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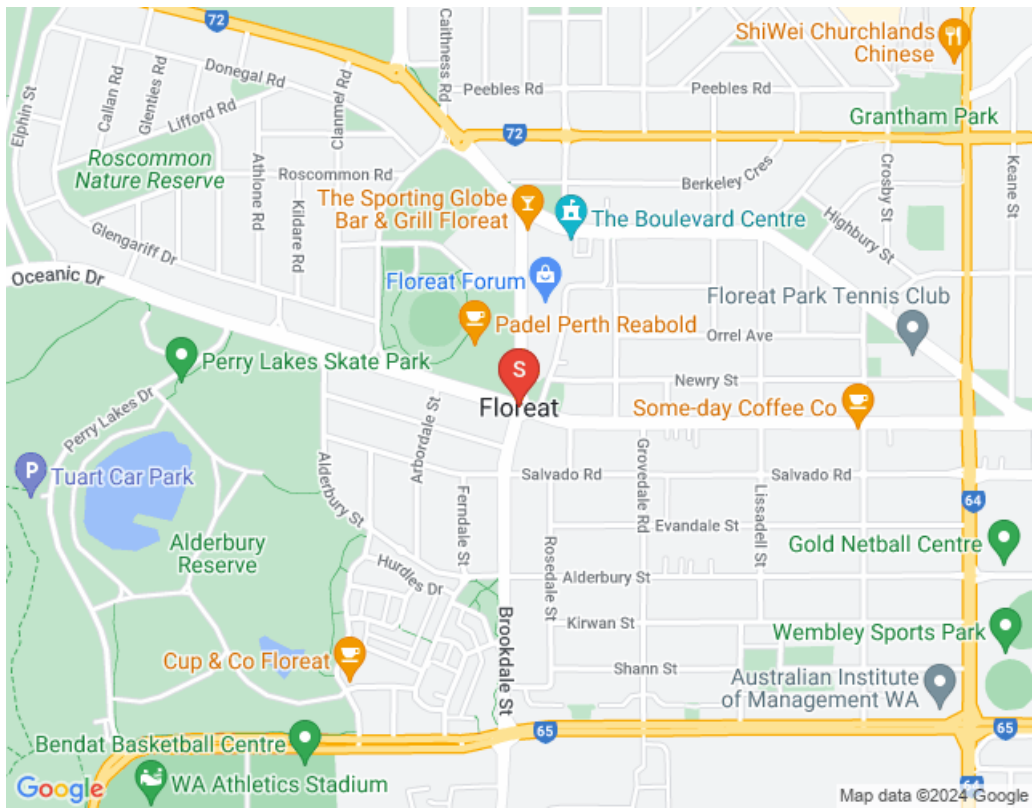
# Welcome



## Hello and welcome to our Quarterly Sales Update for fabulous Floreat!

As a local member of the Floreat community, or if you are thinking of becoming a member of this amazing lifestyle suburb, here is a little bit of information that may come in helpful.

If you have any questions, please contact us anytime. We love to chat about what's happening in the community.





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First National Real Estate Genesis

0439 688 075

08 6246 3160

[jclover@fngenesiis.com.au](mailto:jclover@fngenesiis.com.au)

