



## September Newsletter

### *Lease renegotiation the order of the day for Pilbara region*

As the mining construction boom draws to a close, Tui Magner of *First National Commercial Karratha* (WA) says there has been a decrease in the average per square metre rates for commercial and retail space.

'Over the past six months, we've witnessed an increase in commercial retail space. This has led to a range of new and existing businesses either taking the opportunity to re-negotiate their leases, or vacate and find premises more suitable to their needs' says Ms Magner.

While there's still ample industrial warehouse facilities available for lease across the Pilbara, supply is tightening even though rates are falling.

*First National Commercial Karratha* recently leased 230 square metres of office space with nine rooms, roller door accessed storage, landscaped common gardens and well exposed Karratha Terrace/Balmoral Road frontage for \$38,820 + GST per annum.

Rachel Ross also recently sold 3,522 square metres of industrial zoned land for \$300,000.

### ***Growth in Western Sydney industrial developments***

Michael Taylor of *First National Commercial Stanton & Taylor* (Penrith, NSW) reports that while rents and prices remain stable in Western Sydney, the agency is seeing growth in demand from small

to medium enterprises for new industrial developments. Michael recently leased a 200 sqm factory - converted to food production and office premises – for \$30,000 per annum, yielding 8 per cent net.

### ***Industrial lots achieve \$3.4 million***

*First National Commercial Northwest* (Dural, NSW) and *First National Commercial Hills* (Castle Hill, NSW) have jointly sold three industrial lots of 2,100 sqm each for a cracking \$3,400,000.

Located at 242 New Line Road, Dural, all three lots were purchased by Binet Homes – a project home design and construction company.

### ***Rare whole floor sale in Brisbane CBD***

*First National Commercial Metro* (West End, Brisbane) has sold a rarely available whole floor at 138 Albert Street, Brisbane for \$2,340,000.

'This part of Brisbane's CBD is becoming highly sought after', says Mark Leith. 'It's only a one minute walk from Myer and the underground Translink public transport interchange'.

'We're seeing local, interstate and international interest in this part of the city. The property has potential to be strata titled, with council permission, which would enable the investor to sell individual offices off the plan for profit'.

***Call Sarah Masterton today on 04xx xxx xxx***





## Get your business App happy

*When starting any new business cash flow can be one of the concerns that keeps you up at night.*

With a shortage of cash floating around your business, you should always try and find ways to get some of your non-essential business done easily and cheaply so you are free to focus on looking after one of your customers to the best of your ability.

Apps and online services come in handy when you are not necessarily a professional at every skill a business may need. Why not try some of these great apps to help you get ahead.

### Design

Canva - your new best mate. If you have ever tried and failed to make a flyer in Word or paint then Canva will be your new best friend. It's simple to use and can be used by a whole team of

people. You can even upgrade your Canva team login to include a brand style guide. This is great if you are making a bunch of documents that need to look similar or part of the same brand family.

### Promotion

Biteable – make an animated video to promote your new product or service; this is a great way to get your story out to your potential customers.

### Customer loyalty

Flok – lets you create and customise a digital loyalty card. Perfect for any business that has repeat services, like a hairdresser, a coffee shop, tyre service, car hire... you get the picture. Flok is simple to setup and easy to monitor and allows you to see which of your customers is very valuable to you, and may deserve a little more of your time and attention.

### Content creation and management

Not sure what kind of content you may need for your own website? Using Buzzsumo will show you what content, articles or keywords your customers are expecting and what is working well with your particular business.

### Outsourcing

Consider using a service like Upwork, Freelancer or Fiverr if you need someone else to do the work for you, what ever it may be. Each platform offers a bunch of professional people who will respond to the pitch of your work. You set the budget and the time frame. Couldn't be easier...

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