

The Ray White logo is centered in the upper half of the image. It consists of a solid yellow square. Inside the square, the words "RayWhite" are written in a bold, black, sans-serif font. The "Ray" and "White" are joined together, with a small registered trademark symbol (®) at the end of "White".

RayWhite®

Cairns & Port Douglas

WATERVIEW & WATERFRONT
PROPERTY AUCTION

Sunday 25th July 2021

Hosted by Ray White
Cairns Beaches: 07 4057 1800
Smithfield: 07 4038 9200
Port Douglas: 0405 646 313

A MESSAGE FROM OUR PRINCIPAL PAUL STIRLING



Dear Property Owner,

From 2020 the real estate landscape in Australia & New Zealand changed dramatically, with many regional centres being subjected to strong buyer enquiry as migration away from, in particular, southern capitals began!

Cairns has been a major beneficiary of the migration with multiple sales occurring and an even greater number of enquiries from persons yet to move. Buyers are consistently seeking waterfront property or properties with a water view! To this end, our offices will combine to host an Auction Event aimed at satisfying this buyer enquiry whilst harnessing a competitively bid price for sellers. Across Australia, Auctions are yielding record prices for property owners! To be involved in the event please contact me direct or one of the area specialist agents detailed within this communication. The team & I look forward to assisting you achieve your property goal/result. If we can assist with any other property enquiry, please do not hesitate to contact us.

Paul Stirling
Principal, Director & Auctioneer
Ray White Cairns Beaches & Smithfield

WHY OWNERS SHOULD CONSIDER THIS SALE EVENT!

Each year - partially excepting 2020, Cairns & Far North Queensland are visited by many national & international tourists of which many invest in the region!

As Australia comes out of border closures & lockdowns, it is Queensland as the state of preference, that many persons have, or intend to come. The months of May through to October sees the greater number of tourists/potential buyers visiting the region. This marketing & sales event is timed to overlap multiple state school holiday periods, and when the southern regions experience their coldest temperatures. Many buyers turn their eyes northward to a warmer escape and a more inviting tropical destination!

When combining the increased level of demand for Cairns property with the most populace time of the year, we believe there would hardly be a better time to sell.

In particular demand are:

- Waterfront houses & apartments
- Acreage property with an ocean view
- Near beach property with a view
- Houses with canal & lagoon frontages

As an owner of a property within the afore mentioned group, should you be considering selling, then we welcome the opportunity to discuss this specialised sale event with you & look forward to your contact.

For further information or to register your interest, please either Email Kerry Suthers on - kerry.suthers@raywhite.com, Call or Text Paul Stirling on - 0418 774 353 or contact our office and speak with Kerry Suthers on - 07 4057 1800.



ADVANTAGE OF AUCTION MARKETING & SALE FOR OWNERS

With many markets across Australia being highly sought after by buyers, the Auction method of sale has become increasingly popular & has been instrumental in delivering extraordinary prices for many sellers. Auctioneers and Agents have marveled when Auction sales have delivered results many hundreds of thousands more than expected & reserve prices.

The other benefits an Auction campaign can deliver to sellers are:

- A sale within a planned & timed period - usually over 3-4 weeks.
- The auctions targeted marketing creates energy around the property, adding a competitive edge compared to other properties, that strongly favours the seller.
- The market determines the price - rather than the seller disclosing their expectations.
- There is no chance of underselling or overpricing the property.
- Enhance competition to ensure the buyers are pushed to their maximum by way of motivation from the deadline, the social proof of other buyers and a fear of loss.
- The date of the auction creates urgency for the buyers to engage.
- The sellers set the terms for deposit, settlement period & reserve price.
- The contract is unconditional upon the fall of the hammer - no finance or building inspection clauses.
- The level of service the seller receives is intense, ensuring the owner is well informed regarding market values
- Sellers are able to work with a more defined sales "time period" for the property.
- The seller can sell at any time - before auction, at auction or after auction.
- Our Loan Market broker is on hand to pre-qualify any buyer requiring finance.

Venue

The Auction will be held in one of Cairns best waterfront venues with easy access and excellent facilities on Sunday July 25th from 10:30am at the Bluewater Tavern, within the 'Lighthouse Room' in Trinity Park.

Results

To date this year, the Ray White Group nationally has achieved an average success for selling property "under the hammer" of 75%. Ray White Cairns Beaches and Ray White Smithfield are currently achieving 73% with up to 80% usually selling within 14 days post Auction.

MARKETING MEDIUMS UTILISED



Instagram



Realestate.com.au



Domain.com



Raywhite.com



Facebook



Subsidiary Websites



Print Media



Email Blast



Open Homes



Telephone



Mail Out



Office Display



Television



Our Substantial Database



Specialised Booklet

TRUST THE TEAM THAT KNOWS RESULTS

Here at Ray White we know how to get you the best result possible no matter the property. Trust the sale of your home with the team that is known for its great results and experienced advice.

The Ray White Difference

As a family owned company, Ray White champions a culture of personal service and insists nothing short of tailored success. Experience and a modern approach continue to keep us ahead of the curve and dedication and know-how will ensure we stay there.

Trustworthy and highly recognisable, Ray White strives to keep our clients informed and satisfied throughout the entire Auction process. As a highly visible web service, practiced agents and comprehensive resources combine to make Ray White exceedingly qualified to assist with any of your Auction needs.

1

The Ray White comprehensive marketing strategy system

With a comprehensive marketing strategy, Ray White is able to target specific buyers who are most likely to be interested in your property.

2

We have the experience to get you the best result possible

With over 100 years of real estate experience between our two offices, we have the team and experience to get you the best results!

3

Multiple Agency of the Year Awards

Our Ray White Cairns Beaches office was awarded Agency of the Year (Trinity Beach & other suburbs) for 2017, 2018, 2019 and 2021.

**PRINCIPAL
TRINITY BEACH**



PAUL STIRLING
paul.stirling@raywhite.com
0418 774 353

**EXECUTIVE ASSISTANT
TO PRINCIPAL**



KERRY SUTHERS
kerry.suthers@raywhite.com
0405 581 599

**CO-PRINCIPAL & RENTAL
DEPARTMENT MANAGER**



JOSEPH INDORATO
joseph.indorato@raywhite.com
0412 246 604

PORT DOUGLAS



MARK FLINN
mark.flinn@raywhite.com
0405 646 313

**KURANDA &
SURROUNDING AREA**



SONIA POOLE
sonia.poole@raywhite.com
0407 028 388

CLIFTON BEACH



MATTHEW PEARCE
matthew.pearce@raywhite.com
0418 708 758

**CARAVONICA &
KAMERUNGA**



WAYNE VOWLES
wayne.vowles@raywhite.com
0413 553 417

KEWARRA BEACH



SIMON BATT
simon.batt@raywhite.com
0400 932 229

TRINITY PARK



DEREK MAHONY
derek.mahony@raywhite.com
0422 301 149

**HOLLOWAYS BEACH &
YORKEYS KNOB**



NED MCLACHLAN
ned.mclachlan@raywhite.com
0412 885 734

**SMITHFIELD &
REDLYNCH**



TROY MCGUANE
troy.mcguane@raywhite.com
0423 337 715

PALM COVE



REBECCA BUTSON
rebecca.butson@raywhite.com
0406 537 579



SELL WITH RAY WHITE? YES YOU CAN!



RayWhite

INTERESTED?

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