

bellernews



Season's Greetings

In today's market, as in all markets, quality property still shines through and creates active competition between buyers. However, secondary properties that have issues, can take a little longer to sell, but if priced correctly are still imminently saleable.

As a result, the Melbourne auction clearance rate has dropped to the lower 60% region (which is still a very healthy clearance rate). This is indicative of a shift in buyer sentiment (due to affordability and interest rate increases) and, in general, vendors' slow reception to a shift in pricing within the market. It is, however, interesting to note, that within 2-4 weeks after an auction takes place, the clearance rates would still be hovering around 80-85%.

Unfortunately for the real estate industry, the media never represents or investigates this statistic.

Our team across the various businesses continue to flourish as the market becomes unclear as to its direction. This is due to the enormous resources and market intel Beller has access to and share, which allows us to properly inform and educate our clients as to their positioning in the market, ensuring success to all parties.

I would like to personally take this opportunity to wish all our clients a safe and happy festive holiday season.



Andrew Fawell
Director
0414 508 155 andrew@beller.com.au

A message from Robert German

bellerresidential

2010 has been an extraordinary year for Beller and real estate in general. High clearance rates, enormous capital growth unprecedented in Melbourne and strong demand in Beller's main market for properties - the \$400,000 - \$1.5 m price bracket in the inner suburbs - give Beller sellers extra confidence in achieving top prices for their properties.

Beller has the market at its feet. As 2010 draws to a close, Metropolitan Melbourne's auction clearance rate remains strong at around 60-70%, however Beller consistently achieves auction clearance rates of 95% or better,

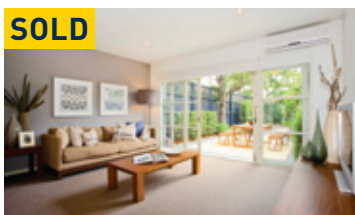
with many prices well exceeding the reserve. Beller's sales team has the knowledge and experience to determine how to best sell your home or investment property, always up to date with what the market is saying and how the interest rates are playing. As interest rates remain affordable, it's still possible to lock your interest rates at reasonable rates for the next 5 years or more.

At Beller, we would like to wish all our loyal, past, present and future clients a warm, happy and safe festive season and look forward to a buoyant and prosperous 2011.



Robert German
Head of Residential Sales
0411 170 717 robert@beller.com.au

Property Results



SOLD
21 Murray Street, Elsternwick
Sold \$825,000



SOLD
6/221 Dandenong Road, Prahran
Sold \$615,000



SOLD
2/13 Kambrook Road, Caulfield North
Sold \$590,000



SOLD
401/41 Chapel Mews, South Yarra
Sold \$676,000

A message from Rae Tolley

**“If you’re not happy tell us,
if you’re happy tell everyone”**

At Beller, our commitment is to provide a continually improving service ensuring professional, up to date information while servicing your property in a timely manner. It’s our service, a service we are proud of.

End of Financial Year Statements - The most recent EOFYS for 2009/2010 were processed differently from previous years. The 2009/2010 EOFYS provided a monthly breakdown of each transaction and an annual total as opposed to only providing an annual total. The improvement makes it easier for landlords to keep track of when rent and invoices were paid.

Email Statements with Attachments - In the first quarter of 2011 we will be further upgrading our software, which will allow us to provide attached documents, such as council rates, body corporate rates, insurance notices, etc to the monthly email statement.

We appreciate every landlord won’t have email facilities, so the standard Australia Post option will continue.

Invoice Scanning - Another feature of the upgrade is the introduction of ‘barcode’

scanning. This feature will improve the efficiency and accuracy of invoice data entry. ‘Barcode’ scanning won’t apply to every invoice but it will apply to the majority of invoices. To ensure the quality of the scanned invoice/document is clear we have invested in the latest Lexmark scanner.

Annual Survey - In keeping with our behind-the-scene efficiencies, our next annual survey will be emailed to owners with email facilities. This allows us to quantify and tally results in a much more efficient manner. The printed and posted option will still be sent to owners without email facilities.

We are on the lookout for new managements - Do you have another investment property? Or do you know of an investor that requires a professional property management service? If so, please give Beller’s Property Management Department the opportunity to manage them. We pride ourselves on our skilled and professional service. As an appreciation of thanks we will reward you with a ‘2 months management free’ period. Don’t hesitate to contact your property manager.



Rae Tolley
Manager - Property Management
0414 503 536 rae@beller.com.au

STAFF PROFILE

Joanne



Joanne Demetrios
Property Manager
0409 258 103 joanne@beller.com.au

A generous, warm personality, Joanne has real estate in her blood. With her family owning and operating a real estate firm in the Latrobe Valley, Joanne broke away from the family nest to pursue a real estate career in Melbourne.

