



# Market Review

## Sample Ray White Report

**Ray White**<sup>™</sup>

Ray White Works

# Market Overview



"Close to 87% of property sales in the 12 months to May 11 were units."

Your property is unique. It has individual features and benefits that will influence the value of it in ways that overall statistics and median prices can't accurately predict. In the same way, general news reports of what is happening overall in the Australian property market are not necessarily relevant to your property and the local area.

Understanding exactly what's happening in your suburb and the surrounding areas can help you understand the value of your property.

The first thing to consider is the size of the market; how many properties were sold in the past year? From this we can gauge if there is a lot of competition for buyers or if there is very little – both situations have their strengths and weaknesses and will influence the value.

Of course, particular markets can change and sometimes rapidly. Other areas don't have the opportunity for significant change because of existing town planning requirements, geographic features or market appeal issues.

Yr End May 11 House & Unit Turnover					
Houses			Units		
Sales	Value	Avg Price	Sales	Value	Avg Price
56	\$38.8M	693,179	361	\$170.9M	473,475

Source: Australian Property Monitors. Figures have been filtered to exclude developer sales and any related party transactions.



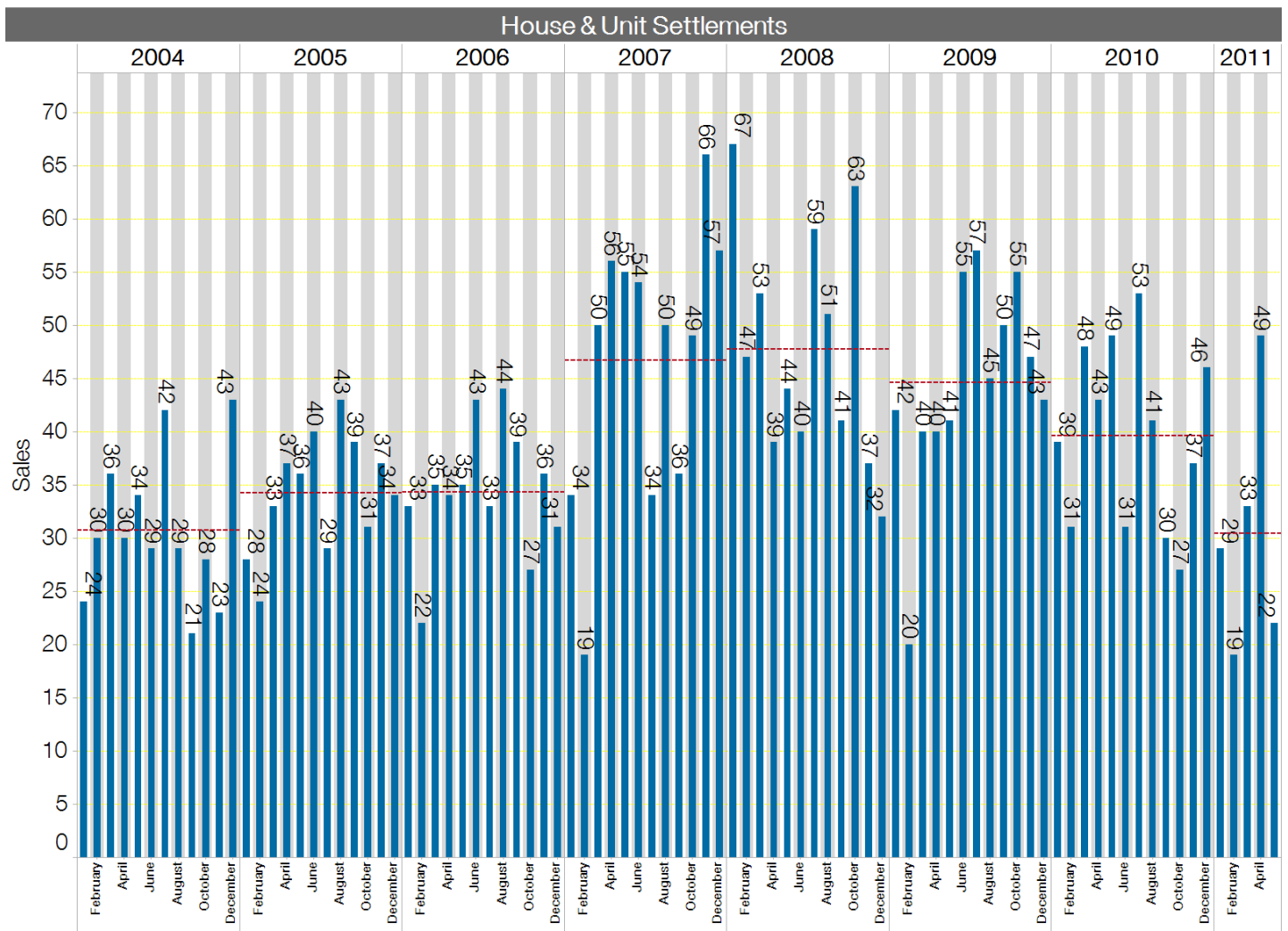


With only 56 sales on average per annum, this is a niche market place.

# Market Turnover

The graph below shows the number of sales by quarter for the last few years. The red dotted line shows the average turnover per quarter during the calendar year.

It is important to understand the turnover rate and the seasonal influences of your area when looking to buy or sell property.



"In the 12 months to May 11, there was approximately \$210 million worth of properties sold in the market place"





Ray White is Australia's most  
searched real estate brand  
on Google

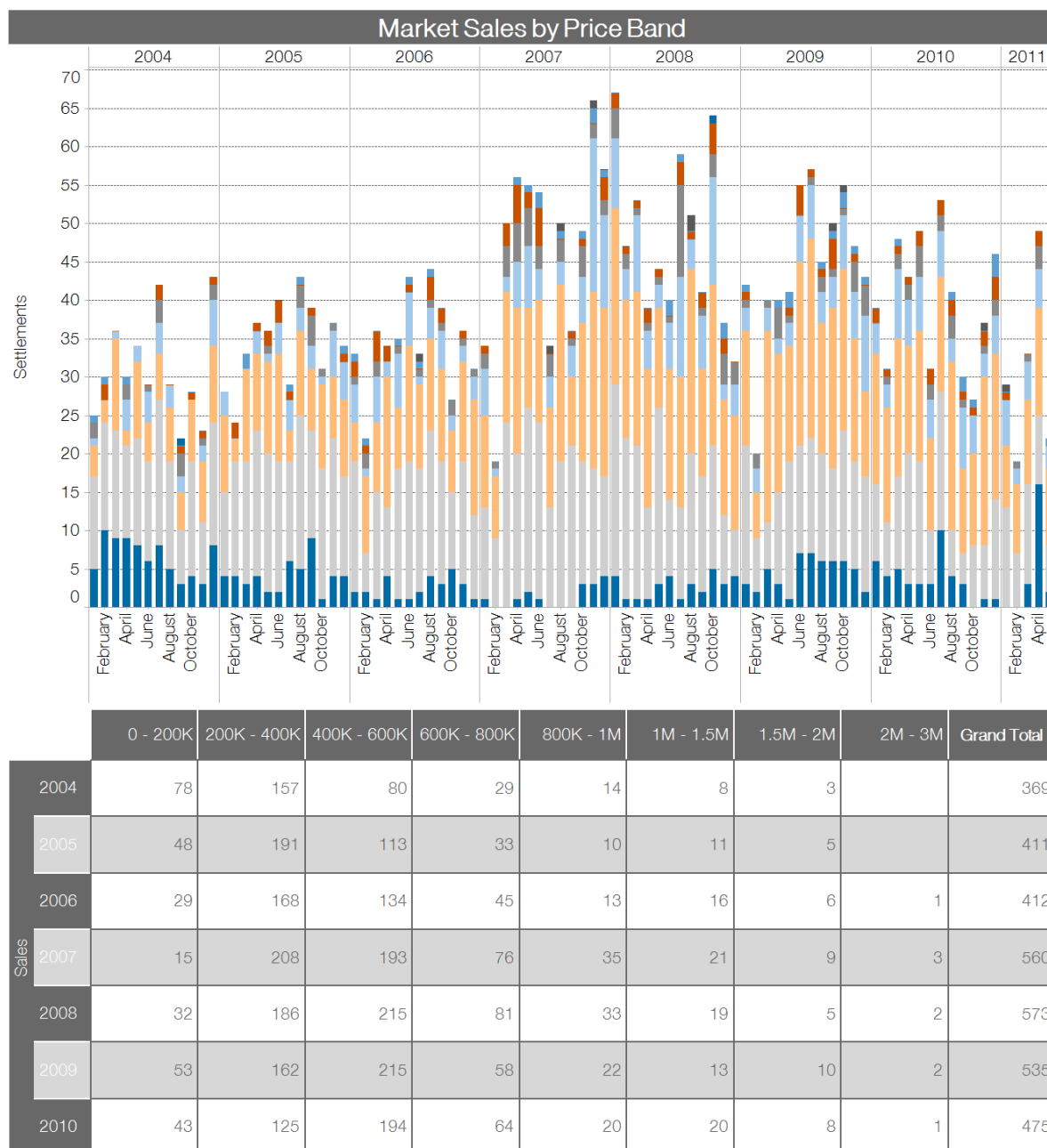
Yet another reason why we're  
the leading real estate group

