

# DiJONES

**WOOLLAHRA  
MARKET UPDATE  
OCTOBER - 2019**

# A Word from Sophie Beaumont



With almost a decade of experience, Sophie Beaumont has built an enviable reputation as one of the Eastern Suburbs most talented and trusted sales professionals.

After graduating from university, Sophie spent five years working in the advertising industry where she specialised in the development and implementation of campaigns for property developers. It was during this time that Sophie's passion for property grew and, in 2010, she decided to follow this passion and pursue a career in the real estate industry. Her previous career experience positions her perfectly to provide clients with insightful advice about how to best present and market their property to achieve the best result.

Sophie's track record of sales is simply outstanding and her depth of market knowledge is exceptional. Since the beginning of her real estate career, she's had the benefit of working side by side with some of the best agents in the industry and has been involved with some of the biggest sales in the country.

Sophie has a natural ability to build relationships and is known for her straightforward approach. She'll always tell it like it is and her clients know they can rely on her for honest and personalised advice. Sophie's goal is to make the process of selling and buying real estate as stress-free as possible, and she's committed to helping her clients achieve their property goals.

Born and raised in the Eastern Suburbs, Sophie is part of the local community and genuinely understands the lifestyle and benefits people buying in the area are seeking.

# About DiJONES

At DiJONES we commit individually and as a team to role model our behaviours and beliefs around our company values. We foster generosity of spirit and encourage one another by being tolerant and being supportive of our DiJONES family members.

## FAMILY

As a team member of DiJONES you are not only staff you are part of our family. We believe that you commit such a huge part of your life to working with our company that it's important that your family is our family. We look after one another and support each other so we can retain our people. We understand and appreciate how people's home lives impact at work. It is all about health, wellbeing and work-life balance.

## PASSION

Our company has an ethos that you must be a Real Estate Career professional to be a part of our team and be passionate about the future of our industry and professionalism at large. Having a passion for what you do, our brand and the people you work alongside are non-negotiable at DiJONES.

## AUTHENTICITY

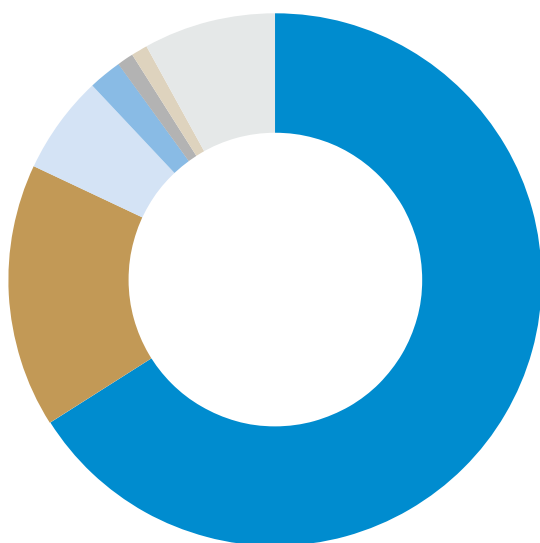
In an industry where you may often find individuals who are not authentic our team at DiJONES pride themselves on being authentic in every sense of the word. We give our clients and our fellow colleagues the best of what we have to give and do so by delivering honest feedback that will help deliver outstanding results. When you become a part of the DiJONES team you are benchmarked against a certain DNA and authenticity is a key ingredient of our long-term success and high repeat referral rate. We encourage you not to be something you are not.

## COLLABORATION

We collaborate with our local community, with one another, industry groups and our clients. We are proud of the collaboration we have and the profile we are able to obtain through these partnerships. We are only as good as the team around us and look forward to sharing the journey with you. Through the distribution of our offices in metropolitan Sydney and the southern highlands we are able to share our data by using one central database to help collaborate and achieve amazing results for our valued clients. Our combined knowledge and transparency allows for growth.

