

Home sweetener deal

Builders add free air and pools for buyers

Anooska Tucker-Evans

FREE pools, free airconditioning, even a free remote-controlled door: buying a new home has never looked so good.

With the building industry in a slump from the economic slowdown, builders around the state are offering extraordinary deals to lure customers.

One building company promised home buyers a free new pool, while another was giving away almost \$50,000 in added extras.

A.V. Jennings state manager Tony Coward said builders needed to offer more to get consumers to buy.

"This time of year we've always offered ducted airconditioning and that's happening again this year trying to generate a bit of interest because it (business) is pretty miserable," he said.

"Traffic through the display homes is significantly up and there's a lot of people looking, but they're just afraid to commit.

"There's not a lot of consumer confidence out there. People are more worried about their jobs so they don't want to commit to a mortgage."

Mr Coward said the company was also offering a free security package to some buyers, including an internal security system and remote-controlled garage doors.

"We'll do whatever we've got to do to get people through the door and then use our sales techniques to try to get them to buy a home," he said.

Clarendon Homes has been offering

SUMMER SELLERS

- **METRICON:** \$46,900 worth of luxury upgrades for \$1900
- **SIMONDS HOMES:** \$15,000 worth of extras for first home buyer
- **ADENBROOK HOMES:** No deposit, no legals, no repayments until you move in
- **AVJENNINGS:** Free ducted air-conditioning and free security package
- **CLARENDON HOMES:** \$7000 reduction on home price for first home buyers
- **PLANTATION HOMES:** \$30,000 worth of luxury upgrades for free

*Examples only. Please contact companies for full details.

home buyers a \$7000 rebate or \$24,000 worth of upgrades, such as top-quality benchtops, cooktops and dishwashers, for \$3500 to try to get people to sign on the dotted line.

"It's basically about trying to be competitive," Clarendon Homes' Paul Mackertich said.

He said the company was organising a new set of deals and was about to release a series of cheap, single-storey home designs aimed at the first-home buyer.

"The first-home buyers now have this \$21,000, so the idea is to try to grab some of them," he said.

Open for inspection, Page 63



TOP CREW: Amber Werchon with her Sunshine Coast sales team

Agency forges ahead despite tough market

QUEENSLAND'S gun real estate agent isn't letting a little thing like an economic downturn get in the way of making money.

Sunshine Coast property sales ace Amber Werchon says she's virtually "bullet proof" and is preparing to open her first franchise, just six months after starting her own agency.

The expansion comes at a time when many agents are feeling the pinch of a falling market.

Ms Werchon, 26, told *The Sunday Mail* she would open the new premises in Caloundra, on the southern end of the Sunshine Coast. Her first agency opened at Alexandra Headland in June after she left Ray White, where she started her career as a receptionist at 17.

She said her agency had sold 93 properties, worth more than \$48.5 million.

"It's certainly challenging, if you want to call it that, in the current market," Ms Werchon said. "But if you can do well in the challenging times, you can do well any time."

Her Caloundra franchise is set to open in April.

Ms Werchon is also finalising plans for her March wedding to property lawyer Paul McHugh.

Hannah Martin