Based on independent research using Google Insights

# Price Watch

**Price Band**

- > 5M
- 4M - 5M
- 2M - 3M
- 1.5M - 2M
- 1M - 1.5M
- 800K - 1M
- 600K - 800K
- 400K - 600K
- 200K - 400K
- 0 - 200K



The next thing to consider is the split of properties in your local area – looking at what different price bands properties were sold in and how many properties were sold in each price band.

In each market place there will be distinct segments and one or more will have significant turnover in their own right. This is another factor which will further influence the value of your property.

The graph above shows the number of house and unit sales that have been made in each calendar year broken up into price brackets.



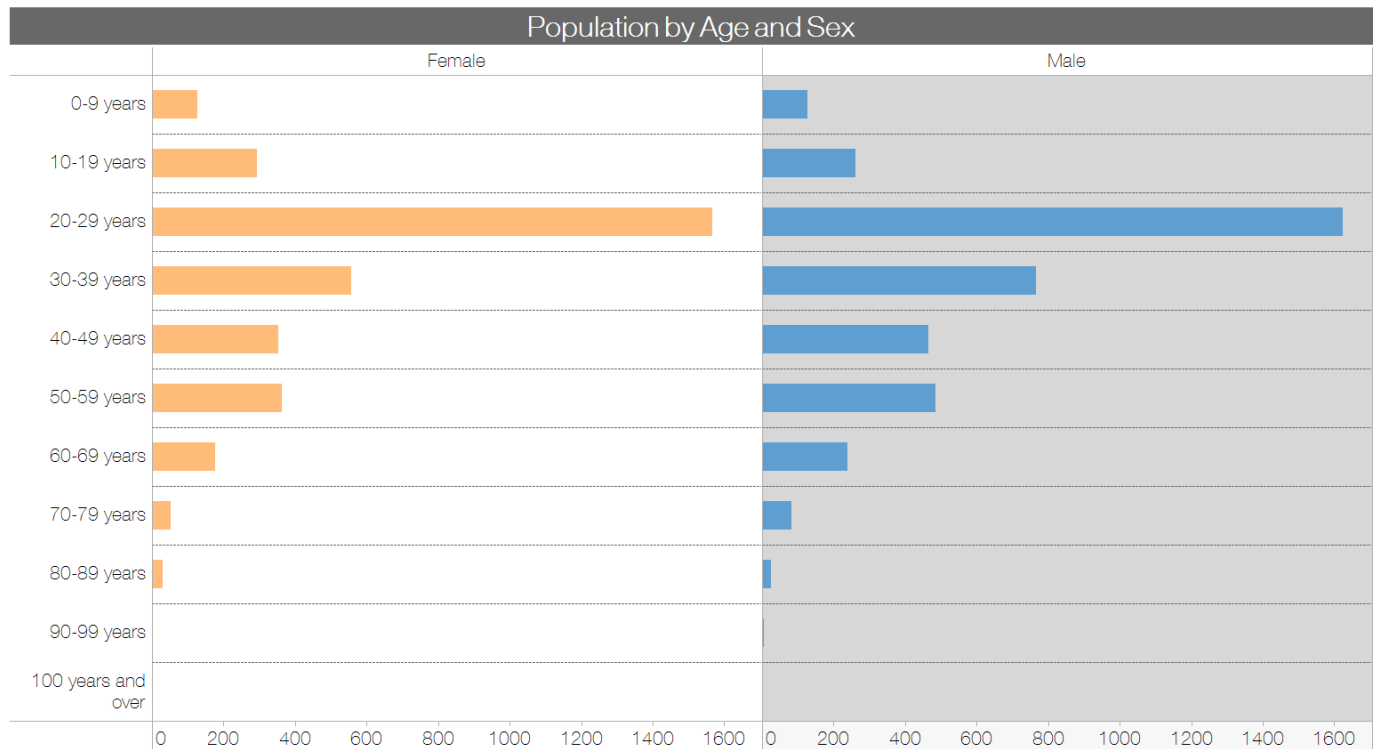
# Did you Know?

Approximately 54% of families in the region earn less than \$2000 per week.

