

Client Edition Ray White Unlimited | Bondi Beach

Making Sense – March 2022

By Ron Bauer

Choosing an agent...?

I'm just digressing from my usual market update this time around to touch on how it is that people go about choosing the right agent to sell their property. This is obviously at the very heart of what a salesperson does every day. They all believe they are the best for every job, but of course that can't be the case – right? Just in our office alone we have a particular salesperson who is a block specialist. Another who sells primarily apartments in the Bondi Beach basin. This has not happened by accident, but by years of focus, years of work, years of specialising to become the best in their niche.

So when we see an 'average' apartment being sold by someone who usually sells houses in Vaucluse, we wonder about it. Would they really prioritise your \$1m unit when their other properties are luxury homes? Or the other way around, can the studio apartment specialist really sell your waterfront residence just as well?

As your looking for agent options, is it enough that they sold one down the road last week? What about last year? What about 5 years ago? Were they even around? And is 10 years' experience more than enough or do you get something more when they have say 30 under their belt? How much does energy and enthusiasm bring to the table? Could a brand-new salesperson do a better job on that alone?

Surely being local helps. Knowing the area intimately. The schools, the lifestyle, the actual street and property. Can the big bad Internet just make up for that true local knowledge?

And what about sales records? Numbers of sales, or the speed at which they occur. Does that matter? Why? Can someone sell too many that you fall between the cracks? Are they even going to be at your door for inspections? Do you care? Can they sell too few that they don't have any momentum in the market? Is momentum important or even a thing? And what about caring? How much might it add if they genuinely cared about you, your situation, your result? How might that come across to buyers at the inspections?

The answer - like most things – is balance. A balance of experience, of busy but not too busy, of good marketing and a high care factor. Having a true industry professional on your side can add hundreds of thousands of dollars to your pocket. It's probably your most valuable asset. Everything the agent does should be about making sure you get the highest possible price for your property. The agent is not the star of the story – you are. The agent needs to be appreciative and considerate and behave accordingly.

And we look forward to discussing what this market may mean for you anytime.

Yours faithfully,

Ray White Unlimited | Bondi Beach



RON BAUER

Director/Principal
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“Not how many,
Not how fast,
It's how well.”

With over 30+ years of local experience, it makes sense to call Ron Bauer if you want to achieve the best possible price for your property.



Open Invitation

Would you like to get a 'feel' for the market?

Please come along to one of our Auctions being held: Wednesday 6th and 13th April

Venue: Club Rose Bay, cnr of Vickery Rd and New South Head Rd, Rose Bay

For an order of sale 1 day prior, please email lisa@rwunlimited.com.au or call the office



Our teams recent sales:



Sold

Bondi Junction

Oxford Street
\$2,130,000



Sold

Ashfield

Milton Street
\$2,045,000



Sold

Dover Heights

Peel Street
\$1,900,000



Sold

Bondi Beach

Francis Street
\$1,740,000



Sold

Bondi Beach

Curlewis Street
\$1,690,000



Sold

Bondi Beach

Roscoe Street
\$1,582,000



Sold

Kensington

Boronia Street
\$1,150,000



Sold

Bondi Beach

Francis Street
\$1,025,000



Leased

Dover Heights

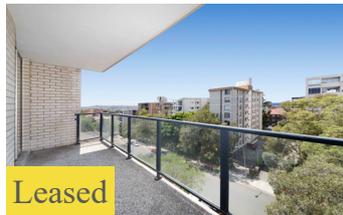
Military Road
\$3,300pw



Leased

Edgecliff

Ocean Street
\$1,400pw



Leased

Bondi

Penkivil Street
\$1065pw



Leased

Dover Heights

Kobada Road
\$715pw

Auction success on behalf of our management client!



Sold

8/33 Francis St, Bondi Beach

Sold for \$1,740,000
Very happy clients!



We are pleased to present our...

'Investment Property of the Month'



5/7-9 Gilbert St, Dover Heights

Garden Apartment

- 2 bedroom
- Combined living/dining area
- Ideal first home or investment
- Security undercover car space

For Sale: \$1,195,000

View: By appointment or as advertised

Estimated Rental Return: \$850-\$900pw



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, Hamish McMaster, Lisa Dwyer, Jeanette Misiak, Breanna Skewes, Madie Watt

Property Management: David Germane, Amoula Kemeny, Lauren Beare, Joanne Donoso, Ronny Gorial, Sabina Morris, Claire Riordan

Admin: Karen Gosbell, Susie Kemeny, Lisa Stewart, Romy Rodriguez, Vicky Nguyen

Reception: Victoria Shelley

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