

NSW Residential Market In Review

Key Points of Presentation

Speaker: John Cunningham, REINSW & Cunninghams Property

- The property market runs in a 10 year cycle.
- Currently, interest rates are 40% cheaper.
- The FHOG is not the driving force behind the current stimulation of first home buyers in the market.
- Vendors, but particularly purchasers, are looking for safety and confidence and are expecting us (lawyers and agent) to not make promises we can't deliver on.

- Average sale prices:

2007 overall	\$975,000.00
Jan/Feb 2009	\$775,000.00
Mar/Apr 2009	\$859,000.00
May/Jun 2009	\$975,000.00
July 2009	\$1,230,000.00

- 4 sectors of the property market and their trends.

First Home Purchase (FHP)	2007	\$320,000.00
	2008	\$300,000.00
	2009	\$350,000.00
1 st House Market	2007	\$850,000.00
	2008	\$750,000.00
	2009	\$850,000.00
\$1.5mil to \$2mil	2007	\$1,800,000.00
	2008	\$1,700,000.00
	2009	\$1,800,000.00
2mil+	2007	\$2,500,000.00
	2008	\$2,000,000.00
	2009	\$2,200,000.00

- Lessons to be learnt in business:

Business got tough in early 2008 in real estate. This is the time to get active and attack. Go hard and smart

- Lessons to be learnt in property:

The market has bottom out and is not steady. The time to get in the market is now.

"Balance by confidence is how the market operates"

- Lessons to be learnt for lawyers:

Relationships with your client are based on trust. Provide professional knowledge, not overprotection. Don't be too clinical. Form relationships with agents and mortgage brokers.

Speaker: Ivan Bresic, Bresic Whitney

- Opened BresicWhitney in 2003 when he was 23 years old. He started out at McGrath. The business started with 4 employees and has now grown to 45 employees, with a view to opening a 2nd office.
- Word of mouth has been Bresic Whitney's key driver of new business.
- The activity in the property will pick up in spring. Winter is traditionally a slow period.
- He predicts that there won't be much change in property prices. However, the prices should rise by 5-15% in 12 months.
- Also predicts that interest rates will stay the same.
- The additional government initiatives in relation to first home buyers will be peeled back at the end of the year.
- The rental market is solid, despite returns being at 3-4.5% returns down from 7-8%.

BresicWhitney

When it comes to the amount of properties sold, BresicWhitney is proud to be the Eastern Suburbs leading real estate agency.

This success comes because our 40 staff not only love what they do, they understand the area and the people who live here better than anyone. It allows us to connect the right people with the right properties.

Our clients appreciate our pro-active approach and the fact that we make every step of the process as simple as possible.

Something must be working because since 2002 we have:

- Developed into the dominant residential agency in the inner city.
- Over 25% market share in the following areas, Surry Hills, Redfern and Darlinghurst with a strong market presence in Potts Point, Elizabeth Bay and Paddington.
- An experienced sales team of 15 agents working in a structured team environment.
- Held suburb records in Surry Hills, Chippendale, Redfern Darlinghurst and Newtown.
- Organically grown, BresicWhitney Property Management is now the leading inner city management and leasing team.
- Positioned in Darlinghurst, the heart of the inner city, with a second location to be announced in the inner west.



Ivan Bresic

Positive, driven and polite. Just some of the traits that have allowed Ivan to achieve 1000 sales in record time.

He knows Paddington, Darlinghurst, Surry Hills, East Sydney, Elizabeth Bay, Potts Point, Rushcutters Bay and Woolloomooloo like the back of his hand.

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With a clear vision of a company that would be at the forefront of an ever changing market and be recognised for its excellence in all aspects of Real Estate, John & Ann Cunningham opened their office in Balgowlah in 1991. Over the years, that vision has materialised and expanded enabling the company to be recognised as market leaders on the Northern Beaches.

The real strength of our company has always been our people, a team of enthusiastic individuals who value "The Customer First" philosophy. We place a total emphasis on honesty, integrity and competence to bring you outstanding results and a enjoyable experience.

Inspired by our stunning natural surrounds, the Cunninghams Property brand and logo aims to capture this fresh spirit. Our identity has recently undergone a major facelift; modernising our look whilst maintaining our essence.



John Cunningham

In 1991 John & wife Ann extended this philosophy to establish Cunninghams as the most respected team of estate agents on the Northern Beaches.

John's innovative approach backed by strong experience, expertise & supreme product knowledge has set benchmarks in the industry. "I recognised people's desire to be more involved & informed in the real estate process. We have developed a 'partnership plan' with clients, a joint venture where we work towards a common goal & focus on a planned strategy together".

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The Real Estate Institute of New South Wales (REINSW) is the largest professional association of real estate agents and other property professionals in Australia.

As the authoritative and credible voice for the property industry, REINSW plays a pivotal role in lobbying government for economic and regulatory policy that will contribute to the market climate in general and property ownership in particular.

REINSW is committed to providing opportunities to assist members achieve a more competitive edge in today's business environment. We offer a diverse range of services, including access to the best research data available, networking and training opportunities, and information about the latest changes to legislation, regulations and policies that shape agency practice.

REINSW continues to raise public awareness of property issues – including housing affordability, home ownership, capital gains tax and regional development issues – through the regular release of informed media comment and research publications. The purpose of this is to provide the New South Wales property market with timely, accurate and comprehensive information and analysis of the state of the property market and to facilitate informed decisions on the formulation of policies to bring about taxation, economic and regulatory reform in New South Wales.



Piper Alderman is a long established national law firm with offices in Sydney, Melbourne, Brisbane and Adelaide. We have 55 partners, around 160 lawyers and more than 325 staff in total.

Our firm is committed to continual excellence in the practice of law, having been leading advisers to commercial interests across Australia for over 160 years. We have achieved our impressive growth by listening to our clients, responding to their needs and creating practical legal solutions.

Piper Alderman's success has seen us consistently ranked as one of Australia's leading law firms and independently recognised as an outstanding legal service provider.

Piper Alderman's Property and Projects Division is a dedicated, specialist practice devoted solely to the unique needs of our property and infrastructure sector clients. Our team provides leading-edge advice on infrastructure projects and on commercial, retail, residential and industrial properties. We work closely with our corporate, tax and financial services lawyers to create balanced, comprehensive legal solutions for our clients.

Piper Alderman

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