

Echo Property *Magazine*



Local agents:
thoughts on the
current market

The Northern Rivers' best real estate guide
24,700 copies distributed to homes and businesses across the region

Issue #2 • September 2023 • echo.net.au/property



SUMMER HOUSE

BYRON BAY

BOUTIQUE SELECTION OF 2 AND 3 BED TOWNHOMES

Dreaming of the good life? Walking to school, cafes, restaurants, town and the beach? Summerhouse delivers in every way...

Meticulous in design, spacious, considered and standout in quality to create the ultimate in relaxed but luxurious coastal elegance. Located in the Golden Grid, quietly positioned just a short stroll to the pristine beaches, lighthouse, cafes and shops that Byron is renowned for, warm and inviting with a beautifully understated coastal palette of muted earthy tones, textured mosaics, designer cabinetry, skylights and Oak timber flooring. Considered Modern Living. Simple Luxury, your new serene lifestyle awaits...

INSPECT THURSDAY 5PM TO 6PM AND SATURDAY 11AM TO 12PM
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SUMMERHOUSEBYRON.COM.AU

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PROPERTY GROUP

PACIFICO
PROPERTY

Pacifico Property presents Summerhouse Byron Bay

Pacifico Property

A boutique selection of 2 and 3 bedroom townhomes

Be part of a special way of life in one of the most sought-after coastal property markets in Australia, Summerhouse Byron Bay. Perfectly positioned to enjoy everything that Byron has to offer, it is a rare find in the 'Golden Grid' precinct.

Once you call Summerhouse home, you'll never want to leave. Every detail, every material, every inclusion has been meticulously composed to create homes that epitomise the idyllic Byron Bay lifestyle. Coming home from a day at the beach, shopping or a long lunch you will be greeted by an understated coastal palette, harmoniously connected to the local environment.

Wide plank champagne oak flooring greets you as you step through the door. Warm and inviting interiors have been cleverly designed by Whitewood in collaboration with Rockwell, you can't help but feel relaxed as you enter. Light-filled living spaces are connected to the open plan kitchen and your private deck, flowing harmoniously to feel like one huge entertaining space. The whole family will love to gather, cook and entertain here. Summerhouse's thoughtful design allows you to live how you want and create family memories that you will cherish forever!

Summerhouse's positioning makes it a fantastic location to access everything that Byron has to offer. Only moments to the heart of town, for all of your shopping needs, makes it easier to plan



your days, either at the beach or entertaining at home. A coastal destination offering endless beaches, amazing surf breaks, lush rainforests and hinterlands, as well as food and dining options so plentiful that you are spoilt for choice.

Summerhouse has been conceived by Rockwell properties and local Byron firm the Whitewood Agency. Rockwell Property Group is a bespoke residential development company focused on boutique projects and the adaptive reuse of existing buildings. The development team brings more than 20 years of industry experience to the Summerhouse project.

Whitewood Agency is an interior design studio based in Byron. Founded with a desire and deep passion for designing space of quality, longevity and sustainability. Their experienced team

combine their distinct talents, working side by side on each project, collaborating by sharing ideas, being a source of inspiration for each other. Whitewood is all about designing purpose-driven, thoughtful interiors in full collaboration with their clients.

Contact the agents at Pacifico Property now:

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Bisque are designers and importers of fine furniture, lighting and homewares. Our stores, showcasing our latest collections, are located in Bangalow and now in Byron Bay. We offer a complete interior design, furniture rental and styling service, using our classic Bisque Luxe Range to bring your property to the next level.

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It is aged care truly reimagined. With a ratio of one carer to three residents, your loved one will experience personalised care at its best from a small experienced team they know and trust.

They don't define residents by their disease but offer a nurturing environment so residents are able to feel safe and secure.

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THE AGENCY

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13 LIBBY LANE, LENNOX HEAD

4 2 2 623m² * Disclaimer * = Approx

THE BEST OF BOTH WORLDS - LENNOX HEAD

Just coming to the market is this stylish and contemporary beach home sitting on a 623 sqm corner block with only 1 neighbour. North facing, and full of light, this 4 bedroom two story home elevated in a quiet street boasts high ceilings and louver windows, spacious lounge and dining areas and lots of airflow.

