



## Client Edition

### Ray White Unlimited

Making Sense - July 2014

By Ron Bauer



**Sales report:** There's not many ways to say 'now' and none say it with the same now-ness. Presently? Currently? – doesn't quite do the same job. So let's stick to now. NOW is the time to sell. If you are going to do it this year NOW is definitely the time. Not starting in 6-8 weeks from now when everyone else has the same idea and you have to share buyers but right NOW when there is so little around that buyers are virtually tearing their hair out in frustration.

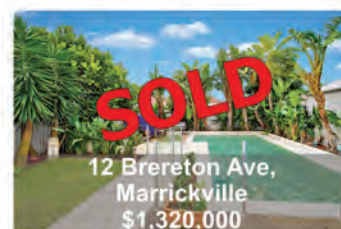
Once again our 100% record stands with everything we submitted to Auction this month selling and selling well. As much as this is of course due to our great work, it is certainly also about the overall shortage of properties as compared with buyer demand. This will change, interest rates will start to climb – but not for now. For now, now is the time to sell – let's talk.

We welcome an opportunity of discussing what this market may mean for **you** anytime.

“Agents spend most of their time chasing new clients, I spend the time looking after mine”

It's true. Go to any real estate training or seminar and you will hear trainer after trainer advising that successful agents need to spend as much as 90% of their time prospecting for new business. That leaves only 10% to look after the clients they have or find! With 25 years of solid experience, it makes sense to call Ron Bauer if you want to achieve the best possible price for your property.

#### Some recent sales:



## Open Invitation

Would you like to get a 'feel' for the market?  
Please come along to one of our next Auctions being held on:

**Wednesday 13 & 27 August**  
**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

**Ray White**

### Investment report:

A targeted response and a healthy dose of energy and enthusiasm have meant that we have met the challenge of potentially higher vacancies head-on. We have achieved our goal of sub-1% vacancy levels and there is every reason to believe we will be able to maintain this for what remains of the cooler, tougher rental season. Once again we can proudly say that this is well ahead of industry standards. REINSW President quotes online saying "we are comfortable... with rates around 2%". Well we certainly are not and nor would our clients be!

Our highly experienced and professional Property Management Team take great pride in keeping vacancies low as well as all other key indicators to ensure maximum possible returns for our clients.

### Some recent lettings:



SOLD above the reserve on behalf of our Management Client!



2/33 Arcadia St, Coogee SOLD for over \$80,000 above reserve!!!!  
Mr Q is a VERY happy client

We are pleased to present our...  
**'INVESTMENT PROPERTY OF THE MONTH'**

**7/8 Edward St, BONDI BEACH**



**Heart & Soul of Bondi Beach**  
• 1 bedroom(BIR's) + sunroom  
• Gas Kitchenette  
• High ceilings, polished floors  
• Ideal 1st home or investment

**View: Sat/Thur 12pm - 12.45pm**  
**Auction: Wed 13 Aug, 6.30pm**

**Expected Price Range:** \$500,000+  
**Opinion of Market Rent:** Approx \$525pw as is - \$600+pw renovated  
**Special Features:** Hot location, easy to lease, popular style



### 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. If you require any advice or assistance in regards to buying or selling, please contact me directly anytime. Confidentiality and experienced advice assured.

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**  
Director/Principal

#### Your Team:

**Principal:** Ron Bauer  
**Sales:** Monica Shor, Melanie Burns, Karen Davies, Nicola Turville-Ince, Lisa Dwyer, Hamish McMaster, Nathan Geller  
**Property Mgt:** David Germane, Amoula Kemeny, Joanne Saffer, Allie Ward, Daisy Stuckey, Rachel Sindler  
**Admin:** Karen Gosbell, Karen Bauer, Susie Kemeny, Sheila Benjamin, Lisa Henderson  
**Reception:** Tia Tansell

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**Ray White**