

Ray White®

Market Monitor

January-March 2015



VOICE OF PROPERTY ON THE SUNSHINE COAST

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Unparalleled in our local market place

WELCOME to the tenth edition of the Ray White Market Monitor, reporting on the January to March quarter of 2015.

This document is your window to the industry, revealing detailed statistics we collect on everything from auctions through to property management.

The quality, depth and timeliness of this data reporting is unparalleled in our local market place. Quite simply, nobody is doing this.

Inside these pages you will find a rich array of our collective data and results along with a selection of our auction success stories from the quarter.

We have highlighted our Property Management statistics, buyer inspection reports and finally, our involvement in the communities we call home.

Auction Reports



SUCCESS



SUCCESS



SUCCESS

JANUARY 2015	
Auctions	27
Sold	19
Withdrawn	5
Success (%)	87%
Clearance (%)	30%
Days on Market	50
Registered Bidders	45
Pre Auction Offers	18
% Discounting from Reserve	-0.95%
% Lift from Highest Pre-Auction Offer to Sale	2.99%

FEBRUARY 2015	
Auctions	23
Sold	20
Withdrawn	0
Success (%)	87%
Clearance (%)	52%
Days on Market	36
Registered Bidders	80
Pre Auction Offers	11
% Discounting from Reserve	0.81%
% Lift from Highest Pre-Auction Offer to Sale	6.06%

MARCH 2015	
Auctions	32
Sold	14
Withdrawn	0
Success (%)	44%
Clearance (%)	34%
Days on Market	32
Registered Bidders	56
Pre Auction Offers	13
% Discounting from Reserve	-0.36%
% Lift from Highest Pre-Auction Offer to Sale	1.46%

THE 2015 YEAR HAS STARTED STRONGLY WITH 82 AUCTIONS BEING CONDUCTED BY OUR OFFICES.

69%

SUCCESS

74%

SUCCESS

QUARTER COMBINED

(JANUARY - MARCH 2015)

Auctions	82
Sold	53
Withdrawn	5
Success (%)	69%
Clearance (%)	39%
Days on Market	39
Registered Bidders	181
Pre Auction Offers	42
% Discounting from Reserve	-0.17%
% Lift from Highest Pre-Auction Offer to Sale	3.50%

QUARTER COMBINED

(PREVIOUS QUARTER)

Auctions	131
Sold	86
Withdrawn	14
Success (%)	74%
Clearance (%)	35%
Days on Market	43
Registered Bidders	196
Pre Auction Offers	49
% Discounting from Reserve	-0.78%
% Lift from Highest Pre-Auction Offer to Sale	2.26%

- Clearance rates are slightly higher than the last quarter of 2014.
- The discount on reserve prices is dropping as sellers are achieving sales at above their expectations.
- Pre Auction offers as to the eventual sale price is increasing showing a strength in the market.

WHAT THE FIGURES SHOW...

Auction Success Stories

This beachside executive beauty understandably garnered plenty of interest from buyers.

The large home offered every inclusion you could ever want, including 4 bedrooms and 3 bathrooms mixed effortlessly with 3 large living zones, plenty of car and boat space, a pontoon and inground saltwater pool, plus a designer kitchen to go with the huge outdoor entertaining deck. These features led to 3 buyers submitting offers prior to Auction, none strong enough to compete with the appeal of sending the home to the competitive playing field of an Auction.

This sale was a changing of the guard, in every sense of the term.

The sellers were motivated to sell, having made the choice to downsize to a smaller home they had purchased in Buderim to be close to their daughters school. The buyers on Auction day were a young family moving from Buderim to bring their family up closer to the beach.

The buyers left no time to spare, they sold their property in Buderim on Auction morning with one of our offices, and then raced down the hill to make the beachside Auction. Feeling confident having just sold their home under the hammer, the buyers did not begin to bid until half way through Auction proceedings. After some competitive bidding the hammer fell at \$1,265,000, to secure a new beachside lifestyle for this family. Proving it was a fantastic outcome for both families, the winning bidder sent the selling agent a text after the Auction saying "I went to Local Buddina Cafe La Balsa with my son on Sunday Morning, can't wait to be living nearby."

104 Point Cartwright Drive Buddina



Sale Price: \$1,265,000
Inspections: 37
Prior Offers: 3

THIS PROPERTY WAS A DRAWCARD FOR MANY BUYERS,

having been held by a single owner for 18 years it attracted a broad range from first home buyers and renovators through to buyers looking at the property for a blank canvas. The original brick home on a huge 1153sqm block saw more than 70 groups of people inspect throughout the 4 week campaign leading up to Auction day.

This huge interest carried through to Auction Day with a crowd of more than 60 attending the Auction, with buyers and interested parties travelling from North Queensland and Brisbane to see the home go under the hammer.

