



February 2015

**MARYANNE BIRCH**  
R E A L E S T A T E

# PROPERTY MANAGEMENT NEWS

## OUR MONTH IN BRIEF - AND WHAT A MONTH!!

**Cyclone Marcia** caused world headlines when it struck our poor northern neighbours 10 days ago, and while minor by comparison, the ensuing peripheral aftermath – in our region, torrential rain falls and for some, high winds also caused its share of property damage and localised flooding. While there were some cases of leaks and minor flooding, at MBRE we were fortunate to escape the worst of it and the predicted devastation fortunately fell short of the mark. I would like to particularly thank our Property Management Team for their proactive and professional approach to this event. Our procedures are now well-rehearsed post 2011 and 2012 floods and even our more recent hailstorm in November.

**Queensland State Election** – Many weren't expecting the change of State Government this month – including our new Premier, it appears. It is too early to gauge the effect this change will have on our local property market, which has been given very positive growth predictions for the year. Lets hope that the relative instability of such a close parliament will not dampen the confidence we need in the market for growth to occur.

**Commonwealth Leadership Woes** also continue to hamper confidence within the business sector which is concerning.

**Interest Rate Cut Delivered as Predicted** – And another to come according to the majority of top economists interviewed in the past week. Many predict this will come in March, but if not certainly by May. While this may sound like great news for first homebuyers, investors and those

with mortgages, the reasons for these cuts should also be considered. Unemployment at 6.4% is at a 12 year high, and it is usually purported that the national statistics do no truly account for the real figure. Business investment expectations have reached shockingly weak levels and cheap petrol is expected to push inflation below the RBA's two-to-three percent target band. On top of that, the Australian dollar has been edging higher, touching 79 US cents this week.

"The currency moving up is equivalent to wiping out the beneficial effects from lower interest rates," according to CBA senior economist Michael Workman.

**MBRE powers through February with an impressive clearance rate of Sales Properties** - So much so that we are struggling to keep up with stock supply. We are virtually selling them as they are being listed in most cases, and the prices being achieved have established new precedents in some categories. This is certainly testimony to the prediction of price growth this year, and we sincerely hope for its continuance.

**Rental Market Vacancies Continue to Prove a Challenge** – Many of the sales occurring at present are by investors taking advantage of the very low interest rates and a generous supply of newly built apartments. This factor, along with first homebuyers also leaving the market to take the affordable interest rates continues to put pressure on both vacancy periods and our ability to increase rental yields. Our Rental Team is continually revising its strategies and procedures to ensure every opportunity to secure a quality tenant is seized and dealt with as matter of utmost priority. (See our article in this newsletter regarding the merits of Professional Photography).

## ALL PUNS INTENDED....

Two antennas met on a roof, fell in love and got married. The ceremony wasn't much, but the reception was excellent.

A set of jump leads walk into a bar. The bartender says, 'I'll serve you, but don't start anything.'

Two peanuts walk into a bar, and one was a salted.

A man walks into a bar with a slab of asphalt under his arm, and says: 'A beer please, and one for the road.'

## Auction Results



**AUCTION CLEARANCE  
RESULTS REPORT**  
for all suburbs in QLD from  
**MARCH 2014 – FEBRUARY 2015**

MONTH	CLEARANCE RATE
MARCH	52.77%
APRIL	47.01%
MAY	44.08%
JUNE	45.45%
JULY	50.42%
AUGUST	44.34%
SEPTEMBER	39.81%
OCTOBER	44.05%
NOVEMBER	44.85%
DECEMBER	39.55%
JANUARY	44.37%
FEBRUARY	49.47%

# PROPERTY OF THE MONTH

## 15A VISTA STREET, BALMORAL

**Check Your List – This One Ticks ALL The Boxes;**

- Modern, well appointed family home
- Huge Open Plan Living Connecting to Massive North East Facing Covered Deck
- 4 bedrooms, 3 bathrooms, 2 car
- Polished hardwood floors throughout ground floor living areas
- Quiet elevated Flood Free position
- Bulimba State School Catchment Area
- Within easy walk to Trendy Oxford Café strip
- Less than 5klm to CBD
- Motivated Interstate Vendors

**Don't miss the Open House this Weekend – we only have one of these!!**



## A Picture is Worth a Thousand Dollars – True or False?

### WHY PRESENTATION PAYS OFF

It's no secret that having great photos will get your property more interest, so why aren't more property owners investing in professional photography to show their property in the best light?

Whether you are trying to rent or sell your property, a minimum 89% of people search for their next home online and if your photos do not portray your property the best way they can, potential tenants or buyers could scroll right past and miss out on a great opportunity.

Professional photography can get your listing up to 140% more views online, and in turn shorten the time in which it takes to rent or sell your property.

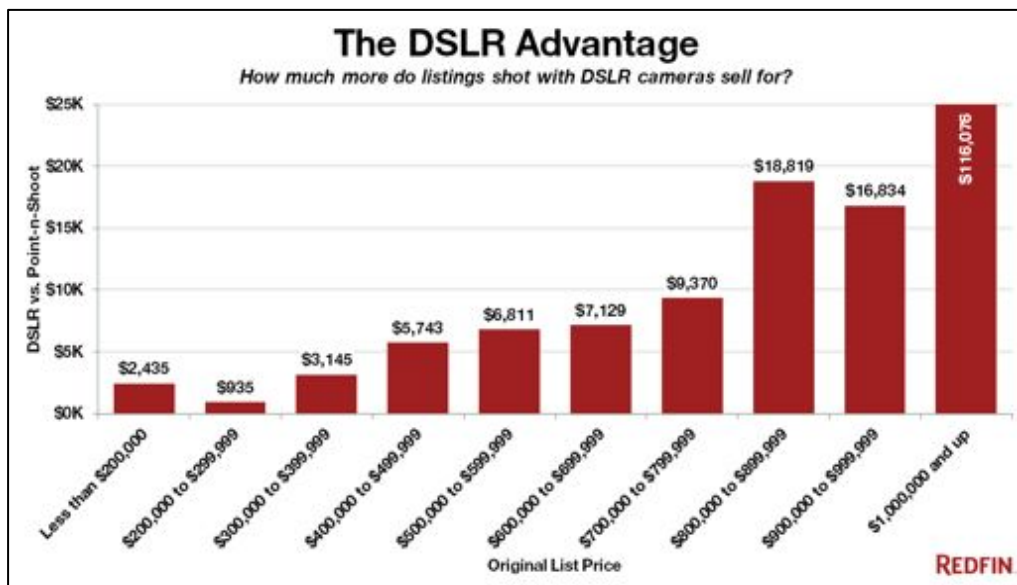
A \$100 investment can make a seller thousands and save an investor weeks of vacancy, so professional photography is definitely worth the investment.



**PROFESSIONAL PHOTOGRAPHY**



**AMATEUR PHOTOGRAPHY**



\* Please note: This was a US study, however local evidence is just as compelling



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REAL ESTATE