

### Technology Advances

I often ask myself do we as a society really want or need the rapid advances in technology that are so easily available to us? The answer is yes!! If we judge by the manner in which we embrace iPads, iPhones, twitter, facebook, the internet, e books... The list goes on.

As a company we have had to move with the times and personally I too find myself clutching an iPhone and iPad. But, here is the interesting thing. All these advancements have been invented to make our lives easier and quicker in a number of ways. Why then are we under so much more pressure as a result? I have made it a point to ask a large cross section of friends and people I meet (usually at open for inspections) whether technology has made their working lives easier and less stressful.

Without exception the answer is no to the less stress component. Sure it's quicker to text and email, and talk to someone knowing they always carry a phone. It seems we all tend to embrace the new technology yet have moments of reflection or resentment. These devices and their applications are designed to save us time, yet have somehow eroded time from our lives. Is it clever marketing by big business? Is it our own insatiable desire for everything new?

The other day I returned a phone enquiry to have it answered by the fellow during his shower, with the sound of running water in the background he asked me to call back. Why on earth did he answer the phone from the shower???? Firstly, with voicemail I could have left a message. And secondly, why are we so brainwashed and desperate to answer a ringing phone no matter the circumstances.

Now in not suggesting we live like the Amish people (though some days it offers a certain charm and appeal) but why not try leaving your phone, laptop, iPad, Blackberry in the drawer and play with the kids, go for a walk, climb a tree, skim stones across the water or kick a ball. The world will still be there when you get back... albeit beeping and flashing at you.

The point which is a little bit scary is we now have a generation who don't know anything but being online or available 24 hours a day. I think that's sad. I often used to wonder what brought on a generation gap and now as a "middle aged" 42 year old, I know.

*Yorick Sweetnam*

### Congratulations

We are thrilled to congratulate Ben Holmes on his engagement to his lovely fiancé Helen. Here in the office we all feel a part of it. We have laughed, offered advice and watched the various stages of Ben's planning. Well done Ben and good luck to Helen!!!



### WELCOME

Welcome to our newest staff member Ayres McCarthy-Woodland. Ayres is our receptionist and so much more. She holds a certificate of registration in Real Estate and has started her career with us brilliantly. Ayres is enjoying her role with us and we are especially pleased with her work ethic and attention to detail. It helps that she fits in easily to the friendly banter we all enjoy here.

### AUCTIONS

#### 3b Cohen Street, Fairlight



Peaceful and tranquil Semi Style attached home

**Auction: ON SITE**  
**Sat 3rd September, 2pm**

#### 341 Sydney Road, Balgowlah



Prime Location, commercial shop with car space

**Auction: ON SITE**  
**Wed 31st August, 3pm**

### NEW LISTINGS

#### 20 Rayner Avenue, NARRAWEENA



#### 15 Acacia Road, SEAFORTH



#### 4/19 Lodge Street, BALGOWLAH



#### 79 Innes Road, MANLY VALE





# 9949 2911

## HAVE YOUR PROPERTY APPRAISED WITH ABSOLUTELY NO OBLIGATION PLEASE CALL US AT ANY TIME

### Current Market Trends

With so much news coverage on financial issues in our community I wanted to let you know my thoughts on the Real Estate market and in particular the better end of that market.

I do not have knowledge about national and international economic matters at all.

However, I can offer a comment on some of our recent sales lately and the responsiveness of buyers in general.

Just using the example of 3 homes in the two million dollar range... these auction results are;

- 31 Carnarvon Rd, Roseville  
SOLD \$2,550,000
- 33 Dreadnought Rd, Oxford Falls  
SOLD \$2,410,000
- 27 Wanganella St, Balgowlah  
SOLD \$1,697,500

Not only have these been outstanding "prices" But there have been very, very good enquiries from a number of buyers in each case.

Therefore regardless of continuing dissension amongst politicians, business leaders and journalists we are just pushing ahead with a positive attitude and achieving some quite remarkable results.

Finally, if you wish to have an informal chat with me regarding any Real Estate matter (sales, leasing or property investment) feel free to contact me any time.

**Gordon Sweetnam**  
0411 755 160

**The year is flying by. Soon it will be school holidays again, Melbourne Cup and then Christmas. If you want to sell your home this year call us now.... Here comes Spring!!!!**

### **Well Done!!!**



Congratulations and a huge well done to Loris Filacuridi who has negotiated some remarkable sales. As they say "cream rises to the top" and Loris' experience and skill are exceptional. If you are thinking of selling please call him on.

**0419 227 435**

*"Some people ask the secret of our long marriage? We take time to go to a restaurant two times a week. A little candlelit dinner, soft music and dancing. She goes Tuesdays I go Fridays".*

**Looking for the next step?**  
We are currently looking to expand our sales team. Should you know of someone who is **energetic, driven, reliable**, a good communicator and of course honest, please have them call me.  
**Yorick Sweetnam**  
0413 739 974

### Times are toughish

Before you accuse me of having my head in the sand, I too watch the goings on in the world economy. And yes there are some big problems in Europe and the U.S.A as well as certain segments of our own economy.

However, we are experiencing good demand for properties locally. There is a shortage of quality homes for sale and when priced correctly there is interest and competition for them.

Sometimes i think that we have short memories and have become so used to a booming Real Estate market that it is the norm and that if every sale doesn't exceed expectations by hundreds of thousands of dollars we are in a slump.

No, we are in a traditional market where an experienced agent with a sensible and practical approach will deliver the right result. And occasionally still an exceptional result.

**Yorick Sweetnam**

Rumour: I heard that the Government is planning another new tax..... an "oxygen" tax.

*I know that birds have little birds  
And frogs have little frogs.  
That pussycats have little cats,  
And dogs have little dogs.  
That proper minks have little minks  
And fish have little fishes  
Then, why don't sinks have little sinks instead of dirty dishes???*