



BROUGHT TO YOU BY

Fletchers Hawthorn

9090 8390, info@fletchers.net.au

LOCAL PROPERTY NEWS

HAWTHORN - SPRING 2012

Dear Hawthorn Resident,

Welcome to the spring edition of your Local Property News. As the weather improves so does our local property market, with more people more inclined to enter the market as either a seller or buyer. This edition will help explain some of the factors impacting you and your home in the coming months.

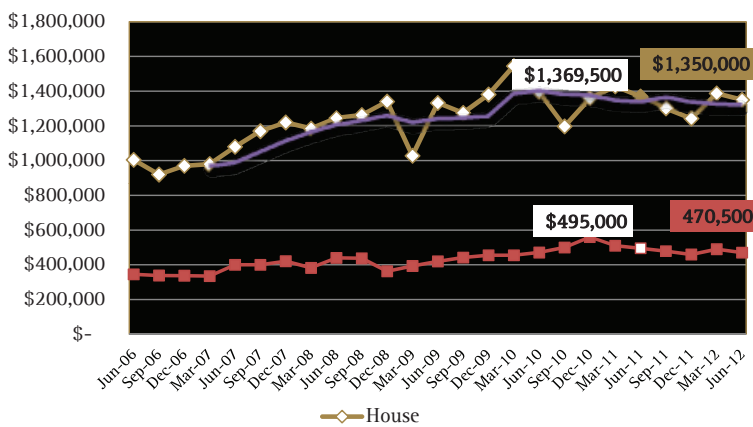
We hope you enjoy reading and discovering a little more about your local community in the process.

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

HAWTHORN - LOCAL OVERVIEW



Source: REIV QTR Median House Pricing Report June 2012

Like a number of premium suburbs across Melbourne's east, Hawthorn has seen a high degree of fluctuation in median pricing over the last year. Median house prices are seen as an important indicator of pricing trends by the market and Hawthorn has seen a positive change in the last six months, which we believe more accurately shows the activity in your suburb. By reviewing trends for the last five years and following the significant growth in 2009, we have seen a steadiness in pricing for both houses and units despite the wild fluctuations seen in the Hawthorn market. With spring upon us we anticipate the influx of buyers into the market to stimulate more activity in the upper end of Hawthorn property, which will help drive median price.

Properties sold in Hawthorn from April 2012 - June 2012

93 approx.

Number of properties currently for sale in Hawthorn as at 10 August 2012

154 approx.

Record sale price in Hawthorn

\$25,000,000 approx.

The median house price in Hawthorn

\$1,350,000

COMMUNITY NOTICE BOARD

Hawthorn Craft Market

When: First Sunday of the month
10am - 3pm

Where: Hawthorn Town Hall
358 Burwood Road, Hawthorn
Parking off Kent Street, Hawthorn

What: Established in 1979, the Hawthorn Craft Market is one of Melbourne's longest running makers' markets. All products are handmade by the artisans who sell them. Entry is free.

There's Music in the Air!

When: Saturday, 22 September 2012
From 8pm

Where: Holy Trinity Anglican Church
Cnr High and Pakington Streets, Kew

What: The Boroondara Symphonic Band presents their free, annual concert. Contact (03) 9889 4142.

Verdi's Four Sacred Pieces

When: Sunday, 14 October 2012
From 2.30pm

Where: Eldon Hogan Performing Arts Centre
Xavier College
135 Barkers Road, Kew

What: Verdi's Four Sacred Pieces and Operatic Excerpts by Camberwell Chorale. Tickets are \$40 for adults, \$35 concession. Children 12 and under are free. Contact (03) 9561 2531.

Handel's Messiah

When: Saturday, 17 November 2012
From 6.30pm

Where: St Johns Anglican Church
Burke Road, Camberwell

What: A twilight performance of Handel's Messiah. Adult tickets are \$30, children 12 and under free. Contact (03) 9561 2531 for tickets.

Traditionally we see a large number of properties enter the market in spring with a sizeable jump of over 15% from those coming on the market in the winter months. The reasons why individual home owners think spring is the prime selling time are many and varied. We believe it comes down to a combination of both market and emotional factors. The concept of more buyers being in the market, creating increased interest in a newly listed home, is a great attraction to those placing their home for sale. This certainly stands true and as more property enters the market, so too do potential buyers as people look at trading up into a larger home or conversely choosing to downsize.