Youthful, but experienced beginning her professional real estate career in 1999, Joanne has almost completed her Full Licence. Committed to the ‘only industry she knows’, Joanne has an excellent understanding and in-depth knowledge of all facets in the real estate industry.

Joanne has worked for Beller, not once, but twice – firstly in sales, and now in property

management, showing her diversity in the field and the local area knowledge. Beller’s reputation for keeping staff is one of the best in the business.

Joanne is recently married and living locally. When she gets a spare chance, Joanne loves to shop, go to the gym and visit her parents in provincial Victoria.

An excellent listener, Joanne is always happy to see you and looks forward to offering you her sound advice in all your real estate matters.

Contact Joanne on (03) 9510 1966 or 0409 258 103.

Property Results



Abinger St Richmond
\$620



Chomley St Prahran
\$320



Eastbourne St South Melbourne
\$550



700 Chapel St South Yarra
\$550

A message from Damon Krongold



With Melbourne's sporting season hitting town highlighted by the Cycling World Championships, International Cricket and the vibrant Spring Carnival, Melbourne is truly abuzz with excitement and activity.

At Beller Project Marketing, we have had an unbelievable last quarter, selling in excess of \$23 million in off the plan apartment sales. Some of the projects include the Echelon development at 1059 Malvern Road Toorak, a total sell out as well as the Longford Apartments at 53-61 Toorak Road, South Yarra with 50% of the apartments sold, and penthouses now available.



Confidence in investors and owner occupiers remains strong and focussed on Melbourne's ever-growing apartment market, contributing to the demand for quality high-density lifestyle living in sought after suburbs.

New developments soon to be launched by Beller Project Marketing can be found in Mentone, Caulfield, East St Kilda and Malvern. With such a fantastic start to the Financial Year, I'd like to congratulate the team at Beller Project Marketing for such a tremendous effort and a job well done.

If you are interested in any of our projects, please contact:

Anita Hajdinjak 0422 868 586

Tahn Miller 0432 299 123



Damon Krongold
Director - Project Marketing
0418 850 757 damon@beller.com.au

A message from Fred Nucara

Several key projects in the neighbourhood, such as the Longford Apartments (53-61 Toorak Road which is being sold by Beller Project Marketing) and the proposed high rise project at 24-32 Toorak Road, South Yarra on a site of some 1,600 square metres, will provide strong stimulus to business activity at the Punt Road end of Toorak Road.

Our “never give up” attitude resulted in the sale of Fratelli’s Restaurant in Frankston recently after being auctioned in March this year. The property sold to a local investor for \$1,770,000 showing a yield around 7% with only 2 years remaining on the lease. Closer to our office strong bidding at auction pushed the price of 37 Toorak Road, South Yarra to \$1,695,000 reflecting a yield of 3.90% on the passing rent.

The auction of 1196-1200 High Street, Armadale witnessed 5 bidders push the price to \$5,525,000 after being announced on the market around \$4,800,000. The property was bought by a local property owner/investor and the price reflected around \$7,800 per sq mt of land. The buyer is considering several project schemes including retail and apartments.

At Mill Park Stables Shopping Centre, Mill Park, our office sold the former Spotlight Store which has been divided into 7 tenancies of which only

2 tenancies remain. Strong retail enquiry from a variety of national and local tenants has shops being snapped up, including a major tenant in ‘Savers’.

Buyer and Tenant enquiry is strong and we can only encourage Commercial Property owners to contact our office to provide a no obligation overview of our professional services in Sales and Leasing.

Is your commercial property asset being managed properly? At Beller Commercial, we provide a “health check” on a variety of matters including essential services compliance, insurance valuations and market rent analysis.









I invite you to contact me, on 0418 567 560 or email fred@beller.com.au for a discussion about our range of services in Sales, Leasing and Management.

Season’s Greeting to all from Beller Commercial.



Fred Nucara
Director – Commercial Real Estate
0418 567 560 fred@beller.com.au

Property Results

			
<p>1196-1200 High Street, Armadale Sold \$5,525,000</p>	<p>37 Toorak Road, South Yarra Sold \$1,690,000</p>	<p>4 Railway Parade, Highett Sold \$820,000</p>	<p>227 Cranbourne Rd, Frankston Sold \$1,775,000</p>
			
<p>Mill Park Stable Shops</p>	<p>425 Centre Rd Bentleigh</p>	<p>46 Commercial Rd, Prahran</p>	<p>Level 1 554 High St, Prahran</p>