



BANORA POINT  
**REPORT**

NOVEMBER 2023 - JANUARY 2024

TO TAKE ADVANTAGE OF THE CURRENT MARKET CONTACT OUR  
TEAM TODAY - WE OPEN THE DOORS TO YOUR FUTURE



PRESTIGE | SALES | RENTALS

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**TATEBROWNLEE.COM.AU**



UPDATE MESSAGE FROM PROPERTY SALES

# Tate Brownlee

Licensee, Principal & Chief Auctioneer

Insights from realestate.com reveal a significant surge in demand within the current market compared to the previous year. As a result, our market strategy has been to take advantage of these buyer numbers before other agencies reopened in January.

Buyers are actively seeking homes in coveted areas with limited availability, as well as in more affordable suburbs. As an experienced auctioneer with over 11 years of consistent property auctioneering, I have seen more buyer excitement around auctions than any other method of sale. This process gives the seller peace of mind with a cash sale without any conditions and a settlement date that is favourable to the seller.

As 2023 drew to a close we anticipated that buyer demand would notably rise in January, marking the onset of the "January Effect," a seasonal trend characterized by an increase in buyers during this month. Statistics show that 1 in 7 buyers who inspect properties in December proceed to make a purchase in January. This cyclical pattern underscores the potential for heightened buyer activity in the forthcoming months, signifying a pivotal time for sellers and buyers alike in the real estate market. This is compounded by the fact that there is a 20 per cent surge in buyer activity in the Summer Months with a strong splash of interstate interest coming off the back of significant Auction Selling closing out the year from the capital cities.

As people enjoy time off work during these summer months, our agency had its January Auction which saw 14 of our 16 properties sell through this process and went down as our most successful Mega Auction to date!

This methodology connects with the widest audience of qualified buyers. It also creates peak interstate buyer interest, and we had a number of buyers flying in specifically for this Mega Auction.

Register your interest to sell or buy with our team today at Tate Brownlee Real Estate!

Mega Auction January 23rd Results

14 from 16 sold

87.5% clearance rate

Over 500 buyers through our properties in January!



