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MAY 2022

## LOOKING FOR A LOCAL PROPERTY?



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WARMING UP THIS WINTER

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TO WYNNUM CBD

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# L ESTATE

information

Real Estate News & Views is a monthly publication, home delivered to Wynnum, Wynnum West, Manly, Lota, Gumdale, Wakerley, Hemmant, Tingalpa, Capalaba, Birkdale and Belmont. Please note that if your home has a 'no junk mail' or 'Australia Post Only' label, then we are unable to deliver the newsletter to you. However, copies will be available around the local area for you to read. If your home does not get a copy, you can collect one from a local pick up point.

Any submissions can be emailed to **sales@market2market.com.au** for consideration.

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# The winds are changing, but not in all directions

BY BYRON FREEBORN, RAINE & HORNE, WYNNUM

Being by the bay, we have our fair share of boaties, yachtsmen and yachtswomen; I was even bobbing up and down out there helping the RQYS race committee some years back, and one thing that has always been evident: nature changes. Life works in cycles. Which brings us to today's article – how's the property market tracking, and are things changing? The answer is always "yes".

What are the current market changes that we, the real estate agents, see and hear now? Below are my thoughts, based on first-hand experience and reaching out to my colleagues in the local area and those working in the greater Brisbane and Sydney real estate industry.

So, what's changed? The tone of the market has begun to mellow. The numbers of attendees at open homes have dropped; however, the serious buyers are still very much in the landscape and making committed purchasing decisions. The bar on price has increased over the last 12 to 18 months of market activity – a trend that has so far remained steady. Perhaps it's the rapid price increases month-on-month that the market has only just begun to adjust to?

While interest rate rises are on the horizon and the consumer price index has increased, some buyers are thinking about purchasing now to lock in a low interest rate rather than hold back to wait and see. For the last three spring/summers running, we have seen a ramp-up of buyer and seller activity off the back of milder winters. Could Spring 2022 replicate this trend?



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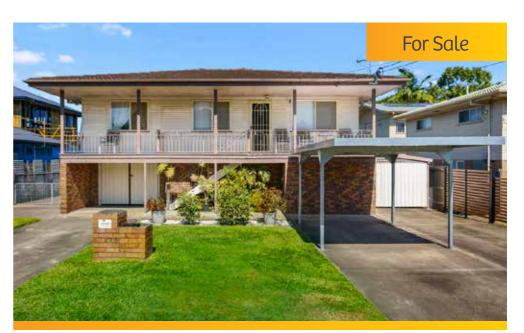
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David did a wonderful job in all aspects of the sales process. The sales strategy and communication were great so it's no surprise that we are thrilled with the result. Would definitely recommend David and the Belle team.

78 Preston Road, Manly West
- Vendor



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Helen was always doing the extra mile for us and who has been with us every step of the way, from pre-sale to even after the sale!!! She has shown great initiative and care about getting exceptional outcomes. We thought this could not have been done without Helen's hard work. And her dedication to ensure everything goes well are indeed very commendable. We thank Helen for her excellent service, her patience with us and her extremely valuable insights brought comfort to the entire sale process. Well done Helen, you are a legend!!!

14 Ribblesdale Court, Gumdale - Vendor

David Lazarus | 0414 723 531 | david.lazarus@belleproperty.com



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Sandi is exceptional. Sandi listens to her clients and her knowledge of the current market reassures you that she knows what she is talking about. Always efficient and enthusiastic you feel that the journey you are on will be comfortable and eventually rewarding. Nothing is ever any trouble or if it is Sandi will sort it out. We have had the pleasure of having Sandi look after us for some years and consider her to be one of a kind.

2/92 Ernest Street, Manly - Vendor



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During the auction campaign, we found Kate a pleasure to work with, nothing was too much trouble, no questions were unanswered. Kate has a professional, yet warm nature, making us feel comfortable with decisions made.

