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Have you ever wondered why David Evans Real Estate is one of the fastest-growing real estate agencies in the Northern Corridor in the last decade?

More properties

David Evans has around 300 properties listed at any one time, located in all coastal suburbs north of Perth and covering a huge price range.

More purchasers

David Evans sales staff have hundreds of purchasers who are ready to buy immediately. This is supported by the fact that David Evans finalised well over 1000 successful sales in 2007.

More performance

With over 100 sales and customer service staff located in six prime locations, David Evans has the right people in the right places to make sure every sale is handled fast and smoothly.



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News



Listings jump points to need for correct pricing

By David Evans, Principal

The number of properties listed for sale in WA showed an increase of more than 80% early this year when compared to the same period last year.

According to RP Data an average of 19,119 homes were listed for sale during a four week period early this year compared to 10,643 at the same time last year.

These figures give the clearest indication yet of why it is so important to present and price your property correctly if you hope to sell your home in a highly competitive market where buyers have many options.

If you are insistent on an unrealistic asking price you can expect to see your home go stale on the market. The only thing that you will have achieved is the squandering of your advertising dollars on a marketing campaign that had little chance of success.

It is important to point out that while there are many more listings on the market, we are fortunate that there is still a good supply of serious buyers interested in property in the Northern Suburbs. In particular the area remains

a favourite among cashed up British and other migrants.

Also as seen in the article on Page 2, the City of Wanneroo has one of the fastest growing populations in Australia. And as most of us are aware steady population growth is a highly favourable pointer to the future health of any housing market.

Whether or not you intend selling now, knowing what your property is worth in today's market is important in helping you consider your future options, so call us now for a free appraisal.



This well presented home in Ashby was listed just before Christmas and sold in January. Ashby is in the City of Wanneroo which according to recent reports is not only the 5th fastest growing city in Australia but was also responsible for 25% of Perth's population growth in a five year period.

HOW IS YOUR SUBURB PERFORMING?

Source: REIWA as at December 2007

Suburb	% change last 12 months	5 yr Average Growth (p.a.)	Median House Price last 12 months	Highest Sale Price last 12 months
Clarkson	12.5%	23.8%	\$395,000	\$541,000
Hillarys	10.7%	18.0%	\$767,500	\$2,615,000
Joondalup	15.8%	19.3%	\$495,000	\$1,075,000
Wanneroo	11.4%	20.3%	\$390,000	\$1,300,000
Warwick	8.0%	17.7%	\$451,500	\$950,000

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INSIDE

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Get the best return on your investment

By Sharon Mundy



With much higher rentals for residential properties it has become more important than ever for property investors to ensure they are covered by landlord protection insurance.

As property managers we pride ourselves on carefully screening potential tenants for our clients. However, and this is particularly so in a climate of much higher weekly rentals, there is always a risk of otherwise sound tenants defaulting because of an unexpected change in their financial circumstances.

A landlord protection insurance policy is designed to compensate a property investor for a loss in rental income, malicious and accidental property damage and a number of other eventualities. Given these benefits it is surprising that many investors still decide not to opt for such a policy.

Investors, who are thinking of entering the residential property market in order to benefit from our current vacancy rate of 1%, can find out a lot more by getting hold of a copy of our recently produced report entitled Professional



Get your free copy of our report.

Property Management for Your Investment Portfolio. To get your copy call me or send an email to sharonm@davidevans.com.au

Attn: Investors and lifestyle buyers

Marmion Avenue extension adds to appeal of this Two Rocks beachside development



By Ray Oesterheld, Commercial Manager

David Evans Real Estate has been

appointed exclusive selling agents for The Reef at Two Rocks which is an exciting beachside land development 57 km from the Perth CBD.

History has clearly indicated that coastal land has done exceptionally well over the past three decades and we see no reason why The Reef at Two Rocks should not follow the same trend.

The entrance into the development is approximately 350m from the beach and a 3 to 4 minute drive to the Marina and shopping centre.

Blocks are fully serviced and range in size from 389sqm to 653sqm with prices starting at \$210,000 and most importantly no building time frame.

Of major importance to prospective buyers is that the Marmion Avenue northern extension is due for completion mid year. This will have a significant impact by reducing travelling time to the regional centre of Joondalup.



The release of Stage 2 is now under way. If you are looking at a sea change or an investment for the future this would be a good time to secure a block at today's prices.

The Reef site office is open on weekends from 2pm - 5pm. Alternatively, full details are available from the website www.thereef.net.au or by calling into one of our offices and speaking to any of our sales staff.

All of them have full details on the development and can give you an information pack.

Major growth in Wanneroo population

Population growth is a major driver of housing demand. With this in mind, you just have to examine migration statistics to realise that the future will continue to see a healthy demand for homes in the northern suburbs.

In this respect the recently released KPMG Population Growth Report says the City of Wanneroo was the fifth fastest growing local government area in Australia in the 12 months to June 2006. The population grew by no less than 7.6% in the period.

A report from the Australian Bureau of Statistics says the City of Wanneroo experienced a growth in population over the five years to 2006 of 31,400 people. This equates to almost 25% of population growth over the five years in the whole of Perth.