

# PROPERTY NEWS

Ideas to help you when you're Buying or Selling

## GREAT KEPPEL Homes In Huge Demand

FULL REPORT PAGE THREE



SOLD

SOLD! \$1,275,000

18 The Esplanade, The Keppels

SOLD

SOLD! \$1,360,000

68 The Esplanade, The Keppels

### *In this Issue of Property News:*

- Choosing the right agent
- How did these two properties in The Keppels sell so quickly with absolutely no inspections?
- Low interest rates - It is a good time to sell!

 **RayWhite.**  
YEPPOON

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## YOUR LOCAL MARKET UPDATE

Dear Reader,

How often is a property sold within a week? That is what happened with 18 The Explanade, The Keppels.

Whatsmore, another property at The Keppels, 68 The Esplanade, sold in just over three weeks. To find why these properties sold so quickly, please see our page 3 story.

There are many things to consider when selling your property. For example, what method of sale should you use - private treaty or auction? An experienced professional agent can help you make the right decision. Our page 2 article in this issue gives you some tips on how to choose the right agent.

Interest rates are at an all time low, so what does that mean for the property market? Our page 4 story looks at some of the implications.

So if you are thinking of buying or selling, or changing Property Managers, give us a call today.

All the best,



**Debbie Lodwick**  
Principal



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Principal



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# Choosing the right agent



## How do you find the best person to sell your valuable asset?

**When you're selling your property, you want the experience to be as pleasant and profitable as possible.** Choosing the right agent to help you is a big step along the way to achieving these two aims.

An agent can offer expert help in various areas, from giving you tips as to how to present your property for the market to advising you about the price that is most likely to achieve a successful sale.

## But how do you know who is the right agent for you?

### Ask around

If you haven't dealt with a real estate agent before, a good starting point is to talk to anyone you know who has sold a property and ask the name of the agent who helped them. You can also check recent local sales of properties similar to yours, and contact the agents who sold those properties. As well as providing you with information about the local market, talking to these agents will help you to decide on the one with whom you feel you have the right rapport and trust.

### Be businesslike

You need to feel comfortable with your agent but you also need to remember it is a business relationship, with both parties hoping to benefit from a successful result. Don't be afraid to check the agent's experience and to ask how much commission will be charged.

### Be realistic

As well as being guided by your agent's knowledge of the market, you should also do some homework yourself to make sure you have some idea of the top and bottom prices you could expect for your property. An agent who suggests a price that seems unrealistically high may not be the best person to sell your property.

### Ask questions

The right agent should be able to communicate well and to explain the selling process to you. Ask about costs such as advertising, check the proposed marketing program, enquire about whether inspections would be beneficial and get your agent's opinion about the presentation of your property. The answers should help you to know whether you will be happy to entrust your valuable asset to this real estate agent.

# How did these two properties in The Keppels sell so quickly with absolutely no inspections?

**Kate Stock from Ray White Yeppoon is an agent who goes above and beyond to get the job done, having recently secured two incredible sales in The Keppels.**

When 18 Esplanade, The Keppels came onto the market, the owner Geoff Mercer was thrilled to see the property under contract within a week and then sold via private treaty for \$1,275,000.

Meanwhile 68 Esplanade, The Keppels sold with similar success. After 22 days on the market and three offers made, the property was under contract within 48 hours, selling for an outstanding \$1,360,000.

## **How did Kate achieve these sales?**

Great Keppel homes are in high demand, attracting multiple buyers and excellent prices. However, it takes the right agent to sell with such speed and success.

Kate approached each sale with determination and honesty. She also showed nothing but enthusiasm for her clients and their properties. Kate has excellent communication skills and ensured everyone involved was kept up-to-date throughout the entire process.

Kate's top-notch marketing skills also made a huge difference with an informative agent video and professional top quality photographs.

In fact, both properties were purchased from photos alone, with no inspections needed. Kate also has access to a comprehensive database of genuine buyers and immediately contacted those with serious interest.

## **What do Kate Stock's clients think about her approach to selling their property?**

Both owner and buyer in each of these incredible sales were delighted in their dealings with Kate and are happy to recommend her services.

The seller of 68 Esplanade found Kate engaging, genuine and professional.

*"Kate was excellent at staying in contact with me, letting me know what was happening at each stage and explaining all possible options. She was always honest upfront and supportive,"* the seller explained. *"She went above and beyond,*



**68 Esplanade, The Keppels, Sold by Kate Stock for \$1,360,000**

*making it easy for my family to sell this property from a distance."*

Geoff Mercer from 18 Esplanade had a similar reaction: *"From the start, Kate was extremely courteous and thoughtful about what I needed to achieve. She was clearly working for me."*

The buyers of 68 Esplanade were equally impressed and would have no hesitation in recommending Kate.

