



DOWLING

Property  
Group

# PROPERTY REPORT

ISSUE 3

This report covers the importance of accurate property pricing, selling price trends of the last twelve months, a snapshot of the current rental market, and some recent sales highlights from the Dowling Property Group team.



# MARKET REPORT

## Getting The Price Right When Selling Your Home

When and if the property boom ends, many sellers think the key to a successful sale is to wait it out and the boom will eventually return. But if the market suffers any sort of a decline in price, the worst thing a seller can do is ride the market down. The key to a successful sale is accurate pricing. Many suburbs in the Newcastle market are still performing very strongly and could continue to rise in 2022.

If you pragmatically assess the current market price for your property and price at the market price, you are likely to sell for more in less time than if you are overpriced and waiting. Buyers don't disappear when a boom ends. They are often waiting for better value to emerge before they enter into purchasing. Just as buyers should be wary about believing an agent's low-price guide at the open inspection, vendors coming to market should be very careful about selecting an agent that promises an extraordinarily high selling price. If you price aggressively above the current market price, the best buyers are likely to ignore your property. If the market in your area is performing strongly, accurate pricing ensures that you maximize the number of purchasers for your home. The more buyers that are interested in your property, the more likely you will see upward pressure on your selling price. Pricing accurately is not to be confused with underquoting. Underquoting is where the price guide is knowingly set at below market in order to entice hopeful buyers into purchasing. Whilst the tactic is unethical, it can also backfire on the agent and the vendor if a low-price guide becomes fixed in the buyer's mind about the subject property. You don't need to promote your property below market price to attract sufficient buyer competition. Just price accurately and the buyers will come.

Should you require an accurate appraisal on your home, please call the Dowling Property Group Team on **4960 0499** Mayfield | **4958 8177** Hamilton.



# SUBURB STATISTICS

SELLING PRICE INCREASE OVER THE LAST 12 MONTHS

SUBURB	% INCREASE	SUBURB	% INCREASE
MAYFIELD	42.56%	ISLINGTON	29.95%
MAYFIELD EAST	48.45%	MARYVILLE	35.60%
MAYFIELD WEST	37.11%	TIGHES HILL	39.41%
WARABROOK	32.37%	WICKHAM	28.72%
GEORGETOWN	39.61%	LAMBTON	36.19%
WARATAH	39.96%	NEW LAMBTON	31.15%
WARATAH WEST	40.27%	NORTH LAMBTON	38.87%
HAMILTON	40.36%	ADAMSTOWN	39.89%
HAMILTON NORTH	45.71%	KOTARA	34.64%
HAMILTON SOUTH	36.25%	BROADMEADOW	38.52%
MEREWETHER	36.00%	CARRINGTON	40.92%

\*THIS INFORMATION HAS BEEN SOURCED FROM RP DATA CORE LOGIC. THE INFORMATION IS DEEMED RELIABLE BUT NOT GUARANTEED.

# THE CURRENT RENTAL MARKET

## From the Property Manager:

As we quickly move through 2022, we are seeing the rental market start to gradually slow down as compared to the last quarter. We are seeing properties that would have been leased within the first week, stay listed for 2-4 weeks before being leased. The demand for rental properties has also started to ease, however this time of year is still the best for leasing. Rents in the Newcastle Region are on average \$515 per week for houses and \$470 per week for units, with a vacancy rate of 1.22%

## Vacancy Rates

SUBURB	% RATE
MAYFIELD	1.1%
TIGHES HILL	2.4%
WARATAH	1.8%
HAMILTON	0.6%
ADAMSTOWN	0.4%
NEW LAMBTON	0.5%
WALLSEND	1.8%
NEWCASTLE & SURROUNDS	1.2%

\*This information has been sourced from RP data core logic. the information is deemed reliable but not guaranteed.



# RECENT SALES

Sold by BRADLEY PAGE



One of the most spacious Town Houses you will ever see. This unit is free-flowing, and has open plan living. Boasting three large bedrooms with built-in wardrobes, two pack polyurethane kitchen cupboards with a dishwasher, and a very neat and tidy bathroom.

**1/130 CREBERT STREET, MAYFIELD SOLD \$692,000**

Sold by MARIA DI CLAUDIO



A wonderful family home with contemporary interiors, warmth and comfort throughout. This home sits on a quiet cul de sac opposite parkland and offers an easy-flow floorplan. The three bedrooms, multiple living areas and sunny north-facing deck makes it the ideal entertaining space.

