

ST IVES REALTY

22 BISHOP STREET JOLIMONT 6014



LICENSEE: BLAXLAND PTY LTD

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From the Managers Desk

Although the steady beat of rain on our office windows says otherwise, here we are in spring. If the high price of fuel doesn't get you, sitting through the grand final at the MCG sure did! Ah well, we can always look forward to next year.

We have just upgraded our database management system which is designed to deliver even better service to our clients. Internet enquiry continues to grow. Both properties **for lease**; and **for sale**, deliver a steady stream of enquiry—and although we have not broken Neil Bolton's record of selling a home within 30 minutes of posting it to our site as reported in our last newsletter,...we sure have gone close a few times! Embracing technology is something we take seriously and we would be one of the few Realtors in the country with their own in-house Information and Technology Manager. We invest heavily to ensure the best information is delivered in the best manner so you, our clients, receive the best service.

Please enjoy this edition of our newsletter, we value your interest and we value your referral of our business.

Angus Kukura
Manager Marketing & Sales

FIGURES TRENDING UPWARDS

The June quarter median house price for Perth was \$279,000 and it is our belief that this figure is trending upwards.

The main reason for the sharp increase in property values is the shortage in properties available for sale.

The daily average number of residential properties (including land) advertised for sale in Perth in August 2005 was 9,200. This is 21% fewer than the number of property advertisements at the start of 2005. The dramatic decline in numbers of properties on the market is an accurate reflection of the shortage of housing for sale in the market today.

The booming State economy is attracting large numbers of new residents to WA, which is resulting in fewer rental vacancies and sustained high levels of demand for housing to purchase.

Indicator	June Qtr 2005	Change from 12 months ago
Property values (Median sale prices) (1) (3)		
Houses, Established		
Perth Metropolitan Area	\$297,000	16.5%
Mandurah, City Council	\$282,000	21.3%
Western Australia Total	\$280,000	19.1%
Units/Apartments		
Perth	\$230,000	16.8%
Land		
Perth	\$143,000	10.9%
Western Australia	\$138,000	16.0%
Buyer Type (% of residential sales, Perth)		
First Home Buyer	23%	0.0% pts
Other Home Buyer	53%	1.0% pts
Investor	24%	-1.0% pts
Rental Market (2)		
Vacancy Rate - Residential Homes, Perth	2.5%	-1.0% pts
Median Weekly Rent, Perth	\$189	13.0%

NEW PROPERTY MANAGER APPOINTED



KATHY IARIA

St Ives Realty are pleased to announce the appointment of Kathy Iaria to the position of Senior Property Manager. Kathy has over 13 years experience in looking after her landlords investment properties and joins us following an extended overseas holiday.

Kathy was selected to fill this important position based on her professionalism, attention to detail and genuine enjoyment of working in this particular industry.

Kathy's first task will be to audit our rent roll and to ensure best practise management is applied to all facets of the operation.

We are a boutique agency. Landlords need to know that they can pick up the phone and talk to their property manager direct. They want one on one service, and expect

their property manager to know everything about their property without hesitation. This is the standard that St Ives Realty set and we know will be delivered by Kathy.

We do not manage hundreds and hundreds of properties and charge no more for the level of service that we ourselves would expect. If you feel that you are only a number to your current property manager, give Kathy a call on 9387 7977 and experience quality service as it should be.

LIFE IN THE FAST LANE

East Fremantle residential sales specialist Gavin Wain, recently competed in the Targa West tarmac rally held over the weekend 9th-11th September.

Gavin and his Driving partner Adrian DiLallo competed in Adrian's RX7 and finished a credible 9th out of 65 competitors— some of whom were professional rally drivers. Well done to Gavin and Adrian who now are planning bigger and better things with a possible visit to Tasmania's Targa



Adrian & Gavin with the RX7

When the Right Words are Needed

Most of us are quite adaptive when singing other peoples tunes... and do not let a little thing like the correct lyrics stop us from belting out our own rendition of Khe Sahn. If, on the other hand you find there is a song that has a line or even a word that you just simply need to know, then help is at hand. There are numerous sites on the web that cater to our needs such as Lyrics Download.com. Log on, type in the name of the band or the song title and hey presto! You will be able to sing Advance Australia Fair with the best of them!

CAN I STILL FIND GOOD VALUE?