4 Bonniebrae Street, Wynnum West - Vendor

Sandi Sharp | 0400 494 449 | sandi.sharp@belleproperty.com

















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# What impact do school catchment areas have on property prices?

BY THE REAL ESTATE INSTITUTE OF QUEENSLAND (REIQ) CEO ANTONIA MERCORELLA

You may have noticed that when a house is being sold that's well suited to a family and within a sought-after school catchment area, the real estate agency will often highlight this as a key location feature in the marketing material.

If buyers with a child or multiple children, can secure a property that is within access of an excellent public school, it can literally save them tens of thousands if not hundreds of thousands of dollars – that would otherwise potentially have to be spent on private school fees.

So, there's no doubt that if a property is located within a highly sought-after school catchment area, some buyers are prepared to pay a premium for it, in order to access free public education.

We have seen certain areas with particularly well-regarded and high-ranking public schools, where a guaranteed spot at the school becomes a critical factor in the home they wish to buy, and if you have enough buyers attracted to one area and limited stock, it can drive up the suburbs median price quite significantly.

In addition to free education, there were various reasons people were buying, renting and investing in properties within school catchment areas.

#### **AMENITY AND LIFESTYLE**

It's no surprise that properties with close proximity to amenities are generally in demand, as people like to enjoy a lifestyle with convenience – and for parents with school children, living within a school zone could certainly make the daily drop offs and picks ups more efficient. It also saves on public transport costs if children are within walking distance of home

There's also a degree of 'keeping up with the Joneses' with parents wishing to send their children to schools with a good reputation and a perceived higher quality of education.

### **TIGHTLY-HELD STOCK**

From an investment perspective, a property within a highly sought-after school catchment area, makes good sense for longer term tenant security. Due to the number of years children spend at school, it stands to reason that properties within well regarded school catchment areas are tightly held as families generally wish to stay put for the duration of their children's schooling.

Many families choose to rent within their desired school catchment area instead of buying, and again, they are more likely to be long-term tenants – an attractive proposition for investors.



#### **RENTVESTING**

Some families are also "rentvesting" – investing in a property elsewhere at a more affordable price point in order to get on the property ladder, while still securing their school spot by renting a property within that catchment.

## Weighing up the impact on price

While it's true that median house prices have risen across most high-ranking school catchment areas in Queensland, it's important not to draw an exclusive connection between a suburb's median house price and its corresponding school catchment area. Price growth, after all, comes down to a number of contributing factors and market forces.

Another factor to consider is that highly-regarded public schools are often well-established, having built a reputation over a number of years. As a general rule, schools are not emerging suddenly and creating new demand for their suburb overnight. There are also instances where school catchment areas are amended and the boundaries are moved meaning a property that once fell into one school, now belongs to another. However again, this won't happen overnight, properties in the impacted area are likely to be given ample notice of the upcoming catchment area change.

In the end, for families looking to buy and occupy properties within their desired school catchment area, it's about weighing up what free, quality education and convenience is worth to them, and being prepared to pay that price to secure one.



# Buying or selling?

Chris McKenna
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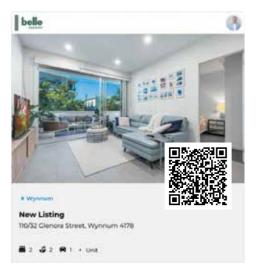
















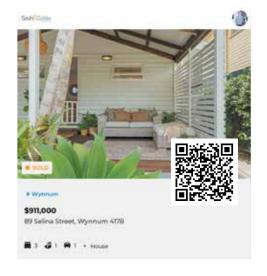








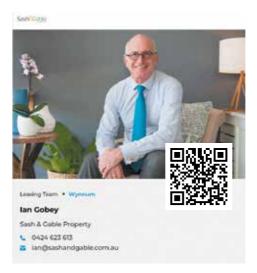




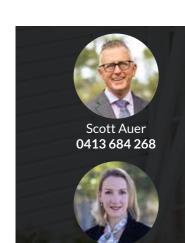
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## **Publication Update**

Chani De La Warı 0487 030 973

We have introduced a new section in the centre spread of The Community Leader and Real Estate News & Views.

