

Who Sells at Auction

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According to RP Data, estimates from last year show that 57,500 properties went up for auction out of a total of 317,000 properties sold across all capital cities.

This means that about 18% of all properties were marketed using the auction as the sales method. The average auction clearance rate during the year was 69% which means only 12.5% of all properties sold last year were sold at auction.

Melbourne's figures from RP Data were higher. Nearly 30% of all properties went to auction. With a 69% clearance rate this means approximately 20% of all properties sold were sold by auction and about 80% sold by private sale.

Although auction sales represent only a fraction of the overall market they still provide a regular measure of the market sentiment and market conditions on a weekly basis.

The auction market acts like a thermometer measuring the temperature of the market and giving us an insight into the market conditions well before all the data from private sales is collected and reported, which can be several months later (the reason for the delay is because there is no compulsory reporting of sales data).

Clearance rates have been falling over the last three months which tells us that the market is cooling off and prices are softening. It is now back to a normal and more predictable market.

The slowing in the market comes as no surprise after having experienced one of the strongest



growth periods in our history. With clearance rates now dropping, historically the number of sellers choosing to go to auction also drops.

Some agents and print media however are reluctant to tell it as it is. Instead, they selectively report figures that glorify auctions giving the public a false perception and leading them to believe there are more sellers auctioning their homes compared to private sale. When you analyse the real figures the number of properties selling at auction, as shown above, are far less than the consumer is lead to believe.

PAUL KOUNNAS



Top Agents Sell for More

How do you find the right agent to sell your property?



Choosing the best real estate agent to sell your home is a decision worth getting right.

Many experts advise sellers to first do their own research on the sales results of properties in their area in order to get an idea of what their property is worth before approaching an agent.

The research will help you establish a price on your property. With this knowledge you are less likely to be misled by a dishonest agent who promises an unrealistically high price to win your business. An overpriced property risks failing to sell (private sale or auction), and then becomes stale and no one wants to buy it.

If you do your research on prices and the agent confirms your findings, that's a start to putting some trust in that agent.

Another important factor in the selection process is the agent's commission. Whilst comparing commissions is important, it should not be the only criteria. According to most experts it's like a double edged sword, you usually get what you pay for in an agent.

If you push the agent too far on commission, your property may not get their attention over other better paying properties. You should be looking to appoint the agent that is capable of achieving the best possible price for your property, and this may not

necessarily be the agent who quotes you the lowest fee for their services. Besides, if you can easily convince them to cut their fee, don't you think buyers will just as easily get them down on your price?

The agent you choose should be well trained, knowledgeable and have excellent skill level.

The agent's negotiation skill, which can only be acquired through ongoing study and training (not just years of experience), is more important than anything else and will translate into tens of thousands of dollars extra in to your pocket.

PAUL KOUNNAS

LETTER FROM EDITOR



Dear Readers,

Another year is almost over. As we approach the end of the year, we wish to thank all our landlords, customers and clients who made 2010 such an exciting and rewarding year.

Despite the recent increase in interest rates, the market in Newtown and the Inner West is still strong and very good prices have been obtained.

So if you are planning on selling, this may be the opportunity you have been waiting for.

If the team at De Sousa can assist you in any matter relating to real estate, please feel free to call us any time on (02) 9519 7500.

Merry Christmas and Happy New Year.

Best Wishes,

Lou De Sousa.

PRICES QUOTED



In a recent homebuyers survey conducted by the Daily Telegraph the question was asked; should laws be introduced to force agents to disclose reserve prices?

Results: 88.51% said Yes (2003)

11.49% said No (260 votes)

It's clear the people have spoken and the message is that buyers are sick of being misled. If you're a buyer who has been a victim of misquoting, our advice to you is to write to the Minister of Fair Trading to help improve the legislation.

Secondly, if you can't get a straight answer from the agent, ask the owner. To our knowledge there's no law against that.

Our agency offers homes with a specific asking price. Give us a call we'd love to tell you.

JIM GRIGORIOU

What's In a Name? MARRICKVILLE

Once part of the parish of Petersham, the area on which Marrickville now stands was included in some of the early grants in the colony. The first was the 100 acres given to William Beckwith in 1794. In 1799 Governor Hunter made a second grant, this time of 470 acres to Thomas Moore, who four years later received another 700 acres from Governor King. These three grants covered most of present-day Marrickville, which is bordered in the south by Cooks River.

