

# ST IVES REALTY

22 BISHOP STREET JOLIMONT 6014



LICENSEE: BLAXLAND PTY LTD

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## WELCOME

Welcome to our spring edition of the St Ives Realty Newsletter. This newsletter highlights the current trends in the marketplace, introduces our team and offers helpful advice for intending purchasers or sellers. We trust that you find it both informative and interesting. We would like to acknowledge and thank the REIWA for access and permission to reproduce certain excerpts from various press releases contained on their website.



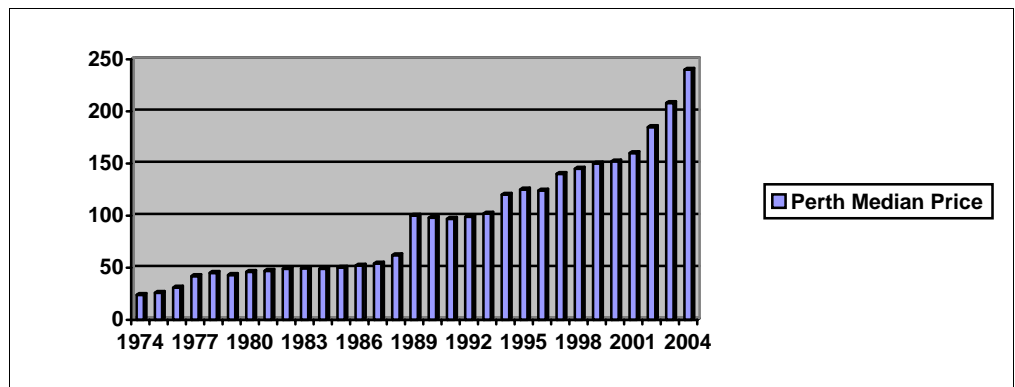
## MARKETPLACE SETTLES

With the median price of homes falling for the first time in four years (by 1%) during the June quarter, indications of a more settled marketplace are beginning to filter through. The median price for all homes in Perth is \$240,000. The annual growth rate (year to June) in the Perth median

house price for the last four years was 2004 (14.4%), 2003 (13.2%), 2002 (12.1%) and 2001 (5.0%)

It is interesting to note we have not experienced the **boom/bust** cycle some eastern seaboard locales have, and the steady increase in prices has seen homes rise on average by

55% since June 2000. Little wonder Real Estate continues to be attractive to investors. The Reserve Banks' announcement that interest rates shall remain unchanged will be welcome news to homeowners, buyers and sellers alike and should further boost confidence in the marketplace.



**MEDIAN PRICE OF ESTABLISHED HOMES IN PERTH**

## VACANCY RATE DECLINE

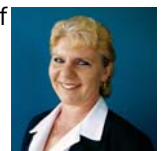
The vacancy rate for Perth rental properties fell 1.2% to 3.3% in the past 12 months. 3% is considered the ideal balance and results in reasonable letting times being achieved with sustainable rent returns. The average rent paid by tenants is \$164 per week, an increase of 4.4% over the past twelve months.

As can be seen by the increase in both rent pay-

able and property prices over the past 12 months, investing in real estate can be both rewarding and interesting. Appointing a Property Manager should not cost the earth and in our opinion unless you are prepared to protect your investment by appointing a professional manager you should rethink your strategies.

St Ives Property Management Services is managed by Christine

Southward. Christine has been with the company for 8 years and has a portfolio of some 110 properties. Christine endeavours to keep landlords and tenants happy by offering good old fashioned service resulting in a steady flow of



**Christine Southward**



## RECORD SET

*Our Sales Manager North, Neil Bolton recently set a record. Within 30 minutes of uploading a home he listed in Sorrento onto our website, a communication was received from the eventual purchaser. He wants to beat this record... and not to be outdone—Joan Bolton recently achieved the second highest sale price for a Floreat home when she negotiated \$1.7M for a Glengariff Drive home.*

*How did the purchaser find this home? From our Website.... perhaps your property can benefit from the exposure that 5 websites deliver!*



Neil & Joan Bolton

PERTH'S  
AVERAGE  
TIME FOR A  
SALE?  
48 DAYS

## MAJOR SPONSORSHIP ANNOUNCED

St Ives Realty announced their sponsorship of the Cambridge Recreation and Bowling Club is to continue for the next five years at least. This sponsorship delivers hard needed cash into the club coffers. Over and above this sponsorship, St Ives Realty provides a bonus payment to the club each time a property is referred by members and sold by us.