Floreat Quarterly Report

## Suburb Report

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## FLOREAT


**6.3km**

Distance from GPO


**7.9k**

Population

**9.3%**

5 year population change


**11 years**

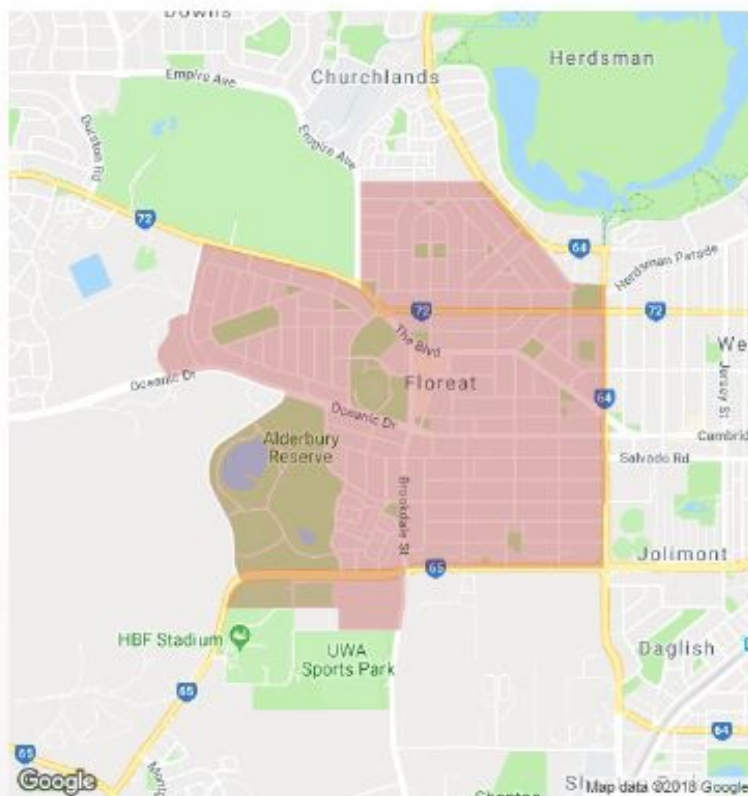
Average length of ownership

12%



88%

 Owner Occupiers

 Renters


The size of Floreat is approximately 4.8 square kilometres. It has 14 parks covering nearly 18% of total area. The population of Floreat in 2011 was 7,228 people. By 2016 the population was 7,898 showing a population growth of 9.3% in the area during that time. The predominant age group in Floreat is 40-49 years. Households in Floreat are primarily couples with children and are likely to be repaying over \$4000 per month on mortgage repayments. In general, people in Floreat work in a professional occupation. In 2011, 83.3% of the homes in Floreat were owner-occupied compared with 86.1% in 2016. Currently the median sales price of houses in the area is \$1,280,000.



Total dwellings



Total new listings\*



Median Value



Total number currently listed



2,691

100

\$1,307,800

26



415

4

\$667,484

12

\*Total number of unique properties listed for sale over the past 12 months.

06 July 2018

[Suburb Report](#)

## 2018 Reports

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[January - March](#)

[April - June](#)

## 2017 Reports

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[October - December](#)

[July - September](#)

[April - June](#)

[January - March](#)



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Floreat Quarterly Report

## Perth Metro Snapshot

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# Perth Market Snapshot

13 March 2018

## PROPERTY SALES <sup>1 2</sup>



Total: 637  
 4 weeks ago: 603  
 Same week last year: 614

## PROPERTIES LISTED FOR SALE <sup>4</sup>



Total: 14,479  
 4 weeks ago: 13,936  
 Same week last year: 14,944

## PROPERTIES LISTED FOR RENT <sup>4</sup>



## PROPERTIES LEASED



Median rent: \$350/week  
 Vacancy rate for 3-months to Jan 2018: 5.3%

## TOP SELLING SUBURBS <sup>2 3</sup>

North of the River	
Scarborough	11
Ellenbrook	9
Mount Lawley	9
Kingsley	8
Bassendean	7

South of the River	
Canning Vale	11
Rivervale	9
Baldivis	7
Como	7
Mount Pleasant	7

## AVG SELLING DAYS - 3 MONTHS TO FEBRUARY

Private treaty	73
Auctions	28

## 3 MONTHS TO FEBRUARY

Seller discounting <sup>5</sup>	48.2%
Average discount	-6.8%
Overall market sentiment <sup>6</sup>	-0.7%

Source: reiwa.com

<sup>1</sup> Contract sales reported by REWA members during the reporting week that have a contract date no older than 28 days. <sup>2</sup> Data may change due to sales falling through.

