



“The reason a lot of people do not recognise opportunity is because it usually goes around wearing overalls looking like hard work”
Thomas Edison



PRIME UPDATE

If it has not been the craziest start to a year we have ever experienced...

Can you believe that we are already 1 month down this year? I had to pinch myself on January 25th when I asked someone if they had a good Christmas; they looked at me like I was a lunatic and said, “Christmas was a month ago!” Still we all hope that you enjoyed your festive season, and had some real quality time with family and friends.

The other exciting news is that little baby Rose turns 1 this February and the novelty of having her stop in to see Dad, Nanny and the rest of the Prime Family has not worn off, not even a little. You can see how much she has grown in 12 months. The statistics blew Aaron and I away this month. Never before have we seen such a huge positive *month on month* improvement, in regards to enquiry and lettings. We have lost track of how long vacancy rates have remained below **0.75%**. Still a full percent better than the Rockhampton figures provided by Herron Todd White. **2.2%**



The signals are looking strong for a change in the market this year. If you have been thinking about another property, or you have friends that are talking investment, there may not be as good buying conditions in the near future, as there is now. Already we have seen less stock enter the market, more Investor enquiry, and Local, State and National Media spooking the strength of the CQ region.

Aaron leaves us today; it is with a lot of personal and professional sadness that we say goodbye. He is off to Brisbane to further his relationship with his long time girlfriend and broaden his horizons. Bev summed up how we feel with a short note to Aaron, “you leave a big hole at Prime, one that can only be filled by you.”

All the best mate, thanks for all that you have done here at Prime.

As one chapter ends another opens and we welcome with open arms Chelsea who comes with plenty of experience working with sales teams as an Administrator and Marketer. Chelsea has been with us for a couple of weeks and has been fantastic; she is already a part of the team.

All the best for the rest of 2012, we hope that we can start to communicate a little more on Facebook, please like our page, we promise not to post every minute of the day, just occasionally with great information and property related matters.

Find us on Facebook when your search **Prime Properties Real Estate**.

PROTECTING YOUR INVESTMENT FROM RENTAL DEFAULT

The housing market may be slow at the moment, by the rental market continues to tighten, with low vacancy rates driving increased rental yields across the country. Vacancy rates have remained below equilibrium levels of 3 per cent across most of Australia’s cities over the past financial year and are averaging only 1.8 per cent nationally with vacancy rates in Brisbane’s CBD at just 1.4 per cent. Unsurprisingly this has caused an increase in rental rates, with gross Australian apartment yields rising to 5 per cent.

Experts are warning that an increasing number of tenants could default on the bills if average rental costs continue to rise.

Rental default occurs when a tenant leaves without notice, fails to pay the rent owed or refuses to leave after being served an eviction notice.

Currently it can take upwards of six weeks from the time a tenant defaults until the matter is heard in court. Given that loan repayments are averaging \$150 per month more than they were two years ago, very few landlords are able to afford an extended period of vacancy in their investment property.

Written By : Aon Group of Companies Source : REIQ Journal (November 2011)

**The rest of this article can be found on our website at <http://www.primerockhampton.com.au/news/>*



OPEN HOMES INSURANCE AND SECURITY

A new concept of insurance and security specifically designed for open home inspections, was recently launched by well-known real estate industry figure Peter Kelaher. Kelaher approached Channel Nine about using his new service during The Block 2011 and the producers were quick to engage him, believing that it added real value for visitors during it’s open inspections.

The Founder and Managing Director of Open Home Insurance & Security, Peter Kelaher, has teamed up with major players QBE Insurance, MSS Security and the real estate industry’s Campaign Track to offer what they believe to be the ultimate package offer in regards to protecting homes from theft and damage during open inspections. He sees his new venture as an Australian first and “the next big thing” in real estate.

In essence, Open Home Insurance & Security is designed specifically to protect vendors, landlords and tenants during open home inspections by choosing a loophole in the vast majority of standard Home and Contents Insurance Policies. It’s a little known fact that when people are selling or renting their homes, they’re unlikely to be covered for any accidental, malicious damage or theft that may occur when their homes are open for inspection.

Source : The Australian Real Estate Review (Spring 2011)

**The rest of this article can be found on our website at <http://www.primerockhampton.com.au/news/>*

February, 2012





NEW FLOODPLAIN MAPPING FOR QUEENSLAND



The largest floodplain mapping initiative in the State's history – built on the latest technology and supported by both new and historic data – is under way, according to Premier and Minister for Reconstruction Anna Bligh.

"This initiative brings together, for the first time, an option for councils which strengthens the connection between land use planning and flood plain management," Ms Bligh said. "This is a new broader approach to floodplain mapping developed on a whole-of-catchment view rather than council by council." "As we know our river systems do not stop at local government boundaries." The draft Planning for stronger, more resilient floodplains guideline has been developed in consultation with more than 10 councils, the LGAQ, Geosciences Australia, and the Fitzroy Basin Association. It is now open for consultation.

Source : REIQ Journal (November 2011) *The rest of this article can be found on our website at <http://www.primerockhampton.com.au/news/>

PROPERTY: A BEGINNERS GUIDE

There's plenty to think about before becoming a property investor. Source: National Features **PROPERTY prices have been a bit battered in the past year, yet building a real estate portfolio remains a burning ambition for many Australians.**

For those of us who are yet to dabble in property investment, there is plenty to think about before getting started.

LOCATION: The real estate agent in Aussie film The Castle famously tells the Kerrigans a home is all about "location, location, location".

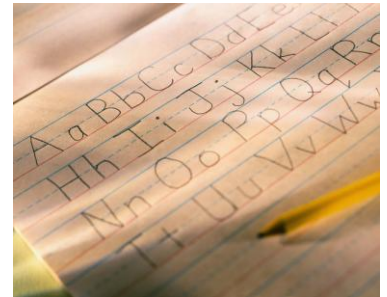
Neville Sanders, Victorian state manager of strata management company Whittles, agrees location is crucial.

"Everybody recognises the closer you get to a CBD, the potential for capital growth is much greater,"

"Location is very important but it's tempered by people's capacity in what they can afford.

"People tend to buy in an area where they can afford. They may upgrade or add to their portfolio or trade up as time goes by."

Look for a property that has easy access to schools, shops, public transport and hospitals.



Read the rest of our Beginners Guide in our news section, including; House or Unit; New or Old?; Budgeting; Consider Ongoing Costs; Invest with your head, Not Your Heart; Think about Tax; Property Managers and Protect Yourself.

*The rest of this article can be found on our website at <http://www.primerockhampton.com.au/news/>

Want to read more news articles?

RENTAL RESIDENTIAL PROPERTY BOOMING & NEW SMOKE ALARM CAMPAIGN LAUNCHED

These articles can also be found in the news section on our website.



Activity Number of:	November 2011	January 2012	Change
Views	20,034	31,173	+35.73%
Engagements/ Saving and Sharing	80,772/363	129,712/414	+37.73% / +12.32%
Enquiries	274	446	+38.57%
Tenant groups inspecting avail. Rentals	124	194	+36.08%
Tenancy Applications Received	75	84	+10.71%
Properties Rented (not lease renewals)	41	54	+24.07%

February, 2012

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