THE

YAWKA TIMES

DECEMBER 2021

by First National Real Estate Yamba

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IS YAMBA 'THE NEW BYRON BAY'?

RICHARD HUNT SALES AGENT

First National Yamba

IT'S A QUESTION we get asked a lot. And while not an especially new chain of thought, in 2021 there seems to be no escaping the constant comparisons between the two towns.

The media certainly doesn't help and according to Matt Bell from The Daily Telegraph, "If you're kicking yourself for not buying in Byron Bay 10 years ago, then this coastal town [Yamba] on the NSW North Coast could be the next big thing."

To be fair Matt, you also would have been kicking yourself for not buying in Yamba 10 years ago as prices here have been no slouch!

So how true is it? We thought we would have a look at the facts and see what they tell us.

Similarities

It's undisputed that the two towns have common traits, starting with the most obvious—both are popular coastal towns that provide a relaxed, beach-inspired holiday destination and lifestyle for their lucky residents.

Both towns are home to some of the best, most pristine beaches and famous surf breaks on the eastern seaboard.

Each town has, at its most eastern point, a highly photographed and iconic lighthouseboth creating the perfect vantage point to watch a whale or two pass by.

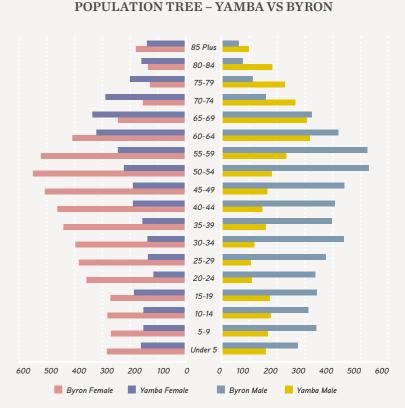
Neither are particularly big, with Yamba having just over 7,400 residents vs Byron's 11,800. And the tourists certainly can't get enough of each of them.

Differences

Yamba is connected to the inland regions by the Clarence River that meets the ocean by way of break walls. This river access provides an additional source of recreation for holidaymakers, gives access to a full marina for boaties and obviously supports a thriving and historic seafood industry for which the town is well known. Who doesn't love a Yamba prawn!

Byron is an older township and has had many guises

Cont'd. on PAGE 3





OPENN-ing the door to the new

THE WORLD HAS seen more than its fair share of events so far this decade with the way we now live being dramatically different from just 18 months ago. Changes in how we use technology which were perhaps inevitable have come to fruition faster, with more and more of everything we do being done online be it socialising, working or spending.

In life, standing still actually means you are travelling in reverse, and not wishing to fall behind, we at FN Yamba are always looking at how we can improve our service and do things better, by any means available, especially when it comes to making the process of moving home as easy and efficient as possible for sellers and buyers.

At the end of 2020, we embarked on something very new for this part of the country-an auction programme for The Dunes subdivision which was entirely online using the 'Openn Negotiation' platform - founded in WA, and (at the time) little known in NSW. The campaign and results were a resounding success, attracting 30+ bidders and noted nationwide.

To us, the online system just made sense by making it easier for everyone involved, and that really is what our job as agents is all about-to make it as easy as possible for the maximum number of potential buyers to be able to express their interest to own a property.

One thing is for certain is that the old fashioned days of crowds of sticky beakers and bidders posturing (and time-wasting) at onsite auctions would certainly appear numbered or at least less fashionable given all the new crowd restrictions and travel rules we now live under. Twelve months on from The Dunes land sales, online campaigns are being regularly run up and down the coast by various agencies, and indeed, now others in Yamba. The success and simplicity was simply too much to ignore.

From a buyer's perspective, if you are seriously interested in owning any property being sold via the Openn Negotiation method, we encourage you to be proactive in getting in early with your registration and initial bid, as once the final bidding stage begins, you will have missed your chance. From the time an Openn Negotiation property appears on our website, its auction is underway. Different to onsite auctions, registrations and reasonable bids are accepted from the getgo. The Auction details and time shown on our website for Openn Negotiation properties indicate when the final bidding stage will begin, should the auction continue right through to the end. However, it is important to note that with an Openn Negotiation Auction, it could end at any time prior to the final bidding stage, should

