



BROUGHT TO YOU BY

## Fletchers Balwyn North

9859 9561, info@fletchers.net.au

### LOCAL PROPERTY NEWS

## BALWYN - SPRING 2012

Dear Balwyn Resident,

Welcome to the spring edition of your Local Property News. As the weather improves so does our local property market, with more people more inclined to enter the market as either a seller or buyer. This edition will help explain some of the factors impacting you and your home in the coming months.

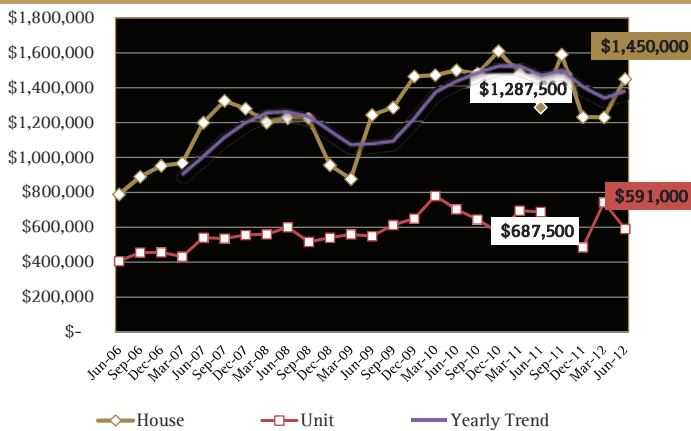
We hope you enjoy reading and discovering a little more about your local community in the process.

**REIV AWARDS FOR EXCELLENCE 2011**  
Large Residential Agency of the Year **WINNER**

**REIV AWARDS FOR EXCELLENCE 2011**  
Website Award **WINNER**  
2003, 2010 and 2011

**REIV AWARDS FOR EXCELLENCE 2011**  
Residential Salesperson of the Year **WINNER**  
2006, 2010 and 2011

### BALWYN - LOCAL OVERVIEW



Source: REIV QTR Median House Pricing Report June 2012

Balwyn, like a number of premium suburbs across Melbourne's east, has seen a high degree of fluctuation in median pricing over the last year. Median house price is seen as an important indicator of pricing trends by the market and your suburb has seen a change in the last six months, which we believe does not accurately show the activity in your suburb. By reviewing trends for the last five years and following the significant growth in 2009, we have seen a steadiness in pricing. Despite a drop in the last six months, driven by wild variances, we feel the Balwyn market has remained very steady. With spring upon us we anticipate the influx of buyers into the market to stimulate more activity in the upper end of Balwyn property, which will help drive median price.

Properties sold in Balwyn from April 2012 - June 2012

64 approx.

Number of properties currently for sale in Balwyn as at 10 August 2012

79 approx.

Record sale price in Balwyn

\$6,620,000

The median house price in Balwyn

\$1,450,000

### COMMUNITY NOTICE BOARD

#### There's Music in the Air!

**When:** Saturday, 22 September 2012  
From 8pm

**Where:** Holy Trinity Anglican Church  
Cnr High and Pakington Streets, Kew

**What:** The Boroondara Symphonic Band presents their free, annual concert. Contact (03) 9889 4142.

#### Verdi's Four Sacred Pieces

**When:** Sunday, 14 October 2012  
From 2.30pm

**Where:** Eldon Hogan Performing Arts Centre  
Xavier College  
135 Barkers Road, Kew

**What:** Verdi's Four Sacred Pieces and Operatic Excerpts by Camberwell Chorale. Tickets are \$40 for adults, \$35 concession. Children 12 and under are free. Contact (03) 9561 2531.

#### Surrey Hills Music Festival

**When:** Saturday, 27 October 2012  
12pm - 11pm

**Where:** Surrey Hills Neighbourhood Centre  
157 Union Road, Surrey Hills

**What:** All-inclusive music event, hosted and supported by the Surrey Hills Neighbourhood Centre. There will be a youth stage, workshops for children, informal jam sessions and an open mic. Contact (03) 9890 0314.

#### Boroondara Farmers Market

**When:** Third Saturday of the month  
8am - 1pm

**Where:** Pattersons Reserve  
Auburn Road, Hawthorn East  
Melways Ref: 59 E4

**What:** Stock up on farm-fresh supplies and delicious treats. Entry is only \$2.

Traditionally we see a large number of properties enter the market in spring with a sizeable jump of over 15% from those coming on the market in the winter months. The reasons why individual home owners think spring is the prime selling time are many and varied. We believe it comes down to a combination of both market and emotional factors. The concept of more buyers being in the market, creating increased interest in a newly listed home, is a great attraction to those placing their home for sale. This certainly stands true and as more property enters the market, so too do potential buyers as people look at trading up into a larger home or conversely choosing to downsize.

