

# The Pier

## Bayside Real Estate News

August 2016



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## Brisbane & Local Market Report Winter 2016

### Brisbane and South-East Queensland will continue to grow strongly

It's difficult to imagine a time when there is no future for Queensland, especially Brisbane and the south-east corner of the state.

Things change – and Queensland is not currently a dominant state for population growth and economic performance. But it has been in the past and we suspect it will be again in the future. Its natural assets, its resources, its lifestyle and its climate will remain persistent attractions for businesses and residents.

Brisbane has had a solid property market over the past couple of years, without generating major price growth except in specific pockets. This relates to a lukewarm state economy, undermined by the weakness in the resources sector, and the relatively small activity in infrastructure spending.

This is likely to change, as there are significant projects in the offing, including further upgrades to the Ipswich Motorway and the \$5 billion Cross River Rail project among others.

### Sandgate 16.9% Price growth!

On the local front the impending completion of the Moreton Bay Rail Link Project is likely to bring new activity to the local area with a flow on effect to pricing in the more desirable bayside suburbs.

Sandgate has been a star performer with 16.9% price growth over the preceding 12 months. This bodes well for the adjoining suburbs of Deagon, Brighton & Shorncliffe in the lead up to the peak spring selling season.



### Learn more about your local property market

What are the top 5 streets in Sandgate?

How many properties are currently listed  
for sale in Deagon?

Where are the cheapest houses in  
Brighton?

What are the most desirable streets in  
Shorncliffe?

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# The Hidden Cost of a Cheap Agent

Choosing an agent when selling your home is a big decision – this is why many people research a few different real estate agencies before they make their choice. Costs can add up quickly when selling your home, which is why some people consider hiring a discount agent to help cut costs. In theory this might sound like a great idea, but this could end up costing you a lot more money in the long term.

## What is a discount agent?

You've probably heard agencies boasting of their capped commission or offering the lowest fees in their area. Sounds like a great deal for sellers, doesn't it? As the old adage goes, if it sounds too good to be true, it usually is.

## What are the downsides of a discount agent?

Discount agent's work on a model of stock turnover, which to them equals a steady cash flow. In essence they turn your property into a commodity, focusing on turnover of stock, rather than achieving a high quality result. The discount agent is more concerned with getting the property sold, to survive, regardless of the price.



This will often lead to a lower price. After all, why would the agent try to get the highest price for your property when they could get a mediocre price and get the deal done? You might save some money on the agent's fee, but end up with less money in your pocket after the sale. Don't forget, the final figure you receive is more important than a lower commission.

Furthermore, many agents offer low fees but will have high marketing fees or upfront advertising costs. These additional extras can quickly make low commission fees irrelevant.

At the end of the day, you pay for the service you get. If they are quick to give away their own money, what will they do with your money during negotiations with a potential buyer?

## The lesson

Picking your agent based on a discounted fee is rarely a good decision. When selling your home, you want the best possible negotiator – and by definition they don't work in discount agencies. Do your research and pick an agency that meets all your needs, rather than choosing the cheapest.

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





# Focus Suburb: Deagon

Deagon is an outer suburb of Brisbane and was named after William Deagon who was Mayor of Sandgate from 1882 through 1884. A Queensland Racing training facility, Deagon Racecourse, lies to the north of the suburb. Horse racing in Deagon ceased in 1941, but the racecourse remains a first rate training establishment. Deagon has a flat topography with one of its boundaries being Cabbage Tree Creek. The Creek's catchment is largely urbanised but the Boondall Wetlands, which is separated from Deagon by the Creek, plays an important role in providing essential habitat for a range of birds and animals, including migratory birds. The Boondall Wetlands near Deagon have ecosystems that are fresh as well as areas that are salt water. Deagon is easily accessed from Sandgate Road and the Gateway Motorway. Deagon also has a railway line with three stations easily accessed by Deagon residents: North Boondall, Deagon, and Sandgate. Deagon also has a variety of bus services operated by Brisbane Transport and Hornibrook Bus Lines.

The only school located in Deagon is Sandgate District State High School (opened in 1959). Television celebrity Kerri-Ann Kennerley went to Sandgate District State High School along with international tennis player Wendy Turnbull OBE, Indigenous photographer Bill McBride, and current High Court of Australia judge Susan Kiefel

Popular streets for homeowners include Eva Street, Stockham Road, Emily Street, Station Road and Kift Street.



## Street Information

The Number of Streets in the Suburb: 78  
The Number of Streets in the Postcode: 669

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

Street Name	Median Dollar Value
Eva St	\$605,160
Stockham Rd	\$553,456
Emily St	\$530,950
Station Rd	\$502,492
Kift St	\$495,020

Street with Highest Value House:  
Braun St

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

Street Name	Median Dollar Value
Braun St	\$347,606
Nearra St	\$352,024
Beenwah St	\$363,414
Board St	\$382,347
Burralong St	\$386,307

Street with Lowest Value House:  
Adams St

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

Street Name	Median Dollar Value
Braun St	\$318,955
Esther St	\$284,885
Board St	\$153,691
N/A	N/A
N/A	N/A

Street with Highest Value Unit:  
Barclay St

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

Street Name	Median Dollar Value
Board St	\$153,691
Esther St	\$284,885
Braun St	\$318,955
N/A	N/A
N/A	N/A

Street with Lowest Value Unit:  
Board St

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

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# HOUSES WANTED TO BUY

**Fiona** is a keen investor who is wanting to add to her property portfolio with a neat and tidy brick home close to transport in Deagon, with a budget of \$480,000.

**Barbara** is relocating her family to Brighton and is looking for a 4 bedroom home with a 700m<sup>2</sup> yard, priced up to \$530,000.

**Lloyd** has recently retired and he and his wife would like to move to the Bayside, and require 3 bedrooms, 2 bathrooms, 405m<sup>2</sup> fenced yard, priced around \$450,000.

**Maria** is needing to downsize to a 2 bedroom ground floor unit in Sandgate, where she can enjoy a peaceful lifestyle. Her budget is around \$350,000.

**Scott** is wanting a home to renovate in Brighton/Sandgate, to live with his family, 4 bedrooms with a good sized yard where he can build a shed and carport, priced at around \$515,000.

**Kelly** and her husband are wanting to buy their first home as a couple, large enough to fit their extended family, in the Sandgate/Shorncliffe area, preferably with 4+ bedrooms and nice views. Their budget is around \$900,000 and they are keen to purchase soon.

**buyers.andersonfamilyrealestate.com**

**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.**

Spring is almost here and we are so excited we nearly wet our plants.

But it's not quite here yet. If you do plan to sell your home or investment property this spring, we would love to help you achieve the highest possible return on your investment. Now is a great time to take advantage of the renewed buyer activity and the recent growth in prices!

## 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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