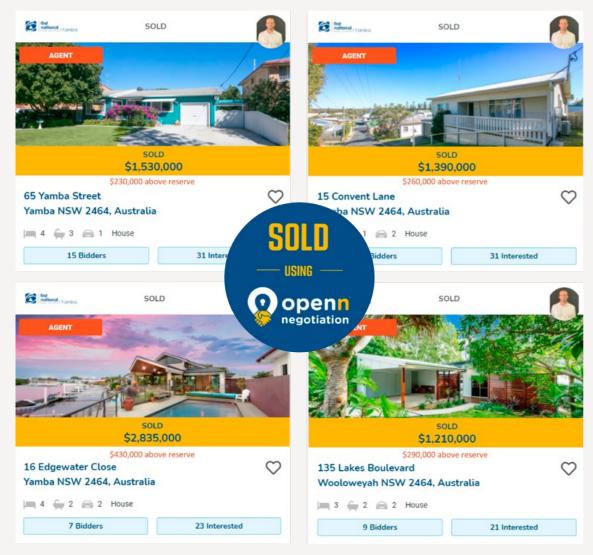
a knock out bid present itself. If this happened and you were one of the people waiting 'til the auction date gets a little closer, you might be sorely disappointed. So, we encourage buyers to not be complacent when it comes to any Openn opportunity presented to them.

Openn Negotiation recently conducted their 2021 Virtual Excellence Awards where our very own Richard Hunt was a finalist in 5 categories within the NSW and National Award runnings. Together, the First National Yamba team zoomed in, enjoying a great night of celebration and, although no awards were secured from the event, we are extremely proud of what Richard and our First National Yamba Agency has achieved since implementing this fantastic avenue of selling for our vendors. It has been highly successful and the results we have seen over the last 12 months say it all!

If you would like to find out more about Openn Negotiation's online auction process and how it will benefit you as a Seller, scan the code below or give Richard Hunt or David Lovell, our Certified Openn Negotiation Agents, a call on 02 6646 2299.



Openn Negotiation **Seller Benefits Brochure**

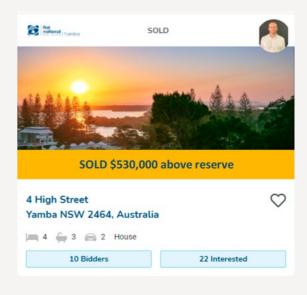


Results run high

views, 62 enquiries, 41 inspections over the course of 8 open homes, 10 bidders fought it out at auction to a contract price \$530,000 over reserve!

It goes without saying that there is unprecedented interest

WITH OVER 5,000 online in Yamba Hill. With 9 disappointed clients who were ready to spend big today, if you are thinking now might just be that time, give the team at First National Yamba a call 02 6646 2299. You might be very surprised at what is now possible.



Wonder no more...

WONDERING WHAT YOUR home could be worth in this crazy Yamba property market or looking to buy in a particular location? We have market reports for each specific area of Yamba as we all know how much the pricing can differ.

Simply scan the QR code for the area Market Report that shows sales in that vicinity to get an idea of what homes are worth. And if you would like to discuss further with us, we would love to hear from you.

Area 1 Waterfront Properties



Area 2 Yamba Township



Area 3 Angourie/Wooloweyah



Area 4 South of Yamba Road



Area 5 North of Yamba Road



Area 6 Yamba Road



Cont'd. from PAGE 1

over the years from mining to whaling. Now, firmly in the grip of mass (and international) tourism, there's little room for anything else. In normal times, Byron sees incredibly high holiday rental occupancy rates of 95% vs Yamba's steady 45%.

There is also a very notable difference in the make-up of the demographics of the respective populations. The average age in the 2464 postcode is a ripe old 52, vs a comparatively spritely 42 in the 2481 postcode, with both towns unsurprisingly well over the nation-wide average of just 38! Yamba, therefore, has a very real difference here in its significant retirement sector.

Yamba has definitely hit its stride when it comes to popularity and property demand. But it has absolutely not kept pace with Byron and the differences have, in fact, blown out in the last few years. The price movements of Yamba are actually very closely aligned with greater Sydney as shown on the median house price graph.

