

Let's talk about your place.

Place.



New Farm

SUMMER 2022



Place.



New Farm

To the property owner,

On behalf of the whole team at Place New Farm, thank you for the opportunity to discuss the possible sale of your property.

It's certainly a significant decision to put a property on the market and timing is everything in real estate. Despite figures showing the largest month-on-month value drop, the market activity we saw throughout Spring was highly typical of the biggest selling season in Brisbane. There has been an influx of listings coming to market and demand remains strong across sectors of the Brisbane residential market. This market stability is driven by several factors, including continued interstate migration, limited housing supply and the 2032 Olympics and associated infrastructure being developed across our region.

Perspective is important too. The figures we see represent that prices are correcting after a period of record growth. A small downturn of less than 2% is not anything to be scared by after the significant increases we saw up until mid-2022 and it is not accurate to benchmark against 2021.

So, while month-on-month figures make some people nervous, the year-on-year figures are still remarkable - up 8.2% - which is what people seem forget when they see the news. No matter what the headlines say, a well-presented property campaign always attracts buyers and people who are willing to bid at auction.

Along with warmer weather, Summer typically sees the usual catalysts for change, like employment transfers, school transitions and lifestyle upgrades. Meaning people will be looking to buy, sell, build, and renovate. So, if you are thinking of making a change yourself, remember that Place is perfectly positioned to help you achieve your property dreams.

We look forward to helping you find your happy place.

Warm regards,

Damian Hackett
CEO / Place Estate Agents

Sarah Hackett
Managing Director / Place Group
Agency Principal / Place New Farm

Place New Farm.

Place New Farm opened its doors in 2010, bringing the vibrant Place style to this energetic suburb and its surrounds.

Since then we have grown to be one of the strongest offices within the Place brand, consistently receiving awards for outstanding results within both our sales and property management teams. One of the Managing Directors of the Place Group and Principal of the New Farm office, Sarah Hackett, oversees a first-class team of some of the highest performing real estate agents and property managers in the industry to ensure that the New Farm office continues to uphold the uncompromising Place standards while always increasing its presence and stellar reputation as the number one brand in

Brisbane real estate. Servicing the surrounding suburbs of New Farm and well beyond, the New Farm team offers a high-quality service that you can always count on when it comes to buying, selling and leasing through Place. Like all Place offices, the New Farm team is always adapting to the latest trends while providing the same outstanding marketing that Place is known for. Whether you're looking at selling your existing property, buying a new property or have an investment property that needs to be managed, you can count on us for a friendly and innovative approach to real estate.



Why Place?

Place

is a Brisbane
Specialist Agency

16,000+

Buyers Met
per Month

5,000+

Average Open Homes and
Private Inspections per Month

80

Average Auctions
per Month

745%

Average Auction
Clearance Rate

238

Average Sales
per Month

100,250+

Social Media Followers

68,000+

Email Subscribers

205

Sales People

17

Offices in Brisbane's
Prime Markets

239

Real Estate, Marketing and
Compliance Specialists

70,000+

Average Website Visits
per Month

Over 5.5m

Public Relations Views
per Month

5,600+

Properties Managed

From \$105k to over \$22m

We Sell Property
in all Market Sectors

What Our Clients Say.

A Great Experience We Won't Forget.

I would highly recommend them to anyone interested in purchasing a home and will definitely seek them out for our next home purchase. Thank you for making the whole experience something we will never forget!

– Casey.

Polite, Friendly and Very Efficient.

We have been with Place for two months now and are really impressed with their attitude and responsiveness. We are tenants of an apartment in New Farm, and are so happy that they are our agents.

– Christine.

“They know their stuff, they know the market, and they take all the hassle out of the process. Would happily recommend them to anyone looking to buy or sell in New Farm!”

– Laz.

On the Ball.

Regular communication, easy to speak with, highly recommend.

– Terry.

Look No Further.

Very communicative so I never felt I was missing a beat. Professional and well presented at all times. With each step of the process, they made my (and their obligations) very clear which gave me a strong sense of confidence. Look no further for a winning real estate team.

– Seth.

Honest & Considerate.

Made buying real estate a pleasure!

– Nola.

Responsive, Respectful and Understanding.

