

A family name you can trust



“We have no doubt that Arnold Property’s efforts in marketing and suggestions on presentation were the reason we achieved a price more than 30% above what we had been quoted 18 months earlier and with only one month on the market”.



**Steve Arnold**  
Principal  
Licensee in charge



**Chris Arnold**  
Residential Sales Director



**Emily Taylor**  
Licensed Property Consultant



**Paul Campbell**  
Property Associate

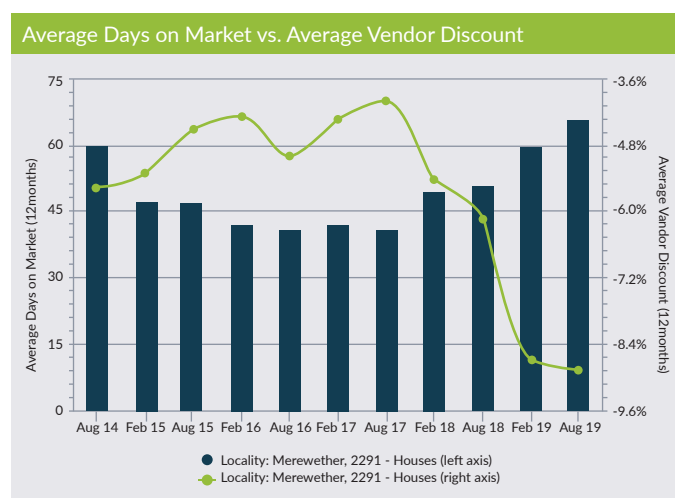


**Liecia Arnold**  
Senior Property Associate

# Our Changing Market

What a year 2019 was for the real estate market, with most suburbs experiencing an adjustment in median value over the last 12 month on average between -2.0% - 4.0%. When monitoring market activity in the middle of the year I did notice some suburbs experiencing a drop in median value of up to -10%, however just in the last quarter the numbers have improved, so it's not all doom and gloom.

I always mention to clients not to get too caught up in what the median house price is doing, as there are many other factors which correlate together to explain what is happening in the market place. When I prepare a market opinion for my clients I take a close look into the available supply in the suburb, average days on market homes take to sell combined with the average vendor discount, which calculates the average discount off the asking price. See the graph as an example.



Shortly after the election we started to notice a change in attendance rates and buyer confidence at our open homes. We listed a neatly renovated 3 bedroom home in Rankin Park in July between \$500,000 - \$530,000, it attracted some astonishing interest with 56 groups of buyers inspecting the home over the 38 days sale campaign, eventually selling for \$15,000 above the asking price. Another property that kept us on our toes was 33 William Street Mayfield which had 59 groups of buyers attend our open homes, and generated a staggering 8177 views online.

The most common buyers attending our open homes would still be the first home buyer, I find they are most commonly looking for the best value for money under \$650,000, neatly renovated and within a 10km radius from the CBD. Over the last 12 months of properties I have sold 11 of 23 of those have been purchased by first home buyers. Out of interest over the last 3 months I have been keeping a close watch on the available supply to the Newcastle and region on Domain.

Back in early September there was approximately 1200 properties on the market, as we approach Christmas this number has reduced further to around 1100. The market seems to have balanced back out to be a neutral market with a healthy amount of buyers vs properties available. I believe that as we head into 2020 if the supply continues to drop below 1000 within the Newcastle region then we may see a more competitive market again.

Looking forward to keeping you informed as our market evolves. If you are planning to sell this year then let's have a chat today.

**Chris Arnold**  
Residential Sales Director.

## Suburb comparison snapshot December 2019 - November 2019

	MEDIAN HOUSE PRICE	MEDIAN WEEKLY RENT
Adamstown	\$655,000 -1.1%	\$460 0.00%
Broadmeadow	\$669,000 -2.8%	\$455 +8.3%
Cameron Park	\$611,000 +5.4%	\$510 +2.5%
Cardiff	\$479,000 +4.4%	\$412.5 +4.4%
Carrington	\$690,000 -5.7%	\$450 -2.2%
Charlestown	\$556,000 +2.8%	\$450 0.00%
Cooks Hill	\$1,160,000 +10.8%	\$550 0.00%
Elmore Vale	\$504,000 -0.7%	\$440 0.00%
Hamilton	\$690,000 -4.3%	\$492.5 +2.6%
Hamilton South	\$980,000 +4.3%	\$650 +4.8%

	MEDIAN HOUSE PRICE	MEDIAN WEEKLY RENT
Islington	\$585,000 -3.9%	\$470 +8.7%
New Lambton	\$651,000 -1.0%	\$470 -2.1%
Maryville	\$636,000 -3.5%	\$465 -3.1%
Mayfield	\$533,000 -3.8%	\$440 +3.5%
Merewether	\$1,130,000 -3.8%	\$600 -4.0%
Mount Hutton	\$482,000 +8.6%	\$450 +5.3%
Newcastle	\$683,000 +3.2%	\$500 +3.1%
Shortland	\$418,000 -1.8%	\$385 +4.1%
Wallsend	\$460,000 -1.5%	\$410 +2.5%
Waratah	\$521,000 -3.0%	\$430 0.0%

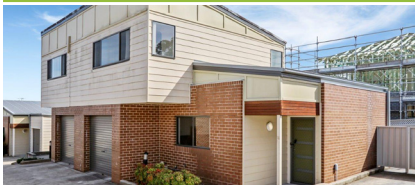
**Want to know more regarding your specific suburb? Call or Email to enquire.**

Please note: market statistics are based on Rp Data Core Logic during the stated periods. We have in preparing this document used our best endeavours to ensure the accuracy of all the information provided, we accept no liability or responsibility for any errors and recommend all recipients make their own enquiries to verify any information given.