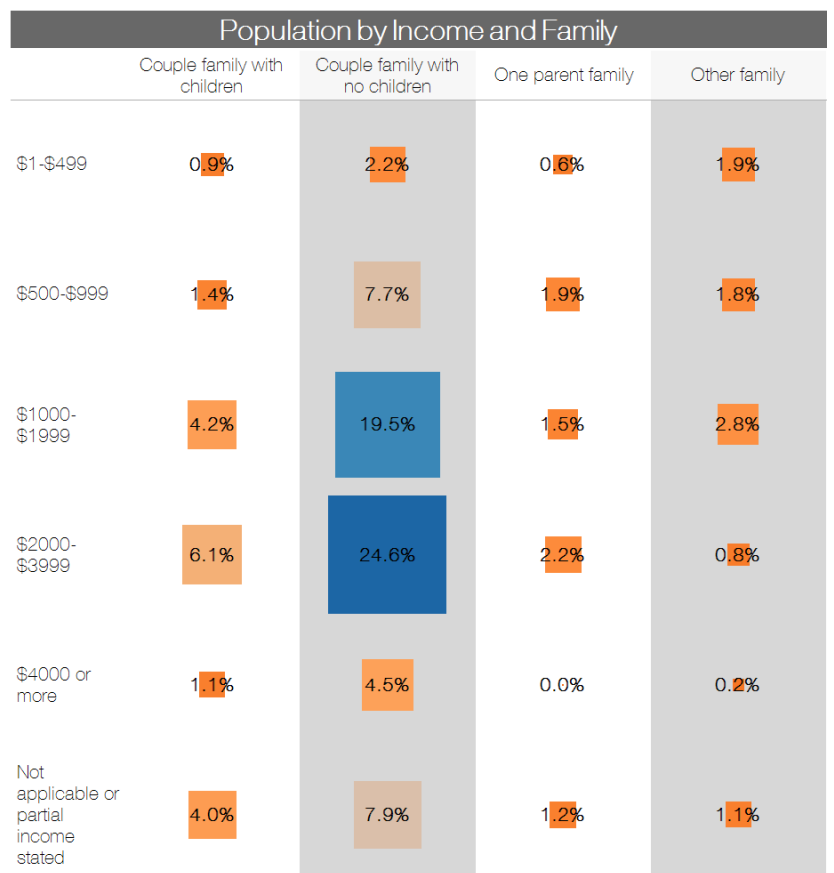




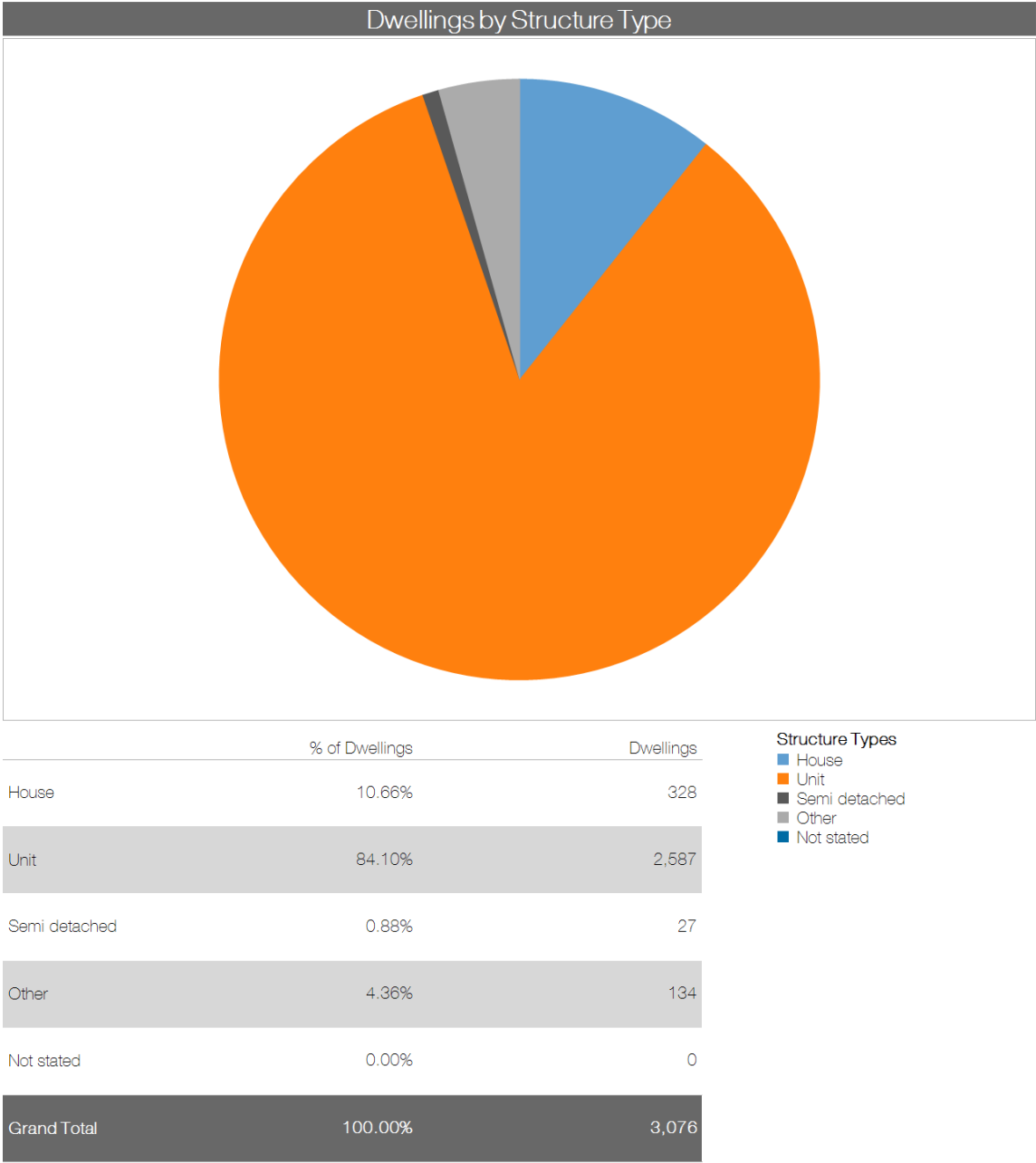
# Population Stats



This area has a greater male population with 53.7%.