# ALL SOLD

BY TATE BROWNLEE REAL ESTATE



**SOLD**

4 2 2

39 Glen Ayr Drive, Banora Point

**\$945,000**



**SOLD**

4 2 2

7 Stradbroke Drive, Tweed Heads South

**\$921,000**



**SOLD**

3 2 2

36/24 Seaview Street, Banora Point

**\$966,000**



**SOLD**

4 2 2

65 Cabarita Avenue, Tugun

**\$1,020,000**



**SOLD**

4 2 2 1

1 Franklin Street, Banora Point

**\$1,240,000**



**SOLD**

4 3 2

36 Tralee Drive, Banora Point

**\$1,200,000**



**SOLD**

3 2 2

43 Tralee Drive, Banora Point

**\$970,000**



**SOLD**

4 2 4

22 Banora Hills Drive, Banora Point

**\$1,075,000**



**SOLD**

3 2 2

1 Grassmere Court, Banora Point

**\$840,000**

**SOLD**

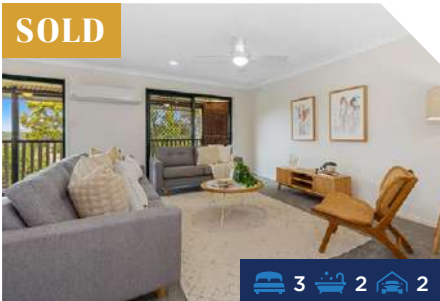


🚗 4 🏊 2 🏠 2 🌊 1

137 Botanical Circuit, Banora Point

**\$1,305,000**

**SOLD**



🚗 3 🏊 2 🏠 2

2/30 Honeymyrtle Drive, Banora Point

**\$770,000**

**SOLD**

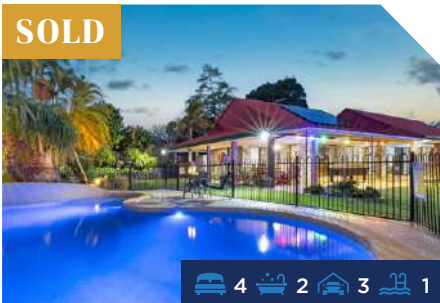


🚗 4 🏊 2 🏠 2

4/27 Alexander Ct, Tweed Heads South

**\$835,000**

**SOLD**

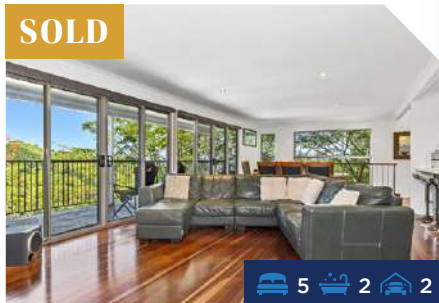


🚗 4 🏊 2 🏠 3 🌊 1

15 Bluegum Boulevard, Banora Point

**\$1,270,000**

**SOLD**



🚗 5 🏊 2 🏠 2

13/1-23 Cupania Ct, Tweed Heads West

**\$970,000**

## STATISTICS

REALESTATE.COM.AU

November 2023 - January 2024

### Median sale price

- a) Banora Point - \$970,000
- b) Terranora - \$1,208,000
- c) Tweed Heads - \$1,005,500
- d) Bilambil Heights - \$985,000

### Average days on the market

Tweed Shire Competition Agents: 72  
Tate Brownlee Real Estate: 33

### Our agency

**39** PROPERTIES SOLD

\*Data sourced from realestate.com.au 3rd January 2024.

# LEADERSHIP, GROWTH & COMMUNITY

This February - the REB Awards, in its 12th year, is set to recognize excellence in the Australian real estate industry. This annual event celebrates top professionals and businesses who drive innovation and success in the field.

Among the nominees this year are Kristen Merrion, up for her third consecutive nomination as Property Manager of the Year. Tate Brownlee is nominated for Principal of the Year, while his company, Tate Brownlee Real Estate, is in the running for Boutique Independent of the Year.

The excitement is building as the industry eagerly awaits the announcement of this year's winners. Stay tuned for updates as the REB Awards ceremony draws near.



## WHAT'S BEEN HAPPENING?

At Tate Brownlee Real Estate, 2024 has kicked off with incredible momentum! Our team is thrilled to announce a flurry of new properties hitting the market, offering a diverse range of homes to suit various preferences and needs. Whether you're seeking a cozy apartment, a spacious house, or an investment opportunity, we've got you covered. Our dedicated team is primed and ready to assist you throughout your property journey. Don't miss out—come and explore our latest listings and let us help you find your perfect match!

## LOOKING FOR A CAREER CHANGE?

Are you contemplating a career shift? Embrace the spirit of the new year with a fresh start in a fulfilling profession! If you're in pursuit of your dream career, our team is here to help make it a reality. Let's chat and explore the possibilities together. At our agency, we're dedicated to guiding individuals towards rewarding career paths that align with their passions and aspirations. Take the leap into an exciting new chapter—reach out to us today to kickstart your journey toward a fulfilling career change!



UPDATE MESSAGE FROM RENTAL & PROPERTY MANAGEMENT

# Kristen Merrion

Head of Property Management/General Manager

Considering leasing your property? Here's why Tate Brownlee Real Estate is your best choice:

**Expertise and Experience:** Benefit from our extensive industry knowledge, with over 20 years experience and dedicated team, offering seasoned expertise in managing your investment.

**Maximized Returns:** Our tailored strategies aim to optimize rental income while preserving and enhancing your property's value.

**Quality Tenants:** We meticulously screen tenants to secure reliable individuals, reducing risks and ensuring high occupancy rates.

**Efficient Management:** From maintenance to tenant relations, let us handle day-to-day operations, providing a hassle-free experience.

**Transparent Communication:** Stay fully informed with our open and transparent communication approach.

Empower Tate Brownlee Real Estate to manage your investment, ensuring peace of mind and exceptional service.

Here's to a prosperous year ahead! Contact our team to discuss how we can assist in achieving your property goals.

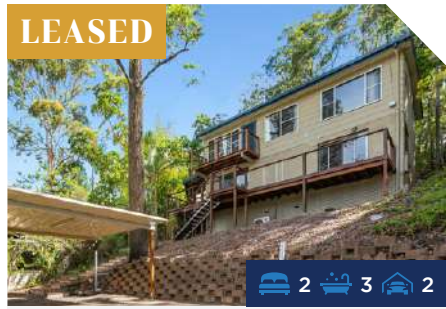


WE HAVE WON SEVERAL AWARDS. THESE ARE THE LATEST ONES WE HAVE STRIVED TO ACHIEVE.



