

It's Summer at Ray White Mona Vale/Narrabeen

Ray White

REAL ESTATE



since 1902

page2

When it comes to selling property "Black and white is never right" says author Myf Porter



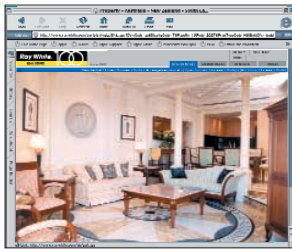
page3

The best of both worlds?



page3

Versace on the Gold Coast for \$4.9m



page4

Getting connected with Utility One



Mona Vale and Narrabeen Offices join forces to offer even better service to local property owners

The Mona Vale and Narrabeen offices are now under one management. Two offices – one team.



Adam Rosewarne and Damien Daly, who also own and operate Ray White Commercial Northern Beaches, are now the proud owners of Ray White Narrabeen.

Martin Colbert, the previous principal of Narrabeen, will remain with the team as their Senior Sales Consultant.

"We are proud that Martin will

stay and work with us in sales. His local knowledge, years of experience and significant good name will continue to be a driving force in the office", said Damien.

"I'm looking forward to focussing on sales and providing the best service and advice possible to my clients while

Damien and Adam look after the back-of-house issues now", said Martin.

Adam, Damien, Martin and the team would like to wish you all a very Merry Christmas and a happy and prosperous New Year. We look forward to doing business with you in 2003.



Speak to us at Ray White Mona Vale or Narrabeen for a refreshing approach to selling your home this summer!

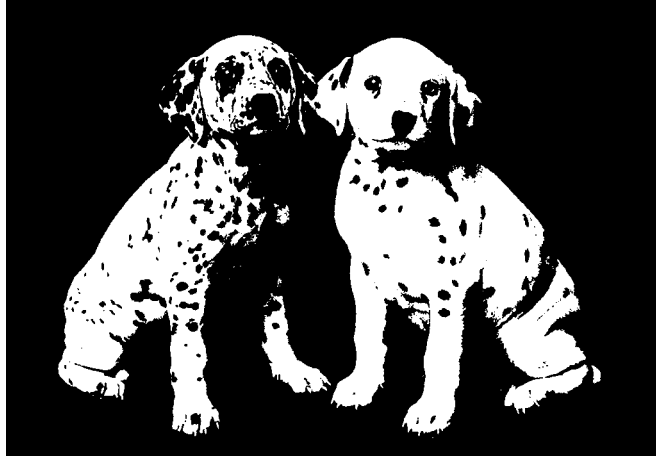
Black and White is Never Right

An excerpt from Myf Porter's best selling book, "Myf Porter's Guide to Selling Property"

The message of my book is: "Black and white is never right."

Out there somewhere is a person called "All". It's the person for whom those clothes with the tag one size fits all" were made. I've yet to meet Mr or Mrs or Ms "All"! Actually, I've found that "one size fits all", fits very few. It's exactly the same in real estate. To say that one method of selling, WHATEVER that method may be, suits every person, every property and every area, just doesn't make sense. To say NEVER market with a price or to say that you must ALWAYS market with a price are the black and white answers. There are so many variables when it comes to selling that no one method is ever going to suit every person, situation and property. Different people, different circumstances, different properties all make for a potent mix!

The more experience I have accumulated, the more variances I have uncovered in the wonderful world of bringing residential buyers and sellers together. In later years, particularly, I have seen many agents with almost religious zeal and fervour for only one idea and often their energy is mainly directed to negative recommendations - more "don'ts" than "do's". People who concentrate on negatives rarely put forth a positive



recommendation or give you a choice of marketing methods. If an agent does not give you a choice, I would question their ability to understand "the big picture" of real estate.

In all my years of educating thousands of real estate sales-people, I have found no reason to wander from my most fundamental advice to all these salespeople, whether new to the industry or already experienced.

Be a good listener and give advice based on that person's needs, not on your own preconceived notions. No two stories are the same.

