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## BOUTIQUE IS BETTER

07-Nov-2011

Hi Folks

As we have all said many times, where has the year gone? Here we are only 7 weeks from Christmas and only 6 Auction Saturdays to go!

It will be an interesting 7 weeks, not so much on the auction front, which will probably continue at around the 50% success level as it has for the past few months (last Saturday saw 52% of the 498 auctions across Melbourne sell), but more so in the private negotiations for those 50% passed in.

During the week we sold 14 Garnet Street Essendon West for the vendors asking price of \$1,075,000 after it was passed in at auction the week before for \$1,020,000.

The two competing bidders, while still interested, were taking time to consider their position, while 3 fresh inspections post auction acted with more urgency which led to the successful sale at the vendors price.

I have always found that where a property is passed in, and the difference between the level of interest genuinely expressed by the buyers and the price response from the vendor is around 5% of the total sale price, then these properties always sell, often at the vendors price, or very close to it.

Properties will take longer to sell where the gap stretches to 10% or more. During that extended time there may need to be further adjustments before a sale occurs.

This is illustrated by another successful sale that was finalized this week after much longer negotiations. Number 20 Holmes Road Moonee Ponds was passed in at auction over 2 months ago for \$750,000 against a \$930,000 reserve (a 19% differential). This property has now sold for \$850,000 following further adjustments.

The moral of the story and the great thing about our area, is, despite market conditions, there are buyers a plenty once the right price has been effected.

There will be many more sales like these two occurring behind the scenes in this hectic pre Christmas period.

[Click here](#) to view our available properties online or [download](#) our current stock list which includes our **Open for Inspection and Auction Times**. If you are interested in a rental property [Sheryl Upton](#) and her team would be happy to assist.

Cheers  
Paul

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