

The Pier

Bayside Real Estate News

July 2016

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The True Value of Your Home

Selling your own home is one of life's most emotional moments for most people. Emotions can replace logic. Calling in agents for advice on what your property is worth often creates more confusion.

Most sellers do not realise that there are many factors that can contribute to the value of their property.

The real estate agent's appraisal of the value of a property is only an estimate of the likely selling price and not a true independent market valuation. To make things worse unethical real estate agents in trying to win your business, over estimate the value of the property so you can give them the house to sell.

At the same time they underquote the property to buyers at a price range below market value to attract buyers. As a seller there are five things you want and should expect from your real estate agent:

- **TRUTH at all times;**
- **RELIEF from the stresses associated with the selling process;**
- **AWARENESS of factors influencing the sale of the property;**
- **EFFORT to sell the property**
- **And of course, the HIGHEST PRICE.**

Interestingly, buyers want the exact same things, EXCEPT they want to pay the LOWEST PRICE.

A good agent knows how to close this gap, using their negotiation skills to achieve the best possible price for the seller. There are three things that need to be in place to achieve the highest price: the right pricing strategy, the right



marketing; and the right presentation.

The first step in pricing your home right is to establish the true value of your property. If you do not understand the true value you risk rejecting the best offers. Home sellers who are realistic about their asking price have the best chance of selling for the highest price. The best way to determine the value of your property is to hire an independent property valuer. It's money well spent. It will help you determine a fair asking



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price.

If you don't want to pay for a valuation, then protect yourself by asking the agent to guarantee the price they quote you. This will safeguard you from any unethical agent intending to mislead you about the true market value of your home.

For free advice on how to achieve the maximum sales price on your property, contact Anderson Family Real Estate today on 07 3203 6001

Why We Should All Think Independent & Local

When we buy from independent locally-owned businesses rather than nationally-owned franchises, significantly more of our money is used to make purchases and support other local businesses, service providers and community groups, continuing to strengthen the economic base of our local community.

Where we shop, where we eat and have fun all make our community our home. Our one of a kind businesses are a big part of the distinctive character of this place. Our local area thrives when we support each other.

Small local businesses are our largest employers in our community and provide the most jobs to our local residents.

What's the best local salon & beautician in my neighborhood?

Who's the best local fine dining, café & takeaway?

Who are the best local tradies?

What are the top 5 streets in my suburb?

Find Out More – local.andersonfamilyrealestate.com



Local businesses hire people with a better understanding of the services they are selling and the needs of the local community. They take more time to get to know their local customers.

For these reasons Anderson Family Real Estate promotes and supports local businesses and community groups. We want to live local, refer local and support local.

Join with us as a preferred supplier or partner so that we can promote your business or group. We would love to actively refer your business, help you raise funds or assist you to get the message out.



Seeking Community Partners in North Brisbane Bayside

Promoting and supporting local business and community groups in Sandgate, Deagon, Shorncliffe, Brighton and on the Redcliffe Peninsula at Clontarf, Margate, Redcliffe, Kippa-Ring and Scarborough.

Free promotion, local referrals and help with fund raising.

community.andersonfamilyrealestate.com

Focus Suburb: Brighton

Brighton is the northernmost suburb of Brisbane City, Australia, located 19 kilometres north of the Brisbane CBD.

Brighton is a desirable Brisbane suburb due to both the ease of public transport, such as the train service from nearby Sandgate, and also the bayside esplanade. This peaceful parkland esplanade follows the coast between the Houghton Highway bridge and Sandgate. The esplanade is used by walkers, cyclists and families. Brighton's beach is used by kite surfers and walkers during low tide.

Brighton has a wonderful woodland wetland protected by the local government. This natural reserve is made up of three woods; namely Goodenia Woods, Pimelea Woods and Dianella Woods. The land is called a wetland as it fills with water during heavy rain which flows into a small tidal creek, Copold Creek, that flows under one of the main roads of Brighton, Beaconsfield Terrace, and then leads to Bramble Bay between 15th and 16th Avenues.

