



BROUGHT TO YOU BY

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LOCAL PROPERTY NEWS

KEW EAST - SPRING 2012

Dear Kew East 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.

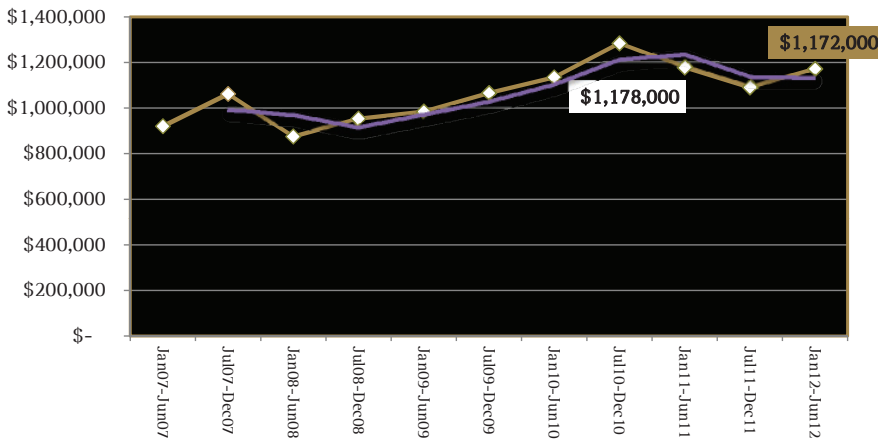
We hope you enjoy reading and discovering a little more about your local community in the process.

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

KEW EAST - LOCAL OVERVIEW



Source: REIV QTR Median House Pricing Report June 2012

Like a number of premium suburbs across Melbourne's east, Kew East has seen a degree of fluctuation in median pricing over the last two years. Due to relatively low turnover, we have looked at the six monthly average house price as an indicator of pricing trends and Kew East has seen shifts, which we believe does not accurately show the activity in your suburb. By reviewing trends for the last five years and following the significant growth in 2009, we believe there has been a steadiness in pricing despite the wild fluctuations. With spring upon us we anticipate the influx of buyers to stimulate greater activity in Kew East, with more properties coming on the market.

Properties sold in Kew East from April 2012 - June 2012

30 approx.

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

17 approx.

Record sale price in Kew East

\$2,750,000

The median house price in Kew East

\$1,172,000

COMMUNITY NOTICE BOARD

Boroondara Farmers Market

When: Third Saturday of the month
8am - 1pm

Where: Pattersons Reserve
Auburn Road, Hawthorn East
Melways Ref: 59 E4

What: The Boroondara Farmers Market is the perfect chance to stock up on farm-fresh supplies and delicious treats. Entry is only \$2.

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 KEW EAST

[Source: PDOL]

Address	BRs	Land Size	Type	Price
Westbrook Street	2	159 sq m approx.	Unit	\$518,000
Belford Road	2	681 sq m approx.	House	\$920,000
Westbrook Street	3	N/A	Unit	\$548,000
Hamilton Street	5	667 sq m approx.	House	\$1,330,000
Westbrook Street	4	838 sq m approx.	House	\$1,805,000
Old Burke Road	3	204 sq m approx.	Townhouse	\$820,000
Elm Grove	2	780 sq m approx.	House	\$915,000
Cascade Drive	3	891 sq m approx.	House	\$1,050,000
Burke Road	4	836 sq m approx.	House	\$1,200,000



Westbrook Street



Belford Road



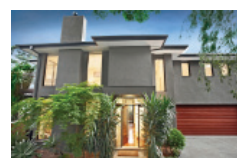
Westbrook Street



Hamilton Street



Westbrook Street



Old Burke Road



Elm Grove



Cascade Drive

Commitment

Local Knowledge

Integrity

Quality Service



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