



CONDUCTOR:
Auctioneer Jason Andrew orchestrates proceedings at the Amber Werchon Property in-house auction

Momentum lifts

THERE is certainly some momentum in the market at the moment, according to Amber Werchon Property director Amber Werchon. At the company's March In-Room Auction event last Thursday evening three properties sold under the hammer and strong post-auction negotiations continuing were continuing on several others.

The properties showcased at the event were quite diverse, with a mixture of commercial, entry-level residential and prestige. A developer purchased 18 Toral Drive, Buderim for \$1.1 million under the hammer; the other two sales were residential, with an Oceanic Drive property in Bokarina selling to an owner occupier for \$975,000, and 15 Ramilles Street, Mt Coolum sold for \$590,000 to a young family relocating up here from Brisbane. The vendors of Ramilles Street were extremely happy to see their home sold to a young family who'll be starting a new life up here on the Coast. "The in-room events are generally going very well," Amber said. "Last month we sold 10 out of 15 under the hammer, so there is reason to be optimistic, and the auction process certainly works well for vendors committed to achieving a result. "The vendors who have sold at our past two events have been delighted with the results and have recognised the benefits of short but intense auction campaigns, whereby a sense of urgency is created to motivate people to make a decision." About 120 people attended the event, with properties presented from all three Amber Werchon Property agencies – Alexandra Headland, Caloundra and Noosa.

Positive results continue from in-rooms events

actionaction
with Sue Custance



Change in the air

IS the market changing? The Ray White Lifestyle first Coastal in-rooms event delivered a positive result to the market, in a professional environment filled with motivated buyers and happy sellers. Held in the Lexus of Maroochydore showrooms, a determined crowd were in attendance to be there and get results - and they were not disappointed. Nine properties were up for auction with four selling either on the night or just prior. This result equates to a conversion rate of over 44% which is well above the regional average. Lot 6 Dicky Beach Close marketed by Ben Wilson and Sam Archer was the first lot up for sale and had two registered bidders present on the night. Spirited bidding kicked off at \$450,000. Ray White chief auctioneer Phil Parker was at his best working the floor and kept the bidding moving at a swift pace which saw the price rise to \$516,500 where it was referred to the seller.

After announcing the block "on the market" and confirming the prior bid there were a few tense moments as once again spirited bidding pushed the price to \$518,000 where the hammer fell and it was sold.

Mitchell Dickens continues to deliver for his vendors having two properties sell just prior to auction night. In fact one sold just prior to the evening's event. This was a fantastic result for both vendors who were very pleased with the campaigns which delivered offers from buyers keen to acquire the properties.

Ben Wilson and Sam Archer also had a property sell on the day of the auction. The contract on Unit 84 at St Kitts was negotiated and agreed to on the morning of the auction to a very happy seller and a satisfied local buyer.

The remaining properties all have conditional interest with Rachel Kong and Ian Baker now talking to buyers to get them sold.

"We are very pleased with the event and the results achieved on the night," Ben Wilson said. "We're aware of current market conditions and one of the important trends we see changing is the acceptance from the public that in-room auctions are now a genuine proven way to get the best results when selling property.

"Whether you're a buyer or a seller the process enables a decision to be made in an environment specifically suited to achieving a satisfactory result."

Sam Archer went on to say the other ingredient which they put a lot of emphasis on is how the

TO PAGE 28

life + style



Jenny Woodside
0409 899 781

jenny.woodside@raywhite.com

Integrity, knowledge, results
... a winning formula.

Jenny Woodside is at Ray White Lifestyle.

First 4 Listed Properties in March receive a Pre-Sale Presentation Clean to the value of \$350

Ray White Lifestyle

www.raywhitelifestyle.com

Ground Floor, 9 Nicklin Way, Minyama | Phone 07 5458 5777 | Fax 07 5458 5788 | Property Management 5458 5777