The other influence is the emotionality of people. We often hear that with spring and better weather people become more inclined to get out and about and with that, it instils the thought of looking at improving their housing options. Buying a home is a very personal choice and for some it may be the hardest decision they will make. Having a property presented that creates the most emotional appeal to potential buyers is critical. This is why spring is a key time with gardens being a major attraction. Following a wet winter and some soaked gardens, those listing their property for the spring period are hoping for some sunshine soon to present their home at its best.

This winter we have seen lower stock levels compared to previous years however, with a shift in weather and with some great properties entering the market we see spring as a good period for both buyers and sellers. Auction clearance rates have remained stable for the last six months with good signs of improvement in July, which points to an underlying confidence in the market. With signs of a stable economic environment and consumer sentiment improving, we anticipate this being reflected in the property market. We are certainly seeing the numbers of people attending house opens increase and interested purchasers more buoyant, which bodes well for a good spring and the opportunity for people to explore their housing dreams.

So what does the economic environment hold for the coming months? Too often we hear through the media the negative issues with our economic environment and the doomsayers predicting our property market is at risk, but there exists a more positive view of the property landscape. The Housing Industry Association recently stated, *“the fundamentals of Australia’s housing market remain very strong – rents continue to grow at a rate well above headline inflation, rental vacancy rates are tight, and Australia’s unemployment rate remains the envy of the developed world”*. This great news for investors is mirrored for residential home owners.

Despite positive news on the economy, it appears that the growing economic confidence seen in July has abated, evidenced in Westpac’s Consumer Sentiment Index which seems to be driven by uncertainty surrounding the introduction of the carbon tax. This Index measures people’s perceptions on our future economy, with more cautious support for economic conditions over the next 12 months and the longer term of five years. Spending in both the retail and property sectors traditionally follows a positive trend in consumer confidence and, with a softening of consumer confidence, spending may need to be influenced through lower interest rates.

The Reserve Bank of Australia’s decision to leave the cash rate unchanged in August does show that the economy is performing well within its expectations. The prudence in this decision was supported by increases in retail trade and building approvals for the May period, further bolstering recent economic stability. The RBA has indicated that they are relatively happy with the economy but continue to monitor the impact of the high Australian dollar - specifically, its impact on exports (in particular manufacturing) and the state of the Euro zone.

Recent improved retail spending commonly flows into spending on property. Key economists project that Melbourne’s property market is to remain at a stable level for the next two years, presenting a market in which both buyers and sellers can benefit. Only marginal changes in Melbourne’s median pricing over the last 12 months have occurred; a trend expected to continue. Now is good time to trade into a new home or invest.

RECENT FLETCHERS SALES IN BALWYN

[Source: PDOL]

Address	BRs	Land Size	Type	Price
Belmore Road	3	N/A	Apartment	\$1,170,300
Yarrbat Avenue	4	657 sq m approx.	House	Undisclosed
Northcote Avenue	2	N/A	Unit	\$476,000
Iramoo Street	2	188 sq m approx.	Townhouse	\$591,000
Belmore Road	3	407 sq m approx.	House	\$690,000
Relowe Crescent	5	1,238 sq m approx.	House	\$1,141,000
Northcote Avenue	2	509 sq m approx.	House	\$872,000
Whitehorse Road	4	387 sq m approx.	House	\$972,500
Yarrbat Avenue	4	1,812 sq m approx.	House	\$1,850,000



Belmore Road



Yarrbat Avenue



Northcote Avenue



Iramoo Street



Belmore Road



Relowe Crescent



Northcote Avenue



Whitehorse Road

Commitment

Local Knowledge

Integrity

Quality Service



Fletchers Balwyn North  
61 Doncaster Road  
Balwyn North VIC 3104

Phone: (03) 9859 9561  
Fax: (03) 9859 2552

Email: info@fletchers.net.au  
Web: fletchers.net.au



Every precaution has been taken to verify the accuracy of the details contained in this newsletter. However, Fletchers gives no warranty to these details and expressly disclaims all liability for any loss or damage, whatever the cause which may arise from any person acting on any such statements. All data has been sourced from the REIV, Census and Property Data Online.

