

paragon



JUNE 2022 | ISSUE NO. 33 | A SIGN OF EXCELLENCE

A Letter from Nik & Theo



WOW!! Since our last edition, we have a new Federal Government, interest rates are on the rise as inflation bites and world markets continue to be volatile and uncertain with supply chains being stretched.

However, this month, our great suburb has made headlines in the property news. North Perth is holding steady and recorded an increase through the month of May. Having sold through North Perth for last 30 years we know how sought after the suburb has become and when times get tough, the resilience of North Perth shines through due to its location and amenities, which continues to be a dominant factor in the mind of buyers looking to buy their dream home. We believe that over the course of this year, demand will remain strong for well-priced properties.

The rental market also continues to be very tight with our vacancy rate continuing to be below 1% in the last 12 months. We are seeing investors back in the market taking advantage of good returns and looking for long term investments.

The other interesting development we are seeing in the market at present, is with the rise in rents, we have or are reaching an inflection point where it becomes more economical to buy a property and have a mortgage than it is to rent, with the obvious benefit of being in control of your own destiny.

We are definitely entering into a period of uncertainty for many who have never been in an interest rate increase cycle, however as in any changing environment, there are always opportunities that arise. In Perth we are coming off a very low price base and continue to be the cheapest capital city for housing, we believe this will continue to attract positive population growth to our state and keep pricing firm.

As always, please make sure you continue to support all our local businesses as it's always great to see our wonderful suburb thriving, prosperous and full of people enjoying the great amenities it has to offer.

SEE YOU AT THE LOCAL COFFEE SHOPS!!

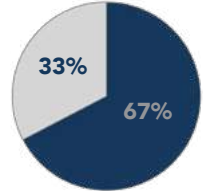
SUBURB PROFILE: NORTH PERTH



8,700
population



11 YEARS
average
length of
ownership



■ Renters
■ Owner occupiers



Houses

3,199

Total dwellings

145

Total new listings

\$1.13M

Median Value

52

Total current listings



Units

1,175

Total dwellings

121

Total new listings

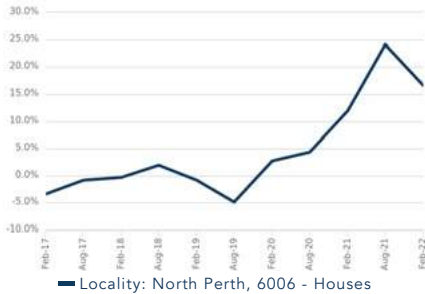
\$492K

Median Value

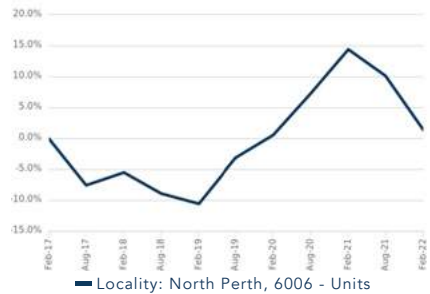
30

Total current listings

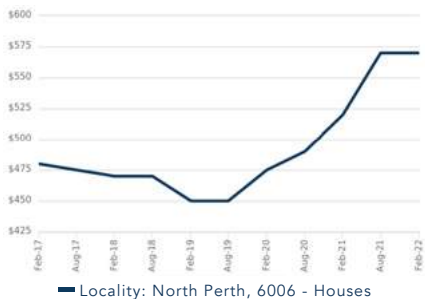
HOUSES FOR SALE: Change in median value



UNITS FOR SALE: Change in median value



HOUSES FOR RENT: Median asking rent



UNITS FOR RENT: Median asking rent





Rental Market Report

32.5%
Rentals in the area

Pricing

\$575pw
Median Rental Price
(House)

\$410pw
Median Rental Price
(Unit)

Current Rentals on Market

15



Houses

11



Units

26

Total

Statistics

Annual Rental Growth (1 Year) **18%**

Area Population **8744**

Number of occupied residences **3359**

Average Days on Market **23**

Source: REIWA

Ben Broadley
Business Development Manager
0477 542 523
bdm@paragonproperty.com.au



