings, where tourists can often be seen taking pictures against the walls. It is really different and a positive throw on the renovations to the Geraldton Club facade which are looking amazing – just finishes off nicely all the activity down the revitalised West End.

We are right in the middle of our expansion into the adjoining building at 209 Foreshore Drive and, as you can probably imagine, it is not an easy task to up and move 40 people, phones, computers and so on. Although when it's all done, we aim to make it the "best" business to work in and the one that you want to do business with.

Housing Update

The City has just released a draft of the new Town Planning Scheme and Strategy that is all part of the predicted population growth to 80,000-100,000 by 2029. As real estate agents we work on being informed, so we will be attending some information sessions over the coming weeks to ensure that buyers and sellers are not missing out on anything of significance.

Sales have been reasonably good with a real mixture across the board. There are no record prices being fetched, although well-priced stock will still find buyers. Investor activity is still largely confined to new home building with a few buyers looking at older stock. There are some renovators about looking for cheapies to do up in certain suburbs, and first-home buyer activity is also reasonably good.

"Apparently" the average age of a real estate agent is 53. It should be comforting for you to know that at least half our reps are "above average" in that department!



Land Update

Something you will see promoted extensively in coming months is the Sunset Beach Estate and, if you haven't considered these level, retained and serviced lots by the beach, you really should. The value is very hard to argue with! Ray White once again dominated the land and project marketing awards during the last quarter, and it's no wonder with estates such as Deepdale, Eastlyn, Geraldton Heights, Parkfalls, Meadowcroft, Big River, Beachlands and now Sunset Beach - why would you go anywhere else if you really wanted to explore all options?



Commercial Update



Commercial has had reasonably steady enquiry rate on the industrial side with a few leases taken up and a new sales listing coming on in Allen St - a 6,000m² lot with a 288m² shed offering an extra 120m² of offices on the ground and mezzanine floors of the shed.

On the CBD retail side, some national franchises have expressed an interest at coming to town but no commitment has been made so far.

There is a little bit of movement finally for office space so hopefully we can fill a few vacant premises in the coming months.

In summary, it is our local service industry where the action in the market has been, which is generally the best activity you can have in commercial as these business owners are showing confidence in our local economy.

Property Management



According to REIWA, the December quarter showed a vacancy rate of 7.7%, which is historically very high and is actually double what it was a year ago. On a brighter note, it has steadied as the previous quarter was 7.6%. Our office is leasing plenty of properties though, simply through being as proactive as possible and getting tenants to view as many properties as we can get them through. With such a high vacancy rate tenants have more choice than ever, so rental returns may not be what you expect due to the need for your property to compete with others. In such times, getting a good tenant in at a reasonable price is the key. When the vacancy factor comes down, the prices return.

Signing Off



On a bright note, a recent article featured the Geraldton Universities Centre that will now have just over 200 students this year, which is a long way from the 20 that attended in its first year in 2002! The big benefit here is that a lot of families won't have to send their kids to Uni in Perth and possibly even follow them down there. With so much now available online, it does make you think about how many more students will eventually be able to stay in town rather than have to leave to study and expand their horizons.

Transformation Ideas For Empty Bedrooms

Having space to stretch out is one thing, but do you really want to just have rooms in your home that are not being utilised?

Luckily, this can be a fun problem to have.

What drives you?

Before you start weighing your options, think about what kind of room might suit you and your home. The following are some ideas to get you started.

Meditation room

Who doesn't crave an escape from the stressful hustle and bustle of modern life from time to time? Whether it's strictly relaxation and contemplation or you're thinking of adding some yoga to the mix, consider deep, dark colours that will put you at ease.

Wine room

Who said wine cellars need to be under your home? If you're a fan of the vino and want a dedicated room in which to keep your prized bottles, an empty bedroom can be turned into a wine-lover's dream in no time.

Home gym

Depending on the size of the room, it could be perfect for a home gym. All you really need to get started is a treadmill and some free weights. However, take the time to plan out your gym so it suits the type of exercise you find most invigorating.

Home library

This one is ideal for book-lovers. Think comfy leather chairs and your favourite volumes staring down at you from polished oak shelves. Just don't forget to install proper lighting!

Ray White Geraldton
3/201 Foreshore Dr Geraldton WA 6530
P 08 9965 7600
E geraldton.wa@raywhite.com
raywhitegeraldton.com.au

Five Minutes with...

Haydn McCartney

How did you get started in Real Estate?

I left the family farm after the 2012/2013 Harvest and spent a brief time driving road trains out of Albany. I come home to Geraldton to attend my close mate's wedding. A family friend of mine put my name forward to Ray White Geraldton when the company decided it wanted to train a new sales rep I met with Henry and the rest is history.

Best part of the Work you do?

I love forming strong relationships with my vendors where communication is frequent and honest. When both agent and seller are moving in the one direction to achieve the same goal there is no better feeling.

"Expect to put in the Hard Yards before you see the rewards"



If you could offer once piece of advice to someone starting out what would it be?

Being relatively new to the industry myself, I don't know if I'm qualified to give too much advice- Expect to put in the hard yards before you see the rewards- nothing great comes easy or overnight so make sure you have the work ethic and persevere!

Name three people you'd like to have around for a dinner party?

As long as they're good value, don't want to talk work after hours and one of them does the cooking I don't mind

Haydn McCartney
Sales Representative
0437 783 949
haydn.mccartney@raywhite.com



there is no need

**TO GO TO INDIA OR ANYWHERE
ELSE TO FIND YOUR PEACE.**

YOU WILL FIND THAT
DEEP PLACE OF SILENCE
RIGHT IN YOUR ROOM, YOUR GARDEN
OR EVEN YOUR BATHTUB

dr. joyce brothers