



Home Truth

WATCH YOUR SPEED..?

As we enter the peak post Easter to May period, we have seen the emergence, and may soon see the convergence, of a quite unusual two speed sales market.

Running at one speed we have what's left of the economic downturn driven 'low hanging fruit' of the residential property market, mostly forced sales that are being pitched directly to the bargain hunters in the market for promised giveaway prices.

Running at another speed altogether are those quality properties which are being offered for sale in the normal manner.

Despite what we may have assumed from what we have read or have heard, quality property offerings in many of Brisbane's better areas right now are quite thin on the ground, and the market is catching on.

Today we have sufficient buyer demand to sell any number of homes across the \$2 - \$4million bracket and for peak prices, on and off the river, in a broad area stretching from Indooroopilly through to Corinda.

Why the so conflicting market message?

When selling quality residential property, process is at least as important as timing.

Pitch a property to the market by (cheap) price and you attract the attention of just the price driven market (at the expense of the preferred suitability driven equivalent), greatly negatively affecting the outcome.

Pitch the same property however on a suitability driven basis, to the right people, by the right people, in the right way, and you've got yourself a whole new ball game (and a usually far more rewarding one).