



firstnational
REAL ESTATE
Yamba



Newsletter
Jan - Mar 2017

The Year that Was – 2016 in Review

Now that December is just about done and dusted and we have survived another crazy Christmas, it is opportune to reflect on the performance of First National Yamba in 2016 and it's very pleasing to report that again we have achieved significant results. While managing financial viability and skilled team members throughout the GFC years was challenging, the new challenge now is to up staff to cater to the booming Yamba market place in property sales, permanent rentals and holiday management.

Some exciting facts that you may find interesting:

- Our sales market share is hovering around 40%. In our industry, if an agency can maintain 30% market share they are deemed market leader ... my sales team including myself, Dave Grams, Darby Zietsch, Jo Boxsell and Rochelle Scott have excelled as you can see.
- My Permanent Management team are also going from strength to strength with Regan Taylor and Katie Jeffcoat driving it to new levels. As an example our rent roll has grown by 10.5% with a minimum rental increase since January 2016 to date of approx. 20%.
- As is the Holiday Letting Department with Shayne Richards (14 years with us now) along with my wife Justine, increasing holiday occupancy rates by 10% on last year. Through embracing technology in the form of a new website and with professional photos and virtual tours of our holiday properties, owners are achieving better returns than those of our competition.

As the market place continues to go from strength to strength here on the North Coast, I am focused on up skilling my team to the absolute latest legislation, trends and technology to ensure they can best represent you as our valued clients.

Whether that's achieving the best sales results, minimising vacancy factors or maximising rental income. Quite simply, rest assured each of my team members have your very best interests at heart.

Additionally, the market place endorsement of our recent First National Canstar Blue Award for Customer Satisfaction has been overwhelming and now the journey begins to achieve back-to-back recognition.

The conclusion of the year is the occasion to celebrate with family and friends and I trust that in your home the festive season is a joyous one. Thank you again for being a valued part of the First National Yamba family and we look forward to representing you again in 2017. From ours to yours – we all wish you a very Merry Christmas and a prosperous 2017.

David Lovell
Principal





AUSTRALIA'S ONLY
5-STAR AGENTS

New Business Creators



Regan Taylor and Darby Zietsch

Both born and bred in the Valley, Regan and Darby greatly value our local community and are friendly familiar faces that you'll see around town.

Highly skilled in both marketing and negotiation, proven performers, reliable, honest and always available, Regan and Darby's high level of customer service and personal approach to real estate, both Property Management and Sales, ensure you'll be a client for life.

So, if you're looking for a dynamic and passionate team that will treat your property's needs with the respect it deserves, then give Regan and Darby a call today so they can explain how

We Put You First

Do you want great results first time when selling ?

Is the management of your Property living up to your expectations?

Speak to First National Yamba about our First Class Sales & Management Services

Regan Taylor

Business Development Manager

Email regan@fnyamba.com.au

Phone 02 6646 2299

Darby Zietsch

Sales & Service

Email darby@fnyamba.com.au

Phone 0498 462 291

Customer feedback

I found first national to be very professional and very open to deal with. I particularly was very impressed with young Darby, she was very easy going and professional and was pleasure to do business with. I wish all the staff of First National Yamba all the very best.

Jacque Stephens

Regan has an excellent manner for property management. She demonstrates a friendly, warm and professionalism approach that has provided us with confidence and reassurance in our choice of property manager."

Jenny Steinmetz

“Intelli”-gent marketing

According to Justin Cardillo (Sales and marketing Manager for IntelliSMS), and a leading mobile marketing consultant to the Real Estate industry, SMS marketing and communication is now truly a global phenomenon.

SMS communication remains the single most cost and time effective platform to communicate with clientele and investors based anywhere around the world.

First National Yamba have recently implemented this form of communication, making it even easier for clients, prospective sellers/purchasers, etc. to receive and access information directly through a simple SMS Text Message (standard charges apply).

The majority of people carry around their mobile device or tablet and utilise text messaging, so it made sense for us to find a way for our products to be accessible, easily and quickly, in this arena.

By texting the designated keyword, which appears on our marketing and property advertising, to our dedicated mobile number, consumers are quickly provided with a direct link to the information they seek. No more trying to remember whereabouts on the website they got it from!

Technology moves quickly, and we at First National Yamba like to stay ahead of the game. Not only that, it allows us to provide a better service all round.



Interested to see how it works?

Simply SMS “**Newsletter**” to **0428 462 289** to receive a digital copy of this publication

To access [current Sales & Rental Property Market Reports](#) for the following areas SMS the keyword below to **0428 462 289**:

Yamba
Wooloweyah
Angourie
Iluka
Woombah

Recent local results

YAMBA

18 Church Street
6 bed 3 bath 2 car.....\$725,000

YAMBA

1/8 Roseland Avenue
3 bed 1 bath 1 car.....\$338,000

YAMBA

57 Melaleuca Drive
830m2 Vacant Land.....\$485,000

YAMBA

Catalina Court 3
3 bed 1 bath 1 car.....\$380,000

MICALO ISLAND

Lot 5 Micalo Road
1 bed 1 bath 90ac Rural.....\$536,000

YAMBA

Unit 23 Moby Dick Resort
2 bed 2 bath 1 car.....\$295,000

YAMBA

Lot 67 Links House & Land
3 bed 2 bath 2 car.....\$535,000

WOOMBAH

Lot 15 Morelia Way
4,000m2 Vacant Land\$150,000

Interested in a FREE appraisal? We're happy to bring you up to date with recent results.

4 Mariners Way = A Clever Investment

- 4 individually strata titled units being sold as a single entity
- 2 x 2 bedroom & 2 x 3 bedroom townhouses
- returning a fantastic yield of around 5% gross pa
- fully let, with all tenants currently under lease (most long term)

\$1,267,000



SMS "4Mariners" to 0428 462 289

SMS "Sands7" to 0428 462 289

YAMBA **\$510,000**
Sands 7/20 Pacific Pde 2 bed 2 bath 1 car

SMS "5Toona" to 0428 462 289

YAMBA **\$475,000**
5 Toona Place 3 bed 2 bath 2 car

SMS "38Wampi" to 0428 462 289

JAMES CREEK **\$385,000**
38 Wampi Place 2.19ha Rural Land

SMS "AB3" to 0428 462 289

ANGOURIE **\$645,000**
3/6 Bay Street 3 bed 2 bath 1 car

SMS "LinksHouseLand" to 0428 462 289

YAMBA **\$555,000**
Links House & Land 3-4 bed 2 bath 2 car

SMS "319coldstream" to 0428 462 289

YAMBA **\$235,000**
3/19 Coldstream Street 56m2 Office Space