They are responsive to feedback and respect and are empathetic that selling a house can be a difficult and stressful time for everyone.

– Fiona.

Very Professional Agency to Deal With.

All my queries were answered very promptly and taken seriously. Also, the staff members are excellent to deal with.

– Alex.

Method of Sale.

Option A – Off-Market

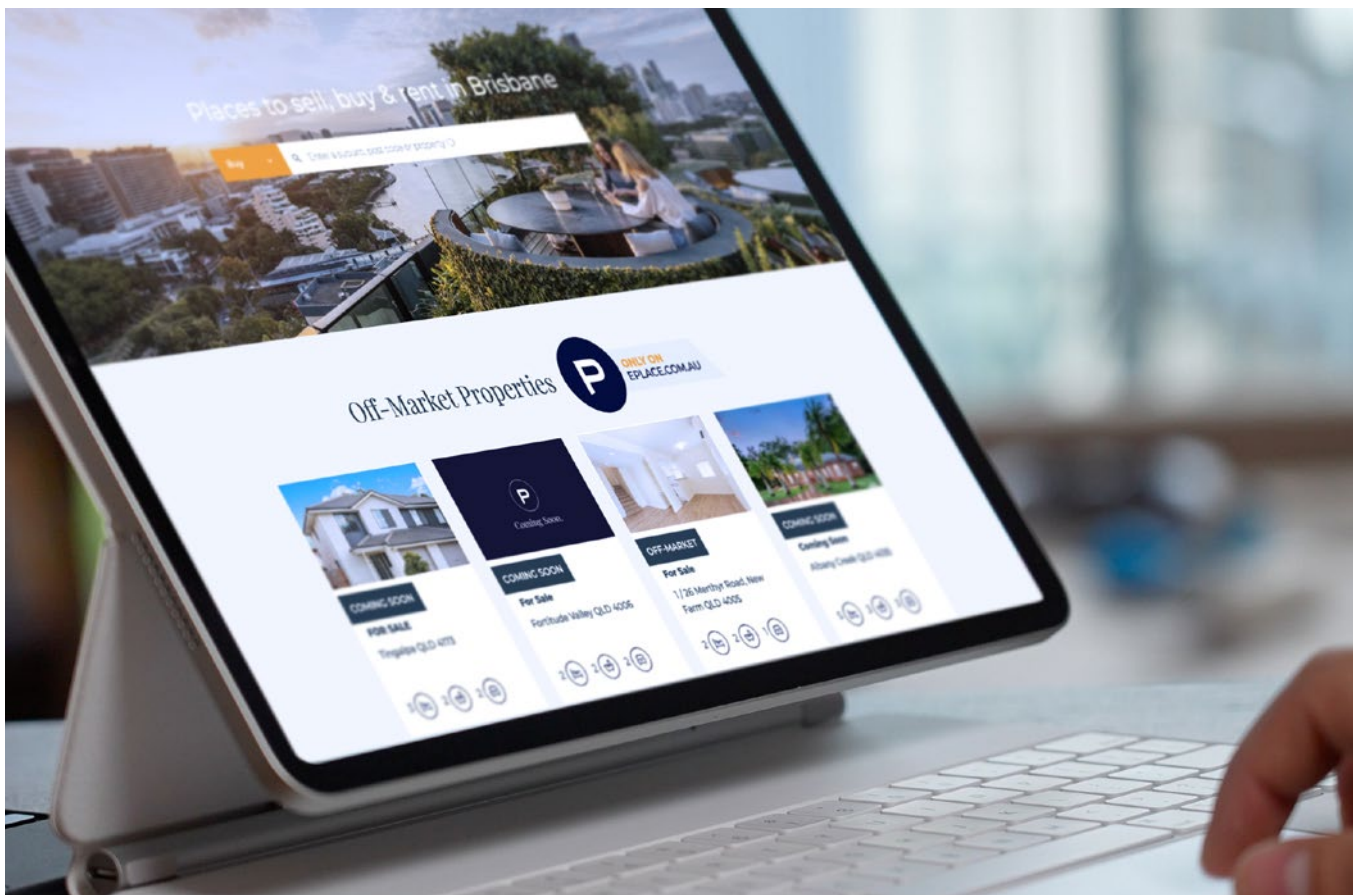
Place Exclusive Platform – Only on ePlace

At Place, we pride ourselves in offering our clients access to a network of buyers from all of Brisbane's core markets.

