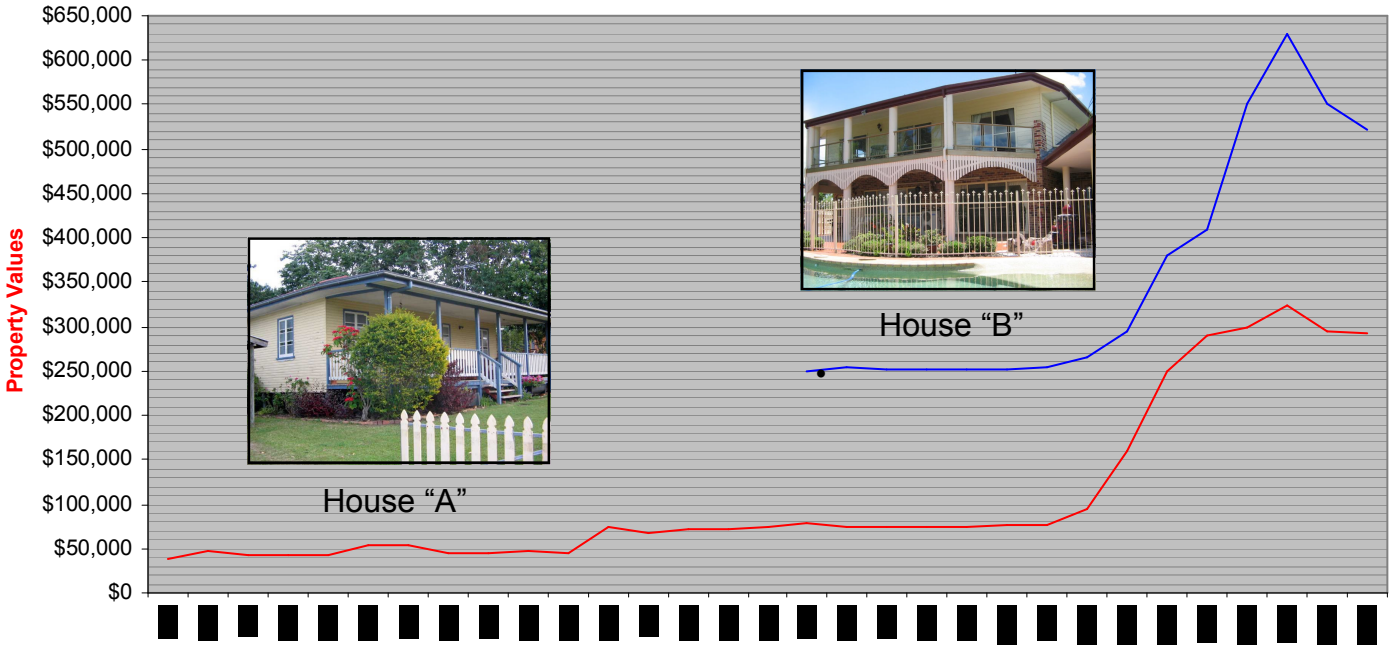
KEYLINE REALTY

Property Extra

Volume 0904, Issue 10

Our regular newsletter is designed to keep you up to date with the Real Estate Market.

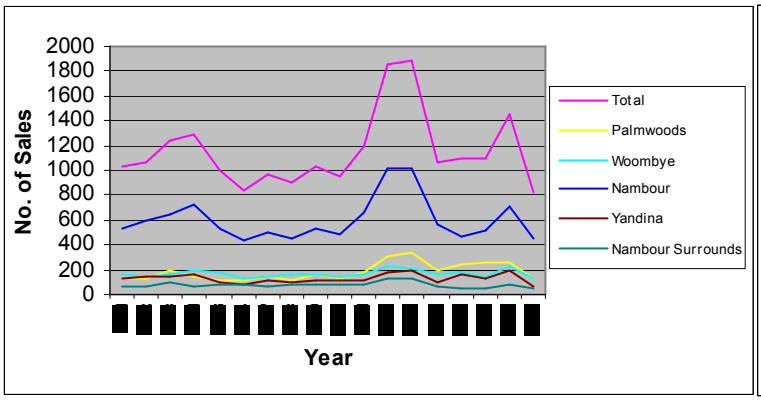
Sales Value Chart - graphs updated to March 2009



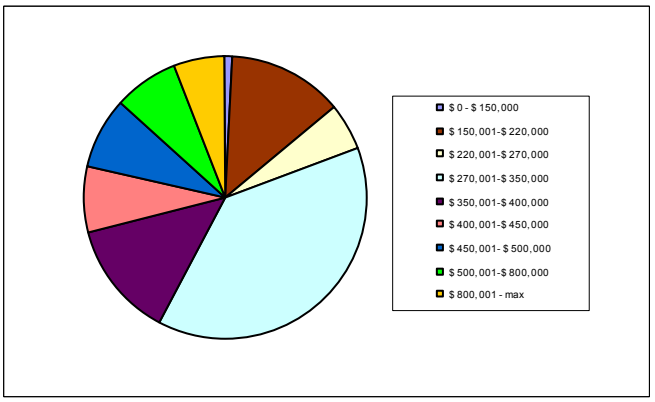
Thanks to the Government First Home Owners Grant, typical "House A" is trading strongly however there appears to be no upward trend in price as the budgets of typical first home owners is limited to little above $300,000.

