

# The Pier

## Bayside Real Estate News

June 2016



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## Low Stock Levels Help Drive Prices Higher in Winter, A hot season to sell!

Common wisdom suggests that spring is the best season to sell. Many confuse more activity with a higher price in the assertion that 'spring is the best time to sell'.

What is often overlooked is the vast amount of homes that are always held back for spring selling. Regardless of the season, it is much more preferable to sell with less competition not more.

There is normally an undersupply of properties in winter and abundant supply in spring. In many cases, the housing market experiences its strongest gains during winter due to undersupply.



Post Easter, stock on market is always low. Right now any buyer in our area will tell you that the lack of stock this year is more acute than ever.

It's now common for every listed property to have multiple genuine bidders, highlighting high demand. Sellers are clearly winning right now in situations where multiple buyers compete against each other on price.



Whether buying or selling in winter, you can expect to see strong competition at every property listed. There is every indication to suggest that winter will be a great time to sell this year.

**Want to take advantage this winter?**  
**For free advice on how to achieve the maximum sales price on your property, contact Anderson Family Real Estate today on 07 3203 6001**

# Want to sell your home faster and at a higher price?



## 7 ways to make the power of video and social media work for you.

What can you do to push through.... and streamline the sales process, to reduce your days on market and get your home sold sooner? The answer, Property Video Marketing!

### Here's seven tips to make it work for you:

#### 1. Don't throw out all of your

traditional marketing especially local area promotion. Instead use video to enhance your professional property photography and integrate your video into all your social media and other promotional platforms.

#### 2. Get your price right

You can promote your property brilliantly with video giving it the edge in your local market in terms of exposure, enquiries and inspections. But that's where it ends and ultimately buyers will buy the property that represents the best value for them. They compare. Your best bet in using the power of video is to get your price strategy in the sweet spot so that you attract multiple buyers competing against each other to buy. A skilful real estate agent will know how to negotiate a top sale value, often above listed price when you follow this strategy.

#### 3. Keep it simple

The higher you aim the further you have to fall. Your aim is to get your property sold not win an academy award. While some professional expertise and attention to detail are needed to create high quality property photography and video, an effective property marketing video can be done simply and often less is more.



#### 4. Focus on the property not the agent

What are we selling here? The real estate agent or the property? Real Estate Video should give the viewer an opportunity to dream about what they would do with the space. If you get the feeling that the agent is selling their personality or agency, using your property video as a tool to find more home sellers, then you are probably right. The home needs to take center stage here. Particularly if you are paying for it. Are you paying for it? More on that later.

#### 5. Get the music right

Think about the emotion and mood you want the viewer to feel. Think about our target buyer. Match the property style and target buyer type to the mood the music can create for you. Remember people buy on emotion.

#### 6. Share and promote it locally

80% of buyers are buying within their local area. Social media gives you the opportunity to spread the word locally. This is your chance to spread the word among your friends and friends of friends in the local area. That's powerful. Make sure that your real estate agent uses social media and gives you the opportunity to participate in your social networks.

#### 7. Don't pay for it

In the digital age, more and more home sellers are waking up to the reality that newspaper advertising is unnecessary and who needs it when 9 out of 10 buyers use the internet to search for a property to buy? So now we see franchise real estate agencies selling expensive on-line digital and video packages to replace this income stream. Hint, they make a profit margin on each video they persuade a home seller to make. If video is going to help sell your home shouldn't the agent's share the risk with you in marketing your property? After all, that's what you pay them commission for isn't it? Agents should be paid for results in getting your home sold.

The benefits of property video marketing are plenty and these hints will help you sell your home sooner, at a higher price and without spending a fortune.

Anderson Family Real Estate are specialists in digital marketing through social media targeting local buyers with video. We cover all the costs of marketing and advertising, signage, floor plans, video and photography. There is nothing to pay until we achieve a sale together.

**Let us know if we can help you?**  
[video.andersonfamilyrealestate.com](http://video.andersonfamilyrealestate.com)



# Focus Suburb: Sandgate

Sandgate is a lovely place to live. The waterfront is a fantastic place to enjoy for pleasure or exercise or just to stroll with your pets! Sandgate village has everything you need and there are now some fantastic restaurants and cafes. There are a multitude of shopping opportunities here. The train is only 30 mins to the city and when you return in the afternoon you feel a million miles away from the CBD.

Sandgate is renowned as a thriving artistic and cultural hub for local theatre, artists, and musicians living & performing in the area. Each year many community and performing arts events and festivals are held at Sandgate including the Bluewater Festival, Einbunpin Festival, the Unplugged Cafe and Music By The Sea.

Popular streets for homeowners include Flinders Parade, Barton Street, Cliff Street, First Avenue, Rainbow Street and Southerden Street.



## Street Information

The Number of Streets in the Suburb: 106  
The Number of Streets in the Postcode: 669

### Houses - Top 5 Streets by Median Value:

Street Name	Median Dollar Value
Eagle Tce	\$972,324
Flinders Pde	\$906,926
Baskerville St	\$837,798
Stephenson St	\$809,818
Brighton Tce	\$798,038

Street with Highest Value House:  
Eagle Tce

### Houses - Lowest 5 Streets by Median Value:

Street Name	Median Dollar Value
Agnew St	\$432,408
Fulham St	\$455,775
Lower Alexandra St	\$464,080
Hoskins St	\$464,735
Wighton St	\$477,808

Street with Lowest Value House:  
Agnew St

### Units - Top 5 Streets by Median Value:

Street Name	Median Dollar Value
Brighton Rd	\$471,356
Second Ave	\$457,174
Rainbow St	\$455,105
Lagoon St	\$451,358
Third Ave	\$432,386

Street with Highest Value Unit:  
Brighton Rd

### Units - Lowest 5 Streets by Median Value:

Street Name	Median Dollar Value
Connaught St	\$304,066
Fourth Ave	\$351,917
Seasome Ave	\$368,932
Griffith St	\$397,707
Fifth Ave	\$399,358

Street with Lowest Value Unit:  
Brighton Rd

Learn more about our local suburbs at [local.andersonfamilyrealestate.com](http://local.andersonfamilyrealestate.com) Your local experts

## GET THE HIGHEST PRICE FOR YOUR PROPERTY



**GET YOUR FREE COPY TODAY:**  
[andersonfamilyrealestate.com](http://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

**Lauren** is looking for a 4 bedroom home with room for her growing family, she requires a shed and a good sized-block. She is willing to spend up to around **\$540,000**.

**Renee** is needing a house for her parents to move into, somewhere in Brighton or Sandgate and up to around **\$500,000**. A tidy low maintenance property will suit and she is ready to purchase now.

**Nicole** wants to purchase an investment property with a good rental return. Her budget is around **\$600,000** and the location is flexible. She likes the Deagon and Brighton

areas and wants to buy before the end of the financial year.

**Danielle** is looking for a 3 or 4 bedroom home in Brighton. Her budget is around **\$520,000**. The home needs to have 2 bathrooms and 2 off street car parks.

**Jonathon** is after a house with 4 beds, 2 baths and 2 car spaces in the Shorncliffe area. He needs it to be fairly close to St Pat's College and he is willing to spend up to **\$800,000** 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 cold weather is here and the year is half over. We sincerely hope you are having a great year so far in 2016.

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  
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