#### **New Just Listed**

The objective of the new section is to give you an opportunity to market your home to locals in an affordable way.

To help plan your campaign with your local agent, The Community Leader is distributed at the start of each month, and Real Estate News & Views is distributed in the middle of each month.

Just Listed is supported by a digital offering on The Community Leader website called Local Listings, where you can view videos, photos and find the contact details of each agent. Simply scan the QR codes and they will take you to each property.

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# Who doesn't love watching a roaring fire in winter?

FROM AUSSIE BBQS & FIREPLACES

There's something primitive about watching a fire - it takes us back to simpler times where a roaring fire was the heart of the home, where cooking was conducted, clothing dried, and families enjoyed its warmth and comfort.

And while modern appliances and conveniences have replaced the need for a fire all day long, a fireplace in the home is now considered a luxury that affords a cosy ambience.

During winter, it's a place to gather at the end of the day, a focal point in the home that draws guests towards its radiating heat. You could say modern fireplaces bring people together like moths to flames.

With cooler weather descending upon Brisbane, now's the time to think about installing a fireplace in your home. But where do you start? Do you go for gas, wood or electric? What style will suit your home? Aussie BBQs & Fireplaces welcome you to visit the showrooms at Capalaba and Murarrie, where you'll find a great range of fireplaces on display, backed by expert advice you can trust.

Aussie BBQs & Fireplaces can guide you through the process of installing a modern fireplace in your living area, bedroom, or even your outdoor area, to create a stunningly cosy space your family and friends will love.





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# REIQ and Q Shelter's appeal to property owners

FROM THE REAL ESTATE INSTITUTE OF QUEENSLAND (REIQ)

As the Queensland rental market tightens and homelessness soars, the Real Estate Institute of Queensland (REIQ) and Q Shelter have joined forces to launch a campaign to encourage property owners to release their Queensland-based properties onto the long-term rental market.

According to Antonia Mercorella, CEO of the REIQ, "The Queensland rental market was already at historically low vacancy rates leading up to the recent flood crisis. As we have seen, the catastrophic floods have resulted in thousands of rental and owner-occupied properties impacted by the floods, further reducing rental stock. At the same time, displaced tenants and owner-occupiers are now hitting the market desperate for alternative accommodation, adding to the already unprecedented demand for long term rental accommodation. It is difficult to see any way that this wave of demand can be met without the support of property owners moving their properties to the long term rental market".

Executive Director of Q Shelter, Fiona Caniglia, believes the issue goes further.

"The number of people in Queensland facing homelessness will grow significantly unless we see more properties coming onto the long term rental market," said Ms Caniglia. "People who have lost everything to the floods need the security of a home if they are to recover. The impacts of the pandemic proved that home is everything to our health and safety. The longer people live with the anxiety of not knowing where home will be, the greater the impact on our society."

According to Ms Mercorella, there are currently approximately 200,000 properties in Queensland that are either vacant or used for short-term and holiday letting purposes. The joint campaign between the REIQ and Q Shelter is designed to encourage owners of these properties to move them onto the long-term rental market. It is hoped that these measures will, in turn, alleviate the rental supply issues currently crippling Queensland.

Local real estate agencies are being briefed on the campaign and will be ready and willing to assist property owners in moving their properties onto the long term rental market quickly. Property owners unsure of whether their property is suitable for such a change can contact their local real estate for advice. In addition, several not-for-profit real estate agencies supply property management services to the broader community while investing profits into the construction of affordable housing for those people doing it tough.

The REIQ and Q Shelter are also calling on the Queensland State Labor Government to ease the path for property owners who wish to place their properties onto the long-term rental market. According to Ms Mercorella, "The current State Labor Government could do a lot more to reward property owners who chose to place their property on the long-term rental market, and incentivise property owners to place or return their properties to the long-term rental market."