There has been additional interest in houses in the upper bracket as typified by "House B", and this appears to be a result of follow on from sales to first home buyers allowing the previous owners to trade up. However, to date there has been insufficient momentum and in the December to March quarter prices appear to have fallen by a further 5% making this a total of approximately 17.7% from the prices achieved at the top of the market cycle

Sales Volume Chart: Shows the changes in sales activities in the Nambour Area



Sales Value Splits: October - December 2008



A general shortage of listings appears to be causing sales numbers to continue on a downward trend and based on the monthly activity it appears likely that the number of sales in the forthcoming 12 months will not exceed 600 in the area surveyed.

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We Celebrate Our 30th Year in Real Estate

Ron Hicks, Principal

On the first of May 1979 my wife Katie and I, along with our two children Andrew and Larissa, arrived from Townsville to start a new life in real estate in Nambour. Thirty years on, our children are both married and we have seven beautiful grandchildren.

When we arrived, we found that land was for sale at prices between $5,000 and $10,000 and the cheapest house we had for sale was $15,000. Houses were being built in Burnside to go on the market at prices around $30,000. The market, however, stalled. Our background as pastoral agents equipped us to handle tough times; we brought new innovations to the sleepy town. We won the confidence of many of the local sellers and concentrated on the ones who gave us their trust. We made lots of sales.

Of course, we weren't popular with many of the other agents.

At those remarkably low prices we needed lots of sales to make a reasonable living and it wasn't long before we had a patch of time where we recorded months with over 50 sales.

Like in every business, there were good times and other times that weren't so good. There was even a December once when we had only one sale for the whole month.

Our philosophy has always been to seek potential sales staff who have not been employed in real estate before. We bring such people into our team and train them to be the best. Training is undertaken both in-house and securing the best outside trainers in the industry. Often we invite members of the business community to participate in our training programmes.

We enjoy seeing the success of our team, and look forward to many more years involved in what has become a passion.

When To Sell

In general, the best time to sell depends on your personal circumstances. If you want to upgrade, now is a great time as the low end is trading strongly and the top end has come back by approximately 17% from the peak of the market.

Long term owners can't go wrong selling now as the 6 years of growth between 2002 and 2008 has at least doubled and in some cases even tripled the value of their homes.

Unfortunately, selling a property purchased within the last two years will most probably mean a lower price than was paid. However, if buying again in the same market you will probably be OK.

With Whom to Sell!

It has never been more confusing for some sellers. There are currently 13 agencies operating from within the town of Nambour and another 10 within Woombye, Yandina and Palmwoods (without those from outer areas who try to sell local property). Keyline processed over 30 contracts in the last four weeks and we feel sure that we have enough qualified priority buyers to sell an additional 50 properties per month if we had suitable listings.

Caution! All agents are not the same!

Some agents advertise 1% commission, some advertise full service and low fees (these two things don't go together), and some just work from home.

Don't Lock Up Your Listing

Look out for upfront fees with no guarantee of success. Look out for those with limited staff who rely on 'Open for Inspections'.

Choose an agency that has a team big enough to provide full service and back up (small agencies, discount agencies and "one man bands" can't provide full service). We have seen agonizing cases where Sellers have sold way under value and lost thousands of dollars using these type of agencies.

Keyline Realty does not charge for advertising!

Keyline Realty employs 10 of the best people in the industry. It takes effort and years of dedication to be the best!

Free Offer! We're Here to Help!

Have you been charged for advertising? Like so many others do you feel you have been exploited? Do you still want to sell? If you list and sell with us, we will help you by contributing to what you lost with the other agent. Helping is what we do!

Call us now! 07 5441 2511

One of Keyline's recent Sellers said:

"There are 2 choices in Nambour - the other agencies who are all the same or Keyline Realty who stand out from the crowd and provide real old fashioned service and have the latest technology!"

Recently Sold Properties - Since our last newsletter we have sold over **70** properties. The following is a sample:

5/21 Park Rd, Nambour	$218,000	171 Panorama Dr, Rosemount	$322,500	42 Pine Grove Rd, Woombye	$365,000
66 Coes Creek Rd, Burnside	$295,000	10 Kings Pl, Burnside	$328,000	187 Mapleton Rd, HIghworth	$385,000
157 Howard St, Nambour	$301,000	11 Huntingdale Dr, Nambour	$335,000	11 Birdwood St, Burnside	$405,000
21 Hocking St, Nambour	$309,000	97 Perwillowen Rd, Burnside	$345,000	15 Klinain St, Coes Creek	$410,000
2 Bega St, Burnside	$317,500	14 Muirfield Cres, Nambour	$359,000	64 Upper Rosemount Rd, Rosemount	$575,000

For more properties visit www.keylinerealty.com