BIGGEST RENTAL MOVERS JUNE 2022

41 Hobart Street, North Perth




LEASED

LEASED FOR \$85 OVER MARKET PRICE

3 🚗 2 🚗 2 🚗

3/452 Hector Street, Yokine



LEASED

LEASED OFF MARKET

3 🚗 2 🚗 2 🚗

4/452 Hector Street Yokine



LEASED

\$650 PER WEEK

3 🚗 2 🚗 2 🚗

15/8 Kadina Street, North Perth



LEASED

LEASED FOR \$70 OVER MARKET PRICE

3 🚗 2 🚗 2 🚗

6/36 Burt Street, North Perth



LEASED

LEASED FOR \$70 OVER MARKET PRICE

1 🚗 1 🚗 1 🚗

3/134 Sixth Avenue, Inglewood



LEASED

LEASED FOR \$65 OVER MARKET PRICE

3 🚗 1 🚗 2 🚗

231B Walcott Street, North Perth



LEASED

LEASED FOR \$60 OVER MARKET PRICE

1 🚗 1 🚗 1 🚗

1/500 Beaufort Street, Highgate



LEASED

LEASED FOR \$60 OVER MARKET PRICE

2 🚗 2 🚗 2 🚗

4/23 Welburn Street, Nollamarra



LEASED

LEASED FOR \$50 OVER MARKET PRICE

3 🚗 2 🚗 2 🚗



2/694 Canning Highway,
Applecross

HIGHWAY TO HEAVEN!

This exceptional three bedroom, two bathroom villa is sure to impress anybody looking for a relaxed, easy care, low maintenance lifestyle with all the amenities that Applecross is renowned for at a very affordable price.

For more information please visit our website or call us today!

3  2  2 
FROM \$599,000



Theo Kouroulis
0411 751 377

Nik Zounis
0418 913 456

REVIEWS

Property Management



Hannah & Chris



We have a property that has been a rental and is now for sale. Chen Li is our Property Manager and she is professional, prompt, pleasant and efficient. Chen has been proactive in managing the property and keeping us informed. When we have made requests or have had queries, Chen has been our "action woman" giving us confidence and peace of mind with positive outcomes. Everything has run smoothly with Chen in charge including the transition from rental to market-ready. Chen and Julie Taylor, our real estate agent from Paragon, consider our dream team. They communicate well, and we've had a seamless transition in getting our rental market-ready. Julie is friendly, knowledgeable and easy to talk to. We are lucky to have found both ladies looking after our property. We recommend them highly!



Michael



100 stars to Stacey it was an honour to rent from Paragon Property for many years the experience with Stacey and her team of magnificent people and the lovely surprise when I vacated is much appreciated in these tough times what wonderful people you guys are I would recommend you guys in renting and selling and buying you are wonderful people



Rylan



The Property Management team at Paragon Property excel at what they do! They ensured we were kept up to date on our application process and secured us a beautiful property. Their high standard of professionalism and regular communication is not common across the industry and I highly recommend their services.



Kate



Ben and the Property Management team at Paragon have been fantastic during the process of leasing my property. Fast communication, awesome knowledge of the area and quick to follow through with any requests. Would definitely recommend entrusting Paragon with managing your property.

Ben Broadley

Business Development Manager

0477 543 523



MY PROPERTY ISN'T RENTING... HELP

I was contacted this week by an owner seeking advice as her property had been on the market for a few weeks with little interest. She was starting to have some concerns about whether her agent was doing all they could to secure new tenants.

Said Landlord explained that her property was worth \$600 per week any day of the week and had never had any issues finding tenants before.

So, I did a little digging...

Firstly, I did a quick search of comparable properties currently for lease in the same suburb. I found 3 very similar townhouses for lease between \$30 – \$50 per week cheaper than this one. If you are looking for a 3 x 2 townhouse and three are for lease for \$550 per week and one is \$600, then it stands to reason that most people will look at the cheaper ones first.

I find it common for landlords to form an opinion of what their property is worth and stick to that regardless of market conditions. While the West is blessed with a stable rental market, supply, demand and other external factors will cause small price fluctuations in rental prices in both directions.



It is very important to assess your property in the current market and make any price adjustments before each rental campaign to ensure you don't price yourself out of the market. Tenants spend a lot of time researching the perfect property and are well educated on rental prices.

Secondly, I noticed that the rental listing for this property had old photos that had obviously been taken from a phone, and by the look of it, it was an old phone also.

Presentation matters! A property that is marketed properly with professional photography will get more people through the door and lease quicker. Scrolling through rental websites it is painfully obvious when this very important corner has been cut.

I think that taking the time to present your property in its best possible condition tells tenants that you care about the property, and it also sets a standard that is to be maintained throughout the tenancy.

The last thing I did was to have this landlord forward me any correspondence from her current agent so I could take a peek at how the rental campaign was being run. I saw a long email chain with a lot of generic inspection reports (number of attendees at each open for inspection etc) but very little feedback regarding anything else.

So here's the thing, if your property has been sitting vacant for an extended period of time then there is something wrong. In this instance, I am certain that a simple price adjustment and some improved marketing would have easily done the trick.