15/166 Croudace Rd Elmore Vale

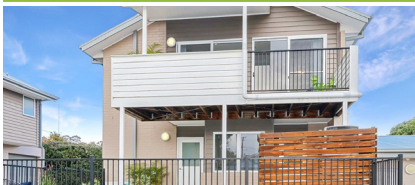
2 1 2



Listed Price \$390,000 - \$410,000  
**SOLD PRICE \$397,500**  
Days on market 39

4/12 Berringar Rd Valentine

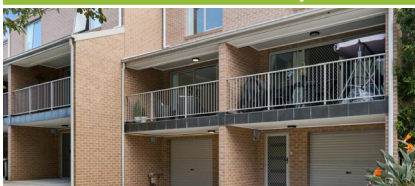
1 1 1



Listed Price \$420,000 - \$450,000  
**SOLD PRICE \$440,000**  
Days on market 45

5/24 Crebert Street Mayfield East

2 1 2



Listed Price \$479,000  
**SOLD PRICE \$475,000**  
Days on Market 87

254 Grandview Rd Rankin Park

3 1 1



Listed Price \$500,000 - \$530,000  
**SOLD PRICE \$545,000**  
Days on Market 37

2/191 Broadmeadow Rd Broadmeadow

3 1 1



Listed Price \$549,000 - \$599,000  
**SOLD PRICE \$580,000**  
Days on Market 43

33 William Street Mayfield

3 0 1



Listed Price \$530,000 - \$560,000  
**SOLD PRICE \$535,000**  
Days on Market 23

69 Spruce Street North Lambton

2 1 1



Listed Price \$519,990  
**SOLD PRICE \$520,000**  
Days on Market 15

25 Preston Place Cameron Park

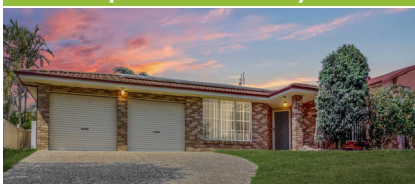
4 2 2



Listed Price \$770,000 - \$820,000  
**SOLD PRICE \$800,000**  
Days on Market 44

33 Prospero Street Maryland

5 2 2



Listed Price \$549,000  
**SOLD PRICE \$549,000**  
Days on Market 29

# Why property staging in 2020 is a smart investment when it comes to achieving the best results for your property sale.

In the last 5 years, there has been a huge increase in the demand for property styling/staging. Every year, more and more people are utilising the benefits that come with staging a property for sale, with these numbers only going to continue to grow every year.

There are many reasons why property staging is a worthwhile investment when selling a home. One of the main purposes of staging a property for sale is that it helps to create the emotional connection a buyer needs in order to imagine themselves living in, and buying your house. Property staging depersonalises a home and creates a lifestyle projection to capture the widest market appeal possible. Home staging, along with the real estate photography creates a powerful online visual marketing campaign, that ultimately sells your house to your buyer before they even step foot in the door.

The power of staging a property has proven results that produce quick and profitable property sales.



Some of the biggest statistics we know are that:

- 89% of your buyers use online as a visual tool to search for a property
- 90% of your potential buyers won't be able to visualise an empty room with furniture in it
- 85% of styled homes sell within a 3 week period
- The cost of property staging is significantly less than your first price reduction.
- Styled properties will typically sell for 10% more than un-styled properties.

If you are looking to sell your home, consider how the benefits of property staging can help you achieve the best results for yourself and your families future.

Sarah Boshnyak  
Stylist/Designer

Director of Plush Home Design & Staging

M: 0424 869 886 E: info@plushhome.com.au

W: www.plushhome.com.au   plushhomedesignandstaging

PlushHome  
DESIGN & STAGING

## A word from our clients

*"We were very impressed with the approach and the results achieved by Arnold Property in a process much more pleasant than our previous experiences in selling property where they lingered for months and we accepted significant price reductions to sell. We have no doubt that Arnold Property's efforts in marketing and suggestions on presentation were the reason we achieved a price more than 30% above what we had been quoted 18 months earlier and with only one month on the market".*

- Gary and Diane

*Can't recommend Chris Arnold from Arnold Property enough. With his guidance and advice he helped us get our property prepared and onto the market quicker and better than we could of hoped. Chris' advice on positioning, and in managing the sale process, was invaluable and at all time we felt like we had a handle on the process right up to settlement. If you are thinking of selling your property, give Chris at Arnold Property a call!*

- Kyle and Lili

## Affiliates

M&E Platinum  
SERVICES  
PROPERTY DIVISION

NEWCASTLE  
Home Staging

DYNAMIC  
PROPERTY MAINTENANCE  
HANDYMAN

Street Appeal  
GARDEN SOLUTIONS  
cultivate your selling power.

SC  
stevens  
CONVEYANCING

MASON  
LAWYERS

Arnold  
PROPERTY

13/10-16 Kenrick Street The Junction, NSW 2291 Australia  
P: 02 4969 2600 F: 02 4961 5827 E: mail@arnoldproperty.com.au

www.arnoldproperty.com.au