After a long period of steady growth in the real estate market there is a perception that it is difficult to find good value properties because real estate prices have grown significantly. However growth in property values across a suburb or city is always uneven, which creates pockets of under-valued real estate for the smart buyer.

The sale of properties by people who are forced to sell due to financial hardship often referred to as mortgagee sales, is a traditional source of bargain properties. But this is less today with low interest rates and a strong economy.

Today you are more likely to find under-valued properties in locations that have been overlooked in the market place. In a rising market property values in some areas will grow faster than others because a suburb is perceived as more fashionable. In a dynamic real estate market like Western Australia property values in a neighbouring suburb, which is well located but less fashionable should eventually catch up.

A good example of this is the suburb of Innaloo. Once thought of as a low priced housing area with a high proportion of public housing, Innaloo is conveniently located between the city centre and the beach. It is well serviced by the freeway and Innaloo is adjacent to a regional shopping centre. Most of the existing homes in Innaloo are on large blocks of land that are suitable for home unit redevelopment. Innaloo was also located next to higher priced areas and eventually there was going to be a spill over effect and property values would rise at a faster rate.



It was the redevelopment of the public and private housing stocks in Innaloo that sparked a revival in the suburb that

has resulted in large rises in property values that are continuing.

There are other suburbs that have replicated the Innaloo experience and many suburbs next in line.



Another area of good value in the real estate market is over-capitalised property. Over-capitalisation occurs when a property is built or renovated to a level that is not supported by the local market place. An example of this is the construction of a large and expensive dwelling in an area where there is only older and lower priced housing. Often this can be an excellent location but the new dwelling is slightly ahead of the market. It is quite likely that another five years the market would have caught up and other similar projects would appear in the area.

In the meantime these over-capitalised properties represent excellent value because the sellers would have difficulty in recovering all the costs associated with the construction of the new property.

In a rising market like today the purchase of vacant blocks of land can also represent good value if there is less supply of similar land in the area likely.

Even in suburbs that have experienced very strong growth in property values there would still be properties that are less fashionable than others and these properties may be priced down accordingly. However, it is the land component of a property that determines the long-term growth potential in property values. The key to spotting good value in real estate is to identify the value in the land. That is where St Ives Realty can assist we can supply you with the professional advice required to ensure you can make that right buying decision.

Do I? Or Don't I?

Remember, first impressions are so important in attracting a purchaser for your home. Many home sellers make costly mistakes by spending unnecessary funds on refurbishments that potential buyers may not notice or even like. Therefore, always consult with your agent before outlaying hard cash...chances are, a quick make over as listed below will save you hundreds and make you thousands.

Edging your Garden

Adding edging to your garden beds will create neat, graceful lines, contain the soil, stop invasive lawn grass from penetrating and if a flat mower edge is incorporated, make mowing easier. It will raise the soil level creating better drainage.

Anything can be used from terracotta pots to logs, roofing tiles, rocks or bricks.

If done well, an edge will enhance the garden design and will change the whole function and feel of the garden.

More often than not simple lines are easier to look at, so try not to incorporate many curves and sink the materials into the soil for stability.

Measure the border carefully making sure you have enough materials to complete the job, especially if they are hard to come by.



NEAT & TIDY = \$\$\$

WELCOME MURRAY

St Ives Realty is pleased to welcome Murray Bow to its sales team. Murray is well known around Perth and brings with him a wealth of business experience to his new position.

Murray lives in the hills and has been hand selected to head up our expansion into the eastern suburbs which will be centred on Forrestfield and Wattle Grove.

Murray has spent the past two and a half years as the events coordinator for the Asthma Foundation of WA and was responsible for having the tunnel and Mitchell freeway closed

for the "Freeway Bike Hike", a major fundraising initiative allowing 6,500 cyclists clear access to ride from Belmont Park to Joondalup earlier in the year.

Murray has also raised funds for the Royal Flying Doctor Service through his involvement with the Outback Air Race and was the Deputy Air Race Director for the 2001 London to Sydney Air Race.

Murray believes that possessing above average product knowledge and above average professional standards is the corner stone of a good agent. His demonstrated



Murray Bow
0405 461 607

ability to both communicate, and negotiate, will be to your advantage as he negotiates on your behalf.

With his attention to detail and quality of service Murray looks forward to assisting you with all your real estate requirements.

