

# The Bridge

## Bayside Real Estate News

April 2016



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## Getting the Highest Price for your property

When it comes to selling we all want the highest price for our property.

Finding an agent to sell your home is easy, but the real challenge is finding an agent who knows how to get you the highest price. How do you find such an agent?

Do you select the agent who promises you a high price and a low fee or do you base your decision on a different set of criteria?

Is it possible that the 'quote a high price and a low fee' type agent may not have good negotiation skills and is trying to 'buy' your listing? Don't let the price and the fee be the basis and the deciding factor for choosing one agent over another.

There are agents who will inflate the price just to secure your listing, leaving you disappointed and thousands of dollars out of pocket in marketing costs when they cannot sell your property for the price they quoted you. Or even worse when they convince you to sell your property for less than what a better agent could have sold it for you.

Your home does not have a fixed price tag like a product on a supermarket shelf. Your agent's negotiation and selling skills play a huge part, and can greatly influence, the price you receive. The best agents also know which process to use to guarantee you get the highest price for your property.

To achieve the best results for our clients we use a modified version of a concept that won a Nobel Prize for Economics. This guarantees our sellers receive the highest price possible from each buyer.



Having trained and worked with the best sales people, the skilled negotiators, experience has shown us that we can, in many cases get as much as \$30,000 to \$50,000 more for our sellers' homes using this Nobel Prize Winning Concept, the Silent Bid Declaration.

If you would like to sell your home for the highest possible price, let Anderson Family Real Estate show you how we can get you more money for your home than any other agent.

### Get the Highest Price for your property

This article is adapted from the seller booklet, Get the HIGHEST PRICE for Your Property by Gary Pittard.

Request a complimentary copy online at [www.andersonfamilyrealestate.com](http://www.andersonfamilyrealestate.com) or give us a call.





# Population Growth and Property Prices

In the short term, interest rates, unemployment, supply and demand, and market confidence all affect our property prices. But in the long term however, property prices are driven more by population growth and affordability.

Based on conservative assumptions of population growth, Economists BIS Shrapnel estimates that Australia's population will be around 28.3 million people by 2026. This represents about 5 million additional Australians living in this country within the next 10 years. A little over half of this number will be immigrants and the balance will be due to net births. Based on the Australian average of 2.5 people per household, this translates to a need for 2.3 million new homes. About 60% of Australians live in our largest five capital cities. Supply and demand in these five cities will keep pushing prices up for well-located properties in the more desirable suburbs.

Also Asia represents about half of the world's population. Because of Australia's proximity to the Asian region, demand for our housing is increasing among the rising Asian middle class. Increasingly, successful people from the region will be looking for economically and politically stable countries to emigrate to. This is particularly evident with the increase of Chinese buyers in our property market.

As our population and our wealth as a nation continues to grow, we can be confident that Australia has a prosperous property future.



Our major cities will continue to grow and demand for properties particularly in the inner to middle suburbs will continue to increase. Suburbs which provide good transport, good schools and better infrastructure will benefit the most. This ever growing increase in demand will eventually push housing prices higher in these preferred areas.

Although there is no guarantee prices will go up in all suburbs, major infrastructure projects such as the

Moreton Bay Rail Link project will help drive growth in North Brisbane Bayside Suburbs. With new stations at Kallangur, Murrumba Downs, Mango Hill, Mango Hill East, Rothwell and Kippa-Ring and increased housing development around these areas, now is a good time and an opportunity to buy well located property that will appreciate in value in the years to come.



## Sales Career in Real Estate 2016

**Do you have great communication and people skills? Are you well-groomed and self-confident, with a burning desire to succeed? Are you driven to be the best you can be and achieve your career and life goals?**

Train to become a high earning residential real estate salesperson. We provide world class training, a great culture and a progressive and supportive team.

In building our sales team our focus is finding the

next generation of high achievers. We believe money is the by-product of success driven by personal and professional growth. This is about helping people, building relationships and being the best you can be. We are about loyalty and investing in our people's success through training.

We are looking for people with sales experience who are prepared to learn, grow and challenge themselves to succeed as top earners to gain a better lifestyle and financial freedom for their families.

**Learn more here: [www.andersonfamilyrealestate.com/careers](http://www.andersonfamilyrealestate.com/careers)**



# “With Sincere Appreciation

My name is Margaret Ferris and it is my pleasure to write this testimonial for Anderson Family Real Estate and in particular for Peter Anderson and his winning team. I listed my home with Peter and his agency to market and sell my property in early 2016.

Throughout all transactions and negotiations Peter has been the most professional, friendly and supportive agent I could have hoped for. He offered advice when needed, kept me up to date with progress and guided me through the quick and efficient sale of my home.

I am extremely happy in recommending them as an excellent, committed and professional real estate agency. I was most happy with the selling price which was very close to the estimated amount I was originally quoted. Peter definitely made the whole experience as smooth as possible and with the least amount of stress.

I would have no hesitation in recommending them as an exceptionally committed, professional and caring local agency.



If you are considering buying or selling your home then go no further than Anderson Family Real Estate. This sale only happened due to the skill, professionalism and great service I received! I am more than happy for this testimonial to be published. With sincere appreciation

Margaret Ferris

## “The best guarantee in the property industry today”.

No upfront costs. No Risk Selling means no upfront costs, we won't charge you anything upfront for advertising, photography, marketing or signage. Pay nothing unless you sell!

