

INTERIOR

OF BRISBANE



VOL
03

ALEX RUTHERFORD

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WELCOME

New decade, new property?!

We're well and truly up and running this 2020, and for me and the rest of the Alex Rutherford Team, it's certainly been a busy one. We finished 2019 at a rapid pace and hit 2020 at the same speed. Often the Christmas new year period can be a quiet one, but not for us! We saw our busiest few months with a hot buying and selling market which is excellent news for you if you're in the market for a fresh start this year.

At Team Alex, we've seen a shift in the market with more enquiries than this time last year. But what does that mean for you? I know for many people, real estate speak can feel so scripted and somewhat unhelpful which is where the personal touch from myself and my team comes into play.

Everyone has a unique property, and individual needs. My team and I would love to talk to you one-on-one, to find out what YOU need and how we can work for YOU.

Property, marketing and negotiation are my passion. They drive me and I live and breathe these three things each and every day.

As I approach my 19th year in the industry, there have been so many experiences, stories and sales that have shaped my career. But as the market

continues to change, my goal is to provide you with current information about what is happening right here and now, and tailor it specific for you, your family and your home.

By choosing my team and I for your next sale, we will work with you and for you, every step of the way. We will dedicate ourselves to actively seeking out the markets best possible sale price, without the typical agent talk.

I'd love to hear from you and welcome any enquiries, big or small. Let's make this 2020 one to remember!

**ALEX
RUTHERFORD**

WHAT LOCALS LOVE

Emerging as a real social butterfly, Brisbane is rivalling Sydney and Melbourne as a true foodie destination. With new boutiques, bars, cafes and restaurants popping up almost daily, there's plenty to explore in our beautiful river city.

New Farm & Teneriffe

Eat/drink: Mrs Brown's Bar & Kitchen

Play: Vanilla Zulu Culinary Adventures

Shop: Samantha Ogilvie



Newstead & Bowen Hills

Eat/drink: Gianni's Kitchen

Play: The Triffid

Shop: Ollie & Lloyd's

Brisbane City & Petrie Terrace

Eat/drink: Pamela's Pantry

Play: Palace Cinemas

Shop: My Little Flower Shoppe

Support local, shop small and uncover unique, beautiful finds all while supporting your neighbourhood community.

Auchenflower & Milton

Eat/drink: My Thai Restaurant

Play: Suncorp Stadium

Shop: Tulip Boutique

Paddington & Bardon

Eat/drink: Anouk Café

Play: Baroona Road Markets

Shop: Love Me Again Market



Ashgrove & Red Hill

Eat/drink: Café in Tokyo

Play: Studio 2 Art Classes

Shop: Alfred & Ivy Homewares

Kelvin Grove & Herston

Eat/drink: B+C Lab Cafe

Play: Victoria Park
Weekend Market Carts



Newmarket & Alderley

Eat/drink: Kokobana
Superfood Cafe

Play: Reading Cinemas
Shop: The French Corner

Wilston & Windsor

Eat/drink: Freja's Cafe

Play: Le Spa Parisien

Shop: Adode & Bod

You don't need to look far to discover something new and exciting or an old classic across Brisbane's ever expanding food scene.

Gordon Park & Grange

Eat/drink: Bella & Tortie

Play: Kokoda Park

Shop: Endeavour Foundation Retail

Woolloowin & Lutwyche

Eat/drink: Rhubarb Rhubarb

Play: Dalkeith Park

Shop: Habitat Flowers



Kalinga & Nundah

Eat/drink: Nundah Corner Cafe & Bistro

Play: Archie Brothers
Cirque Electriq

Shop: Castella Boutique

Hamilton & Ascot

Eat/drink: Prego Pizzeria

Play: Eat Street Northshore

Shop: Lyle & Bank

Get out and about to discover ample green spaces, parks and outdoor entertainment venues.

Clayfield & Albion

Eat/drink: Olive Thyme

Play: Crosby Park

Shop: Vieille Branche

MARKET UPDATE

The ins and outs of what's been happening in the market from July – December 2019.

