



Client Edition

Ray White Unlimited

Making Sense - February 2015

By Ron Bauer



Sales...

Well what a start to the year! There is just so much going on – in sport, in the world news and of course in the local real estate market.

Roughly this time last year there was an expectation that the middle of this year might be about the time interest rates start to rise but down they went and expected to drop even further in the next month or two. The result? More fuel to the fire under the feet of intending buyers. We experienced over 40 parties at a number of individual inspections over the last couple of weeks, that's busy by any measure. And it is translating into results on the back of strong competition in the Auction room.

It's not every day that we have such favourable conditions and it is times like this that a good agent will make the most of every opportunity versus others who may be looking for a quick result. Selling too soon or not working an Auction to its best advantage could be very costly. Experience will achieve the premium result!

Investment news...

On this side, tradition holds strong. We had only 3 vacant properties at the time of printing, just an unbelievably good run in terms of demand. We are maintaining our record in all areas of property management and looking to stretch further to ensure even higher, long-term returns on behalf of our clients.

An interesting wave is creeping into this arena, that being the Airbnb-style holiday rentals. Not something that can be offered by your local agent yours truly and while it may bring higher returns, it must be understood that it is a job in itself and needs to be considered that way. It can be quite labour intensive and add to the wear and tear of your property apart from put out the noses of your neighbours. If run well, it can be profitable albeit less simple and secure as the long-term option.

As always, 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.

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

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 4 & 18 March
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 or call the office



Ray White

A selection of unique opportunities currently for Sale & Auction



3/18 Sir Thomas Mitchell Rd,
Bondi Beach

Semi-style 2+sun, garden, LUG
\$1,650,000+



69 Penkivil St,
Bondi

Huge home on 600m land
\$2,000,000+



7/140 Brighton Blvd,
Bondi Beach

O'style 2 bedroom, location!
\$750,000+



9/15-17 Denham St,
Bondi

2 bedroom, balcony, LUG
\$700,000+

Some recent sales:



Ocean St,
Bondi
\$2,505,000



Curlew St,
Bondi Beach
\$370,000



Arden St,
Coogee
\$546,000



Murrivier Rd,
North Bondi
\$875,000

Some recent lettings:



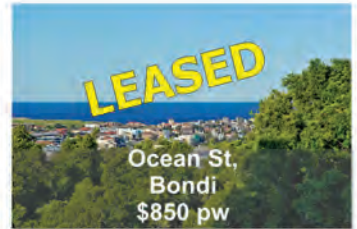
Macpherson St,
Bronte
\$1650pw



Penkivil St,
Bondi
\$730pw



Military Rd,
North Bondi
\$845pw



Ocean St,
Bondi
\$850 pw

SOLD above the reserve on behalf of our
Management Client!



4/45 Sir Thomas Mitchell Rd, Bondi Beach
SOLD for \$120,000 above reserve!!!!
Ms S is a VERY happy client

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

17 PALMERSTON AVE, BRONTE



Entire block of 8 - To be sold in one line
• 8 x 2 bedroom flats (80sqm)
• Spacious L-shaped lounge/dining
• Most are recently upgraded
• GAR apx \$260,000 per annum
• A rarity in such a location!

View: Sat/Thur 12pm - 12.45pm
Auction: Wed 18 March, 6.30pm

Expected Price Range: Upwards of \$5.5m

Opinion of Market Rent: \$287,300

Special Features: Quiet location just minutes to everywhere. Ever-popular rental location, great sizes, great layouts - great opportunity!



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.

Your Team:

Principal: Ron Bauer

Sales: Monica Shor, Melanie Lahoud, Karen Davies, Nicola Turville-Ince, Hamish McMaster, Elaine Slot, Reuben Solomon, Daniel Dajcic, Eleni Magiros

Property Mgt: David Germane, Amoula Kemeny, Joanne Saffer, Rachel Sindler, Lena Lahood, Shane Scicluna

Admin: Karen Gosbell, Karen Bauer, Susie Kemeny, Sheila Benjamin, Lisa Henderson

Reception: Tia Tansell

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