

PROPERTY NEWS

Ideas to help you when you're Buying or Selling

NORTHERN GOLD COAST IS THE PLACE TO BUY

Professionals Oxenford, since July 1, have sold over 82 properties as buyers line up to move to this extremely popular area. If you need to sell your home, now is a great time to sell!



**See page 3
for full details**

In this Issue of Property News:

- What's new in Real Estate
- Northern Gold Coast is the place to buy
- Do all agents treat buyers with the same respect?

**Professionals**
oxenford

07 5580 5077

Letter from the Editor

Dear Reader

Welcome to our first Issue of Property News! We are excited to bring you our fresh new format, which I'm sure you will all find very informative.

We certainly have a few things to share with you this month! October saw our Professionals Queensland Annual Awards, and our office, out of 75 in the State, won the Most Improved Office 2005 - 2006! This is a huge achievement and we are so proud!

We were so excited about the great night had by all at our Charity Dinner and Auction Night which was held for the National Breast Cancer Foundation in October. We raised over \$32,000! Again, we would like to thank all our Sponsors for their help. Professionals are a major sponsor of the National Breast Cancer Foundation and a percentage of every sale made by our office goes towards this very worthy cause.

Moving onto Property News, business is still booming in our region and we are looking forward to the lead up to Christmas - only 4 weeks to go folks so get your shopping done! Our award winning office has Property Consultants who specialize in specific areas, if you have received this newsletter we have a specialist in our office dedicated to your suburb.

In closing I hope that you enjoy this light reading on property in your area and should you wish to call into our office for a chat about your situation, please don't hesitate to call me on 07 5580 5077.

Kind Regards,

Karen St George
General Manager/
Licensee



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What's new in



AUCTIONS How good are they?

Auctions, some people swear by them, some people loath them, so what is the best method for selling your home in the current market?

Like people, no two homes are the same and the mistake many agents make when selling property is that they treat each sale of a property just like the last one. They resort to the same old advertising they have always done. They don't bother to invest the time it takes to get the most for their client.

At Professionals Oxenford we sell each home based on its merits, some homes demand an auction, others don't. To us, selling your property

means having a detailed sales and marketing strategy designed purely around your home. It is about planning an approach that will get you a good result in a timely fashion. If we feel you need to auction then we will make a presentation to you illustrating our plan for success. If we think another method of sale is more appropriate we will point this out to you.

Word of caution, be careful which agent you list your home with!

There are agents in the market who are so desperate for a listing that they promise more than they could possibly deliver!



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NORTHERN GOLD COAST THE PLACE TO BUY

The team at Professionals Oxenford say the northern Gold Coast offers a collection of properties that are unique to the area.

Unlike anywhere else on the Gold Coast, the northern end has estates within its suburbs that have million dollar properties, and others that are very affordable and are enabling first home buyers to enter the property market.

Professionals Oxenford say there are also a wide variety of brand new homes being built and established homes to choose from in this highly varied market. Professionals Oxenford have listed units in complexes, duplexes and land for sale, although they say that land is becoming increasingly difficult to find in the area. Professionals Oxenford currently have a range of properties for sale that would suit home occupiers and investors. They have the most exclusive listings in the area for sale, and boast the highest number of northern Gold Coast area sales. They currently have lots of properties to interest investors.

But as well as variety and selection of properties, the northern end of the Gold Coast is a highly sought after place

to buy for other reasons. The team at Professionals Oxenford say that their area offers location, location, location! It is close to everything you need for an outstanding quality of life. There is an extensive range of outstanding facilities including new shopping centres, schools, childcare centres, sports centres, community centres, tertiary education facilities including TAFE and a planned university.

The agents at Professionals Oxenford have sold lots of property in their area to commuters, with the M1 providing easy and direct access to Brisbane but allowing them to live within 15 minutes of the beach.

They say that everyone wants to live in their area, with the range of properties available making it easy for them to match buyers' requirements, regardless of their needs. The opening of new housing estates this year has escalated interest in northern Gold Coast suburbs, with people flocking to the area to build



their dream homes. The huge demand has led to Professionals Oxenford recording an unprecedented 82 sales since 1 July this year. While other agents are talking the property market down, the team at Professionals Oxenford are achieving great sales results.

They do things right the first time, so if you are ready to make the move to the northern Gold Coast, give them a call.

www.professionalsoxenford.com.au

Why not let our sales team of professionals help you sell your property?
Call us on **(07) 5580 5077** and rest easy.



Management

Colin Meagher: Business Owner
Toby Meagher: Project Manager



Karen St George
General Manager/
Licensee



Nigel Smith
Property Consultant
Maudsland/Coomera



Alex Adler
Property Management
& Project Sales



Ron Graham
Property Consultant
Upper Coomera



Vicki Frank
Property Consultant
Upper Coomera/Oxenford



Irene Irvine
Property Consultant
Oxenford



Julian Porter
Property Consultant
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SALES FOR SEPTEMBER/OCTOBER

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15 Tuggeranong St, Pacific Pines	\$439,000
6 Waigeo St, Pacific Pines	\$395,000
9 Salvado Dr, Pacific Pines	\$635,000
14 Kaizlee Ave, Upper Coomera	\$365,000
6 Bluefen Ct, Upper Coomera	\$340,000
12 Gawler Pl, Upper Coomera	\$445,000
25 Prominent Ave, Upper Coomera	\$340,000
L65 Valley View Vista, Wongawallan	\$300,000
47/50 Beattie Road, Coomera	\$217,000
48 Jonquil Ave, Ormeau	\$335,000
8 Script Ave, Oxenford	\$315,000
28 Pineneedle Ave, Oxenford	\$350,000
12 Taske Rse, Pacific Pines	\$379,000
11 Matzia Ave, Pacific Pines	\$345,000
15 Polynesia Ave, Pacific Pines	\$450,000
10 Murchison St, Pacific Pines	\$336,000
48 Jamieson St, Parkwood	\$291,500
78a Rivermeadows Dr, Upper Coomera	\$442,000
23 Rivermeadows Dr, Upper Coomera	\$365,000
14 Cactus Ct, Upper Coomera	\$410,000
12 Gawler Pl, Upper Coomera	\$250,000
96/1 Sauvignon Ave, Upper Coomera	\$280,000

Do all real estate agents treat buyers with the same respect?

Spend a few weeks working in the real estate industry and you would be surprised to learn what some agents really think of buyers.

"I never could work out where the saying "all buyers are liars" originated in the world of real estate," says Karen St George, General Manager/Licensee at Professionals Oxenford.

"You'd need to be very naïve to subscribe to that silly belief."

Surprisingly enough for many agents, desperate to notch up another quick sale and a fast commission, buyers often amount to just another number to be crunched through the 'selling machine'.

But not all agents think the same way about buyers!

"Without a buyer – there is simply no sale," says Karen St George.

"That is why at Professionals Oxenford we spend a great deal of time, effort, care and money ensuring that we treat our buyers with the

utmost care."

How does a good agent treat the buyers that approach their office?

At Professionals Oxenford all buyers that they meet or speak to, and that wish to leave details with them, are carefully entered into their database.

This database entry is important, as the buyer is then qualified and graded so that they can be offered promptly all new properties listed which meet their needs.

"More often than not we can access our database and start the marketing and selling process immediately upon listing a property," says Karen St George.

By working this way, Professionals Oxenford can help the buyer find the property they want quickly, which in turn helps the seller move on with their plans having sold their property.

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