SUBURBS	HIGHEST SALE PRICE	MEDIAN SALE PRICE	NO. OF SALES	NO. OF AUCTION SALES	AVG DAYS ON MARKET HOUSES	AVG DAYS ON MARKET UNITS
New Farm Teneriffe	\$6,000,000	\$666,500	235	25	88	98
Newstead Bowen Hills	\$4,000,000	\$590,000	116	5	99	133
Spring Hill Fortitude Valley	\$1,900,000	\$439,000	137	9	70	262
Brisbane City Petrie Terrace	\$3,016,901	\$526,817	234	3	103	148
Auchenflower Milton	\$3,150,000	\$682,500	93	7	66	163
Paddington Bardon	\$7,850,000	\$990,000	175	28	76	40
Ashgrove Red Hill	\$2,125,000	\$865,000	221	29	59	64
Kelvin Grove Herston	\$1,460,000	\$501,000	146	4	42	96
Newmarket Alderley	\$2,785,000	\$670,000	94	14	50	116
Wilston Windsor	\$3,050,000	\$790,000	101	19	51	83
Gordon Park Grange	\$2,625,000	\$835,000	74	18	39	79
Woolloowin Lutwyche	\$1,885,000	\$567,000	65	4	63	160
Kalinga Nundah	\$5,150,000	\$440,000	142	8	71	116
Hamilton Ascot	\$4,800,000	\$680,000	172	12	196	158
Clayfield Albion	\$4,100,000	\$515,000	140	9	91	181

SALE HIGHLIGHTS

From luxe apartments in trendy Teneriffe, to spacious homes in family-friendly Newmarket, Alex's recent sales portfolio is sure to impress.

Here are just a few sales highlights from the past six months.



PROPERTIES

- fig 01. ADDRESS: 18 GULLIVER STREET, PADDINGTON*
- fig 02. ADDRESS: 26 GRACEMERE STREET, NEWMARKET*
- fig 03. ADDRESS: 47 CONIFER STREET, ALDERLEY*
- fig 04. ADDRESS: 6053/6 PARKLAND BOULEVARD, BRISBANE*
- fig 05. ADDRESS: 12/7 ROCHE AVENUE, BOWEN HILLS*



fig
02



fig
05



fig
02



fig
04



fig
03

CLIENT EXPERIENCES

Reputation, results and repeat clients

This is the drive and motivation behind Alex and her team.

A leader in her industry, Alex is known for proven sales results and client reviews that just speak for themselves.

We recently bought and sold our property with Alex and found the whole experience to be Amazing! Alex was able to help us get our property ready for the market by sharing her invaluable experience and intimate knowledge of what specific buyers want. She was also able to assist with contacts for tradespeople and professionals to make sure our home was ready and looking great!

What sets Alex apart from other agents is her passion for real estate and her negotiation skills. With her excellent communication throughout the sale process we felt that she always had our best interest in-mind and she was able to achieve an awesome price with multiple offers in a short time frame! We couldn't be happier! Alex is an outstanding trustworthy agent and we would highly recommend her to anyone looking to sell their home in the future. **Martin & Maggie, sellers – Newmarket**

Alex was professional and efficient when selling our home and she took the stress out of the whole campaign by being able to recommend providers and organise all of the steps along the way. Alex and her team were very personable and demonstrated great communication and support throughout the process. **Keith & Therese, sellers – Ascot**

I had a fantastic experience with Alex – she is clearly an industry expert. She took me through the process calmly and helped me become a first home owner. Very easy to get along with and to ask for help in what is a daunting process. **Brett, buyer – Fortitude Valley**



With some basic renovations needed to convert this rental property into an attractive and well presented sale proposition, Alex added immense value. Not only did Alex suggest trade contractors, she advised on colouring for paint and flooring upgrades to maximise the appeal and buyer value of the property, and then seamlessly coordinated the trades to achieve the targeted marketing campaign dates.

The value continued during the marketing period and into auction. This unique property was challenging to classify and compare to like market offering, yet Alex was able to expertly advise on how the market would react to the property. Ultimately Alex was able to negotiate a sale as a result of the auction campaign for what could reasonably be considered as the best price for prevailing market conditions.

If you're looking for someone who talks straight, has a 'can do' attitude and a work ethic which makes selling easy, you'd have to consider talking to Alex. This service orientation and customer focus extended to personally delivering the sale contract to me for signing outside the gates of the Gabba during the test match ... brilliant!

Steve, seller – Hawthorne



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About this publication. In compiling this report the author has relied upon information supplied by several external sources including CoreLogic and PriceFinder. The publication is supplied on the basis that whilst every care has been taken in the preparation, no representation has been made and no responsibility is accepted for the accuracy of the whole or any part of the publication by the author. The transactions reported are for both confirmed settled and some yet to be confirmed settled transactions reported during the period of July to December 2019. Some properties may have been excluded on the basis that the information could not be verified to the authors satisfaction.