The decision to sell and then carrying that through will involve the whole family (and sometimes the extended family) in an

emotional roller coaster ride. Thus, the reasoning behind efforts to standardise the selling process: "Let's analyse the process to the point where all property should be sold the same way. By taking away choices, we will make it more straightforward." Unfortunately, that theory does not work. Too many "bits" just don't fit.

Black and white thoughts are required when devising a mathematical formula (sometimes!), but when it comes to dealing with the combinations of people and property there are so many shades of grey. Make sure that you find someone that will listen to you, make recommendations tailored to your specific needs and allow you to make a choice.

In summary:

- No two people, properties or situations are identical.
- Be aware of agents who rely on negative suggestions.
- You should always be given a choice and the final choice is yours.
- Look for an agent who gives you advice based on YOUR needs.

To get your hands on a copy of Myf Porter's Guide to Selling Property, contact your local Ray White office.

Anyone for coffee?

Lovers of fine coffee, enjoy a cafe-quality espresso, cappuccino, latte or mocha in the comfort of your home with the new Sunbeam Italian designed 'Crema' system.

This stylish coffee maker maximises the extraction of oils from the coffee grinds to produce many enjoyable cups of quality coffee.

Features:

- 15 BAR pump system – Italian made
- 'Thermoblock' heating system
- Italian designed dual-wall 'crema' system
- 1.7 litre removable water reservoir
- Die-cast metal and stainless steel housing
- Easy to operate selector dial
- 1 + 2 cup filters
- 9 espresso cup warming plate
- Removable drip tray with water level indicator

RRP \$299.95



Ray White Chairman Brian White asks, "have we got the best of both worlds?"

Have we got the best of both worlds? A market where there is better balance between vendors and purchasers and where the pressure of increased prices has been significantly reduced? The Group's results over the last few months seem to suggest this is the case.



It is a strong market that is not putting pressure on purchasers, giving them some maneuverability to select what they want and negotiate a price within a predicted range of value.

Whilst the Australasian market has had the seasonal winter influence of low listings, it has not caused problems within the ranks of purchasers and, with the expected spring release of a swag of new listings, conditions look promising up until Christmas.

Ray White applauds the well deserved recognition of one of this country's finest actors.



Well known Australian actor, Bille Brown, played a significant role in the Ray White Centenary celebrations held this year. His role in the Opening Ceremony to our conference was a highlight where he portrayed Ray White himself in a brilliant performance.

The Australian newspaper previewed his latest play "Bill & Mary" by the Queensland Theatre Company which premiered in Brisbane recently. The Australian described "Bill and Mary" as a play that weaves Brown's three great creative loves (art, poetry and acting) into one work and looks at the big issues facing Australia.

The Ray White Group is thrilled to be associated with such a talented performer as Bille and congratulate him on the play's success.

Ray White ups dot com stake

From Jacqueline McArthur, Australian Financial Review



The Ray White Group has acquired a 15.8 per cent equity stake in online property player realestate.com.au, increasing the industry's shareholding to more than 20 per cent.

The online company's founding financier Macquarie Bank, sold 14.57 million shares, its total stake in the group, to The Ray White Group for 15.54¢ per share, with the option to purchase 25 million more shares.

There are now more than 20 real estate industry shareholders in realestate.com.au, including Sydney agency McGrath Estate Agents, but News Corp holds the majority stake of 41.3 per cent.

The Ray White Group director Sam White said the acquisition reflected the increasing importance the internet plays in the marketing of vendors' properties and its convenience for buyers.

"We were impressed by the responses our agents got from realestate.com, so when the equity stake became available we thought the time was right", he said.

Mr White said his company had looked at realestate.com.au earlier but was not able to secure an agreement.

Realestate.com.au chief executive officer Simon Baker said the transaction reinforced the "importance of the real estate industry and the media working together to provide Australians with the highest quality online real estate experience available."

Mr Baker said the company had increased its revenue by focusing on acquiring more customers, and it now had 2000 clients nationally.

Despite troubled times during the technology slump when the dot com was named as one of the country's top "cash

burners", realestate.com.au has increased revenues by 50 per cent to \$5.7 million in the 2002 financial year and become operationally cash-flow positive.

Realestate.com.au has rid itself of non-core businesses, including web hosting.