As far as I can tell, this feedback was never given to this owner. I understand it's not always easy giving honest feedback especially when it comes to price reductions. But like I always say, "agents don't set the market in the same way the weatherman doesn't make the rain". It is the job of an agent to educate our clients on market conditions and offer guidance and solutions. Every week a property sits vacant, you lose 2% of your yearly income.

Leasing a property takes more than just putting a lease sign in the front yard it takes an experienced agent to get you the best possible price in the shortest amount of time.

"If you would like to know how our team leased this property is only five days for above the asking price, then give me a call".



ITEMS GIFTS

for every occasion

Were Back!

OPENING JULY 2022

*Right next door to the old
Items gift shop was for many
years at -*

*436 Fitzgerald Street
North Perth*

*Carla & David Romano
www.itemsgiftsonline.com.au*



2 Venn Street
North Perth

VENNTATSIC!!

GREAT OPPORTUNITY with this rock solid C1945 home on 501m2 corner site zoned. Residential R60, suitable for REDEVELOPMENT situated on the North Perth/Mount Lawley border, with spectacular views.

For more information please visit our website or call us today!

3 1 2

\$835,000



Nik Zounis
0418 913 456

Theo Kouroulis
0411 751 377

Messages From Our Clients!



Great communication & stress-free!

We purchased a property, that Paragon was selling on behalf of the vendor. Nik was very pleasant and always available any time of day for queries and clarifications. The sale process was stress-free and Nik's transparency between the vendors and purchaser's made the whole process straightforward and simple.

Wesley and Amy (Buyers)



Outstanding property sale experience

For those seeking an agent with a wealth of experience, honesty and integrity, and commonsense I would have no hesitation in recommending Nik. In addition, Nik and Theo have built a team at Paragon Property that share their professional values and work ethic to ensure a completely effective and efficient client experience.

Kevin and Sally (Sellers)



Smooth sailing on rough waters

Selling the family home at the peak of the COVID pandemic was a daunting prospect. Theo was empathetic, clear and realistic about the price, process and how to tackle any unforeseen challenges. It all worked out wonderfully, selling on the first weekend at the price we had hoped for. Theo was the trustworthy ship weathering the storm and we're truly grateful to him and the team at Paragon.

Anita (Seller)



Theo - What a Legend!

It is of no surprise Theo is a top performer in the Real estate industry. Theo instils confidence in his clients, with his knowledge and experience, and ensures all runs smoothly with his consistent advice and excellent communication skills. A gentleman who delivers a high and professional standard!

Thank you Theo for the brilliant outcome of our house sale.

Marie (Seller)

Messages From Our Clients!



A True Real Estate Professional

We have nothing but praise for Theo (and Nik). Right from the day of our appraisal, Theo was up front, honest and didn't pressure us at all and we were well informed all the way. We would be return clients if we ever wanted to sell again. Above all this Theo's negotiation skills achieved us a record sale price. We couldn't be happier.

Peter & Maricruz (Sellers)



Great work by Paragon

Theo Kouroulis is a great agent, who is very efficient and knowledgeable. He is remarkably professional and always kept us up to date as things progressed. We would definitely recommend Theo because I know he can produce results. Thanks, Theo, for making the sale of our first home a success.

**Brandon and Tarryn
(Sellers)**



Experience and Dedication

Nik is an experienced and committed salesman who made me feel completely at ease about the sale process. He is honest and practical and was able to problem-solve when situations arose. I have always found him to be professional yet personable, and he always ensures that he provides regular updates and check-ins to see how things are going. I cannot recommend him highly enough.

Estelle (Seller)



Outstanding service. Professional & Knowledgeable

Thank you, Nik for your support and professionalism in helping us purchase our home in the location we wanted and at the price we wanted. Our experience was effortless from beginning to end. Highly recommend Nik and the Paragon Team. Exceptional!

Elisa and Vasili (Buyers)



524 Charles Street
North Perth

CREATIVE SANCTUARY

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3  1  2 
\$895,000



Theo Kouroulis
0411 751 377

Nik Zounis
0418 913 456



paragon
PROPERTY MANAGEMENT

**PAY
NO**



**MARKETING
COSTS**

When you sign up your
property with our
award-winning agency.



Ben Broadley

Business Development Manager

0477 543 523

*Some terms and conditions apply.



3/22 Kadina Street
North Perth

3 2 1
\$895,000

STYLE & ELEGANCE

This gorgeous 3 LEVEL STREET FRONT TERRACE HOME in BOUTIQUE GROUP OF 4 will get all your senses going. In immaculate condition & beautifully located only metres from Charles Veryard Reserve, with NORTH/SOUTH aspect taking in all the winter sun.



