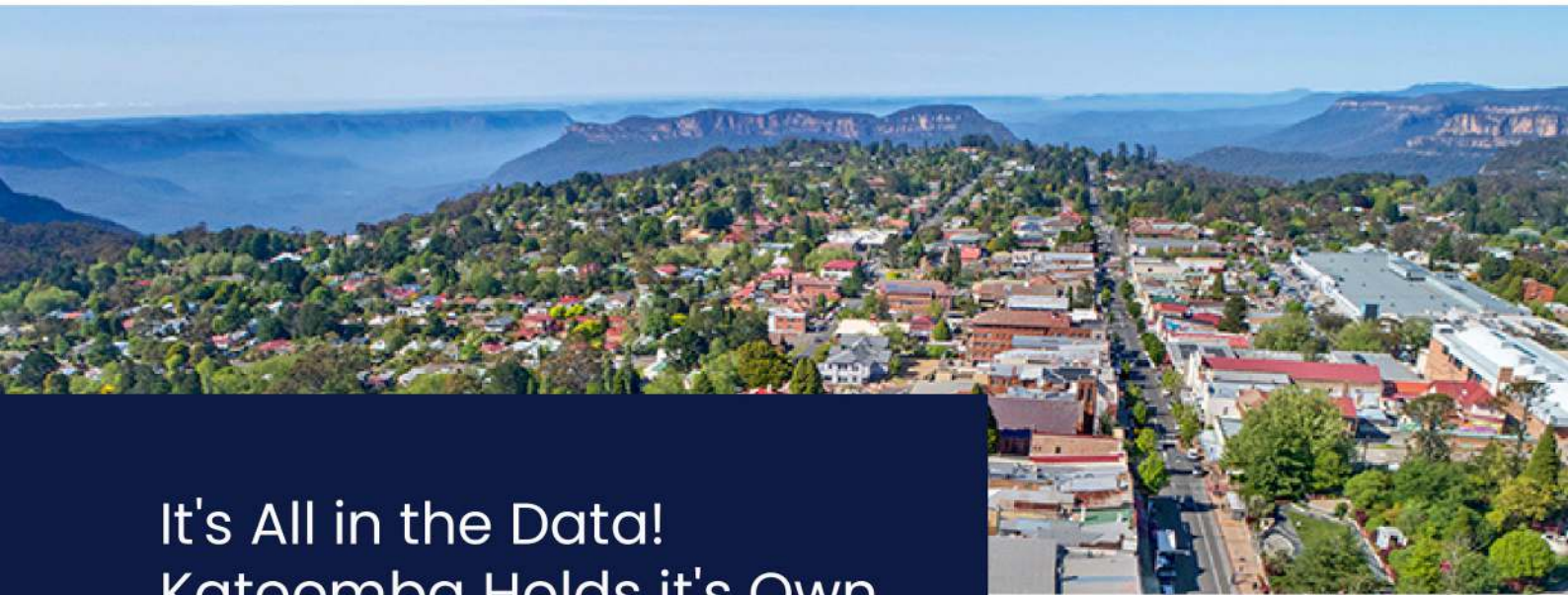


# Living Blue Mountains Real Estate

November 2022 Update



## It's All in the Data! Katoomba Holds it's Own

The winter months proved successful for residential sales and leasing and we have been delighted with the overall results. What the numbers clearly show though is that the market is finding a new level and so the thoroughness of the agent's appraisal remains vital.

Watch out for our upcoming Market Update video when we discuss the appraisal process in more detail. September updates from Realestate.com show that Katoomba was the most popular searched suburb of the Upper Mountains.

Blaxland got the most search results for people looking to buy with 158,107 clicks, followed by Glenbrook with 126,862 and then Katoomba with 75,641 clicks.

Springwood and Leura follow this then Blackheath at 67,140 clicks come in at sixth place. Interestingly, search results for people looking to rent differ significantly, with Katoomba being the most searched for with 6,862 clicks. The need for good rental stock in the area remains much sought after.