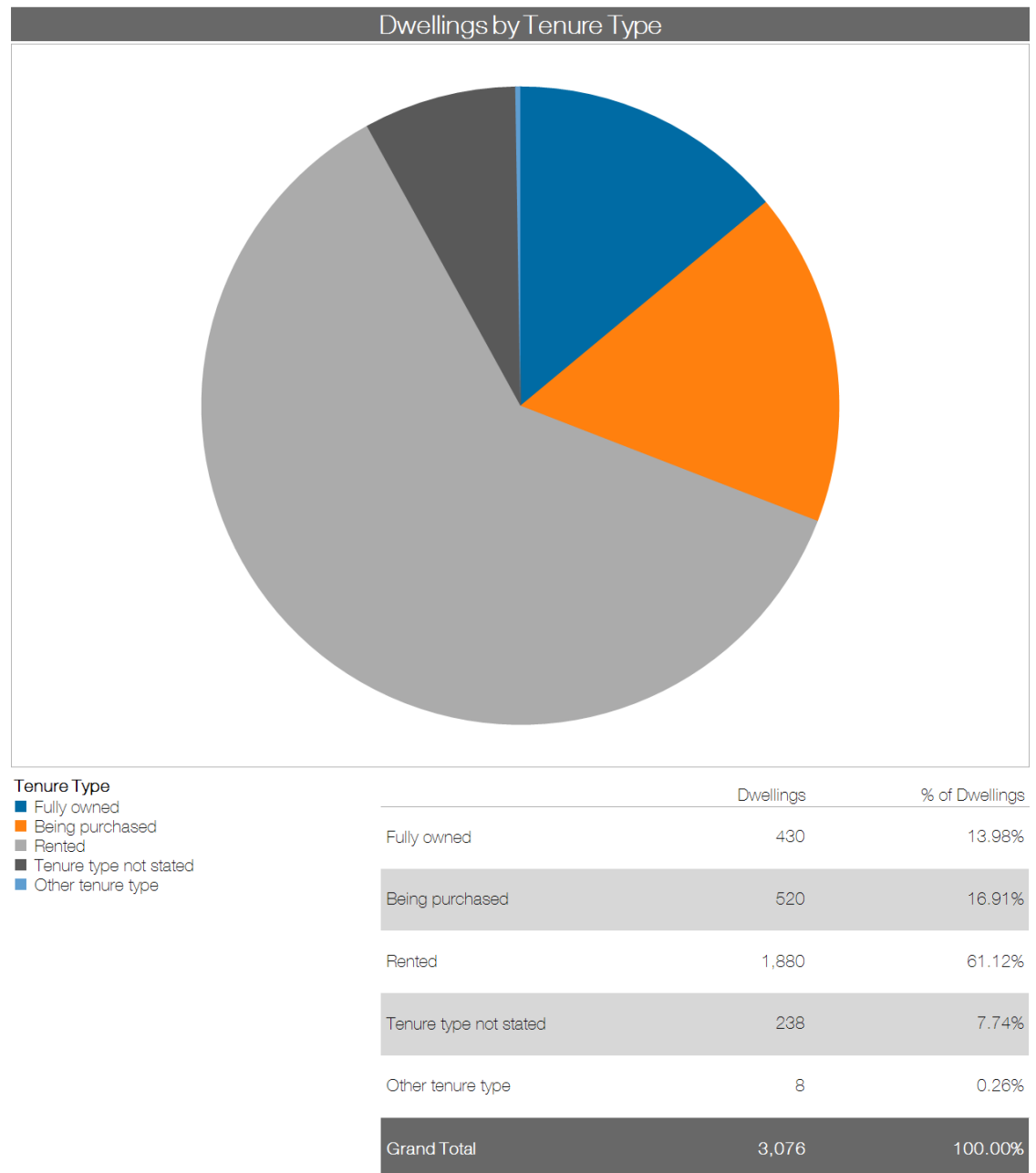


# Dwelling Structures



"Only 11% of properties in the area are houses"