After welcoming the crowd, Auctioneer Dan Sowden saw bidding open at \$400,000, with five active bidders battling back and forth to \$500,000 when the property was officially announced as 'on the market' to purchase.

The bidders continued with \$510,000 followed swiftly by \$515,000 then \$520,000 and \$525,000 before a strong final bid of \$530,000 saw the hammer fall and the property sold.

The purchaser has plans to eventually knock down this home and build his dream abode on the large block.

5 GUY AVENUE BUDERIM



Sale Price: \$530,000
Inspections: 70
Prior Offers: 1



34 BUNGAMA STREET MAROOCHYDORE

Sale Price: \$465,000
Inspections: 41
Prior Offers: 2

THIS HAS BEEN THE FAMILY HOME SINCE

the roads were dirt, since Lino was considered a space age floor covering and when people purchased toilet roll holders with inbuilt radio's. Whilst the property was still in relatively original condition, it drew a warm nostalgic feeling from those that inspected. Boasting polished timber floors and large, open living and dining areas, there was no shortage of buyers that saw the potential in this gem.

The date for auction was set and waking up on Saturday 21 February to Cyclone Marcia didn't dampen the spirits of all involved, a conscious decision was

made to trust the genuine interest shown and go ahead with the auction. With the winds blowing and ominous weather warnings on every station there was a combination of sms, phone calls and emails sent to all who inspected and the auction went ahead at 11am. Rain, hail or shine couldn't keep the buyers away with 26 bidders putting on a show at Auction and giving the delighted owners an outstanding result well clear of the reserve. The buyer was a local who fell for the position and potential on offer and brought the home as an investment property.

Buyer Inspections

JANUARY 2015

2120

total
inspections

720

number of
open homes

398

private
inspections

FEBRUARY 2015

1574

total
inspections

392

number of
open homes

369

private
inspections

MARCH 2015

2024

total
inspections

533

number of
open homes

422

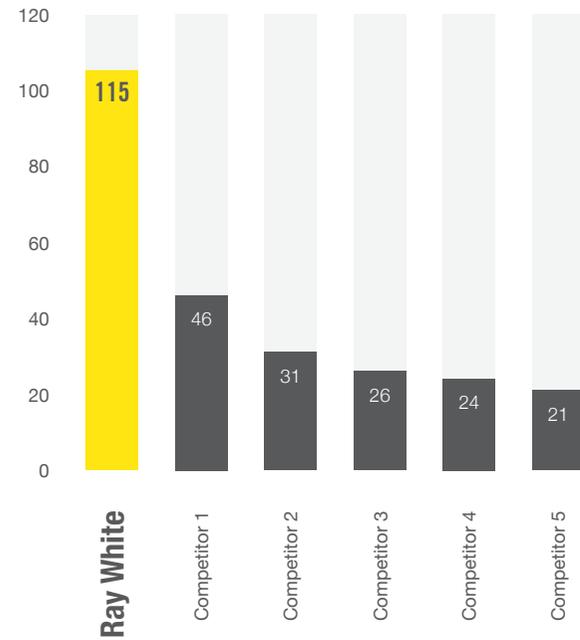
private
inspections

MORE AUCTIONS.

MORE ADVERTISEMENTS.

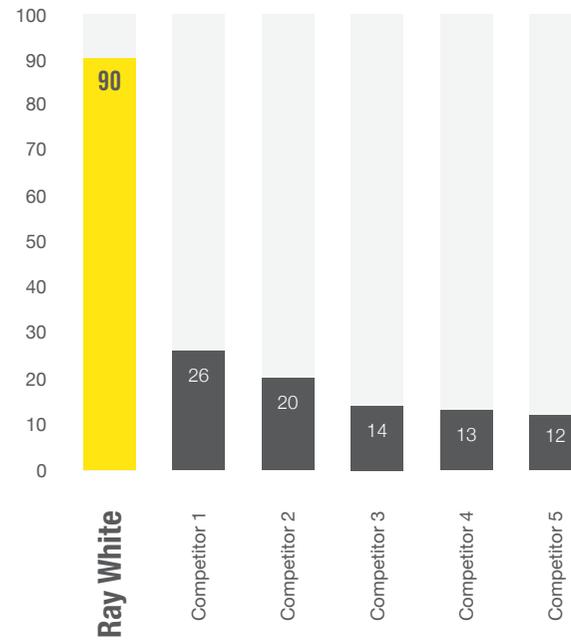
PICTORIAL ADVERTISING QUARTER COMBINED

Taken from final week ending in January, February and March.



AUCTIONS ADVERTISED QUARTER COMBINED

Taken from final week ending in January, February and March.