"As people struggle to recover, anyone with appropriate properties can make a significant difference," says Ms Caniglia.

"Every vacant property that can be tenanted could be a home for someone going through the challenge of flood recovery. This includes children who need to know they have a home and are safe. We have seen what Queenslanders can do to help others. The Mud Army is just one example of how we care deeply about the wellbeing of our Queensland community.

"People are digging deep to help neighbours, family and friends. We are pleading with people with empty properties, or properties let on the short term rental market to consider the many benefits of bringing those homes and apartments onto the long-term rental markets," said Ms Mercorella. "This is a crisis, and we need every available property we can find to come into the market. And the real estate industry is here to help."

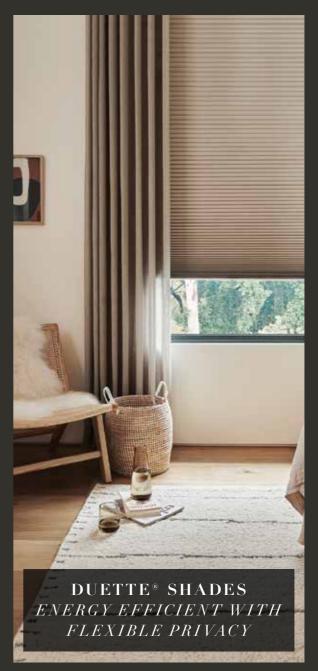


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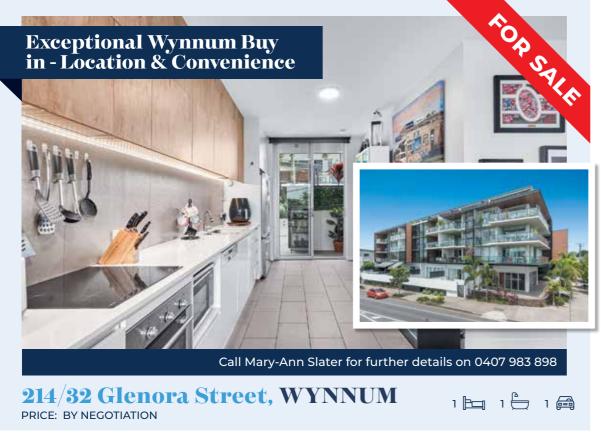
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# McGrath Wynnum-Manly office relocates to Wynnum CBD

CONTRIBUTED BY MCGRATH WYNNUM-MANLY

McGrath Bayside Manly office, which covers the areas west to Murarrie, east to the seaside suburbs of Wynnum, Manly, and Lota, and everything in between to Ransome (including Gumdale, Wakerley and Hemmant), has moved into a new home at 78 Bay Terrace Wynnum in the Palais building, next to The Coffee Club.

This office has been renamed McGrath Wynnum-Manly and enjoys a highly visible position in the ever-growing precinct of Wynnum, with a focus on real estate sales and property management.

The stunning brand-new office was designed by Alex Morris from Morris & Co (Sydney) and fitted out by Queensland Interior Shop Fitters to a very high specification.

"Being visible in the area you serve and easily accessible to clients is important to me," said McGrath Wynnum-Manly principal Gaby McEwan.

"After nine years in the previous office, being stuck in the corner of a shopping centre, we decided to secure the prominent Bay Terrace building in a very competitive market," said Gaby.

Gaby's good friend Mary from Mary's Kebabs, whose father previously owned the Bay Terrace shop, assisted in the process, but it hasn't all been smooth sailing.

"The fit-out was hampered by covid, supply delays, and then water damage to some of the materials, but we got there in the end," said Gaby. "It is such a triumph over adversity to be here!"