# Tenure Types



"It is critical to understand who is likely to be looking to buy properties in your area."

Is it investors who will be looking to rent the property out?  
Or is it a family looking for a long term home?



1902

Ray White opens his first office in the rural township of Crows Nest

1922

Ray moves with his family to Brisbane, and opens his first city business

1945

Alan White joins the business, the first member of the 2nd generation to do so

1963

Brian White joins the business, the first member of the 3rd generation to do so

1966

The second Ray White office is opened in Chermside, Brisbane

1970

The tenth office is opened, signalling Ray White was now a genuine network

1972

Ray White becomes affiliated with Richard Ellis

1975

Ray White achieves its first AUD\$100M year

1975

Ray White joins the ERA international network

# Ray White at a glance

- > Began in 1902 in Crows Nest Queensland. Today's network consists of almost 1,000 individually owned and operated offices.
- > Employing over 5,000 sales agents and 10,000 real estate professionals in total.
- > Ray White is already the largest real estate group in Australasia with annual turnover now exceeding \$30 billion AUD.
- > Manages over 200,000 rental properties across Australasia and helped 25,000 tenants move last year. Ray White Property Management supports over 500 physical locations through a combination of online training, mentorship programs and software systems.

1994

Ray White Financial Services, the precursor to the Loan Market, is established

1995

The first member of the 4th generation joins the business

1998

Ray White Indonesia is established, and over time grows into the leading real estate group in the country

1998

Richard Ellis is sold to CB, and Brian White serves as Chairman of CBRE Australia/NZ until 2006

1999

Ray White Commercial is reestablished

2000

Ray White appointed by the Sydney Olympic Committee to run its hosting program

2000

Ray White achieves its first AUD\$1B month

2001

Ray White Constructions is established

2001

Ray White Invest is founded, representing an expansion into the funds management industry



1981

Ray White achieves its first AUD\$100M month

1987

Ray White expands into New South Wales and Victoria

1988

The White family expands the Richard Ellis business into New Zealand

1989

Ray White opens its 100th office

1992

Ray White expands into South Australia

1993

Ray White expands into Western Australia

1993

Ray White Rural is established, reconnecting Ray White's roots back to the rural sectors of Australia

1994

Ray White expands into New Zealand

- > Loan Market consists of around 500 mortgage brokers and staff across every state in Australia and in New Zealand; securing in excess of AUD\$600 million per year in home finance.
- > Ray White Insurance was created in 1998 to provide competitive policies for homebuyers and vendors.
- > raywhite.com is the largest independent internet site in Australasia, exceeding 420,000 visitors each month.
- > Ray White Concierge is a complimentary service for vendors and purchasers which facilitates settling in more quickly, more easily, with greater support and with a minimum of fuss.
- > Ray White Commercial sales exceeded 1 billion AUD in the last 12 months.

raywhite.com

2002

Ray White celebrates its centenary year in fanfare

2002

Ray White family invests into realestate.com.au, which in turn becomes the world's leading real estate portal operator

2002

Ray White opens its 500th office

2004

Ray White achieves its first AUD\$2B month

2005

Ray White launches new initiative to drive change in the property management industry

2007

Ray White China is established

2007

Ray White achieves its first AUD\$3B month

2008

Ray White commences business in the Middle East

2008

Ray White opens its 1000th office

Ray White Works





***Ray White***<sup>TM</sup>