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## WHERE YOUR BUYERS COME FROM



**65.9%**

of all buyers were from the local Eastern Suburbs Area

**34.1%**

of all buyers were from Out of the Area

■ Eastern Suburbs	65.9%	■ Northern Beaches	1.3%
■ Inner West and City	16.1%	■ Northern Suburbs and Hills	1.2%
■ Lower North Shore	5.6%	■ Others	7.8%
■ Upper North Shore	2.1%		

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## OUR VALUE PROPOSITION



**1992**

The year DiJONES was established



**\$1B**

worth of property sold in the last 12 months



**60,000**

qualified customers in our database



**\$1.6M**

average sale price

# Woollahra

SUBURB SNAPSHOT	HOUSES	UNITS
NUMBER SOLD	79	88
MEDIAN SALE PRICE	\$3,092,500	\$1,320,000
ANNUAL CHANGE IN MEDIAN PRICE	-7.4%	10%
MEDIAN ASKING RENT	\$1,550	\$700
INDICATIVE GROSS RENTAL YIELD	2.73%	3.3%
TOTAL LISTINGS	84	91
AVERAGE DAYS ON MARKET	46	44
TOTAL VALUE OF SALES	\$268.85M	\$124.69M

## Investing

### HIGHEST YIELDING SUBURBS IN OUR AREA

	SUBURB	NO. SOLD	MEDIAN SALE PRICE	CHANGE IN MEDIAN PRICE	MEDIAN ASKING RENT	INDICATIVE GROSS RENTAL YIELD
HOUSES	Waterloo	10	\$1,082,500	-16.4%	\$767	3.64%
	Redfern	77	\$1,340,000	-11.1%	\$895	3.45%
	North Bondi	69	\$2,487,500	-13.5%	\$1,700	3.45%
UNITS	Waterloo	238	\$800,000	-5.9%	\$720	4.74%
	Surry Hills	199	\$762,500	-11.6%	\$640	4.43%
	Waverley	30	\$800,000	4.9%	\$650	4.23%

# Recent Sales in Woollahra

ADDRESS NAME				SALE DATE	PRICE
86 Holdsworth Street	4	3	3	14 Aug 2019	\$8,700,000
68 View Street	5	4	2	31 Aug 2019	\$7,350,000
83 Jersey Road	4	2	1	27 Aug 2019	\$3,950,000
37 Moncur Street	2	2	1	28 Sep 2019	\$3,500,000
149A Edgecliff Road	3	2	2	27 Aug 2019	\$3,320,000
33 Queen Street	2	2	1	05 Sep 2019	\$3,300,000
4 Wallis Street	3	2	1	29 Jul 2019	\$3,100,000
1A Edward Street	4	3	3	19 Sep 2019	\$2,880,000
6 Chester Street	4	4	0	14 Aug 2019	\$2,835,000
112 Edgecliff Road	4	2	1	21 Sep 2019	\$2,700,000
270 Edgecliff Road	3	3	1	12 Jul 2019	\$2,600,000
110 Edgecliff Road	4	2	1	21 Sep 2019	\$2,546,000
12 Small Street	3	1	1	17 Sep 2019	\$2,510,000
3/275 Edgecliff Road	3	3	2	09 Aug 2019	\$2,325,000
2/12 Rosemont Avenue	3	2	1	01 Jul 2019	\$2,150,000
10/12 Rosemont Avenue	0	0	0	01 Jul 2019	\$2,150,000
294 Edgecliff Road	4	2	2	06 Aug 2019	\$2,138,000
13 Victoria Avenue	3	2	1	11 Jul 2019	\$2,110,000
202 Edgecliff Road	3	1	1	03 Jul 2019	\$2,109,000
5 Edgecliff Road	4	2	1	16 Aug 2019	\$1,840,000
16 Rush Street	1	1	0	10 Sep 2019	\$1,830,000

# Supporting the Clown Doctors



**DiJONES is proud to partner with the Humour Foundation to support the Clown Doctors.**

Clown Doctors work in partnership with medical professionals to divert children during painful procedures, calm them in emergencies and encourage them during occupational therapy sessions when they are most vulnerable.

The Clown Doctors make sick children laugh, smile and promote the welfare and their families during difficult times.

[www.dijones.com.au/community/dijones-is-proud-to-support-the-clown-doctors/](http://www.dijones.com.au/community/dijones-is-proud-to-support-the-clown-doctors/)

# DiJONES

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**D i J O N E S . C O M . A U**