The company also pulled out of its trans-Tasman operations by selling its 26 per cent stake in New Zealand real estate site RealENZ to a fellow shareholder, the Real Estate Institute of New Zealand.

The sale, for an undisclosed cash amount, comes two years after realestate.com.au acquired the stake for \$1.27 million, paid for in a combination of cash and shares in realestate.com.au.

You Wish.

selected from www.raywhite.com



Yours for a mere \$4,900,000

Palazzo Versace, Surfers Paradise Queensland. This stunning "Versace" penthouse provides 644 square metres of lavish accommodation that has been decorated and furnished with every luxury – from logo linen hand towels to Versace cutlery and exquisite crockery. Property ID# 1300509.

The Ray White national website is host to homes in virtually every location in Australia – and speaking of things virtual – you can do a virtual tour of many of them with just a click of the mouse.

It's no idle claim that Ray White's national website is one of the world's premier websites for property. It's built-in search engine allows you to key-in the precise details of the property you're looking for – such as general location, or actual suburb, price range and more.

Visit www.raywhite.com for the very best selection of residential and commercial properties you'll find anywhere on the internet.

Now you've found the home, you may need a few connections

The good news is that Ray White can organise the lot



✓ Free service* ✓ No contracts ✓ Saves time

Ray White and UtilityOne have formed a partnership, connecting and disconnecting utility services for our customers when they move home. Moving home can be incredibly stressful, and our purchasers, vendors and tenants have enthusiastically embraced this time-saving free* service.

Ray White is proud to be the first real estate group in Australia to offer this service, which is now becoming an industry standard!



*Normal service provider fees may apply

Please fill in the details below so we can get you connected...fast

Name _____
 New Address (where the new connections are required) _____
 Current Address _____
 Move in Date _____ Date of Birth _____
 Drivers License or Passport number _____ State or Country of issue _____
 Pension number (if any) _____
 Type _____
 Contact phone numbers: Home _____ Work _____
 Mobile _____
 Fax _____
 Occupation _____ Employers name _____
 Employers address _____
 Name and address of relative or friend not living with you _____
 Are you renting or buying? _____ Email address _____

I authorise and appoint UtilityOne Corporation Pty Ltd ACN 096 897 880 to arrange for the connection and disconnection of the specified utilities, to disclose to the utility providers all information contained in this application, and to UtilityOne and the Agent obtaining my new phone number (if listed) for the purpose of contacting me. I acknowledge that neither UtilityOne nor the Agent accept any responsibility or loss for any delay in or failure to connect/disconnect or provide the Utilities. I acknowledge that the Agent may receive a benefit from UtilityOne in connection with the provision of utility connection services.

Signature _____ Date _____

Please give the completed form to your Ray White agent or fax to 1300 731 819

Some of last month's success stories

Residential

Narrabeen

Waterloo Street	\$350,000	SOLD
Waterloo Street	\$375,000	SOLD
Devitt Street	\$380,000	SOLD
Wetherill Street	\$355,000	SOLD
St. Andrew's Gate	\$800,000	SOLD

Newport

Gondola Street	\$550,000	SOLD
De Lauret Avenue	\$935,000	SOLD
De Lauret Avenue	\$750,000	SOLD

Commercial

Narrabeen

Pittwater Road	\$85,000	LEASED
Pittwater Road	\$36,670	LEASED

Collaroy

Pittwater Road	\$72,000	LEASED
----------------	----------	--------

Brookvale

Winbourne Road	\$38,000	LEASED
Sydenham Road	\$28,600	LEASED

Warriewood

Pondarosa Parade	\$17,000	LEASED
------------------	----------	--------

Should you be considering selling or leasing your residential or commercial property, we would love to hear from you.

Ray White Mona Vale

1/7 Darley Street East, Mona Vale NSW 2103
 Phone: (02) **9997 4555** Fax: (02) 9997 4333
 Email: monavale.nsw@raywhite.com

Ray White Narrabeen

1350 Pittwater Road, Narrabeen NSW 2101
 Phone: (02) **9913 1111** Fax: (02) 9970 5070
 Email: narrabeen.nsw@raywhite.com

www.raywhite.com