Silent Listings Prove Popular

Sales Manager North, Neil Bolton reports he is still finding his 'Silent Listing' package popular with clients in the western suburbs. "Many of my clients are either business people, or elderly, and simply do not want the world knowing their business" said Neil. "Many are attracted to the idea that I am usually able to acquire a buyer for their home from my extensive buyers list who have already been screened and qualified, reducing the disruption to my client to the bare minimum" he went on to say.

If you feel nervous about having home opens or signs in the front yard then give Neil a call on 9387 7977, he may just have the answer.



NEIL BOLTON
Sales Manager North

Free Reports Offered

As a community service, St Ives Realty will provide a free suburb profile to anyone interested in the performance of a particular locale within the metropolitan area.

The report will include the latest sales figures, median price and sales activity within the area requested. It will also include an overview of the market by your local St Ives Realty sales expert including rental activity.

If you would like to receive your free report, simply call our office on 9387 7977.



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WITH**



30 YEARS

ST IVES
REALTY

9387 7977

NORTH

22 BISHOP ST.
JOLIMONT

9330 7477

SOUTH

22 WINDELYA RD.
MURDOCH

9582 8790

MANDURAH

22 CARNEGIE
PLACE
GREENFIELDS

WE GO EVERYWHERE !!

Some recent sales and listings by St Ives Realty, provides an interesting snapshot into some of the areas our dedicated team specialise in.

JERSEY STREET WEMBLEY	SHEPPERTON RD EAST VIC PARK	BRIDGEWATER DRIVE KALLAROO
MAYBUD ROAD DUNCRAIG	COLLIER STREET SILVER SANDS	CIVIC GARDENS CANNINGTON
TORRENS COURT COTTESLOE	YANGEBUP DRIVE YANGEBUP	GATINEAU GROVE BIBRA LAKE
HAYES AVENUE YOKINE	WELLINGTON ST MOSMAN PARK	BARNSBY PLACE BECKENHAM
BLAKERS RIDGE WINTHROP	MUIR STREET INNALOO	TERRACE ROAD EAST PERTH
WALTER ROAD BASSENDEAN	KIRWAN STREET FLOREAT	CAMBRIDGE ST WEST PERTH
KYLIE STREET WEMBLEY DOWNS	BARKER ROAD SUBIACO	HOLMAN STREET ALFRED COVE
HARBORNE STREET WEMBLEY	LYNTON STREET MT HAWTHORN	MULLIGAN DRIVE GREENWOOD
TACOMA LOOP DUDLEY PARK	TROY TERRACE DAGLISH	ARENGA COURT MT CLAREMONT
RIVERSIDE DVE STH GUILDFORD	FLEET WAY BELDON	ELLIOTT ROAD TRIGG

It costs no more to have a dedicated company such as St. Ives Realty market your home for you. One on One service, great marketing strategies, hard working staff and the knowledge that you are dealing with a company with the same owner and principle, for almost 30 years. To discover why we have been so successful, give us a call on 9387 7977. It would be our pleasure to welcome you into our family of many thousands of satisfied clients.

Angus Kukura
Manager Marketing & Sales



Country Star Thanks Angel Flight

Many people from the city are unaware that an organisation called Angel Flight exists. First developed in the States, this organisation is made up of many people who freely give their time and donate their aircraft to help country people in need of swift transport.

They do not operate as an emergency service as do the Royal Flying Doctors. Instead, they offer support to family who may need to travel to the city to visit with sick children, or to people faced with long (and in most cases bumpy) road trips ahead of them to visit the nearest medical facility for follow up treatment. In such cases, Angel Flight is contacted and a volunteer aircraft owner/pilot is sourced who undertakes the task completely free of charge.

One of the most recent Angel Flights was undertaken by St Ives Director, Ray Fitzgerald, who has been a volunteer for Angel Flight for almost a year. The town of Meekatharra had planned a fundraiser for Angel Flight but ran into difficulties when their main attraction, country star James Blundell, was unable to organise

transport from Perth for himself and his band.

Angel Flight contacted Ray who was happy to offer his aircraft and services as pilot to fly them to Meekatharra and back again the next day.

Ray's generosity is typical of the volunteers supporting Angel Flight and our hat goes off to him and all the members of this worthy cause. (The fact he volunteered his time on Grand Final day and on his birthday made it an exceptional gesture.)



Country star James Blundell, St Ives Director, Ray Fitzgerald, Earth Angel (organiser) Bobby Jo Blake, along with Bill King also from Angel Flight at Meekatharra Airport.