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Fletcher's Real Estate

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LOCAL PROPERTY NEWS

BLACKBURN NORTH - SPRING 2012

Dear Blackburn North 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.

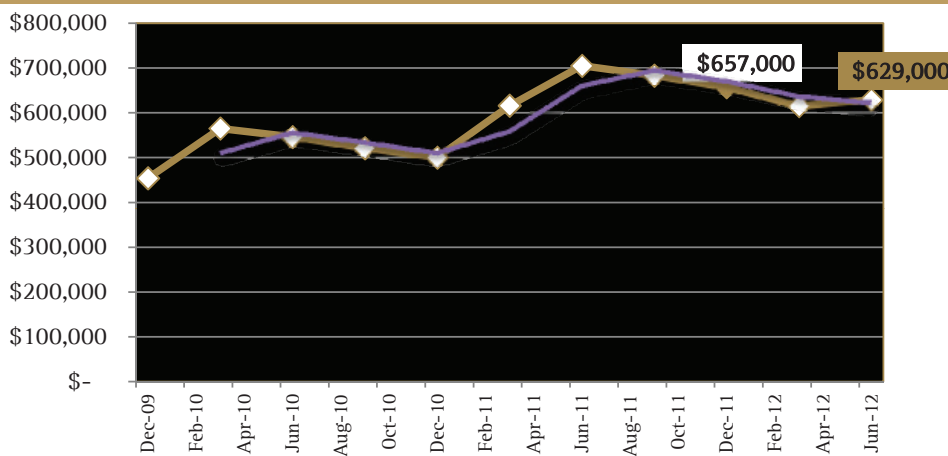
We hope you enjoy reading and discovering a little more about your local community in the process.

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

BLACKBURN NORTH - LOCAL OVERVIEW



Source: REIV QTR Median House Pricing Report June 2012

Like a number of suburbs across Melbourne's east, Blackburn North has seen a degree of consistency in pricing over the last two years. Due to relatively low turnover we have looked at the six month average house price as an indicator of pricing trends. By looking at the annual trends for the last five years we can see, following the significant growth in 2009, a relative steadiness in pricing which we expect to continue for the short to medium term. We anticipate that the spring market will create an influx of buyers and stimulate more activity in Blackburn North, with more properties coming on the market.

Properties sold in Blackburn North
from from April 2012 - June 2012

40 approx.

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

18 approx.

Record sale price in Blackburn North*
*Disclosed prices only

\$990,000

The median house price in Blackburn North

\$629,000

COMMUNITY NOTICE BOARD

The Sculpted World

When: From 11 October - 3 November 2012

Where: Box Hill Town Hall
1022 Whitehorse Road, Box Hill

What: Featuring work from the Deakin University and Whitehorse Art collections, this exhibition guarantees to challenge views on contemporary sculpture. Contact (03) 9262 6251.

42nd Street

When: From 26 October - 11 November 2012

Where: Whitehorse Centre
397 Whitehorse Road, Nunawading

What: NOVA Music Theatre Inc. is a non-professional musical theatre company based in the Eastern suburbs. For more information and ticket bookings call 1300 305 771 or visit www.novamusictheatre.com.au.

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.

Baby, the New Musical

When: From 16 - 24 November 2012

Where: Doncaster Playhouse
679 Doncaster Road, Doncaster

What: Baby is a musical concerning the reactions of three couples, each newly expecting a child and having different but familiar reactions.

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 twelve 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 twelve months have occurred; a trend expected to continue. Now is good time to trade into a new home or invest.

RECENT FLETCHERS SALES IN BLACKBURN NORTH

[Source: PDOL]

Address	BRs	Land Size	Type	Price
Gay Street	3	730 sq m approx.	House	Undisclosed
Surrey Road	3	252 sq m approx.	Unit	\$596,000
Iris Court	3	603 sq m approx.	House	Undisclosed
Gay Street	4	641 sq m approx.	House	Undisclosed
Surrey Road	3	638 sq m approx.	Unit	\$511,000
Yorkshire Street	3	588 sq m approx.	House	\$680,000
Caroline Crescent	5	608 sq m approx.	House	Undisclosed
Douglas Street	3	587 sq m approx.	House	\$580,888
Katrina Street	3	646 sq m approx.	House	\$920,000



Gay Street



Surrey Road



Iris Court



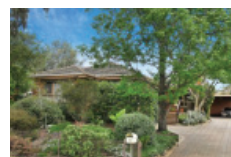
Gay Street



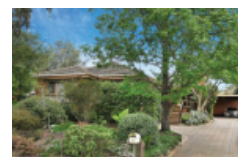
Surrey Road



Yorkshire Street



Caroline Crescent



Douglas Street

Commitment

Local Knowledge

Integrity

Quality Service



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