## Quality photography & video makes or breaks your property listing.

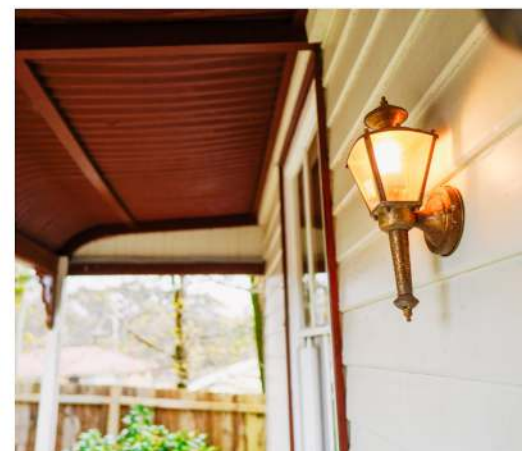
High quality and engaging photographs are key to attracting an online audience of prospective buyers, ensuring your home stands out from other listings so you can maximize those critical early days on market. We know that photography and videography tell a visual story of the property and this must align with your marketing 'pitch'.

Presenting small 'vignettes' or key shots of a vista or a particular feature such as an ornate entrance way, help bring the property to life and supports a narrative. Your agent and photographer should work in collaboration with you as the vendor.

Some things to consider when telling a photographic story include; What features of the home made you want to buy the house originally? What area of the home features a nice aspect or gets the best view or light?

Based on surveys from Local Agent Finder as well as platforms such as RealEstate.com and Domain, 90-95% of people now use the internet as their primary search method when looking for property. With the majority using their mobile as the viewing device. An important point when you come to editing/choosing photos and video formats. An image that can look stunning on a large desktop screen often loses its appeal when viewed on a smartphone.

A recent Google US survey identified that 89% of home buyers find photos very useful, 50% find virtual 3D tours very useful, 44% find neighborhood information very useful, but interestingly 56% of agents do not yet use drone photography. From our perspective we always use a third-party professional photographer who specializes in real estate. We also suggest that you avoid pre-set marketing packages that offer a 'one-size-fits-all' approach. Each property is unique therefore your marketing needs to be flexible. Ask your agent for examples of recent campaigns and explain why they took that approach.





## Looking to Maximise Your Rental Investment?

As we said in our opening section, Katoomba remains the most searched township for rental properties across the Blue Mountains. This isn't surprising given the tendency for people wanting a more regional lifestyle gained from living in the Upper Mountains. Combined with the everyday practicality of having a range of supermarkets, shops, transport and schools close to hand. Being the oldest agency in Katoomba our top tips for maximizing your rental property, based on tenant feedback, are:

- Location, location! Keep close to town, transport and shops.
- Keep it easy to maintain, especially the garden area.
- Keep the gutters clean, this avoids expensive potential water damage and helps preserve your property. We can't stress this enough!
- Heating; providing adequate heating sources throughout the house especially in the Upper Mountains is key to keeping tenants happy and wanting to renew their agreement.
- Providing a garage and/or good-sized shed really helps especially as tenants often need to store things during their tenancy.

### Did You Know?

Work has now started on developing the site between the Gearin Hotel and Yeomans Bridge in Katoomba? Plans have been released for a large multi-level development providing a mix of medical, commercial and residential use. We also see that work has started on renovating the old Harp and Fiddle pub as well as the former News Agency opposite Katoomba railway station as part of a plan to bring more entertainment and eating options to Bathurst Road.

As always If you are looking to sell we would welcome a conversation over a coffee and explore options. Don't hesitate to phone our team on 02 4782 1888 to arrange for a complimentary appraisal.

Remember to look out for our upcoming video Market Update due this month when we will talk more about marketing property and give you a quick tour of the Ginger Bread House in Katoomba.