



BROUGHT TO YOU BY

Fletchers Hawthorn

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LOCAL PROPERTY NEWS

KEW - SPRING 2012

Dear Kew 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.

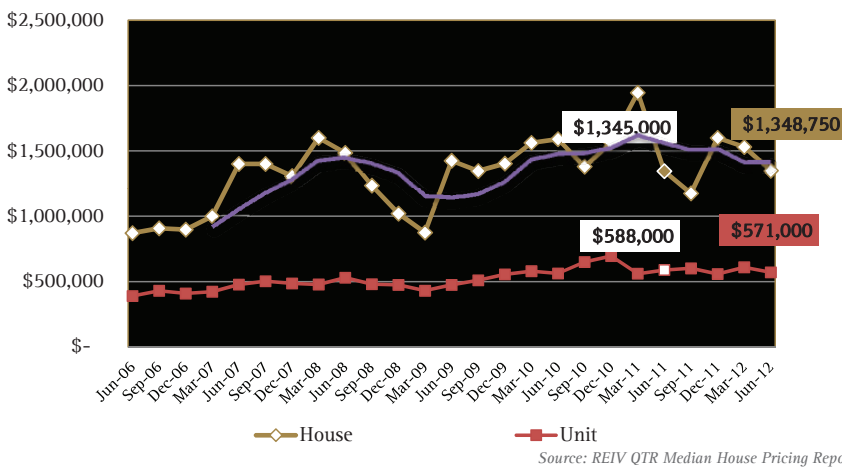
We hope you enjoy reading and discovering a little more about your local community in the process.

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

KEW - LOCAL OVERVIEW



Source: REIV QTR Median House Pricing Report June 2012

Like a number of premium suburbs across Melbourne's east, Kew has seen a high degree of fluctuation in median pricing over the last two years. Median house prices are seen as an important indicator of pricing trends by the market and Kew has seen dramatic shifts, 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 for both houses and units, despite the wild fluctuations. With spring upon us we anticipate the influx of buyers into the market to stimulate more activity in the upper end of Kew property, which will help drive median price.

Properties sold in Kew
from April 2012 - June 2012

96 approx.

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

132 approx.

Record sale price in Kew

\$6,600,000

The median house price in Kew

\$1,348,750

COMMUNITY NOTICE BOARD

Boroondara Farmers Market

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

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

What: The Boroondara Farmers Market is the perfect chance to stock up on farm-fresh supplies and delicious treats. Entry is only \$2.

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.

Handel's Messiah

When: Saturday, 17 November 2012
From 6.30pm

Where: St Johns Anglican Church
Burke Road, Camberwell

What: A twilight performance of Handel's Messiah. Adult tickets are \$30, children 12 and under free. Contact (03) 9561 2531 for tickets.

MARKET UPDATE

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.

FINANCE NEWS

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 KEW

[Source: PDOL]

Address	BRs	Land Size	Type	Price
Burke Road	3	N/A	Unit	\$790,000
Earl Street	2	1,067 sq m approx.	House	\$1,115,000
Ridgeway Avenue	5	1,063 sq m approx.	House	\$1,850,000
Burke Road	2	N/A	Unit	\$610,000
Daniell Place	3	N/A	Unit	Undisclosed
Cecil Street	4	N/A	Townhouse	\$1,160,000
Yarra Street	4	650 sq m approx.	House	Undisclosed
Annadale Street	3	397 sq m approx.	House	\$960,000
Barnard Grove	4	630 sq m approx.	House	\$1,135,000



Burke Road



Earl Street



Ridgeway Avenue



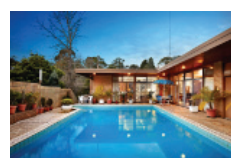
Burke Road



Daniell Place



Cecil Street



Yarra Street



Annadale Street

Commitment

Local Knowledge

Integrity

Quality Service



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