In addition to this sponsorship, St Ives Realty was approached by the

club to step in and sponsor the Metro Vs Country invitational fours tournament which recently lost its major sponsor. We are pleased to be able to assist the club and have subsequently sponsored this tournament again. This represents the largest individual sponsorship undertaken by St Ives Realty and is one way we can put something back into the community that has been supporting us for almost 30 years.

Neil Bolton, our Residential Sales Man-



Group Photo of Competitors in The St Ives Cup

ager North is a member of this club and is highly effective in promoting St Ives Realty's various services to all members (and anyone else within earshot!).

### Clontarf Footy Club Support

St Ives Realty also announced they will continue to support the great work of the Cambridge Rotary Club by sponsoring their annual Charity Golf Competition held in

October each year. One of the main beneficiaries of this great day is the Clontarf Football Academy which is extremely well run. Other beneficiaries of this event include the Salvation Army.

## UP CLOSE



**Josh Halpern**

Josh Halpern joined St Ives Realty 18 months ago as a cadet salesperson. Josh served time in all departments of St Ives Realty and gained valuable insight into property management, settlement procedures, residential

and retirement sales and marketing and administrative training. Josh has since been promoted to the position of Sales Consultant and has continued to build his knowledge by attending further courses run by REIWA. Josh specialises in the Wembley/West Leederville area and many of you will have been witness to his thorough professional approach to marketing his clients' homes.

Gavin Wain has also completed a traineeship with

us and now markets properties in the south western corridor. Gavin has an easy manner and has enjoyed great success due to his ability to communicate clearly with sellers and buyers alike. Gavin is well traveled and is recently engaged.



**Gavin Wain**

## REAL ESTATE HOPES RISE WITH WARMER WEATHER

It is uncertain whether the real estate market is affected directly by seasonal weather patterns. The common perception is that the market experiences a surge of activity with the onset of spring, after the quieter winter months. But like most perceptions this one has elements of truth and myth attached to it.

One way to test the perception that the real estate market is busier in the warmer months is to compare the number of sales in the various seasons. Over the last five years the number of real estate sales during spring was no different to the

level of sales recorded during winter. However sales during summer and early months of autumn are significantly higher. February to April was easily the busiest time of the year for real estate sales.

So what is the substance to the perception that the real estate market comes alive during spring? The answer is in the supply of properties for sale.

A month to month comparison of the supply of properties for sale over the last five years shows that housing supplies tighten during winter and there is a significant increase in supply from September to November.

Over the last five years the supply of properties for sale in Perth rose by an average of 15% during spring, which is equivalent to an additional 2,500 properties.

It is the big increase in properties available for sale that gives the impression that the market is busier in spring. And the reality is that more properties for sale means more home opens, more advertising and more enquiries to real estate agents. However the extra sales that occur as a result of the increase in supply of housing are more noticeable in the new year, particularly from February to April.

## Median Price Explained

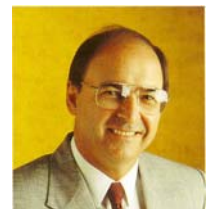
If we study 21 sold properties in an area, the sale price of the middle home (11th most expensive property in this instance) would determine the median price for the suburb. This is not the average price which may be found by dividing the total number of sales into the sum of the total value of those sales. Determining your homes position in relation to the Median Price for your suburb is a useful tool and a professional agent will extract and utilise this information when representing your home to the market.