‘Ray White are the undisputed market leaders on the Sunshine Coast for both property advertising and Auctions’

Private Treaty Sales Reports

38

TOTAL SOLD

62

TOTAL SOLD

58

TOTAL SOLD

JANUARY 2015

Number on Market	373
Total Sold	38
30 Day Success (%)	10%
Average Days on Market	83

FEBRUARY 2015

Number on Market	331
Total Sold	62
30 Day Success (%)	18%
Average Days on Market	64

MARCH 2015

Number on Market	324
Total Sold	58
30 Day Success (%)	17%
Average Days on Market	75

WE SOLD 40% MORE PROPERTIES THIS QUARTER THAN THE PREVIOUS QUARTER.

158

TOTAL SOLD

113

TOTAL SOLD

QUARTER COMBINED

(JANUARY - MARCH 2015)

Number on Market	343
Total Sold	158
90 Day Success (%)	46%
Average Days on Market	74

QUARTER COMBINED

(PREVIOUS QUARTER)

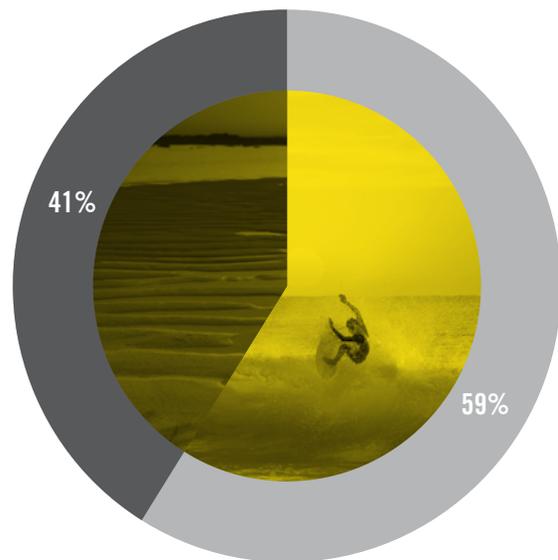
Number on Market	350
Total Sold	113
90 Day Success (%)	32%
Average Days on Market	47

- One interesting fact is that sales numbers are increasing, but listings on the market has remained relatively unchanged.
- The 90 day success rate has increased substantially to 46% from 32%, meaning that buyers are more active than ever as nearly one in two properties are selling.
- Days on market has increased to 74 days. This is because as the market improves it is "catching" over priced properties that have been on the market for a long time.

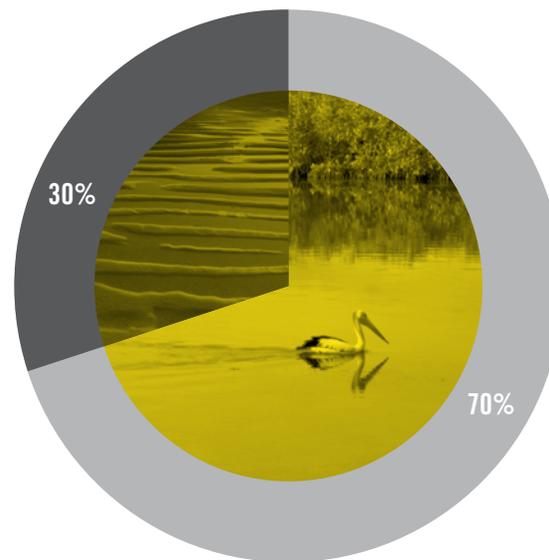
WHAT THE FIGURES SHOW...

Who is Buying?