We have a well-established Off-Market platform exclusive to our eplace.com.au website, which has approximately 45,000 subscribers who have signed up to get a first glimpse at properties yet to hit the market.

This is a unique opportunity to promote your property whilst the final preparations take place before public launch to the market.

In many cases, we have surfaced the right buyer at the right price in this period, negating the need for the campaign proper, but in every case, we have used this platform to generate significantly more activity at the first public showing which has generated more competition amongst buyers assisting to drive premium value.



Method of Sale.

Option B – On-Market



Private Treaty

(For Sale)

This well-known method of sale gives you the option of listing your property for sale with or without a price.

It also allows buyers to submit an offer on your property subject to finance and building/pest inspection, or any other terms that they require.

Top Offer – Place Exclusive Product

(Modern Tender)

This is a process that gives buyers the flexibility of offering their Top Offer with or without conditions.

The difference between Top Offer and a normal Private Treaty sale is that we establish an advertised closing date for offers to be received by. This time deadline creates a similar urgency to an auction.

Auction

(On-site or In-rooms)

This process is a very progressive method of sale, and uses a defined timeline to maximise price in the shortest period of time. Auction terms ensure that buyers bid unconditionally, so when the hammer falls the property is SOLD, which gives the seller great certainty.

Auctions are fast becoming the preferred method of sale by many buyers and sellers and clearance rates are at a record high.

Brisbane auction volumes and levels of success are quickly starting to follow the trend of the auction powerhouse capitals like Sydney and Melbourne.

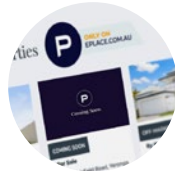
Marketing Overview.

Delivered by
idealist.

