



Age Marketing Award

Finalist & Winner – Copywriting – Best Display
& Best Line Ad 2005/2006

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melbourne property market on a roll



Torsten Kasper
Managing Director

Latest REIV data shows that the Melbourne auction market is the most buoyant it has been for many years. This year has seen an increase in the clearance rate coupled with a substantial increase in the actual number of properties sold by auction.

Looking in detail since the start of the auction season, the results indicate that 14 of the 16 weekends have clearance rates in excess of 80 per cent.

Comparable REIV data indicates that the auction market has not been this strong for several years. At no time in the last four years have any two weekends resulted in a clearance rate in excess of 80 per cent, yet the last five weeks of this year has seen just that.

So far this year there have been 9271 properties sold at auction, 18 per cent more than the same time last year when there had been 7803. Whilst this is evidence of a strong auction market it must be remembered that only 30 per cent of all properties are sold at auction and they tend to be in the most desirable locations, generally in the inner city and bayside suburbs.

Overall the Melbourne property market is strong. However there are currently two distinct markets in Melbourne, with a general rule being that the extremely popular inner city and bayside areas are attracting higher levels of demand compared to outer suburbs. This is reflected in price growth, with areas of high demand experiencing greater price growth than outer areas.

Source REIV



Low property sale supply is driving prices up.

Local View

Chisholm and Gamon continue to set new benchmarks for house, apartment and commercial sales in the inner bayside area and beyond.

Our Port Melbourne office recently created history by achieving a sale of 2.2 million dollars for 109 Beach Street, Port Melbourne... an outstanding result by any measure – achieved by hard work, excellent marketing and a determined sales effort.

The company's growth and success is underpinned by our relentless focus on customer service and market knowledge which presents in our complete unwillingness to accept any result other than an outstanding one.

The firm's commercial department shares the same focus and has produced some remarkable sale and letting results in recent weeks.

None of this growth and success could have been possible without the loyal and able support of our staff. Here are a few milestones and anniversaries that we celebrated in recent weeks:

Rosalie Andrew - 6 year anniversary – property management.

Chris Bodycoat - 5 years admin/accounts.

Dione Stephen - 5 years property management.

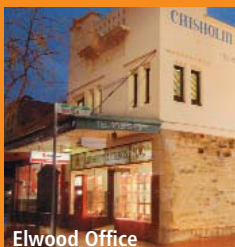
Christine Nicholson - 3 years sales.

Nicholas Perrett - 3 years property management.

Helen Avraam - 3 years admin/ marketing.

Call Bayside's most successful winning team for all your property needs.

You'll enjoy the difference!



Elwood Office

Chisholm & Gamon Property Pty Ltd

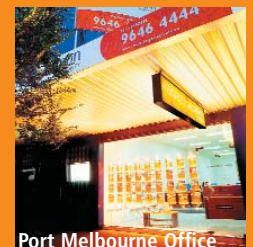
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Port Melbourne Office

...our view



CHISHOLM & Gamon
PROPERTY
bayside & beyond

ENJOY THE DIFFERENCE!

Sell your property with Chisholm & Gamon today & enjoy Bayside's best results.



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CONTACT THE SALES TEAM AT OUR OFFICES
IN ELWOOD AND PORT MELBOURNE
TO DISCUSS YOUR PROPERTY NEEDS.

REIV survey reveals buyer's preferences

Climate change and the current drought are having an impact on buyers preferences with 93 per cent of people surveyed saying that water and energy saving features were important factors for them when buying a home.

REIV CEO Enzo Raimondo said that the survey showed the most important

property characteristics amongst buyers with location and proximity to facilities such as shops, transport and parkland being more important to buyers than the size of the land or number of bedrooms," Mr Raimondo said.

If you were looking for a property to purchase – which of the following would be the most important thing you would look for? Which is second?

TOTAL*	1ST PRIORITY
Price	26
Location	21
Proximity of facilities (eg. shops, transport, schools)	18
Condition of property	12
Value of property as an investment	12
Size of land	5
Number of bedrooms	5
Room to entertain	1
Garage access	1
Swimming pool	0

*Research conducted by the Australian Research Group Pty Ltd, using a nationally representative sample of 1,000 interviews from 1 to 3 June 2007. Percentages may not add to 100 due to rounding.



Rain water tanks are on every buyer's list.

AvenueFINANCE

– the low down on finance

Getting the best deal and the right loan is a big deal and a good decision can save you thousands. Wouldn't it be helpful if there was a reliable, trusted way of comparing loans rather than deciphering selective, statistical, marketing pitches and adverspeak? ...now there is!

Tailored lending to suit you

Purchasing property is a significant stage in wealth accrual that represents strength and stability beyond bricks and mortar.

Avenue Finance appreciates this, which is why they provide substantially more than competitive lending.

As a progressive and flexible organisation, they understand the decision you're currently considering is just one of many 'onward and upward' steps you'll take in years to come.

Call Cameron Lester on 0407 349 454 or 9670 6288 for some useful guidance and advice.