



## Client Edition

### Ray White Unlimited

Making Sense - September 2014

By Ron Bauer

**Sales report:** While the broader media argue over whether we are mid-boom, ending one or not even in one, there is no doubt that the results continue to amaze. Once again from the larger end where we sold a block of 4 flats in Simpson Street, Bondi for \$3,222,000, hundreds of thousands above the owners expectations across the board to a 2 bedroom in Penkivil Street achieving \$745,000, twenty thousand over - even as clients raise their goals we are able to deliver results beyond. It is hard to accept, but the year is fast drawing to an end. Any plans of selling in 2014 need to be undertaken asap. It is clear that buyer demand will outstrip the level of property coming on to the market right to the end – so conditions don't get any better than this.

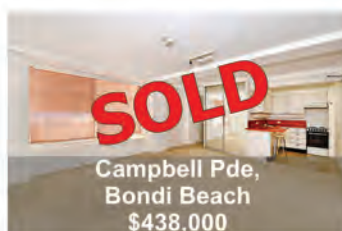
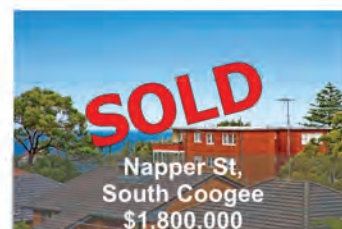


We welcome an opportunity of discussing what this market may mean for **you** anytime.

"Agents spend most of their time chasing new clients, I spend the time looking after mine"... Ron Bauer.

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 8 & 22 October**  
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:** When is 10<sup>th</sup> BETTER than 1<sup>st</sup>?! Well, when you manage the largest number of properties in the local area but have 9 other offices showing greater 'market share' on domain.com.au. This means they have more properties empty while managing in some cases half or less than we do. You would think that the goal is to always come 1<sup>st</sup> but we will continue to do all we can to work our way even lower on **this** list! When looking at statistics, it is worthwhile to consider what is really being measured. In this situation, it's a case of less market share = better management. We win - or at least our clients do!

**Some recent lettings:**



SOLD above the reserve on behalf of our Management Client!



22/5 Campbell Pde, Bondi Beach SOLD for over \$20,000 above reserve!!!!  
Mr & Mrs L are VERY happy clients

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

**5/17 Ocean St, BONDI**



- Summer is coming!**
- 2 bedroom, generous living
  - Sep dining, high ceilings
  - Large LUG, floorboards
  - Enjoy now, potential to improve!

**View: Sat/Thur 10am - 10.45am**  
**Auction: Wed 22 Oct, 6.30pm**

**Expected Price Range:** Mid-high \$700,000's  
**Opinion of Market Rent:** \$650 per week conservatively  
**Special Features:** A garage is always golden, but also a great spot, generous size – will always be popular



**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 Lahoud, Karen Davies, Nicola Turville-Ince, Lisa Dwyer, Hamish McMaster, Nikki Arya, Adam Ossher, Cynthia Baldwin  
**Property Mgt:** David Germane, Amoula Kemeny, Joanne Saffer, Allie Ward, Daisy Stuckey, Rachel Sindler, Lena Lahood  
**Admin:** Karen Gosbell, Karen Bauer, Susie Kemeny, Sheila Benjamin, Lisa Henderson  
**Reception:** Tia Tansell

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**Ray White.**