*"Kate's professionalism in attending to the purchase of our property was outstanding,"* they said. *"Teamed with her genuine and trustworthy nature, excellent communication skills, honesty and reliability, she made our purchase*

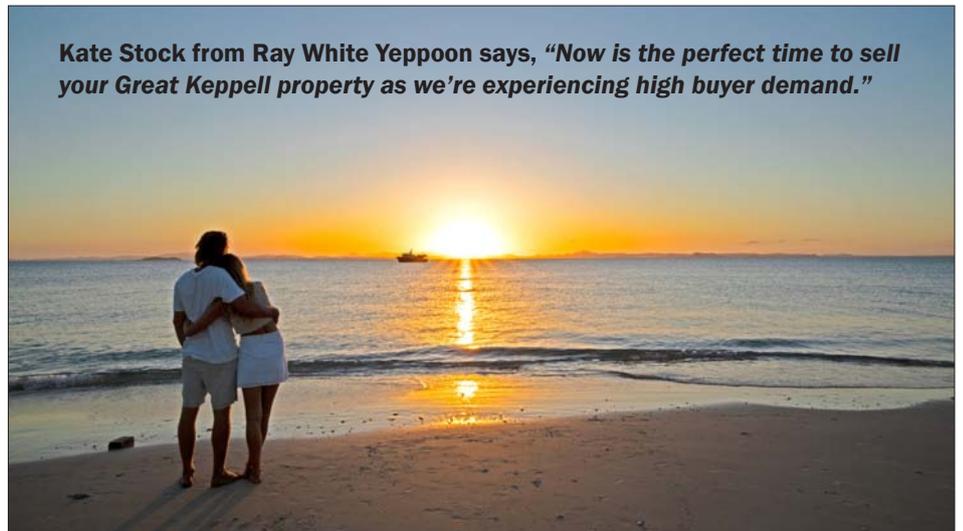
*process seamless."*

Thinking of selling? Local interest in The Keppels is strong and properties are attracting immediate offers and significant prices, higher than the area's rising median of \$1.14 million.

As Geoff from 18 Esplanade so rightly said, "If you're looking for integrity, Kate Stock is your go-to agent."

**So, if you're ready to sell, give Kate Stock at Ray White Yeppoon a call on 0436 360 090. You only need to see Kate's track record of great sales and customer feedback to know she's the one for the job.**

**Kate Stock from Ray White Yeppoon says, "Now is the perfect time to sell your Great Keppell property as we're experiencing high buyer demand."**



# Low Interest rates

**The property market is continuing to perform strongly and with interest rates at an all time low, now is a good time to sell.**

**The Reserve Bank of Australia continues to keep interest rates low to boost the economy and get things back on track once again. Which is great news for the property market.**

Traditionally when interest rates fall, people can spend more money. Those who have been considering buying a property are more likely to go ahead with the decision. Rather than sitting on the fence, they move forward and take the plunge. This might be first homebuyers finally entering the property market, or those wanting to upgrade and move into a bigger property. Low interest rates mean that these prospective buyers can afford to spend more money and are likely to do so.

Secondly, buyers have more borrowing power, which means they can afford to get finance in order to buy their new property, and they can borrow more money than they had anticipated, and so have more money to spend on a property.

As a result, there are many more serious buyers looking to purchase. But this does not necessarily mean that more properties are available. It all comes down to supply and demand. Low interest rates increase the demand for properties, creating a shortage of supply. This increases competition between buyers and a rapid rise in prices.

Right now, interest rates are low, which makes the outlook an exciting one for the property market. More people are ready to buy, the demand for properties will increase – and so will the prices. The property market is already showing signs of an upward movement, and this is will only improve in the coming months.

The other major factor at this time of low interest rates is the government support now available to first homebuyers. In Queensland, those looking to buy their first home may benefit from the First Home Owner's Grant. Match this up with low

interest rates and you will see an increase of first homebuyers out there looking to purchase.

So if you want to sell, then now is the time to do it. As market activity increases, agents have the ability to achieve enormous prices for residential properties. And with more people waiting to purchase with their finance ready to go, properties will not only sell for more desirable prices, but also sell quickly, with less time on the market.

**Most real estate agents have access to a database of prospective buyers and when the right property presents, they immediately contact those who might be interested. Now, with demand continuing to outweigh the supply, prices will continue to rise, as people will be in the position to buy what they want – and ready to pay accordingly.**



## It's time to raise the bar in property management

**Exceptional property management equals confidence for property investors.**

It is also the security of knowing that your requests will be met every time and your property managers are fully equipped with the skills and systems required to manage your investment.

Property management is more than coordinating tenancies and rental payments – it's about helping you achieve your financial goals. Tap into the strength of the Ray White Group and benefit from competitive loans, insurance and the unrivalled market intelligence that will help maximise returns on your investment property.

We believe in creating wealth for our clients. In property management, numbers count for everything. When it comes to managing your property portfolio, nothing is more powerful than experience.

**As a Ray White client you will benefit from 108 years of market insight and the collective strength of 700 offices in the network. With numbers like these, it's no wonder the Ray White name is synonymous with property management in Australia. To talk about the numbers on your property, call Ray White Yeppoon on (07) 4939 5088.**