



BROUGHT TO YOU BY

## Fletchers Doncaster East

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### LOCAL PROPERTY NEWS

## DONCASTER EAST - WINTER 2012

Dear Doncaster East Resident,

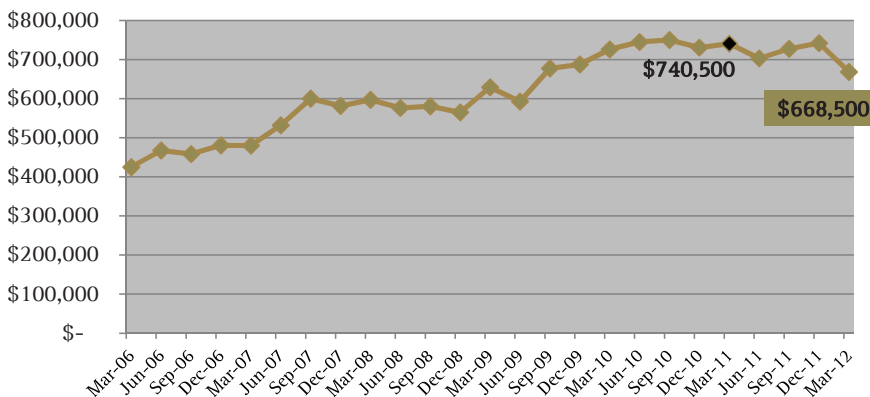
Welcome to the winter edition of Local Property News. The last few months have seen a positive market place with more buyers active in your area, which we believe will stimulate increased demand and pricing. With consumer confidence and spending expected to continue, we look forward to a stronger market in the coming months. We hope you enjoy reading about the influences behind this great news and the impact on both your home and suburb.

**REIV AWARDS**  
FOR EXCELLENCE 2011  
Large Residential Agency of the Year **WINNER**

**REIV AWARDS**  
FOR EXCELLENCE 2011  
Website Award **WINNER**  
2003, 2010 and 2011

**REIV AWARDS**  
FOR EXCELLENCE 2011  
Residential Salesperson of the Year **WINNER**  
2006, 2010 and 2011

### DONCASTER EAST - LOCAL OVERVIEW



Source: REIV QTR Median House Pricing Report March 2012

The median house price in Doncaster East for the March quarter shows a short term anomaly. Following a near record price level set in December, this appears to have been influenced by lower stock levels. We anticipate the influx of buyers into the market to stimulate more activity in the upper end of Doncaster East property. This will help stabilise the variations seen in the median price and we expect to see the June quarter results bounce back to a more stable level.

Properties sold in Doncaster East  
from January 2012 - March 2012

75 approx.

Number of properties currently for sale  
in Doncaster East as at 4 May 2012

183 approx.

Record sale price in Doncaster East

\$2,655,000

The median house price in Doncaster East

\$668,500

### COMMUNITY NOTICE BOARD

#### Boomer Book Club

**When:** Thursday, 26 July 2012  
1pm

**Where:** Coffee Connection  
20 Tunstall Square, Doncaster East

**What:** Join the Boomer Book Club for its meetings on the fourth Thursday of every month. Contact (03) 9840 9323 to book in for this session - it's free!

#### Rabbit Hole

**When:** 27,28 July and 2,3,4,9,10,11 August 2012 at 8.15pm  
29 July and 5 August 2012 at 5.15pm

**Where:** Doncaster Playhouse  
679 Doncaster Road, Doncaster

**What:** Becca and Howie Corbett have everything a family could want, until a life-shattering accident turns their world upside down. 'Rabbit Hole' charts their bittersweet search for comfort.

#### Australian Army Band

**When:** Wednesday, 8 August 2012  
11am

**Where:** Whitehorse Centre  
397 Whitehorse Road, Nunawading

**What:** From opera to jazz, Tchaikovsky to Lloyd Webber. For music lovers.

#### All for Kids Market

**When:** Saturday, 18 August 2012  
9am - 1pm

**Where:** NewHope Baptist Church  
3-7 Springfield Road, Blackburn North

**What:** Grab a near perfect pre-loved bargain, or find that elusive new or handmade gift from our creative and talented 'mumpreneurs'. Cafe, face painting and more! Only \$3 entry and kids free! Visit [www.allforkidsmarket.com.au](http://www.allforkidsmarket.com.au)

