



**REIV Marketing Winner
& Finalist**

2004, 2005, 2006, 2007 & 2008

Newsletter Issue 4, 2008

first home buyers, the time is nigh!



Torsten Kasper
Managing Director

Prices have levelled out from the boom times of last year, interest rates have been cut a whole one percent and according to Rory Robertson, Macquarie interest-rate strategist,

"The RBA seems likely to cut its cash rate all the way back to 4.25% within two years". The state and federal governments are bending over backwards to give you cash to fund your first home... so, what are you waiting for?

Don't think that the First Home Buyers Grant and the First Home Saver Account schemes will be around forever, as they are politically based programs used ostensibly to stimulate the housing industry or curry favor with voters.

Torsten Kasper of Chisholm and Gamon says, "It cannot be understated the outstanding opportunity these schemes present to first home buyers in this current climate... my advice to first

home buyers is to make your move now if you possibly can".

The schemes available – the basics

The First Home Buyers Grant:

Santa Rudd has dug deep into his bag of bucks and committed an unprecedented amount of money to first home buyers... see table below.

For further information see:

www.firsthome.gov.au and select your state or territory.

First Home Saver Account

On 4 February 2008, the Federal Government launched the First Home Saver Accounts to encourage and assist first home buyers to save for, and purchase, their first home via a combination of low taxes and government contributions.

Contributions – For eligible, first home purchasers, the Federal Government will contribute 17% of the first \$5,000 (indexed) of individual contributions made each year.



**We have something
for everyone**

Taxation - Contributions will not be subject to tax. Investment earnings (or interest) will be taxed at a rate of only 15 per cent. Withdrawals will be tax free if applied to the purchase of a home to live in.

For further information see:

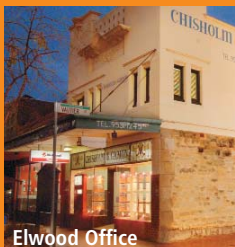
www.homesaver.treasury.gov.au and select your state or territory.

Addition to First Home Buyers Grant:

Premiere Brumby announced on radio recently that first home buyers could receive an additional \$2000 for construction of a new home, and an additional \$3000 if the home was in the regions.

As this publication goes to print there's talk of stamp duty reductions for first home buyers as well.

Contract Date	Conditions	First Home Owner Grant	New First Home Owner Boost	First Home Bonus*	First Home Owner Regional Bonus*
From 14 October 2008 to 30 June 2009	Established homes only	\$7,000	\$7,000	\$3,000	\$0.00
*This information has been taken from the Prime Minister's Media Release dated 14 Oct 2008. This information is subject to formal approval.	Newly constructed homes in Metropolitan Victoria only	\$7,000	\$14,000	\$5,000	\$0.00
	Newly constructed homes in Regional Victoria only	\$7,000	\$14,000	\$5,000	\$3,000



Elwood Office

Chisholm & Gamon Property Pty Ltd

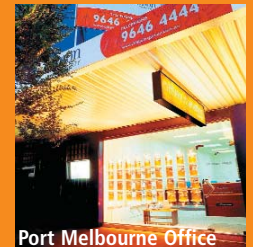
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Port Melbourne Office

what to make of the property market signals

The Reserve Bank of Australia has just provided a full one percent off the cash rate, the share market has retracted and share market investors are looking to park their money, building approvals are down, the clearance rate is steady while many areas are showing stable prices. With the start of the Spring selling season what does this mean for the property market?

What's moving property prices?

Rory Robertson, Macquarie interest-rate strategist stated just before the RBA announced the cut "Overall, my guess remains that the RBA's cash rate is on the way down from 7% to 6% to 5% and towards 4%. The RBA seems likely to cut its cash rate all the way back to 4.25% within two years."

Most property market commentators believe that 2007 was an unsustainable boom year for Melbourne property and



There are plenty of signs to read... but what do they mean?

after the cooling of prices early in the year we should see some stability of prices with little growth. REIV CEO Enzo Raimondo said the latest median price for a detached home in Melbourne has

recovered much of the ground lost in the March quarter, increasing by 4.9 per cent from \$430,000 to \$451,000 in the June quarter.

Recent anecdotal evidence would suggest that the September median prices would have dipped slightly across Melbourne, while suburbs within 10 kilometers of the city should remain fairly stable.

Torsten Kasper, Managing Director of Chisholm & Gamon says, "While you could expect to see the property market retract in light of the economic struggles around the world, Australian and indeed Melbourne property prices, are showing resilience.

Advice to sellers is along the lines of... we know that prices are good, even now relative to the heady heights of last year and the world economic turmoil.

modern property sales is more about dispensing knowledge

Our approach to property sales has evolved and advanced greatly in the last decade with greater emphasis on quality information and knowledge being made available to the

marketplace and clients.

Understanding the property market and how this affects property types – having a good understanding of the property market is fundamental to advising

clients on property transactions. We provide and understand historical and current data, buying trends and buyer profiles.

Vendor pre sale consultation – we meet with our vendors some months before a sale campaign commences to plan and discuss how to best achieve the highest net return. We tailor the best mix of marketing mediums to suit your property. Results can be improved greatly by this forward planning, especially regarding improvements, styling and gardens.

Knowing your property – having a qualified agent who knows your home intimately is vital when selling your property. We instill in our sales staff the need to fully acquaint themselves with the vendor's property enabling them to respond to any buyer enquiry.

Database marketing – from every source available we add buyer information to our burgeoning buyer database. We inform buyers on our database when a suitable property becomes available. This contact can take many forms such as telephone, email, text message, letter and direct mail.

Elwood Community Market

Leafy Elwood is renowned for it's friendly, laid-back vibe and it's wonderful market.

Don't miss Elwood's favourite event. Stroll around over 100 quality market stalls as you sip a hot latte or eat a tasty Barbebrunch. There are bargains galore with farm-fresh vegies, fashion jewellery, children's toys, vintage clothes and much more. Take home delicious fresh-baked goodies and crusty bread from Il Fornai. See you there!

**Saturday 1st November
9.00am - 1.00pm
Elwood Primary School, Scott Street
Elwood.**