The other influence is the emotionality of people. We often hear that with spring and better weather people become more inclined to get out and about and with that, it instils the thought of looking at improving their housing options. Buying a home is a very personal choice and for some it may be the hardest decision they will make. Having a property presented that creates the most emotional appeal to potential buyers is critical. This is why spring is a key time with gardens being a major attraction. Following a wet winter and some soaked gardens, those listing their property for the spring period are hoping for some sunshine soon to present their home at its best.

This winter we have seen lower stock levels compared to previous years however, with a shift in weather and with some great properties entering the market we see spring as a good period for both buyers and sellers. Auction clearance rates have remained stable for the last six months with good signs of improvement in July, which points to an underlying confidence in the market. With signs of a stable economic environment and consumer sentiment improving, we anticipate this being reflected in the property market. We are certainly seeing the numbers of people attending house opens increase and interested purchasers more buoyant, which bodes well for a good spring and the opportunity for people to explore their housing dreams.

So what does the economic environment hold for the coming months? Too often we hear through the media the negative issues with our economic environment and the doomsayers predicting our property market is at risk, but there exists a more positive view of the property landscape. The Housing Industry Association recently stated, *“the fundamentals of Australia’s housing market remain very strong – rents continue to grow at a rate well above headline inflation, rental vacancy rates are tight, and Australia’s unemployment rate remains the envy of the developed world”*. This great news for investors is mirrored for residential home owners.

Despite positive news on the economy, it appears that the growing economic confidence seen in July has abated, evidenced in Westpac’s Consumer Sentiment Index which seems to be driven by uncertainty surrounding the introduction of the carbon tax. This Index measures people’s perceptions on our future economy, with more cautious support for economic conditions over the next twelve months and the longer term of five years. Spending in both the retail and property sectors traditionally follows a positive trend in consumer confidence and, with a softening of consumer confidence, spending may need to be influenced through lower interest rates.

The Reserve Bank of Australia’s decision to leave the cash rate unchanged in August does show that the economy is performing well within its expectations. The prudence in this decision was supported by increases in retail trade and building approvals for the May period, further bolstering recent economic stability. The RBA has indicated that they are relatively happy with the economy but continue to monitor the impact of the high Australian dollar - specifically, its impact on exports (in particular manufacturing) and the state of the Euro zone.

Recent improved retail spending commonly flows into spending on property. Key economists project that Melbourne’s property market is to remain at a stable level for the next two years, presenting a market in which both buyers and sellers can benefit. Only marginal changes in Melbourne’s median pricing over the last twelve months have occurred; a trend expected to continue. Now is good time to trade into a new home or invest.

RECENT FLETCHERS SALES IN HAWTHORN

[Source: PDOL]

Address	BRs	Land Size	Type	Price
Connell Street	3	254 sq m approx.	House	Undisclosed
Hilda Crescent	4	995 sq m approx.	House	Undisclosed
Hawthorn Grove	3	N/A	Townhouse	\$720,000
Elphin Grove	2	N/A	Apartment	\$522,000
Pine Street	4	616 sq m approx.	House	\$1,980,000
Illawarra Road	3	762 sq m approx.	House	Undisclosed
Melville Street	3	342 sq m approx.	House	Undisclosed
Woodburn Road	4	692 sq m approx.	House	Undisclosed
Barkers Road	2	N/A	Townhouse	\$620,000



Connell Street



Hilda Crescent



Hawthorn Grove



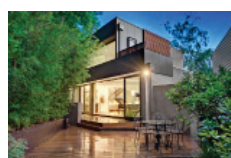
Elphin Grove



Pine Street



Illawarra Road



Melville Street



Woodburn Road

Commitment

Local Knowledge

Integrity

Quality Service



Fletchers Hawthorn
617 Glenferrie Road
Hawthorn VIC 3122

Phone: (03) 9090 8390
Fax: (03) 9090 8399

Email: info@fletchers.net.au
Web: fletchers.net.au



Every precaution has been taken to verify the accuracy of the details contained in this newsletter. However, Fletchers gives no warranty to these details and expressly disclaims all liability for any loss or damage, whatever the cause which may arise from any person acting on any such statements. All data has been sourced from the REIV, Census and Property Data Online.

