

## Welcome to the latest edition of your Local Property News

### HAWTHORN & HAWTHORN EAST

We observed buyer confidence rising over the chilly winter months, and are pleased to report that this has continued into a busy spring selling season.

Demand for quality properties has surged, with the strength in competition producing many outstanding and often unexpected results. Across the Eastern suburbs of Melbourne, Fletchers average auction success rate over the last six months was over 80 per cent.

Historically low interest rates have been a major factor in stimulating activity and this, combined with the conclusive election result, should ensure that consumer confidence remains high.

Fletchers has had a busy year to date, thrilled to be recognised as the 2013 Australian Large Residential Agency of the Year at the Real Estate Institute of Australia's (REIA) Awards for Excellence, held in Canberra.

We were also pleased to be announced as the overall winner of the 2013 Australian Achiever Award for Victoria's Real Estate Services, achieving an unprecedented score of 99.58 per cent for our customer relations and service. We look forward to achieving more positive results for the remainder of the year and hope that we can provide assistance to you.

Please do not hesitate to get in touch if you would like to chat about the market, or if you would like an update on your own home or investment property.

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## SNAPSHOT: MEDIAN HOUSE PRICES

Suburb	Median Price June Qtr 2013	Median Price June Qtr 2012	Annual % Change	Sales June Qtr 2013, approx. number
Hawthorn	\$1,575,000	\$1,367,500	15.20%	107
Hawthorn East	\$1,515,000	\$1,133,500	33.70%	86
Kew	\$1,575,500	\$1,348,750	16.80%	118
Camberwell	\$1,300,000	\$1,377,000	-5.60%	109
Canterbury	\$1,905,000	\$1,728,000	10.20%	33
Balwyn	\$1,426,500	\$1,540,000	-7.40%	91





2 **HAWTHORN Barkers Road** | Sold for \$585,000



5 **HAWTHORN Kinkora Road**  
Sold for \$4,095,000



3 **HAWTHORN Selbourne Street**  
Sold for \$1,056,000



2 **HAWTHORN EAST Mowbray Street** | Sold for \$625,000



3 **HAWTHORN The Boulevard**  
Sold for \$1,260,000



3 **HAWTHORN Haines Street**  
Sold for \$1,565,000

# HIGHLIGHT SALES

June — August 2013



3 **HAWTHORN EAST Tooronga Road**  
Sold for \$1,110,000



3 **HAWTHORN Kent Street**  
Sold for \$1,540,000



3 **HAWTHORN Yarra Street**  
Sold for \$670,000

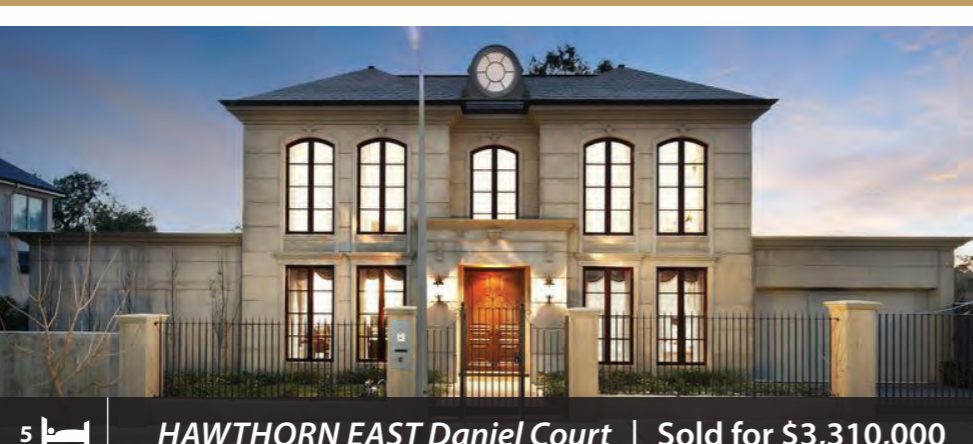


4 **HAWTHORN Sercombe Grove**  
Sold for \$904,000



“An immaculately presented home, located in a secure and private street”

3 **HAWTHORN EAST Fletcher Street** | Sold, undisclosed



5 **HAWTHORN EAST Daniel Court** | Sold for \$3,310,000



2 **HAWTHORN Urquhart Street**  
Sold for \$1,640,000



3 **HAWTHORN Bell Street**  
Sold, undisclosed



4 **HAWTHORN Linda Crescent**  
Sold, undisclosed

# RECENT SALES

Address	Suburb	Price	Bedrooms
Harts Parade	Hawthorn East	\$1,547,500	4
Bowler Street	Hawthorn East	\$1,053,000	3
Linton Court	Hawthorn East	\$627,000	2
Glenferrie Road	Hawthorn	\$745,500	2
Tooronga Road	Hawthorn East	\$1,571,000	4
Illawarra Road	Hawthorn	\$636,500	2
Grandview Grove	Hawthorn East	\$676,000	2
Hastings Road	Hawthorn East	\$1,157,500	3
Robinson Road	Hawthorn	\$940,000	2
Coppin Grove	Hawthorn	\$903,000	3
Auburn Grove	Hawthorn East	\$520,000	2
Illawarra Road	Hawthorn	\$619,000	2
Grattan Street	Hawthorn	\$621,000	2

