

THE EXCLUSIVE BRIEF

OCTOBER 2022 WRAP

Welcome to The Exclusive Brief, a monthly synopsis of Brisbane's high and top-end leasing markets. This edition also features a rant on a new industry "innovation" ..

Market Insights

Slow-tober proved to be a low performer for the 2nd year in a row with the top-end recording its lowest month of transactions for the year and equal with 2021 thanks to a last-minute transaction on the 31st. The high-end market is still moving steady, albeit at a lower asking price to move stock.



Source: Miles Johnston Research | Pricefinder | Corelogic | REA | Domain

Current Supply (at 2.11.22)

High-End
Listings: 58
Median Asking Price: \$1,600
Median Days On Market: 22
Highest Competition: Inner North
Lowest Competition: East

Top-End
Listings: 32
Median Asking Price: \$2,325
Median Days On Market: 19
Highest Competition: Inner North
Lowest Competition: West

While current supply levels may seem high, this will normalise. Most of the stock is new and sitting at the bottom of its respective price bracket and will be pushed (discounted) down to the previous bracket as agencies are forced to free up space/time for other listings.

Forecast

As we enter the tail-end of the year, we usually start to see two new players enter this market:

- Vendors who have sold and are looking to rent for a year or two hoping the market will continue to decline.
- Relocations from interstate and abroad in preparation for the new year, new job, and new life.

It is good to be reminded that price is not the only motivator in these marketplaces, lifestyle, convenience and overall experience play crucial roles in a tenant's decision. Ensuring that you and your agent know your offering and its advantages/disadvantages over the competition will be far more beneficial than simply trying to undercut.

Rant: Landlords Beware

As most are already aware, I have a strong distaste towards outsourcing, especially the practice of doing it discreetly behind landlords' backs for extra profit. Enter this new industry "innovation" ..

The Short: A tech company with Major Bank funding, masquerading as property managers now offering to "manage" agencies managements. Full article [here](#)

"The new solution allows :Different to take care of an agency's property management service delivery, so that agency principals can focus solely on growing their rent roll and sales business."

The new solution.. so principals can focus solely on growing their rent roll and sales business.. Do they not already?

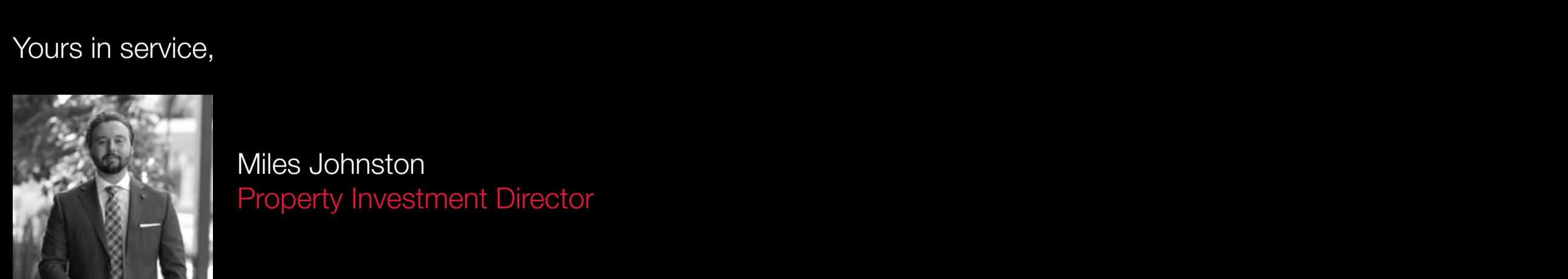
"Employee retention rate within the property management industry is notoriously low because of the stress and workload property managers face on a daily basis.."

It almost seems like there was a hint of an actual solution there..

Reducing portfolio sizes resulting in a better quality of life and better service for landlords = Not acceptable.

Charge landlords for a service, don't do it, outsource it, and get paid for nothing = Acceptable.

:Different is not the only company offering this "solution":



The kicker? None of these companies have any property managers listed on their websites or real estate portals. So who is actually looking after the landlord's hard-earned investment?

I would encourage all landlords to be cautious as this model is guaranteed to be done discreetly, otherwise, why would a landlord appoint an agency if they were upfront about not doing the work, but still expected fees?

As is always the case with these cheap alternatives, they never last or can compete with good old-fashioned quality work.

Yours in service,



Miles Johnston

Property Investment Director

0405 934 456 | 07 3858 8888

mjohnston@johnstondixon.com

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