**17 SHELLEY CLOSE, MAYFIELD SOLD \$881,880**

Sold by DARYL JOHNSON



Located just a leisurely stroll to cosmopolitan Beaumont Street, this double fronted circa 1900 miner's cottage offers choice, lifestyle and opportunity. With high ceilings, polished floors throughout and original open fireplaces, this solid home has stood the test of time.

**9 LAWSON STREET, HAMILTON SOLD \$840,000**

Sold by STEVE DORMAN



Situated on a 556m<sup>2</sup> parcel of land sits this three bedroom family home that is ready to welcome all who enter. Featuring deceptively spacious interiors and effortlessly flowing open plan living; conveniently located near schools, parks and excellent shopping options.

**23 DRYDON STREET, WALLSEND SOLD \$680,000**

# A SUCCESS STORY



**SCAN HERE**

TO WATCH LYNDALL  
AND JOE RECAP  
THEIR REAL ESTATE  
JOURNEY TOGETHER



**430 MAITLAND ROAD, MAYFIELD SOLD \$745,000**

Joe Di Claudio, our Principal, recently had the pleasure of selling the home of one of our long-term clients, Lyndall Clyne. Lyndall bought her home with Dowling Property Group in 2007, leased it out with our Property Management Team for several years, and sold it in January 2022. Read some of the highlights of her experience below:

**LYNDALL:** *I bought my property from you, and I remembered your character, and your integrity at the time. And so when I decided to sell my house and start again, I thought I needed to go with you because I knew I could trust you.*

*Having a real estate agent is like having a good marriage; you've got to be able to communicate. The real estate agent listens to you. And each time I had a query or a need, or I didn't understand something, you sat me down and you explained it. Whenever I needed to talk to you – which was quite often – you accommodated me with a quick return call and lengthy explanations which I also personally needed.*

*You always qualified a prospective buyer, you didn't let anyone just come in, and I really appreciated that. The end of it was we made a realistic price; we looked at its particular features, and you discussed the price and measured it for those considerations, and it was one hundred percent right. I'm really happy. You sold the house to me, I trusted you, and you've sold it and it's wonderful.*

*I also have the back part of the house rented through Dowling Property Group, and when you can find a real estate agent that you can trust implicitly, it takes away a level of anxiety. People underestimate how important it is to have a good real estate agent. Joe is a quiet, measured man, and I found that unusual because everyone else that I talked to said "We can do this," "We can do that," "We'll get you this," "We'll get you that." Joe's not like that. If you want someone that you can trust, and just take a deep breath and relax, Joe's the right person to do that.*



# MEET THE TEAM

Our expert team has added some fresh new faces in the New Year, and the old ones are as busy as ever providing quality service in Mayfield, Hamilton, and the greater Newcastle area.



**Joe Di Claudio**  
LICENSEE & REGISTERED VALUER



**Maria Di Claudio**  
LICENSED REAL ESTATE AGENT



**Daryl Johnson**  
LICENSED REAL ESTATE AGENT



**Bradley Page**  
LICENSED REAL ESTATE AGENT,  
AUCTIONEER & JP



**Steve Dorman**  
LICENSED REAL ESTATE AGENT &  
AUCTIONEER



**Aaron Kooyman**  
ASSISTANT REAL ESTATE AGENT



**Matthew Zuccon**  
SALES ASSISTANT



**Alison Malloy**  
PROPERTY MANAGER



**Kira Badger**  
PROPERTY OFFICER



**Braden Swann**  
PROPERTY OFFICER



**Brittnee Robinson**  
PROPERTY OFFICER



**Georgia Armstrong**  
SENIOR ADMINISTRATOR/ACCOUNTS



**Monica Sfeir**  
RECEPTION/ADMINISTRATION



**Naomi Dingle**  
RECEPTION/ADMINISTRATION



# LET'S CONNECT

## WE WOULD LOVE TO HEAR FROM YOU

Our team of experienced sales agents and property management are here to help.

Our Sales Team has a combined experience of over 100 years. Whether you are looking to sell your family home or investment property, or wish to enter the market to find your forever home; we have the expertise to guide you through the process and make it happen.

Our Property Management Team are very experienced and knowledgeable in all areas of the property management sector. Whether you are looking for advice on your current investment, or thinking of leasing your property out, our property management team would be happy to assist you through the process, and provide you with the best possible service.



**Mayfield** - 4960 0499

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