Contact the Listing Agent

Oliver Hallock
0419 789 600
oliver@amirprestige.com.au

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301 FRIDAY HUT ROAD, POSSUM CREEK

4 2 4 2.47ha* Disclaimer * = Approx

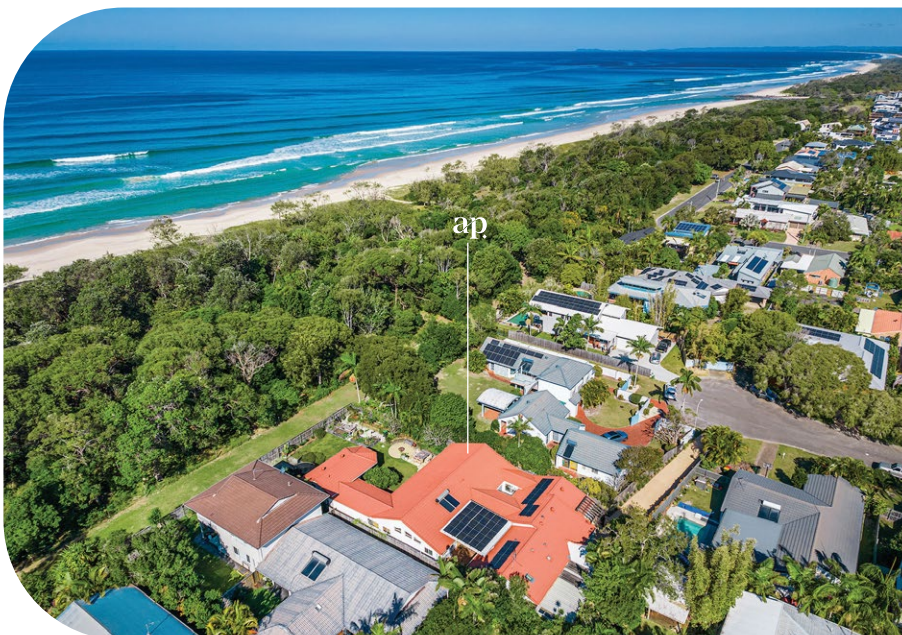
"THE KINGAROY HOMESTEAD"

The Kingaroy Homestead is a solidly built, beautifully preserved and well maintained rare historic estate, set on about 6 acres of nature with stunning views of the Bangalow Hills and beyond. It is minutes' drive to the local village of Bangalow (7km) plus Byron Bay not too much further along with it's world class beaches to all the shopping your heart desires and restaurants.

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3 MONASH PLACE, POTTSVILLE

6 3 2 1070 m² * Disclaimer * = Approx

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The Palace on Magnolia

IN A LEAGUE OF ITS OWN: "DEFINING UNMATCHED EXCELLENCE"



amir prestige

15 MAGNOLIA PLACE, EWINGSDALE

8 7 8 8000m²* Disclaimer * = Approx

Immerse yourself in a realm of opulence and tranquillity with "The Palace on Magnolia" – an architectural marvel that seamlessly unites eco-conscious luxury with regal romance. Reminiscent of a 19th-century Indian royal residence, it's cocooned within a 2 acre canopy of greenery and promises to be an unrivalled oasis of peace and privacy.

Brought to life by Scott Allen and with interiors by LR Fine Design, it sprawls across a substantial single level, showcased by a distinctive colonnade of archways. This classic colonial aesthetic is mirrored indoors, with Austrian chandeliers, 4m ceilings, and ornate crown moulding complementing the light-filled, free-flowing floorplan.

AUCTION FRIDAY 29TH SEPTEMBER, IN-ROOM
11AM AT THE LANGHAM HOTEL GOLD COAST

Contact the Listing Agents

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ELEGANT HIGH SPEC HOME WITH SPECTACULAR VALLEY VIEWS



amir prestige

15 RODER PLACE, RICHMOND HILL

4 3 4 2045m² Disclaimer * = Approx

This executive French provincial residence offers the occupants the most sensational quality of space, with an endless outlook. Upon arrival, the classic and timeless home stands proudly facing north, with dual driveways, multiple garaging, manicured gardens, newly added pool surrounded by natural stone and several healthy pencil pines; it all combines together to give a regal touch and feel.

Walk inside the home and the wash of quality craftsmanship is abundant, no matter where you step or look. Sitting at the kitchen table the bay windows are filled with sky, there is a gentle sound of the water feature splashing upon the freshly laid Travertine.

Contact the Listing Agent

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ABSOLUTELY CAPTIVATING



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170 BOOGAREM ROAD, KOONYUM RANGE

4 2 2 29 Acres* Disclaimer * = Approx

Situated 600 metres above sea level with exceptional aspect and total privacy on 29 acres, this award winning architecture designed house was specifically designed to maximise the stunning northerly and north easterly aspect. The panoramic vibrations of the main house have suited the meditational and healing practises as taught by the current owners for the past five years. Now they are headed overseas and it's your turn to create your own special kind of magical living.

Murano Glass fluted light shades feature over specially cut and imported leather marble kitchen bench top; it repeats as the fire place surrounds in the sunken lounge room with bay windows that showcases the most spectacular views in Byron shire.