*“The property market moves in cycles and now we are in one of stability, with overall median house prices showing no real growth. The median house price in metropolitan Melbourne was \$535,000, representing a minor increase of 0.9 per cent from a revised December quarter median of \$530,000”, says REIV CEO Enzo Raimondo.*

Whilst this is a reflection of what we are experiencing in our key areas, as most of our suburbs remained static over the last 12 months, we are seeing a refreshing trend of increased buyer activity. Clearly, this is a positive sign that seems to be fueled by recent interest rate cuts which helps stimulate all sections of the market, including first home buyers. Further to this, our local market is demonstrating very strong signs of recovery with auction clearance rates over the last two months well above those seen across greater Melbourne, showing buyers are becoming particularly active in our area. This augurs well for the future as we expect the latest May interest rate cut to further stimulate buyer interest.

Traditionally, winter is seen as a slower period for real estate but as the supply of property remains at realistic levels and buyer demand grows, we expect an upward pressure on pricing and well priced property to sell quickly. If you are looking at buying or selling property soon we see the period ahead as a good time as there are potential gains to be had for both parties. Buyers who act quickly may be able to upgrade or buy into an area that they could not previously afford and sellers can feel more positive about the increase in buyer activity.

A further sign of recovery is the number of high end properties returning to the marketplace. Recently we achieved a record sale price for a modern home in the suburb of Mont Albert North and we have a number of other higher priced properties coming up for sale that we also expect will produce record results. This resurgence of quality new stock and positivity driven by higher attendances at inspections certainly provides us with market confidence going into winter.

In this edition we shall cover two key questions that are very relevant to our real estate market.

1. How do interest rates influence the market?

Quite simply, lower interest rates enable us to spend more thereby circulating cash into our economy. Increased cash flow means that people are more inclined to spend and/or save. Cash also builds consumer confidence and tends to have a domino effect on spending. Assuming the local and national economy remains intact, as it is currently, it will lead to increased activity in the real estate market. The return in confidence does not occur overnight and there is usually a three month lag following any interest rate shifts, whether up or down. In our market we are particularly buoyed by the Reserve Bank of Australia’s (RBA) decision to substantially reduce the cash rate and as the banks follow suit we expect a further injection of buying confidence.

2. What are the drivers of an interest rate cut?

The RBA looks at a number of economic indices when deciding whether to change interest rates on the premise that the stronger the economy the less likely a rate cut. As we operate in a two speed economy that is also fueled by the mining sector, in deciding to reduce interest rates the RBA took the precautionary stance that our economy needs some stimulus, particularly given the influence of the high Australian dollar on exports that is negatively impacting our manufacturing sector.

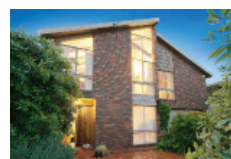
The RBA wrote in its May rate statement *“In Australia, output growth was somewhat below trend over the past year...and was affected in part by temporary factors, but also by the persistently high exchange rate. Labour market conditions softened during 2011, though the rate of unemployment has so far remained little changed at a low level.”*

This all means that the RBA sees some potential challenges ahead and so have moved to build more confidence in some of our more volatile sectors being retail, manufacturing and the property market. As consumers we also thank the banks for following the RBA’s lead and passing on the rate cuts.

RECENT FLETCHERS SALES IN DONCASTER EAST

[Source: PDOL]

Address	BRs	Land Size	Type	Price
Centaur Grove	3	653 sq m approx.	House	Undisclosed
Woodhouse Road	2	719 sq m approx.	House	\$570,000
St Clems Road	2	216 sq m approx.	Townhouse	\$680,000
Mullum Place	2	719 sq m approx.	House	\$794,800
Inglewood Crescent	4	650 sq m approx.	House	\$727,500
Bicentennial Court	5	793 sq m approx.	House	\$950,000
Chestnut Court	3	793 sq m approx.	House	\$792,500
Perceval Way	3	723 sq m approx.	House	\$635,000
Bella Court	3	N/A	Unit	\$657,000



Centaur Grove



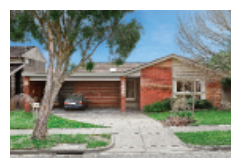
Woodhouse Road



St Clems Road



Mullum Place



Inglewood Crescent



Bicentennial Court



Chestnut Court



Perceval Way

Commitment

Local Knowledge

Integrity

Quality Service



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