Popular streets for homeowners include Flinders Parade, Capel Street, Regency Street, Cremorne Street and Baldry Street.

Median Sale Price

\$469k

Based on 166 recorded House sales within the last 12 months (Apr '15 - Mar '16)

Based on a rolling 12 month period and may differ from calendar year statistics

Suburb Growth

+6.6%

Current Median Price: \$469,000
Previous Median Price: \$440,000

Based on 177 recorded house sales compared over the last two rolling 12 month periods

Sold Properties

166

Based on recorded House sales within the 12 months (Apr '15 - Mar '16)

Based on a rolling 12 month period and may differ from calendar year statistics

Street Information

The Number of Streets in the Suburb: 165
The Number of Streets in the Postcode: 669

Houses - Top 5 Streets by Median Value:

Street Name	Median Dollar Value
Flinders Pde	\$883,565
Capel St	\$878,260
Cremorne Pl	\$851,292
Baldry St	\$829,111
Regency St	\$764,782

Street with Highest Value House:
Brighton Tce

Houses - Lowest 5 Streets by Median Value:

Street Name	Median Dollar Value
Celles St	\$353,998
Ellora St	\$390,137
Ambrose St	\$392,847
Seaview St	\$395,360
Longstaff St	\$409,444

Street with Lowest Value House:
Craig St

Units - Top 5 Streets by Median Value:

Street Name	Median Dollar Value
Twelfth Ave	\$432,138
Northcote St	\$429,272
Rensburg St	\$423,222
Seventeenth Ave	\$418,028
Sixteenth Ave	\$410,437

Street with Highest Value Unit:
Rensburg St

Units - Lowest 5 Streets by Median Value:

Street Name	Median Dollar Value
Holmes St	\$361,188
Speight St	\$407,439
Sixteenth Ave	\$410,437
Seventeenth Ave	\$418,028
Rensburg St	\$423,222

Street with Lowest Value Unit:
Northcote St

Learn more about our local suburbs at local.andersonfamilyrealestate.com Your local experts

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andersonfamilyrealestate.com

We have buyers waiting in this area
No upfront costs - Fast and stress free
No sale - No charge - Guaranteed



Anderson
family real estate

HOUSES WANTED TO BUY

Kev is looking for a 3 bedroom older style renovated home, walking distance to the waterfront, with a pool or room for a pool. He is motivated to purchase now and is willing to spend around **\$760,000**.

Joel is needing a home for his young family to move into, with 3 bedrooms and 2 living rooms and at least 1 lock-up garage, somewhere in Deagon/Brighton up to **\$460,000**. Ready to purchase now.

Tony is an interstate buyer looking for an investment property that is low maintenance with a good rental

return. His budget is around **\$450,000** and location is flexible.

Kristel is looking for a 3 or 4 bedroom neat and tidy home in Brighton/Sandgate with wooden floors, shed, 600m2+ block. Budget is around **\$520,000**.

Karen is looking for a 4 bedroom, 2 bathroom home that has privacy. Older style, high-set with a verandah, priced around **\$550,000** and located in Brighton.

Do you have a property that will suit one of our buyers? If so please give us a call.

07 3203 6001



People are at the heart of our service focus. We help you sell with less stress, no risk and at the highest price.

The cold weather is here and so is the new financial year.

If you plan to sell your home or investment property this winter, we would love to help you achieve the highest possible return on your investment.

Now is a great time to take advantage of the lack of property on the market!

No Risk Selling – Guaranteed Results

1. No Upfront Costs – No Risk
2. The Highest Price For Your Property
3. Fast and Stress Free Process
4. Strong Negotiation Skills
5. Home Sellers Protection Guarantee

Modern Marketing Technology

We develop a tailored marketing strategy for your property that targets qualified buyers, not simply 'everyone'. Marketing across the web and social, print and traditional media ensures your property reaches the market in the most effective and efficient way, achieving the goal of generating multiple buyers competing to buy your property.

24 Hour Service Agency

People are at the heart of our service focus. We help you sell your property with less stress, no risk and at the highest price. You will always reach a real person when you call us, day or night.



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CONTACT
24/7