Coming Soon



Agent Database



Only on ePlace

Preparation



Photography
& Floorplan



Copywriting



Collateral
Design

Off-Market



Agent Database



Only on ePlace



Off-Market
Weekly eDM Alert

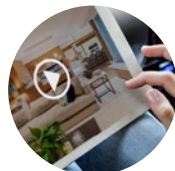


Only on ePlace
Signboard

On-Market



Real Estate Websites
& eBrochure



Property Video



Social Media



Signboard



Brochure



Direct Mail



Press
Advertising

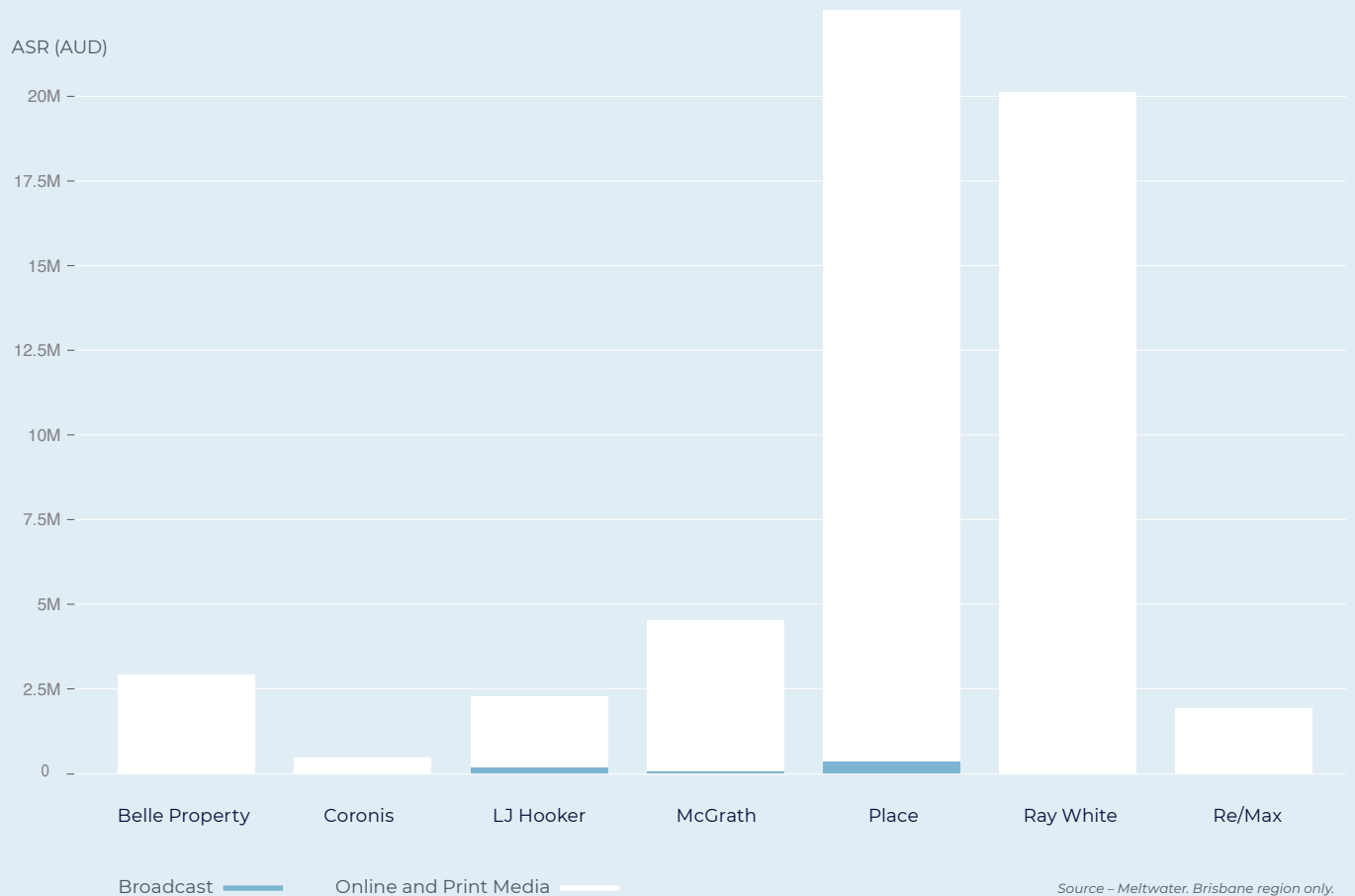


Open Home
& Inspections

The Power of Publicity.

Share of voice by media type – 1 November 2021 to 31 October 2022 – 365 Days

REPORT BY  Meltwater



	Mentions	Potential Reach	Advertising Space Rate
Total	2,838	4.7BN	\$44.5m
Place	1,202	1.92BN	\$18m

Recent Sales.

