

## The White Paper

News and views from a real estate agent  
October 2013



### What happened to the markets in September?

It's what we have been waiting for all year. A real estate month without a looming election!!!

And all of us in this marvellous world of real estate were rewarded with a cracker of a month! Combined with warm spring weather across most of our markets we saw rarely seen clearance rates at auction. Reminiscent to the last time we saw such success in the mid 2000s!

Perhaps the major property news circulating across the specialist real estate media is a focus on the continuing appeal of Australian and New Zealand assets to Asian - primarily Chinese - buyers.

This was reinforced during last month's major Beijing property exhibition where Ray White had the largest exposure in the international component. The message we kept getting from the hundreds of thousands of visitors was very clear - outward Chinese investment is alive and supported by their authorities as a key method to reduce their own very hot Chinese property markets. There is no indication that this is likely to change in the near future.

Ray White's figures at \$2.4 billion in unconditional sales were nicely up on last year. All Australian states and New Zealand were consistent - the only softness being the confidence hit that resource regions in Australia are now experiencing.

Activity in the commercial investment markets continues to build, with strong buyer interest across Australia and New Zealand. As is often the case, whilst income-producing assets are in demand, the commercial leasing and development site markets are broadly subdued. Hence delivering us an overall flat September result in commercial.

Whilst our Loan Market settlements were just slightly up on last year, nearly \$500 million, loan submissions were a whopping 50 per cent over September last year at \$763 million. Perhaps the best reflection on the strength of our markets.

### What's new at Ray White

The company's commitment to the Beijing International Property Exhibition, referred to above, is a further step in the broadening of the Ray White Group's activities. At this exhibition, Ray White achieved a new milestone with the marketing of properties in Malaya, Tokyo and in the USA city of Atlanta through our dedicated marketing team from our new Ray White office in Atlanta selling and managing refurbished homes in that city.



There were heaps of buyers, reflecting how our markets are undertaking deep change. How the impact of this trickles down into the way we operate is sure to be profound. We now have a worldwide market. Could it be that, one day, residential property could become a worldwide integrated market?

The exhibition coincided with the announcement that Ray White in Indonesia has been ranked number one in the "Top Brand" awards for the property agent segment. This has been an astonishing achievement. Ray White has only been in Indonesia for 15 years. Hopefully, the fact that an Australasian group can now compete effectively against international networks will give confidence to other Australasian companies.

Back to local news!

Tony Williams and Mark Creevey, who both have built fantastic careers in our commercial business over the past ten years, have taken leadership of our Ray White Commercial business in Brisbane CBD. This is a terrific recognition of their commitment to the ongoing growth and development of such an important business. Also, we welcomed the opening of a new commercial business in Cairns by Dennis and Helen Crossley, and Jason Hines joins our Brisbane business as Director of Office Leasing.

Nothing defines the rewards of group membership more than study tours that confirm that first class practices work everywhere. Seventeen business owners travelled from Western Australia to Melbourne. "So valuable to reaffirm that when business leaders focus on team building through their acceptance of responsibility that first class agency practice then market leading positions inevitably follow," Mark Whiteman, Ray White's West Australian CEO, said.

A similar story emerged at the Ray White Business Owners Symposium in Queenstown. Carey Smith, our New Zealand CEO, organised an array of speakers that consistently highlighted the rewards that come through focussed leadership and disciplined processes.

**Brian White**  
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Ray White Group