Nik Zounis
0418 913 456

Theo Kouroulis
0411 751 377

For more information please visit our website or call us today!

**JUST
SOLD!**

5 Claverton Street, North Perth

2 

2 

2 

Sold after the **FIRST** home open for **WELL
OVER** the asking price!



1,773

Page views on
websites



25

Groups through
first home open



3

Written offers
received



3

Days on
the Market

**If you're thinking of selling, there's no better time.
Call us today. We have buyers waiting.**



Theo Kouroulis
0411 751 377
theo@paragonproperty.com.au



Nik Zounis
0418 913 456
nik@paragonproperty.com.au



32A Eton Street
North Perth

LOCATION LOCATION!!

Great opportunity to buy now and start planning your DREAM HOME to your specification, in premium location surrounded by superb Million \$\$ homes.

For more information please visit our website or call us today!

LAND
FROM \$449,000



Nik Zounis
0418 913 456

Theo Kouroulis
0411 751 377



SKIN CARE

with Georgie

Here are my tips and tricks for the ideal morning skincare routine which will leave you feeling fresh and ready to take on the day!!

Gentle Cleanser: The main purpose of cleansing in the morning is to remove any dirt, oil and any other unwanted debris that may have built up during the night. It also allows for a clean canvas for layering skincare for the day.

Tip - CeraVE gentle cleansing

Serum: Serums are designed to nourish and protect the outermost layer of the skin. It helps soothe sensitive skin and improves the appearance of fine lines and wrinkles. Try to opt for serums with ingredients such as; Vitamin C & E and hyaluronic acid.

Tip - The Ordinary Hyaluronic Acid Serum

Oils: Face oils have anti-inflammatory properties in them, which helps calm the skin and maximise hydration throughout the day (especially during winter)

Tip - The ordinary Cold pressed rose hip seed oil

Moisturiser: Moisturising is a vital step in keeping the skin hydrated and youthful. It is very important to moisturize skin day and night to reduce the chance of developing dryness and oiliness.

Tip - CeraVe Daily Moisturizing Lotion



81 Lawler Street
North Perth

AFFORDABLE LIVING!

Beautifully located on highly sought-after Lawler Street, this impeccably presented, easy care homelends itself to a host of potential buyers. Full of sophisticated charm with all the benefits of vibrant North Perth living. Your own private sanctuary awaits!

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3  2  2 

\$649,000



Theo Kouroulis
0411 751 377

Nik Zounis
0418 913 456



33 Howlett Street
North Perth

4 🏠 1.5 🌳 2 🏠
FROM \$895,000

THE PERFECT SCENARIO...

...buy, renovate, and enjoy the offerings of this late 70's classic OR demolish and build your luxury dream home. A solid home on 442sqm of North facing land, a little bit of love, some elbow grease and your imagination will see this classic transformed into a true family home.

For more information, call us today!

Theo Kouroulis
0411 751 377

Nik Zounis
0418 913 456

6 ways to save on petrol

The way you drive and the condition of your car has an impact on how much fuel you use.

AIM TO MAINTAIN

Service your vehicle regularly. Check your tyre pressure at least once a month.

NOT TOO SHORT

Cars can use up to 20% more fuel when the engine is cold so avoid short trips.



DON'T BE A REV HEAD

Avoid over-revving if you're driving a manual. In an automatic, ease back slightly on the accelerator once the car gathers momentum.

STAY COOL

Air conditioning can increase fuel use by up to 10%. But at speeds of more than 80km/h, an open window will cost you more in aerodynamic drag.

DON'T SPEED

Fuel consumption increases significantly if driving more than about 90km/h. At 110km/h your car uses up to 25% more fuel than it would at 90km/h.

OFF AND ON

Don't turn your engine off at red lights (unless your car is programmed to do so). But if you're parked, even for a short period, switching off will save more fuel than you'll lose restarting.






14 Clieveden Street
North Perth

A CLASSIC TWIST!

Full of glorious character and originality, this wonderfully presented mid 1940's home with add- ed renovations, is ideal for the modern family look- ing to be part of the North Perth community and its urban, yet suburban lifestyle. So..... if you are looking for a comfortable home where you can add value to create the perfect family home at an affordable price, then this is definitely one to consider!

For more information please visit our website or call us today!

