

# 'Tis the season – to sell

There's no time like the summertime when it comes to selling property on the Gold Coast – and a fresh blitz is expected before the Games arrive

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**WELCOME** to the January – the biggest selling month of the year on the Gold Coast.

Hundreds of properties are set to go under the hammer on the Coast over the next month in a final selling blitz before the Commonwealth Games.

All eyes will be on the property market with auctions predicted to attract big crowds alongside interstate and international buyers. REIQ Gold Coast zone chairman John Newlands said more properties were sold on the Gold Coast over summer than any other time of year.

"The population swells by more than 1 million people because of the holidays," Mr Newlands said. "You've got lots of different events going on – people coming here for Christmas, New Year's celebrations and the Magic Millions in January. All of those things make a great selling environment."

He said there was more variety for buyers throughout the summer selling season.

"Because there's such a smorgasbord from the various agencies, buyers have plenty of choice," he said. "The selection is far wider and there is a lot more to choose from."

The biggest auction event by far on the Gold Coast calendar is Ray White Surfers Paradise's The Event, which will be held at RACV Royal Pines Resort on January 28. RWSP CEO Andrew Bell said the auction process engaged buyers and maximised sale prices. "We are experiencing an extremely high success rates through auctions at the moment," he said.

"They have been very strong throughout 2017, with buyers snapping up properties as there is a

great deal of competitiveness in the market."

Other agencies to host summer auction events include John Henderson Professionals Real Estate Mermaid Beach (January 23), Lucy Cole Prestige Properties (January 27), Ray White GC South Network (January 27) and Ray White Runaway Bay Group (January 30).