## SPOTTERS FEE INTRODUCED

Did you know that at any one time, 3% of the population is thinking about selling their home? We would love to assist as many of these people as possible but have one simple problem... we don't know who they all are!!! Now, if you do, please recommend our services to them. If your recommendation results in a listing then we promise you two things;

1. We will offer them Rolls Royce service right throughout and
2. We will forward a cheque for \$500 to you upon settlement

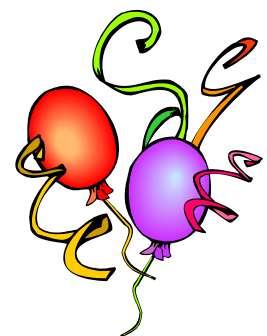
To take advantage of this offer contact Angus Kukura on 9387 7977. Finally, if you belong to a club, P&C or association — why not suggest they refer their real estate needs to us as a fund raising strategy?



Ray Fitzgerald  
Principal & Licensee

### “Birthday”

*Did you know St Ives Realty are turning 30? Previously known as Fitzgerald Realty & a landmark in the western suburbs, the company now has specialised retirement & residential sales staff throughout the metropolitan area.*



## FROM THE MANAGER MARKETING 101

Marketing is the vehicle driven by an agent that delivers an offer acceptable to the seller. Similarities may be drawn between this assessment and the ancient Chinese belief that when undertaking a journey, it is not just the destination that is important, but the journey itself.

Whilst marketing is a means to the end, the application of sound marketing strategies can shorten the process and introduce prospective purchasers to the advertised property. Other important factors such as price, presentation and professionalism will need to be applied in order to finalise the transaction to the seller's complete satisfaction.

Another old saying that I subscribe to is that there are only two reasons why a house does not sell...if the agent is not professional, or if the price is too high. A good agent will ensure the property is well marketed and professionally represented. They will also offer sound advice in the other two areas but ultimately, price and presentation rely on a motivated seller.

Thus we see the process of marketing properties is a real partnership between seller and agent. Choose a professional agent, be prepared to adopt their recommended marketing strategy and realistically price your well presented home and be prepared for an offer on the first opening.

**We're on the Web!  
5 TIMES**  
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[www.stivesrealty.com.au](http://www.stivesrealty.com.au)  
[www.reiwa.com.au](http://www.reiwa.com.au)  
[www.aussiehome.com.au](http://www.aussiehome.com.au)  
[www.realestate.com.au](http://www.realestate.com.au)



**ST. IVES**  
REALTY

**A TRUSTED NAME  
FOR 30 YEARS**

**WE'RE HERE TO  
HELP YOU**

**CALL US NOW  
FOR ALL YOUR  
REAL ESTATE  
REQUIREMENTS**

**9387 7977  
NORTH**

22 BISHOP ST. JOLIMONT

**9330 7477  
SOUTH**

22 WINDELYA RD. MURDOCH

**9582 8790  
MANDURAH**  
22 CARNEGIE PLACE  
GREENFIELDS

## THE ST. IVES TEAM...at your service



Neil Bolton  
Sales Manager North



Angus Kukura  
Manager Marketing & Sales



Denis Macfarlane  
Sales Manager South



Christine Southward  
Property Manager



Colleen Charnock  
Senior Sales Consultant  
Western Suburbs



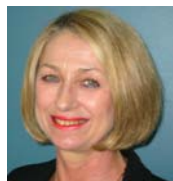
Jeff Trudgian  
Senior Sales Consultant  
North



John McKeiver  
Senior Sales Consultant  
South & East



Josh Halpern  
Sales Consultant  
Western Suburbs



Diane Greatrex  
Senior Sales Consultant  
Western Suburbs



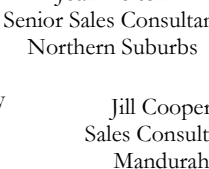
Joan Bolton  
Senior Sales Consultant  
Northern Suburbs



Gavin Wain  
Sales Consultant  
Southern Suburbs



Geraldine O'Shaughnessy  
Senior Sales Consultant  
Mandurah



Jill Cooper  
Sales Consultant  
Mandurah

