



Client Edition

Ray White Unlimited/Bondi Beach

Making Sense - Final Edition 2015

By Ron Bauer



The year that was

This is the final edition of 'Making Sense' for 2015, thank you for your interest and feedback along the way.

While all the media talk right now is about the market cooling, it was **so hot** for the entire year, it will take a lot of 'cooling' before things get cold. Our Auction clearance rate right across 2015 was over 95% but this is a rate we have proudly maintained for over 5 years so I think it says something of our ability in any market. But this year it came with a whopping \$5m premium for our clients - meaning we achieved more than \$5m in excess of our clients expectations!

And this may be the only place you'll hear it but I am not at all convinced that we have seen the end of the price rises in this cycle. Remember we focus here on the Eastern Suburbs, rises may be less dramatic, but 2016 may have more in store for us.

Investment news...

The rental market followed more of a traditional pattern this year with ebbs and flows of the seasons. That said, it remained under control in terms of vacancies even in the depths of Winter. Overall, our clients experienced a high level of occupancy, more upward pressure on rents and generally positive conditions for their investments.

Lenders further tightened conditions as the year unfolded primarily targeting the investment market, but even the bank inflicted rate rise late in the piece has had little or no noticeable effect.

Our assessment is that 2016 will follow a similar pattern. If properties are well kept and well located, they will attract a choice of tenants with conservative rent increases across the board.

Most importantly however, thank you to all of our loyal clients who supported us yet again in 2015. *Wishing our clients and friends all the best over the holiday period and a Happy New Year!*

"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/BONDI BEACH

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 2nd & 16th December

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

Some recent sales:



Some recent lettings:



SOLD above the reserve on behalf of our Management Client!



11/61 Curlewis St, Bondi Beach
SOLD prior to Auction
Ms B is a VERY happy client

We are pleased to present our...
'INVESTMENT PROPERTY OF THE MONTH'
1/55 GOULD STREET, BONDI BEACH



Slice of Bondi!
• 1 bedroom plus sunroom
• Character including high ornate ceilings
• Premier beachside address

View: Sat & Thur 10am - 10.45am
Auction: Wed 2 Dec, 6.30pm
Club Rose Bay

Expected Price Range: Around \$700,000
Opinion of Market Rent: \$625 - 650pw
Special Features: Highly sought after beachside location, great size, great shape - "buy it and forget it" investment 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, Hamish McMaster, Lisa Dwyer, Tal Karni
Property Mgt: David Germane, Amoula Kemeny, Joanne Saffer, Rachel Sindler, Lena Lahood, Chris Papp
Admin: Karen Gosbell, Karen Bauer, Susie Kemeny, Lisa Henderson, Jade Sparks, Romy Rodriguez
Reception: Tia Tansell

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Ray White