Gaby purchased the McGrath agency in December of 2021, after joining the business earlier in the year after 16 years in real estate, winning many awards along the way. Gaby first heard John McGrath speak at an AREC conference in 2007 and followed up at the McGrath desk to express an interest in future Queensland operations.

A trusted veteran in the industry with a strong track record, Gaby has lived in Wynnum since 2014 with her closeknit and much-loved family. Son, Alec McEwan, works in the business as a sales agent, and son Michael is a videographer; however, he is currently playing cricket in Yorkshire for the UK summer.

After nursing her husband Rodney back to health after nearly losing him from a burst brain aneurysm in 2019, Gaby wanted a positive change and to be more local to the area she loves after years of selling around Carindale, Carina and Camp Hill. Gaby is now excited to continue to bring her high level of service to the bayside.



"I am finally delighted to be part of this prestigious and trusted brand. We look forward to serving many people within this community through sales and property management," said Gaby. "I would like to welcome anyone to visit our new office and discuss any of your property needs with us."



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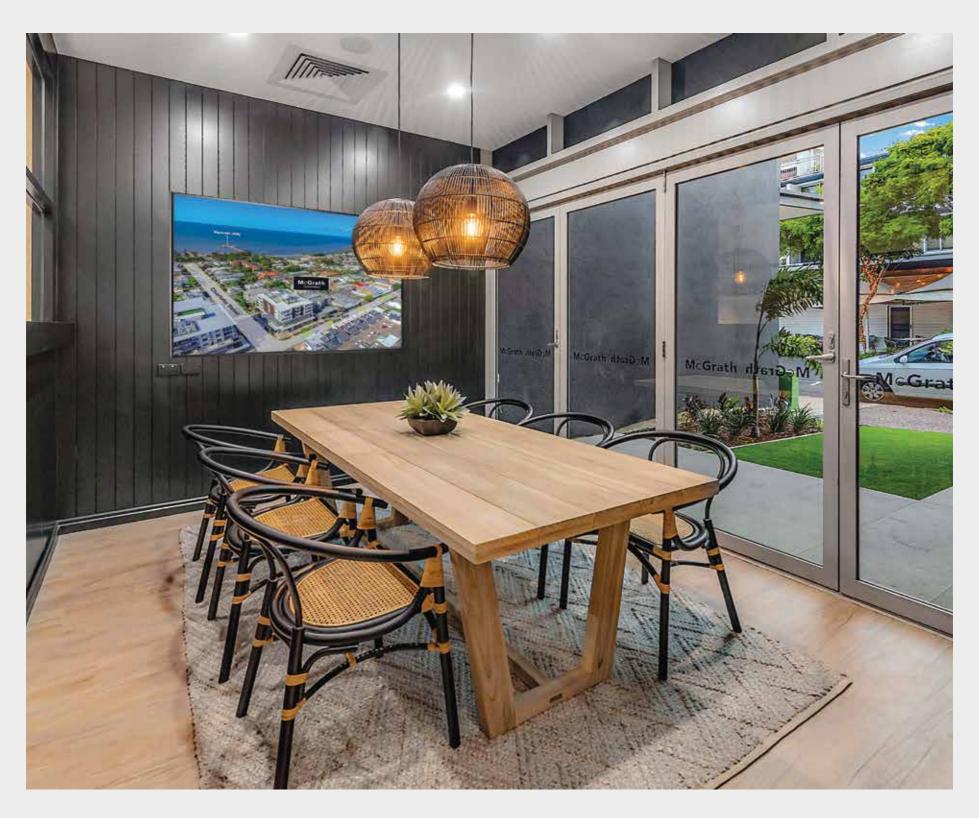
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# McGrath Wynnum-Manly are recruiting!



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All enquiries will be treated with absolute confidentiality.

# **McGrath**

## **Contact us:**

Gaby McEwan 0401 781 116 gabymcewan@mcgrath.com.au

**Rod McEwan** 0448 777 755 rodmcewan@mcgrath.com.au

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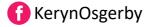








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