



Media Release 1 July 2008

Buyers Beware!! Real Estate Opportunities Are Out There But Don't Blow It!

The proliferation of recent newspaper headlines such as *It's A Buyers' Market; Home Repossession Rates Skyrocket and Interest Rate Increase Causes Slump in the Property Market*, suggest that now is not a good time to buy real estate. Many commentators are saying the market is down, sellers are lowering price expectations and as a result now is a good time to remain 'on the side-lines'.

And who can argue when you consider some of the more critical statistics. In 2008 auction clearance rates have clearly got a case of the 'wobbles'. According to Australian Property Monitors, auction clearance rates have gone south in most major capital cities. In fact on the Gold Coast, clearance rates have almost halved. While auction clearance rates are certainly not the 'holy grail' of real estate decision making, they are one indicative tool that potential buyers just can't afford to ignore.

Long term real estate investors and professional Buyers' Agent Garry Macdonald disagrees with the 'doom and gloom-sayers' and believe that right now is a great time to be buying . . . *"in fact our clients are swooping on the market right now and picking up some great deals"* Garry said.

BUT, he offers a word of caution. Either take the time to educate yourself in the buying process or use professional Buyers' Agents. Most mistakes are made when buying (as apposed to selling) real estate. Those mistakes can be very costly **and** the impact is extremely long-term.

*“There are some fabulous deals around at the moment for those looking to get into the property market. However, this is where problems occur: complacency and failing to do the hard yards that ensure your purchase decision is a good one. So often we see mistakes being made in this type of market. People ignore the basics. It’s all about research. You must get to know the market, the type of property that best suits your purpose, what’s selling **and** the internal economics in the area. These are basic fundamentals that every purchaser should be checking” Garry warned.*

Buyers are tending to make mistakes regardless of market conditions. *Buyers are guilty of rushing into real estate without understanding the implications of a poor buying decision. I think this comes about because buyers simply do not take the time to do their research. This part of the purchasing process is essential. If you don’t have the knowledge and/or time to do it, then employ professionals to do it for you. It will save you significant money in the long run and dramatically improve your buying decision.*

*In a recent example we had a client who located the so called ‘perfect’ property. We carried out some research and discovered that despite its ‘good looks’, the property failed to meet several of our key buying criteria **and** was \$65,000 over priced.”*

So the message is very clear. You can either take the long (and potentially dangerous) road and gain the necessary knowledge yourself, OR short-cut the entire process and engage professionals to do it for you. You can be relatively certain the latter will provide a much better outcome.

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