September 22

16 Douglas Street, Sherwood
6 Bed | 4 Bath | 2 Car | 1624sqm

\$4,500,000

October 22

11 Satinwood Court, Bardon
5 Bed | 4 Bath | 4 Car | 770sqm

\$4,100,000

October 22

23 Combles Road, Camp Hill
5 Bed | 3 Bath | 4 Car | 1,699sqm

\$3,700,000

November 22

71 Eagle Street, Brisbane City
4 Bed | 3 Bath | 3 Car

\$3,470,000

October 22

19 Jordan Terrace, Bowen Hills
5 Bed | 3 Bath | 2 Car | 1,265sqm

\$3,001,000

November 22

6/141 Sydney Street, New Farm
4 Bed | 2 Bath | 3 Car

\$2,500,000

October 22

28 Dan Street, Graceville
4 Bed | 3 Bath | 2 Car | 810sqm

\$2,500,000

September 22

16 Paisley Street, Toowong
4 Bed | 3 Bath | 2 Car | 653sqm

\$2,250,000

November 22

11203/17 Longlands Street, Newstead
3 Bed | 2 Bath | 2 Car

\$1,847,250

October 22

298 Rode Road, Wavell Heights
5 Bed | 3 Bath | 2 Car | 465sqm

\$1,800,000

November 22

6025/6 Parkland Boulevard Brisbane City
3 Bed | 2 Bath | 2 Car

\$1,775,000

September 22

4 Kneale Street, Holland Park West
5 Bed | 3 Bath | 2 Car | 610sqm

\$1,720,000

November 22

1113/45 Duncan Street, West End
3 Bed | 2 Bath | 2 Car

\$1,710,000

September 22

54 Willmington Street, Woolloowin
3 Bed | 1 Bath | 1 Car | 810sqm

\$1,645,000

September 22

42 Dorrington Drive, Ashgrove
3 Bed | 2 Bath | 2 Car | 592sqm

\$1,500,000

November 22

44 Gaunt Street, Newmarket
4 Bed | 1 Bath | 2 Car | 810sqm

\$1,450,000

November 22

96 Gellibrand Street, Clayfield
5 Bed | 2 Bath | 6 Car | 1083sqm

\$1,430,000

November 22

136 Annie Street, New Farm
3 Bed | 2 Bath | - Car | 301sqm

\$1,350,000

September 22

9 Sixth Avenue, Balmoral
3 Bed | 2 Bath | 2 Car | 199sqm

\$1,170,000

October 22

266 Flinders Parade, Sandgate
3 Bed | 1 Bath | 2 Car | 457sqm

\$1,150,000

October 22

26 Robert Street, Spring Hill
3 Bed | 2 Bath | - Car | 152sqm

\$1,030,000

September 22

1/71 Merthyr Road, New Farm
3 Bed | 1 Bath | 1 Car

\$1,005,000

October 22

83 Norfolk Street, Coorparoo
3 Bed | 1 Bath | 2 Car | 653sqm

\$965,000

September 22

21 Mayled Street, Chermiside
5 Bed | 2 Bath | 2 Car | 647sqm

\$950,000

Recent Sales.

November 22

501/21 Buchanan Street, West End
2 Bed | 2 Bath | 2 Car

\$939,500

September 22

14 Nevitt Street, Stafford
3 Bed | 2 Bath | 1 Car | 637sqm

\$921,500

October 22

4/287 Wickham Terrace, Spring Hill
3 Bed | 2 Bath | 2 Car

\$870,000

November 22

331/71 Beeston Street, Teneriffe
2 Bed | 2 Bath | 1 Car

\$840,000

October 22

43/10 Vernon Terrace, Teneriffe
3 Bed | 2 Bath | 1 Car

\$840,000

September 22

101/98 Bowen Street, Bowen Hills
2 Bed | 2 Bath | 2 Car

\$840,000

October 22

229/71 Beeston Street, Teneriffe
2 Bed | 2 Bath | 1 Car

\$830,000

October 22

310/16 Skyring Terrace, Teneriffe
2 Bed | 2 Bath | 1 Car

\$815,000

November 22

150/53 Vernon Terrace, Teneriffe
2 Bed | 2 Bath | 1 Car

\$720,000

October 22

302/155 Moray Street, New Farm
1 Bed | 1 Bath | 1 Car

\$712,500

September 22

25 Evans Street, Nundah
3 Bed | 2 Bath | 1 Car | 405sqm

\$700,000

September 22

255 Hamilton Road, Chermside
3 Bed | 1 Bath | 1 Car | 665sqm

\$694,000

September 22

21/785 Brunswick Street, New Farm
2 Bed | 1 Bath | 1 Car

\$690,000

November 22

8/128 Sydney Street, New Farm
2 Bed | 2 Bath | 1 Car

\$680,000

October 22

401/42 Newstead Terrace, Newstead
2 Bed | 2 Bath | 2 Car

\$675,000

September 22

307/16 Masters Street, Newstead
2 Bed | 2 Bath | 2 Car

\$660,000

October 22

14/46 Terrace, Street, New Farm
2 Bed | 2 Bath | 1 Car

\$635,000

October 22

206/16 Masters Street, Newstead
2 Bed | 2 Bath | 1 Car

\$610,000

September 22

2/608 Brunswick Street, New Farm
2 Bed | 2 Bath | 1 Car

\$595,000

October 22

3/26 Dorinda Street, Greenslopes
3 Bed | 2 Bath | 1 Car

\$585,000

September 22

3/21 Gregory Street, Clayfield
3 Bed | 1 Bath | 1 Car

\$560,000

November 22

1503/25 Connor Street, Fortitude Valley
2 Bed | 2 Bath | 1 Car

\$526,000

September 22

102/351 Brunswick Street Fortitude Valley
2 Bed | 2 Bath | 1 Car

\$500,000

November 22

114/52 Crosby Road, Albion
1 Bed | 1 Bath | 1 Car

\$465,000

Helping people find their happy Place.

10 James Street, Fortitude Valley QLD 4006

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