<sup>3</sup> Dwelling sales only. <sup>4</sup> Listed on reiwa.com and other sources. <sup>5</sup> Percentage of properties sold below listing price. <sup>6</sup> Included those achieving or exceeding list price.



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Floreat Quarterly Report

## Schools and Catchments



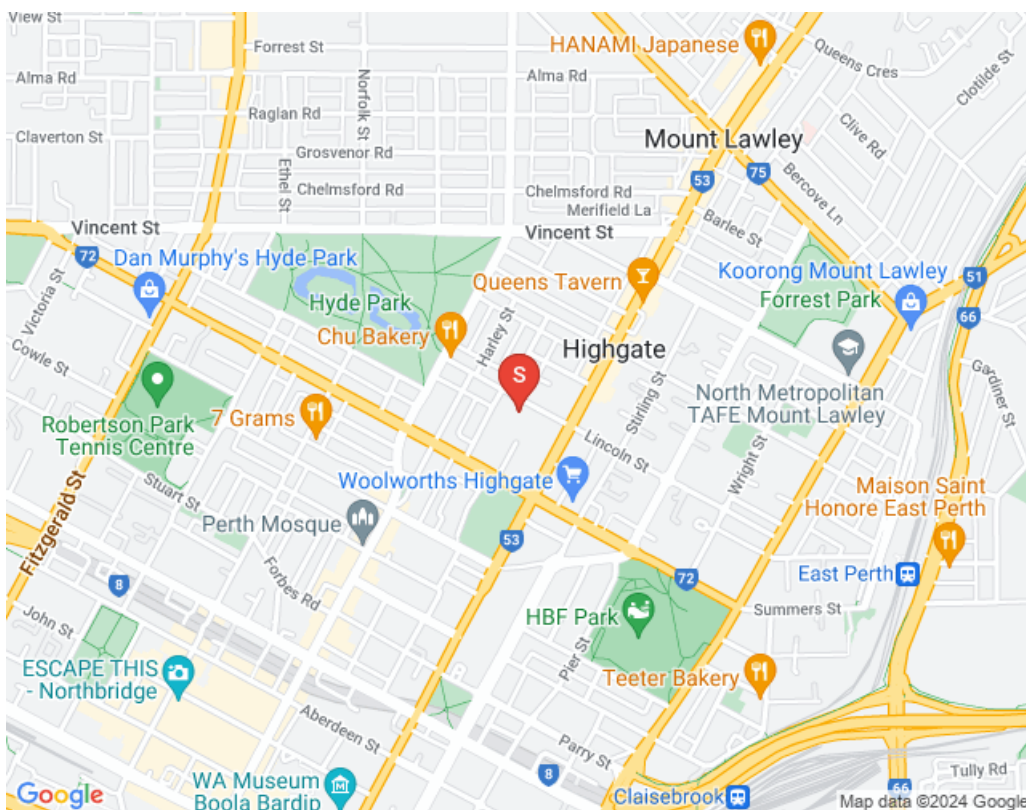
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## Floreat Quarterly Report

# Team Genesis



### Jonathan Clover, Director / Sales Coach / Auctioneer

Working within his father's real estate agency since the age of 16, Jonathan has done most roles within a real estate office including pushing a mop and broom around, analyzing marketing and property trends, managing client engagement...

"My dad owns a real estate office in Canada, my grandfather started what became the largest agency on Vancouver Island at the time, my uncle runs one of the largest commercial real estate agencies in British

Columbia... it's a genetic disorder in our family" Jonathan remarks.

"A lot of people ask me why I am in real estate?" Jonathan says the answer is simple, "Aside from my faith and family there are 3 things that get me up in the morning. I love meeting and helping people, I value our shared community, and I am passionate about property. This is the perfect industry for me!"

The last decade has seen Jonathan progress from a business consultant within the real estate and business broking industry to the WA /NT State Manager of First National Real Estate, Australia's largest group of independent real estate agents. He is now the Director and Sales Coach of his very own First National Real Estate Office.