3  2  2 
FROM \$1,195,000



Theo Kouroulis
0411 751 377

Nik Zounis
0418 913 456

Tram Terminus

At the turn of the 20th century, the growing residential population of North Perth needed dependable public transport to take them between the suburb and the city to work, shop and be entertained. The West Australian reported in 1906 that:

“During the past twelve months 137 new buildings have been erected. Most of them are neat, substantial residences, which have cost between £300 and £500; but the most notable addition to the architecture of the municipality is a row of three two storey shops in Fitzgerald Street, which cost about £3,000...The present year will also be marked by an extension of the tramway service. A start with this work is to be made in April, and by December the trams should be running as far as the intersection of Fitzgerald Street and Forrest Street.”



NORTH LOST



Source: North Perth Local



Source: North Perth Local



Photo supplied by Neil & Kate, View St, Nth Perth

PERTH IN TIME



Extension to Angove Street:

Around 1909, North Perth residents around Angove St began campaigning the Council for an extension to the tram routes further up Fitzgerald Street and into Angove Street. The extension of the line to the corner of Angove and Albert Streets was officially opened in March 1910 to a community celebration. Around 700 local children were given tram rides from North Perth to Nedlands and back throughout the day. At the end of the ride, they were treated with confectionery, pastries and other treats and given a souvenir card commemorating the opening day.

There was a strong opinion among officials attending the opening that the population of the district would increase as a result of this extended public transport access, and this certainly seemed to come true. By 1911, there were 5,000 residents of the district and by 1921, North Perth Primary School located just behind the tram terminus, had become the state's largest primary school. Following the Great Depression and World War II, funding to maintain the trams were not as readily available and many people found catching the trams less affordable.

North Perth's route 22 Tram was the last to run in the suburb on 1 February 1958. Marching girls marked the occasion, with a performance on Angove Street.



102/19 The Circus
Burswood

STEP RIGHT UP!

Step right up to a glamorous lifestyle and future in this amazing, high-end secure apartment within the Crown and majestic Swan River precinct with bespoke finishings and a various array of well-equipped facilities there are many reasons to call this stylish property home.

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2 🏠 2 🌙 1 🏠
FROM \$829,000



Theo Kouroulis
0411 751 377

Nik Zounis
0418 913 456

eggs

YOUR WAY

poached

Use a deep pot, fill it about two-thirds of the way with water and bring it to simmering point. Use a dash of vinegar, but not more or it makes your eggs smell sour. Crack the egg into a small cup. Start swirling the water to create a whirlpool and drop the egg from the cup right into the middle of the vortex. Keep swirling until the egg white is solid. The longer you stir, the firmer the yolk will be. If you're not eating the egg immediately, keep it in ice-cold water. The egg will firm up immediately. Before serving, reheat in boiling water.

scrambled

Add only salt and pepper to the scrambled eggs, but cook them in a big knob of pure butter. Use between one and three eggs per portion. You can add cream or milk to make them more decadent. The trick to good scrambled eggs is in the cooking. It is important to gently fold the egg as it cooks and not to mix or beat it.

boiled

Just in case you don't know how to do this. Put the eggs in a pot of cold water with a splash of white wine vinegar and a pinch of salt. Bring the water to the boil. Once the bubbles break the surface of the water, start timing. Cooking times vary, so leave them for as long as you like. The yellow should be bright. The following work well: soft - 3 minutes; medium - 5 minutes; hard - 7 minutes.

fried

Make these using only butter, or olive oil. Butter makes them creamier, oil makes them crispier. For best results, use both. Heat your pan on medium heat and add oil, then butter. Break the eggs into the pan, cover the pan with a lid and let them cook for a bit. Remove the lid and tilt your pan to spoon the oil or butter over the eggs. Cook to your liking.

The Relaunch of North Perth Local



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26 Lawler Street
North Perth

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A gorgeous classic, tucked away behind a beautiful garden and located on a wonderful, community orientated street. If location is important to you and choosing the right school for the kids is a must, then it doesn't get much more convenient than this. Enjoy your morning coffee, gather beautiful local produce and indulge in mouth watering gourmet foods every Saturday at the farmers market this really is a great lifestyle location.

For more information please visit our website or call us today!

3 🏠 2 🌳 2 🏡

\$1,195,000



Theo Kouroulis
0411 751 377

Nik Zounis
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YOUR
AD
HERE

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help you promote your
business locally!



Local North Perth Company
Covers All Areas

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Phone: 9328 6622

Address: 21 Angove St, North Perth
www.metropestcontrolperth.com.au

STAFF BIRTHDAY'S



Georgie Cole
Executive Administrator
8th June



Theo Kouroulis
Director
30th June



Tania McDonald
Senior Property Manager
1st July



Julie Taylor
Sales Representative
11th July

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April	August	December

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Full Page Advert

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Nik Zounis
0418 913 456

Theo Kouroulis
0411 751 377

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a sign of excellence

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 **9227 6666**



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