

# Ray White Unlimited

With our team on your side  
the possibilities are Unlimited



The Real Deal...January

By Ron Bauer

**Happy New Year!** We hope you enjoyed a lovely break over the holidays - welcome to 2013. We commence the year with some real momentum in the sales market, the likes of which we haven't seen for a while and continuing strength in the rental market too.



## Sales...

With each month since August, there was a measurable build-up of buyer confidence and resulting activity. Inspections became busier with each passing week and more bidders registered per property and participated in often competitive Auctions. Our Auctions in November and December evidenced a crescendo in this activity whereby we sold over \$25m worth of property under the hammer, many achieving well over expectations.

Some highlights were a semi in 79 Warners Avenue, Bondi Beach selling for \$1,410,000 - \$200,000 above the written reserve price! A block of flats in 49 Hall Street, Bondi Beach achieving over \$7m and a house in Portland Street, Dover Heights achieving over \$2.5m with 6 registered bidders - a segment of the market said to be struggling.

This New Year finally offers something to look forward to in the shape of a positive market, selling conditions haven't been better for years. Looking forward to speaking with you to discuss further anytime.

**Some of our excellent sales results over the last month:**



**Ray White**

Unlimited

## Investment News...

On this side, there seems to be an easing of upward pressure over the last little while. It is common for the sales and rental markets to work in opposite directions and so this makes sense. While the last few years have been strong (finally) on the back of some lean years, we feel that a more 'level' market is likely to be case for the next period.

The balance is still on the investors side as far as occupancy levels and gross returns are concerned, but not one-dimensionally so. Our Property Management team has made the most of these more positive conditions to improve our clients positions enormously over the last 12 months - % of arrears, % of vacancy, % of tenants on leases, % of annual inspections, % growth overall, etc – right across the board and well ahead of industry standards.

Looking forward to being of further assistance anytime.

## Some recent lettings:



**Consolidate your portfolio with us, receive our excellent service AND a free iPad. Call us **NOW\*****



\*Management Agreement must be signed with our office by 31st March 2013. This advertisement must be presented at time of signing.

# SOLD above the reserve on behalf of our Management client!



**6/41 Albion St,  
Waverley**

*Ms Smith is a very  
happy client!*

## Are you considering selling your investment property??

We take great care and employ every resource to ensure that sales on behalf of our management clients achieve the very best in service and price. You will note for example that we include an 'investment property' of the month in each issue of this newsletter – we regularly source quality buyers from within this ready-made database. If you require any advice or assistance in regards to buying or selling, please contact me directly anytime. Confidentiality and experienced advice assure.

We are pleased to present our...

## 'INVESTMENT PROPERTY OF THE MONTH'

We have selected a property which we believe shows all the vital elements of a blue chip residential investment for your consideration:



## 2/55 Beach Road, Bondi Beach



### Bondi Beach Pad

- Spacious 1 bedrm + sunroom
- Renovated kitch/bathrm
- Lounge & sep dining area
- Direct access to leafy crtryrd

**Auction: Wed 20 Feb, 6.30pm  
Club Rose Bay**

**View: Sat & Thur 10-10.45am**

**Agent: Ron Bauer 0414 345 444**

**Expected Price Range:**  
\$500,000+

**Opinion of Market Rent:**  
\$525pw - 550pw

### Special Features:

- Sought after beachside location
- In block of only 4
- Access to courtyard
- Level entry
- Will be ever-popular

# Open Invitation

Would you like to get a 'feel' for the market?  
Please come along to our last Auction for the year!



Wednesday 20 February  
Commencing at 6:30pm

Venue: Club Rose Bay, Cnr Vickery Ave & New South Head Rd, Rose Bay  
"The only quality Eastern Suburbs venue with lift access and easy parking"

For an order of sale 1 day prior, please email [lisa@rwunlimited.com.au](mailto:lisa@rwunlimited.com.au) or call the office

Thank you for your continued support and please call me personally anytime if we can be of further assistance in any way.

Yours Faithfully  
**RAY WHITE UNLIMITED**

**RON BAUER**  
Principal

## Your Team:

- Principal:** Ron Bauer  
**Sales:** Monica Shor, Melanie Burns, Shirley Lemberg, Karen Davies, Lisa Dwyer, Stephanie Zerial, Hamish McMaster  
**Property Mgt:** David Germane, Flora Baidarman, Amoula Kemeny, Joanne Saffer, Allie Ward, Daisy Stuckey  
**Admin:** Karen Gosbell, Karen Bauer, Susie Kemeny, Sheila Benjamin, Lisa Henderson, Lina Thornton  
**Reception:** Rachel Sindler



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