# ALL LEASED

BY TATE BROWNLEE REAL ESTATE



LEASED

2 3 2

92 Broadwater Esp, Bilambil Heights

\$730 - Per Week

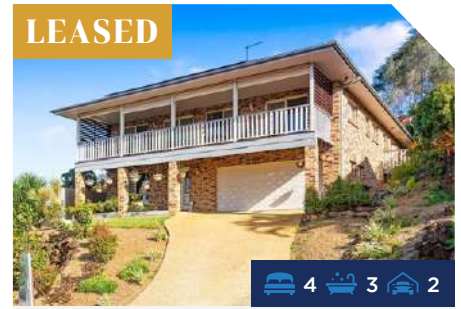


LEASED

3 2 2

85 Winders Place, Banora Point

\$845 - Per Week

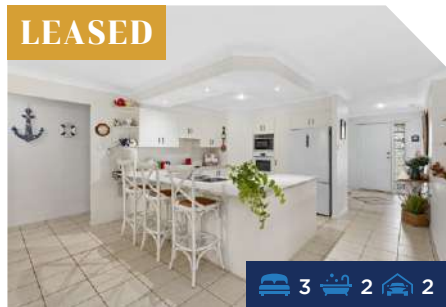


LEASED

4 3 2

36 Tralee Drive, Banora Point

\$1,100 - Per Week

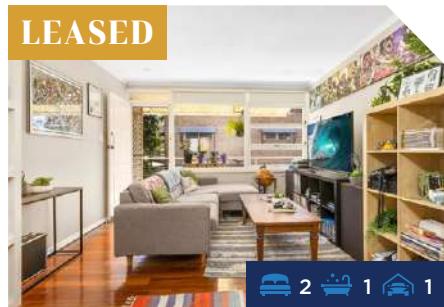


LEASED

3 2 2

52 Kimberley Circuit, Banora Point

\$850 - Per Week

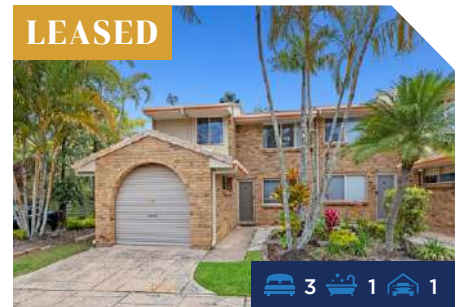


LEASED

2 1 1

4/11 Lord Street, Coolangatta

\$490 - Per Week

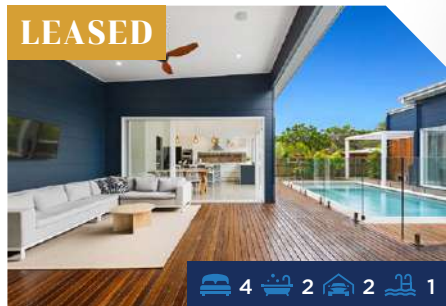


LEASED

3 1 1

29/291 Darlington Drive, Banora Point

\$580 - Per Week



LEASED

4 2 2 1

2 Lobelia Crescent, Casuarina

\$1,400 - Per Week



LEASED

4 3 2 1

27 Banzai Street, Kingscliff

\$1,400 - Per Week

## STATISTICS

REALESTATE.COM.AU

November 2023 - January 2024

### 1. Bilambil Heights

- Median house rental price: \$750/week
- 0% growth since February 2023

### 2. Banora Point

- Median house rental price: \$800/week
- 0% growth since February 2023

### 3. Tweed Heads

- Median house rental price: \$800/week
- 9.6% increase in price since Feb 2023

### 4. Terranora

- Median house rental price: \$890/week
- 4.7% increase in price since Feb 2023

### Our agency

Tate Brownlee Real Estate

21 TOTAL LEASED

662 ENQUIRIES

\*Data sourced from realestate.com.au 3rd January 2024.



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**Looking for a career on Real Estate?** Email [tahlia@tbre.team](mailto:tahlia@tbre.team)

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