



NEWS RELEASE

FOR IMMEDIATE RELEASE

October 5, 2012

HARCOURTS SET TO DOMINATE SOUTH COAST

High profile Fleurieu Peninsula realtor and past principal of Ray White Goolwa, Kathleen Fry has joined the fast expanding office of former rival Harcourts South Coast.

Ms Fry will re-brand her Cadell Street, Goolwa office to Harcourts from this weekend and with her team, join the fastest growing real estate company on the South Coast, Harcourts.

She will continue to focus on sales throughout the South Coast together with her sales partner Ryan Bridges, who has been part of her team for six years, and in conjunction with long-time Goolwa real estate figure Michael Pietsch, whose Goolwa team joined forces with the Harcourts South Coast operation on August 1.

The alliance brings together the region's top performing salespeople and creates the single largest real estate sales and property management business on the Fleurieu Peninsula.

Harcourts South Coast Principal, Mr Mark Forde, said attracting Kathleen Fry and her team to the Harcourts brand was a double win for the Southern Fleurieu region and for people selling and buying on the South Coast.

"Kathleen is the region's top performing salesperson and we are lucky to have her working for our clients and with our team," Mr Forde said. "But more than that, she adds significantly to our ability to bring a world-class property marketing force to this very important region of South Australia."

Ms Fry said she had admired the strategic and professional approach Harcourts South Coast had taken to promoting and developing the Southern Fleurieu market and was pleased to be able to join forces once again with Mark Forde.

Mr Forde said he and his team had recognised some time ago that the South Coast - particularly the 'golden crescent' from Encounter Bay through to Goolwa - was emerging as probably the State's most dynamic regional property market and we have established a strong real estate marketing capability to make the most of its significant potential.

"This market has matured significantly in recent times - it has grown strongly according to the most recent Census figures, and is increasingly sought-after by permanent residents and holiday property owners and investors," Mr Forde said.



"As a result of its significance and wide appeal, our research backs our belief that the South Coast region will be best served by a professionally strong, regionally dominant and geographically influential office providing a full range of professionally delivered real estate services which will benefit buyers, sellers and the region as a whole."

Mr Forde said that over the past three years, Harcourts had invested strongly in the region, doubling the value of sales generated through the Victor Harbor office despite challenging market conditions; expanding its geographic dominance through the acquisition of the Harcourts Goolwa operation and building on its already strongly performing team with the recruitment of Michael Pietsch and members of the former Ray White Goolwa office, including Ms Fry, Ryan Bridges and their team.

He said the company had also built one of the region's largest property management portfolios including the premium internet-based holiday letting service www.sabeachhouse.com.au; and applied world-standard digital and traditional marketing practices.

Harcourts South Coast has invested in upgrading its regional 'super office' on Hindmarsh Road, Victor Harbor with new technologies including "voice over internet protocol" (VOIP) phone systems and other web-based systems to take advantage of the region's early adoption of high-speed broadband services. These would provide significant efficiencies in running multiple offices across the region, Mr Forde said.

He said the South Australian property market and specifically the real estate industry was currently 'interesting and exciting'.

"While the property market is not enjoying the artificial buoyancy it did, there is no disputing that it is now priced on a solid foundation of realistic value which puts both buyers and sellers on an equal footing and from which we expect the upward property cycle to gain momentum over the next 12 months.

Mr Forde said the South Coast had experienced levels of buyer interest which contradicted stories of 'doom and gloom', including his recent record sale price of about \$3 million for a Port Elliot beachfront property.

"We also have buyers looking to buy beachfront properties up to \$2.5 million and expect strong interest in a number of \$1 million-plus properties set to list in the lead-up to Christmas.

"We are very optimistic about the South Coast market and working with our new colleagues in Goolwa to make sure we optimise results for our clients and for the region more widely."

Further information is available at www.southcoast.harcourts.com.au or www.sabeachhouse.com.au

Interviews: Please contact Mark Forde on 0417 833 296