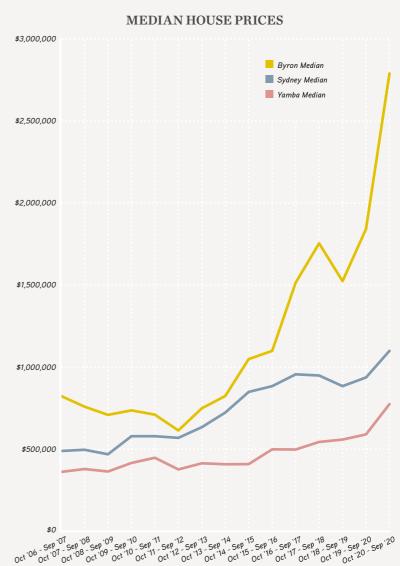
Where are buyers coming from?

The staple buyer has changed this year, with less and less locals buying in Yamba, and more and more buyers coming from interstate. Is this a sign of the 'work from home, seachange' phenomenon? It's probably too early to say if this drip will turn into a flood. It's all very well (and easy) to say families will relocate, but without schools and services, there is a limit as to what is practical. What is fair to observe is that we don't have any first-time buyers, and locals (who want to buy) are feeling the pinch. There is a supply and demand imbalance which is likely to persist for some time and can be illustrated by the lack of available rentals. At the time of writing, our permanent management rent roll shows availability at just 1%.

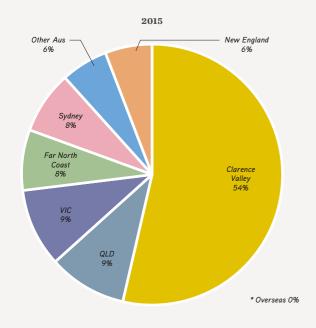
Byron buyers are predominantly metropolitan, and the town attracts some serious wealth and celebrity. Yamba is still, for the majority, a retirement location and no member of the Hemsworth family resides within its 2464 postcode (that we are aware of)!

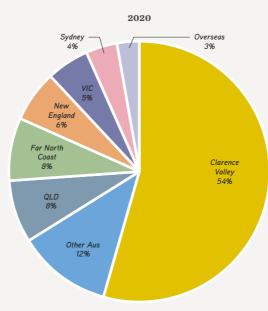
Not surprisingly, Yamba is seeing a marked increase in buyers relocating from the Byron region, as they can no longer afford to buy in the area or they're seeking the quieter lifestyle that Byron once provided. So, to conclude, is Yamba 'the new Byron'? The overwhelming evidence would suggest otherwise. Yamba has certainly seen some changes and will continue to see these, but as Australian Traveller Magazine recently wrote, "even with all the hype, Yamba manages to maintain its unpretentious essence and strong sense of community. The town goes to sleep early, with a lack of the night-time pizazz you may find in the lauded Byron's and Noosa's. But that's just part of the appeal. Even under pressure from its burgeoning popularity, Yamba refuses to move at any pace but its own."

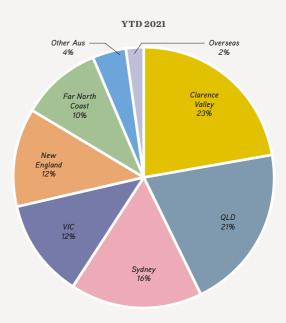
Yamba is 'the new Yamba' then, and long may this remain.











Values for your home

When it comes to pricing your home sometimes the value depends on who is doing the looking!

Market Value

This is the value that real estate agents determine and hope to achieve or surpass—the price someone else is willing to pay for a property.

Loan Value

This is the amount a bank might loan against a property. That is usually determined by a Property Valuer and can differ from what a buyer might pay.