Dr Robert Wardell (1793-1834), who was murdered by escaped convicts at Petersham in September 1834, purchased most of this land from the grantees or their heirs and included it in his estate (see Petersham), which was broken up after his death. Wardell Road is named after him.

Another man who had a big influence on Marrickville was Thomas Chalder. He acquired a 60 acre subdivision of land, which he advertised for auction in 1855. He called it Marrick, after his native village in Yorkshire; this (with the addition of the "ville" suggested by another resident, William Dunn) was adopted for the municipality when it was gazetted in 1861.

A landmark in the district for many years was the castellated mansion overlooking the Cooks River known as The Warren,



MARRICKVILLE

Municipality of Marrickville

Location: 8 Kilometres south-west of Sydney between Sydenham and Dulwich Hill on the Bankstown Line.

built by Thomas Holt (1811-88), a Sydney business tycoon who made a fortune from wool (see Sutherland). Holt gave his home this name because he bred rabbits there for hunting. All that now remains to remind us that the house once existed is Warren Park on the Cooks River and Warren Road, Marrickville. His estates of about 100 acres south of Wardell's property covered the area bounded today by Unwin's Bridge, Illawarra and Warren Roads.

Until 1860 the area was covered in scrub and timber, but the 1866 *New South Wales Gazetteer* recorded that industries had been established in the suburb: two soap and

candle factories, three brickyards and a tannery. Much of the district, however, was laid out in market gardens, taking advantage of the fine alluvial soil.

The estate of The Warren was subdivided in 1886, and the buyer began to erect a home on part of the property. Completed in 1887, it was known as Ferncourt. The house was noted for its beautiful stained-glass windows, which featured a pattern of birds, and the fanlight over the front door, which showed a scene with the first wooden bridge built over the Cooks River by Fredrick Unwin in 1836 (see Tempe). The original bridge was replaced by a more substantial structure in 1889.

When the original owners left, an order of French Carmelite nuns moved into the Warren in 1886 and Ferncourt became a primary school. After the First World War Ferncourt was demolished and the grounds were subdivided.

When the railway line to Bankstown came through this district in 1895, the construction name for the station was Illawarra Road. Later it was renamed Marrickville.

The first school opened in August 1864, and the post office a year later in January 1865.

Extract from "The Book of Sydney Suburbs" Compiled and Edited by Frances Pollo. Published by Cornstalk 1996.

**WHY DO
REAL ESTATE AGENTS
NEED ADVERTISING
MONEY TO FIND
BUYERS?**

It doesn't make sense...

Don't risk your money.

**Get the agent
to carry the risk.**

**FOR A
RISK FREE SALE
CONTACT
9519 7500**





Franz and Bridget

9/ 161-163 Phillip St, Waterloo

"We will be recommending Simone to our friends. The De Sousa sales approach follows the ethical methodology we had been reading about in various books on real estate.

We were wary of an approach from yet "another real estate agent" but when Simone described her sales method and we recognised the Jenman model, we gave her a short contract to see how it would go.

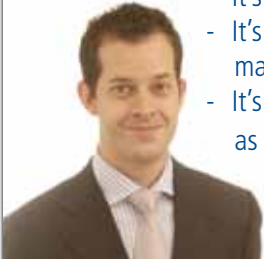
We had an expectation in mind of a price that would satisfy us, and Simone found us a buyer and negotiated the right price within two weeks. Not only was she totally successful, but she was also a delight to work with and made the whole process as painless as these matters can be.

Thanks Simone."

PROPERTY MANAGEMENT

It's not just collecting the rents;

- It's choosing the right tenant
- It's maximising your income
- It's organising repairs and maintenance
- It's looking after your property as if it was our own



RENTAL PROPERTIES URGENTLY REQUIRED!

As a result of the strong demand in the current rental market we have a large selection of tenants seeking rental accommodation that we are presently unable to satisfy.

If you have been considering leasing out your current home or investment property, we would be delighted to demonstrate our services to you.

For an obligation free assessment please call Adam Jakovovic on 9519 7500 or 0413 833 264 or email adam@desousa.com.au

Contact De Sousa Real Estate to discuss what we can offer you in the management of your property.

(02) 9519 7500
Email: adam@desousa.com.au



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