Address	Suburb	Price	Bedrooms
Grattan Street	Hawthorn	\$605,000	2
Park Street	Hawthorn	\$1,500,000	3
Grandview Grove	Hawthorn East	\$530,000	2
Riversdale Road	Hawthorn East	\$912,000	3
Wallen Road	Hawthorn	\$880,500	3
Riversdale Road	Hawthorn	\$715,000	2
Cole Street	Hawthorn East	\$1,650,000	3
Caroline Street	Hawthorn East	\$1,012,000	3
Robinson Road	Hawthorn	\$647,000	2
Power Street	Hawthorn	\$1,275,000	4
Pleasant Road	Hawthorn East	\$555,000	2
Domville Avenue	Hawthorn	\$520,000	2
Harcourt Street	Hawthorn East	\$2,742,500	4

RECENT SALES SOURCED FROM PROPERTY DATA ONLINE (PDOL), SEPTEMBER 2013

# SALES UPDATE

The median house price in Melbourne rose slightly in the June quarter, with a 2.4 per cent increase in seasonally adjusted terms to \$562,000 from a revised \$549,000 in the March quarter. Units and apartments recorded a similar level of demand to houses, with a 2.8 per cent increase in seasonally adjusted terms to \$464,500 from \$452,000 in the March quarter.

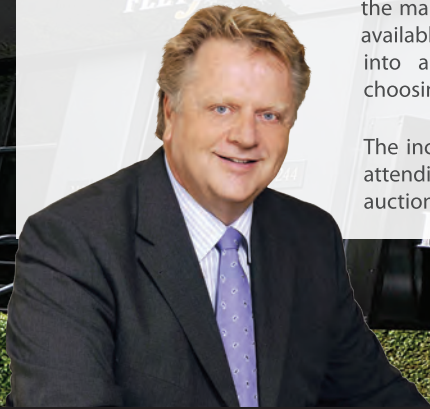
“This is one of the strongest markets I have seen in over forty years in real estate...”

REIV CEO, Enzo Raimondo said that the improvements recorded over the past few months had been retained this quarter, with Melbourne on track for moderate growth in 2013.

Suburbs with the strongest growth in median prices in the quarters were some of the city's most expensive: Hawthorn East, Glen Iris, Malvern East and Kew. In the outer east, Ringwood, Croydon and Lilydale also saw strong demand from buyers around the \$500,000 price point.

Spring is traditionally seen as the season to sell your home, with a large number of properties entering the market. More potential buyers enter the market as more property becomes available, as people look to trade up into a larger home or conversely, choosing to downsize.

The increase in the number of people attending open for inspections and auctions bodes well for a good spring.



**Rob Fletcher** Executive Chairman

# RENTALS UPDATE

The REIV reports that the current rental vacancy rate in Melbourne for August 2013 is 3.7 per cent, an increase from 3.2 per cent in the previous month. Fletchers vacancy rate remains at an average low rate of .9 per cent. The current house median rent in Melbourne is \$390 per week, a 2.6 per cent increase from the previous month.

“Did you know that during the months of October to February, Fletchers experience our greatest demand and achieve the highest prices for rental properties?”

Why? It is largely to do with people feeling most comfortable moving just before and after Christmas, in order to set themselves up for the New Year. This is especially the case for families with respect to schooling. Popular suburbs in demand are Balwyn, Balwyn North, Canterbury, Kew, Hawthorn, Mont Albert and Surrey Hills.

If you know of anyone who is thinking about listing their home or rental property for lease during these months, please put them in touch with our Business Development Manager, Cherie Leman (03 9831 3468). We would be delighted to offer a complimentary rental appraisal and discuss Fletchers property management service offering. For any successful new managements obtained that you refer us to, we would be pleased to offer you a Fletchers Westfield debit card to the value of \$300.

There is no better time than spring to broaden your investment portfolio.



**Andrew Paterson** Director & Company Property Manager

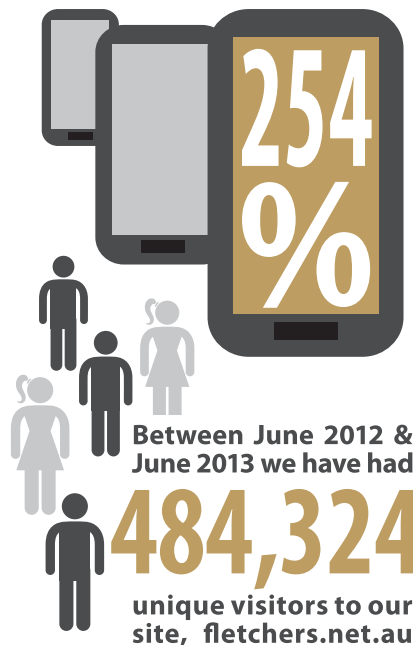
## Facts & Figures

Fletchers has **523** Facebook Likes

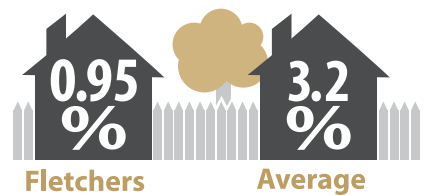
& **44.3%** of those followers are between the key ages of **35-54**

and to date there have been **69,063** YOUTUBE VIEWS

Mobile traffic has increased by



& The vacancy rate of our rental properties is substantially lower than the industry



and 1 in 7 taxpayers have now bought an investment property\*

So why not choose Fletchers?

\*1,764,924 OF 12.6 MILLION TAXPAYERS ACCORDING TO DATA FROM THE AUSTRALIAN TAXATION OFFICE