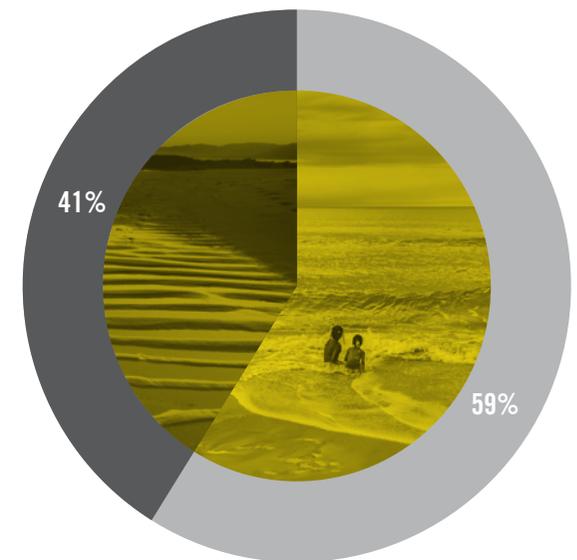
JANUARY 2015



FEBRUARY 2015

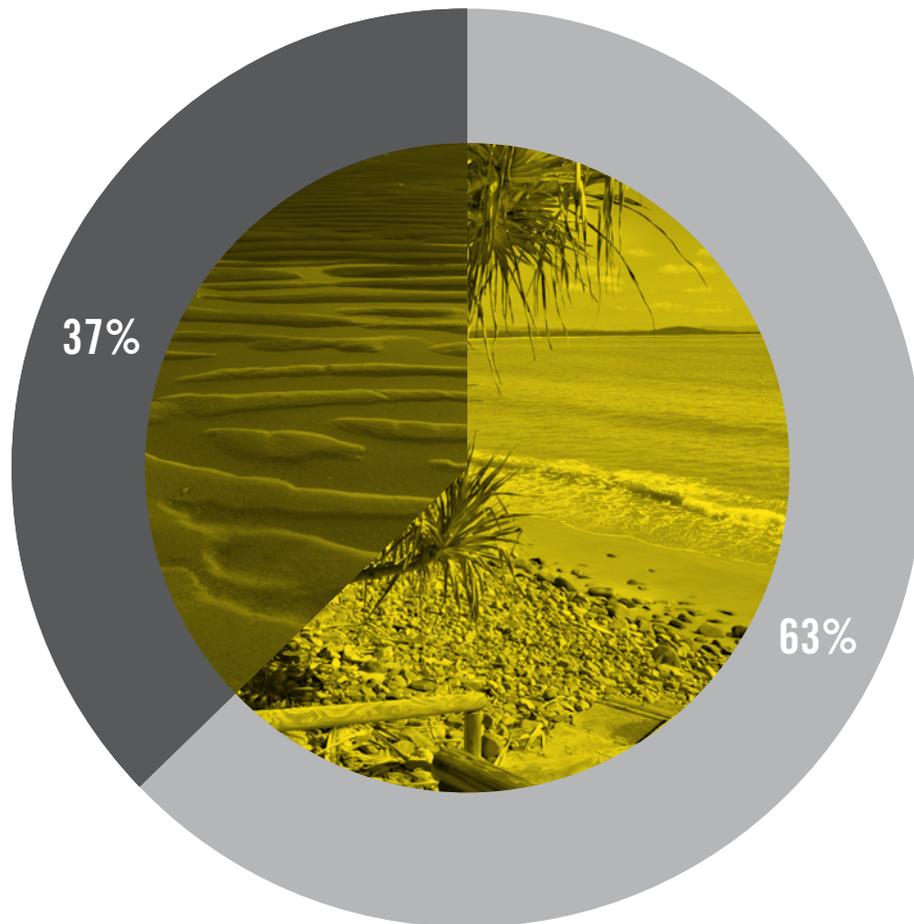


MARCH 2015



 Investors  Occupiers

QUARTER



- There is no doubt investors are beginning to enter the market as a result of the high rents being achieved.
- Coupled with the high rents is of course lower interest rates.
- The remainder of 2015 should be very interesting to see whether the investors or owner occupiers take control.

WHAT THE FIGURES SHOW...

Property Management

JANUARY 2015



FEBRUARY 2015



MARCH 2015





Surfs Up

Ray White Noosa recently sponsored local girl, Lucy Cantori, in the 2015 Noosa International Surfing Festival.

Competing in the surf festival for the fifth time, Twenty-one year old Lucy made it to the final heat in this year's Womens Open Pro and Women's Open Amateur events.

Lucy's appetite for outdoor and surfing pursuits ensured she relished the opportunity of competing in the final. Our staff all enjoyed cheering on Lucy's success in the competition and congratulations to the organisers on another wildly successful Noosa International Surfing Festival.

What age did you begin surfing? Eight.

Who inspired you to surf? My uncle at the time surfed and he took me to see the movie Blue Crush, and then afterwards all I wanted to do was surf.

Your favourite surf break? Johnsons/ Little Cove.

Who shapes your boards? Josh Constable of Creative Army.

How do you stay motivated? It's hard not to stay motivated. Surfing always leaves you wanting more and feeling like you can do better. I just always come out of the ocean feeling great, so that keeps me motivated.

What's the most exciting or best part of what you do? Getting a nose ride or a little barrel are the most exciting parts of surfing. There's nothing better than turning up at the beach and First Point having pumping waves. That's when I get the most excited!

What advice do you have for young female surfers hoping to compete in sports that are dominated by guys? Don't be deterred! Girls can do everything that boys can!

Lucy is very grounded and focused on doing her best in the sport she loves.

Beers and BBQ with our Tradies

Another successful Tradie BBQ was held on Wednesday February 18th at Brett & Jenny Graham's house in Buderim, along side 80 of our valued trades that service our 7 Office Network.

We hold these afternoons with beers and burgers to say thanks for the year and to build strong relationships with our Property Management Team and trades combined.

Thanks for coming and braving the weather guys! A wonderful afternoon was had by all involved, these strong relationships form the foundation for the ongoing success of our property management businesses and the hard working trade businesses within our communities.



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