### Price Guarantee

If your property sells below the price we quote, you won't pay any agent commission. Not one cent!

### Security and Privacy at Inspections

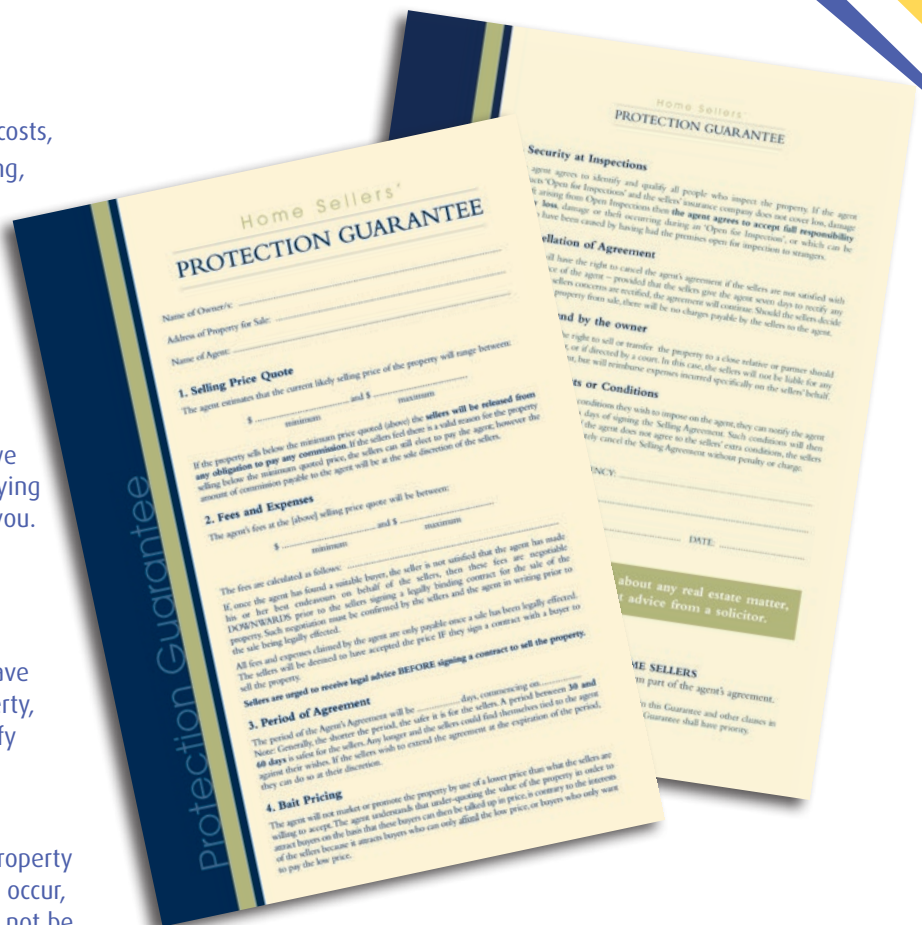
We won't show your home to sticky beaks, in fact we won't conduct open homes. We understand that tidying and cleaning for inspections is time consuming for you. Our guarantee is to only show your property to “qualified buyers” ready to buy now.

### No binding contracts

If you are not satisfied with our performance you have the right to cancel the agreement to sell your property, provided you have given us the opportunity to rectify your concerns.

### Buyers found by you

The sellers reserve the right to sell or transfer the property to a close relative or partner should the opportunity occur, or if directed by a court. In this case, the sellers will not be liable for any commission to the agent, but will reimburse expenses incurred specifically on the sellers' behalf.



Learn more here: [www.andersonfamilyrealestate.com](http://www.andersonfamilyrealestate.com)  
or call us for a no obligation chat on 07 3203 6001.

# HOUSES WANTED TO BUY

Michael is wanting a unit with 3 beds, 1 bath and 1 car space. He wants to buy in Woody Point as he is moving into the area. He is willing to spend up to **\$400,000**.

Phillip is wanting to buy a house with 3 beds, 1 bath and 1 car space in Deception Bay. He is looking for a good rental return, and is willing to spend up to **\$350,000**

Deanna is wanting a waterfront property with 4 beds, 2 bath and 2 car spaces on the bay. She is moving from Sydney and ready to buy now.

She is willing to spend up to **\$1.5mill**.

John is wanting to buy a home with 3 beds, 2 bath and 2 car spaces in Redcliffe. He would prefer a newer property and willing to spend **\$550,000**.

Dave is after a unit with 2 beds, 1 bath and 1 car space in Margate. He is looking for views and is willing to spend **\$400,000** for the right place.

**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 first couple of months of this year have flown by and we are already well into 2016. We sincerely hope you are on your way to achieving all of your 2016 goals.

If you plan to sell your home or investment property this year, we would love to help you achieve the highest possible return on your investment. **With Easter come and gone now is the time to get started!**



## 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
5. Home Sellers Protection Guarantee



## Modern Marketing Technology

We develop a tailored marketing strategy for your property that targets qualified buyers, not simply 'all people'. 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**