Contact the Listing Agents

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Aspects of the market

Whilst it's helpful to be aware of general trends, every buyer, every seller and every property is unique – and so are the agents. Sometimes a little comment can be very illuminating, so we asked some of the region's most trusted local agents to highlight just one aspect of the local property market that they found important, worrying, a positive indicator of the future, poorly understood or perhaps just a bit surprising! This is what they had to say...



Amanda Gould: High Spec Properties

At the moment there's more stock coming onto the market, so prices have come down anywhere from 20-30% over previous high levels, but on the other hand some luxury property prices have actually increased. As a connected local buyers' agent, we see about 30-40% of properties being traded off the market, slightly more this year than the last couple of years as more sellers test the market with a potential off-market sale. It means they have 'no skin in the game', i.e. without committing to full campaigns, styling and property enhancements. There seem to be fewer interstate buyers, and none buying 'sight unseen', compared to the 'hype' of previous years, which has also affected prices as there is less competition.

Amir Mian: Amir Prestige Real Estate

In the previous 60 days of winter we've been exceptionally busy from Byron to the Gold Coast. For instance, we recently sold a property in Nobby's Creek in the Tweed Valley for \$5.6m and we've sold multiple others, quite a few of which had been on the market for a while. There's been a resurgence of buyer activity, mostly from Sydney and Melbourne, as well as from Noosa and the Gold Coast region attracted to the Northern Rivers. In particular these buyers are focused on proximity to the beach or lifestyle properties, and proper marketing is yielding phenomenal results. There is a lack of stock compared to the same time last year, especially for 'turnkey' properties. I predict that with spring and Christmas coming up, and interest rates on hold, there will be a surge in the market.



Damien Smith: Ray White Byron Bay

There is a surprising perception that a Byron property 'fire sale' is imminent – I don't believe it will happen in this region, which is both small and enduringly popular. There has been discounting in flood-affected areas such as Mullumbimby and Ocean Shores, magnified by the dampening effects of higher interest rates and inflation, but my information suggests that the next 4-6 months will be a good time to buy.

The only sure way to pick the bottom of the market is when you look back after prices have risen, but looking specifically at the Byron and Suffolk market, there have been price reductions in properties priced in the \$1.2m- \$2.5m range, and that might well be as cheap as they will get. Over \$5m the market is still strong.



Kim Jones Property

The high end of the market is doing extremely well – this is not just a factor for the Sydney and Melbourne markets, confidence is also returning to the local market. One driver is investment in the Australian property market by expats from the US and UK. A number of factors are at play here: a decline in the Australian dollar against the US dollar and the British pound has made investment here relatively cheaper; the UK market has been relatively flat for ten years compared to the potential for capital gains in Australia; there has been a marked decline in confidence in financial institutions among US investors; and of course expats are also attracted by the current good buying opportunities.



Gary Brazenor: Byron Shire Real Estate

As the market tightens it's even more important than ever to present your property to its highest standard to secure the best possible result. I advise sellers on simple presentation tips that will impact the sale price and in some circumstances I recommend using a professional stylist to transform the property. I recently sold a property in Mullumbimby styled by Jo and Leanne from Cactus Hill Project in Mullumbimby. The property attracted multiple offers and, I would estimate, styling increased the sale price by five per cent over comparative properties.



Terase Davidson: The Agency

It is an exciting time for The Agency to be arriving in Byron Bay and the surrounding market and I can't wait to lead the charge. Our collaborative business model allows buyers and sellers access to our national database. This means more opportunities and stronger results for buyers, sellers and investors alike. With the Byron Bay market performing consistently we expect interest from right across Australia to continue in what is a diverse marketplace with endless opportunities and I look forward to providing quality customer service and advice.



Tim Miller Real Estate

We are moving back to what I'd call a 'normal' market as prices stabilise and sellers and buyers become more aligned on price. There has been an increase proportionally with more local buyers taking advantage of good value in our market, whether upsizing or downsizing. The split between locals and out-of-area buyers has shifted slightly in favour of locals, who have been earlier to take advantage. There are compelling reasons to sell now as well with the Byron Bay hinterland and the surrounding villages still performing well. The Bangalow market has retained most of the gains made in the recent price boom – the entry level in Bangalow is still around mid \$1m+. Overall we are still very undersupplied in terms of housing for our area and with the increasing cost of building materials and wait times, and with a strong rental market, there is excellent value in property if you are in a position to buy.

Echo Property Magazine

ISSUE #3
OUT WED
4TH OCT

Echo Property Magazine is a new monthly magazine, which will be inserted and distributed with all 24,500 copies of *The Echo*, on the first Wednesday of each month.

Echo Property offers the best value and most effective reach for property advertisers in the region. Spanning the Byron, Ballina, Lismore and Tweed shires, *The Echo* has the largest circulation by far.

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13 DIVERSITY AVE, CUMBALUM



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 455m2

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4/23-29 BYRON ST, BANGALOW



Price: Contact agent

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