

Judy Goodger, managing director, Judy Goodger Prestige

# Record sales at top end of the property market

**PRESTIGE** property sales remain strong in today's market. I have just recorded my best October sales figures for 13 years. We reached \$24 million in sales last month, and we've been very busy this month. We're expecting things to stay that way up to Christmas and into 2009.

In mid-December last year, we placed a \$5.2 million riverfront property at St Lucia on the net and sold it on Christmas Eve. The market has become tougher, but experienced agents can negotiate a good outcome between buyers and sellers. Homes up to six kilometres from the CBD, sitting on 800sq m grounds or larger and priced between \$1 million and \$3 million are selling particularly well.

Spacious apartments and penthouses are also attracting a great deal of interest. But sellers must take a number of major factors into account, with marketing heading the list. You must be confident that your real estate agent will do everything to make your property

stand out from the crowd.

Professional marketing and presentation are crucial. For example, our style team will furnish an empty house – right down to the flowers and the candles.

We can also arrange maintenance or gardening, so the house looks beautiful for the photographer, who takes both day and night shots. Then a copywriter adds professional polish to the property description.

The growing potential of the overseas market is another key point.

With the Australian dollar value down, our property market has become very attractive.

Investors or people wanting to re-locate are buying in Brisbane as it has a great deal to offer. In many ways, Australia is better placed than many other countries to withstand economic uncertainty. I remain positive about the future of the market. Provided the price and the property are right, a core of genuine buyers are out there ready to buy.

