

Frankston real estate—My view

Why should I buy in Frankston? Is now a good time to sell? Should I sell before I buy? How's the market?

Do these questions sound familiar? If so, read on and I will give you my opinion of Frankston and the real estate market.

My vision two years ago was for the Frankston real estate market to boom off the charts as a result of its location by the water, proximity to Melbourne city, Eastlink freeway reducing travel times considerably and the promise of many more infrastructure changes in the area. So much so I believed in this, I sold my family home and 2 investment properties in a bid to be able to afford to buy the MPRE Frankston franchise when the opportunity became available. Basically I put everything on the line because I believed so much in the future potential growth of Frankston. I am happy to say that what I predicted back then is now becoming a reality. Over the past 3 months we have sold over 150 homes and the prices we are achieving are staggering compared to what we were selling just 12 months ago. There would be, in some cases, 10 plus buyers for 1 property and of these 150 sales, a massive 65% of these were sold within the first week and in some cases 6 – 10 offers within 24 hours. As a result of such speedy sales, it has been said by opposition agents that we are selling homes too cheap. This is certainly not the case, in fact it is common knowledge amongst the valuation & buyer advocate community that MPRE HARCOURTS, on average, sell properties for a higher price than other agents. The reason our firm is able to sell homes so quickly for a premium price is simply because we are dealing with nearly all the buyers in the marketplace. For example, it would be extremely rare that a home in Frankston sells through another agent whereby one of our sales consultants is not servicing that buyer. With the rapidly changing market and the fact that we are currently experiencing a "sellers market", it is my strong belief that any homeowner selling their property in the Frankston area must take the property to public auction. There are simply too many buyers out there wanting to purchase for the vendor not to consider the auction method, in fact we would be doing the vendor a disservice if we didn't auction their property.

The best advice I can give anyone who is considering selling at the moment in order to upgrade their home or location, is actually not to sell rather keep their home, lease it and purchase another home if financially possible. Any investor cashing in and selling their investment property at this time should seriously weigh up what is to be gained by using the proceeds of the sale versus keeping the property and watching the property grow in capital a little longer. I believe that the capital gains we can all expect within the next 3 – 5 years will be phenomenal!

SPECIAL OFFER:

*Any person who does has a legitimate reason to sell, and lists their home for auction with me over the next 4 months, will only have to pay the newspaper advertising costs if the property sells. I am that confident that we can sell the home for a premium that I am prepared to cover up to \$6,400 of advertising costs if not sold within 12 weeks.

*conditions apply

Aaron Froling—Director



REAL ESTATE | matters

Resort living – it's on your doorstep

Many of us have the perception that resort living means moving away from family and friends. In reality, it's a possibility in or near your own suburb.

What's more, apartment living offers a blend of security and convenience and residents have the choice to do as little or as much as they please, leaving more time for the many activities and lifestyle options on offer.

Bill and Lyn Green are just one couple who are experiencing the benefits of resort living – and it's not hard to see why.

"We moved into The Brighton on Bay in Asling Street 18 months ago and absolutely love our new lifestyle," Lyn said.

"We looked at five other facilities but decided on this one before it was even finished. The location is just perfect."

Bill and Lyn are regular travelers and have a keen sense of adventure. The couple had planned a trip to Vietnam earlier this year but their plans were put on hold when their daughter had a baby.

"The new addition to the family was very exciting so we postponed the Vietnam trip. We're off to Queensland instead for a cruise in a couple of months which will be lovely.

"The best part about living at The Brighton on Bay is being able to simply lock the door and leave knowing that everything will be secure and safe."

The Green's son and two daughters all live within 15 minutes of the resort and are regular visitors.

"My 19 year old granddaughter is constantly popping in to see us and we love being so close to all the family – although Bill and I are always busy so it's often a matter of them fitting in with us!"



The couple play golf twice a week, Lyn has been a member of a water aerobics group for 18 years and Bill is the barman at the resort every Friday night.

The Brighton on Bay offers the perfect lifestyle in the perfect location. Cinemas, cafes, shops, restaurants and the beach are just a stone's throw away. The facility has an indoor heated lap pool and spa, gym, library, business centre and lounge bar.

What's more, with a station adjacent to the resort, residents who are keen football fans enjoy convenient and hassle-free transport to the MCG or the Telstra dome in less than 30 minutes.

The facility offers one or two bedroom spacious apartments and with 24-hour emergency care, help is always on hand.

Primelife also has Martha's Point located at 165 Osborne Drive, Mt Martha.

For more information call 1800 550 550 or visit www.primelife.com.au

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