

auCTION update

By sue cunstance

Ray White Lifestyle continues to show solid clearance rates with their coastal in-room event at Lexus of Maroochydore seeing a 30% clearance of the stock up for auction. It was a positive night from many angles with a packed room of more than 120 people and standing room only at the back of the room at the start of the event.

The 17 registered bidders were on hand to place themselves in the box seat to purchase one of 10 properties up for auction; there were an additional three registered phone bidders. The end of the night saw three of the properties sold under the hammer. "To see the number of people on hand at the event and the number of people registered to bid on the night, can

come down to a number of factors," Ray White Lifestyle co-principal Ben Wilson said. "The whole team in our coastal office places a lot of value in what we do and work hard behind the scenes to achieve these successes."

Ben went on to say "We have a very experienced team who believe in what we do and have worked hard with the vendors to present the market to them and they are listening."

Ian and Nigel Baker were very busy last night with six of the 10 properties up for auction and were continually working the floor talking to bidders and vendors who were either there on the night or on the phone. One of Nigel's buyers was on the phone from Turkey and was lucky enough to be the successful bidder on 3/14

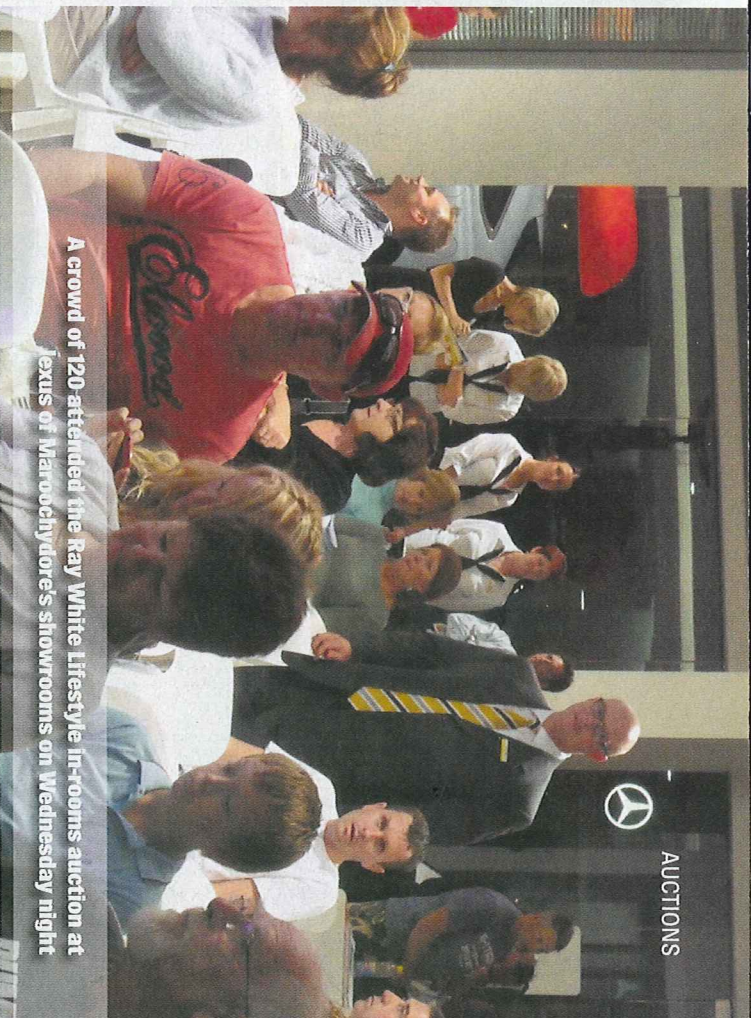
Carrothool Place.

Mitchell Dickens had great success with 26 St Martins Terrace, Buderim, selling under the hammer.

Ian Baker also sold his St Kitts unit under the hammer for \$620,000 and is in negotiations to secure contracts on two of his other properties and will see these come together in the next two to three days.

Ben Wilson has strong interest on his properties with Nigel Baker and Rachel Kong now talking to prospects that were unable to be in a position to bid on the night for their remaining properties.

Co-principal Sam Archer said one of the important things Ray White Lifestyle was seeing was the turn-around of the attitude to the auction process.



A crowd of 120+ attended the Ray White Lifestyle in-rooms auction at Lexus of Maroochydore's showrooms on Wednesday night

"There is still a stigma out there but the reality is that both sides of the market (buyers and sellers) now understand that the surest way to get a result when selling a property is to run with an auction campaign," he said.

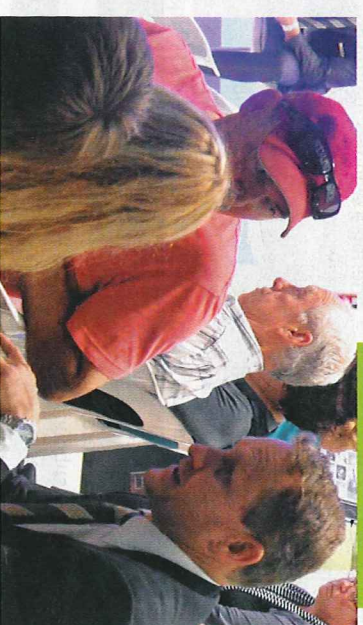
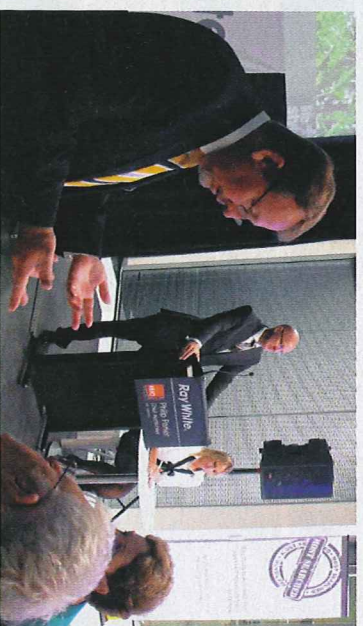
"We understand that the auction process is hard to grasp; however, the more comfortable people become with the process the more result we seem

to experience. It is our job to ensure the vendors are comfortable with how we do things and over time we are seeing more and more acceptance, which is a positive thing for the market today."

Ray White Corporate chief auctioneer Phil Parker was on hand to conduct the evening proceedings and ensured the smooth running of the night.

Below L-R: Winners of the Ray White Lifestyle auction door prize for the use of a Lexus car for a weekend David and Leanne Auricht of Glenfields are congratulated by Michael Stewart from Lexus of Maroochydore.

Ray White Lifestyle's Mitchell Dickens negotiates at the in-rooms event on Wednesday.

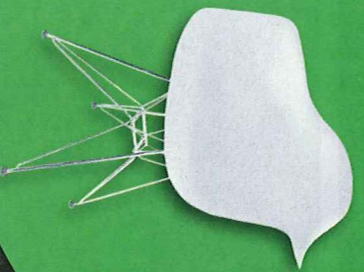


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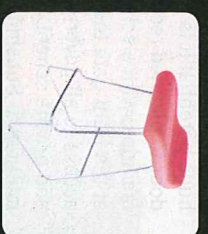
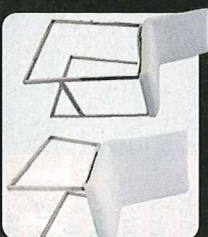
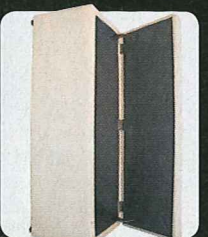
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