Insured Value

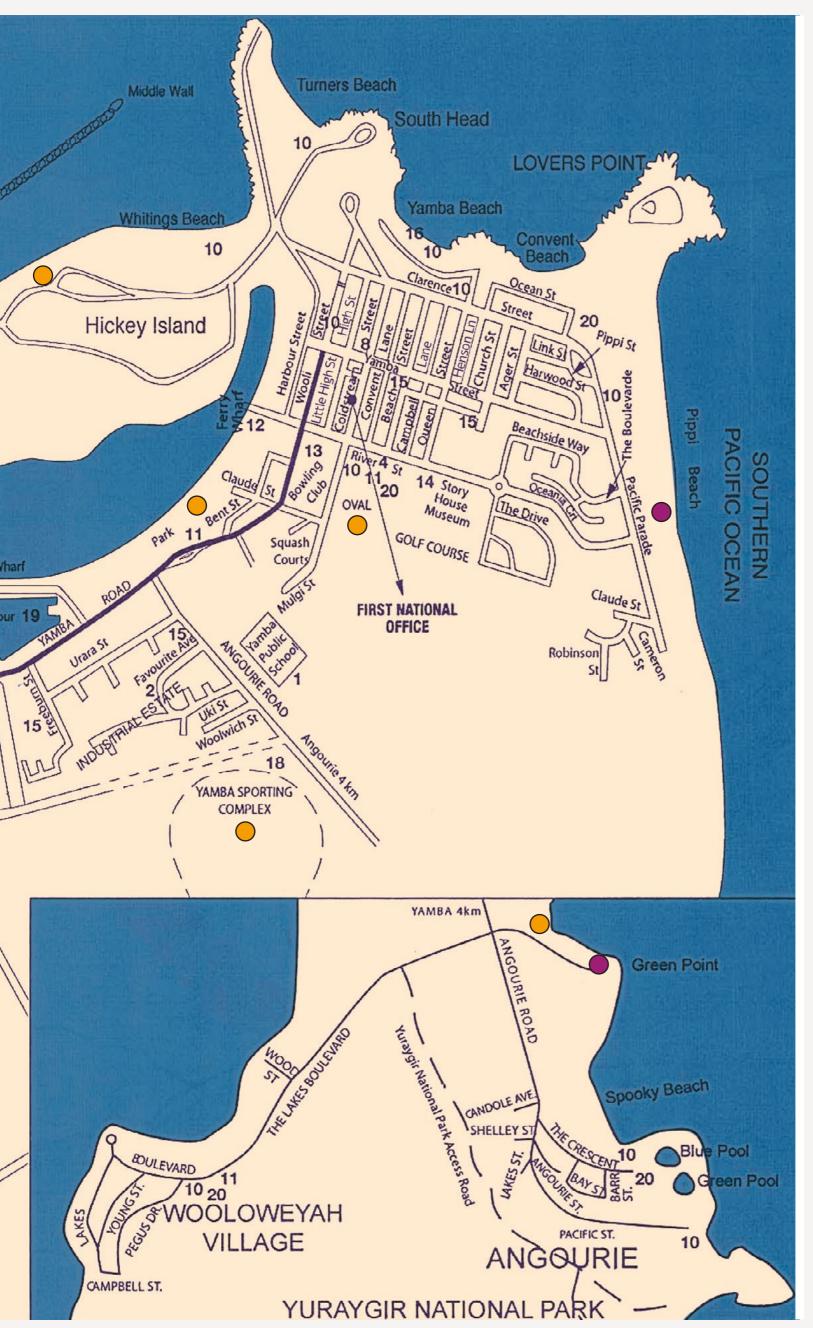
This is the amount your insurance company says it would cost to rebuild the house if it was totally destroyed.

Homeowners can be conflicted. They would like the assessed value for insurance purposes to be as low as possible, but they want the appraised market values to be as high as possible when it comes time to sell.

But the most important value when selling your home is the perceived value! This is the value that can be created through a carefully planned and executed marketing campaign. It's the difference between an average agent and a professional one, and it can make a huge difference in the final result you achieve. Call 02 6646 2299 today to talk to our professional Sales Agents about how to build the perceived value of your property.







In case of emergency - 000

MACLEAN DISTRICT HOSPITAL

21 Union St, Maclean 6640 0111

AMBULANCE

Treelands Drive, Yamba 131 233

POLICE

Wooli St, Yamba 6603 0199

FIRE

River St, Yamba 6646 2058

SES

Neptune Place, Yamba 13 25 00

DOG FRIENDLY AREAS

For more info visit: tinyurl.com/m7f838pu

BEACHES

- Main Beach, Yamba (patrolled, wheelchair access)
- Turners Beach, Yamba (patrolled, wheelchair access)
- Pippi Beach, Yamba (northern end patrolled, southern end dog friendly)
 Whiting Beach, Yamba
- (western end dog friendly)
- Spookys Beach, Angourie Back Beach, Angourie
- (National Park—pass required)

PLAYGROUNDS

- Lions Park River Street, Yamba
- Ager Park
 Cnr Clarence St & Pacific
 Parade, Yamba
- Admiralty Court Yamba
- Honeyman Park Wooloweyah
- Angourie Park
 Cnr Barri St & The Crescent,
 Angourie
- The Crescent Angourie

SKATE PARKS

- Cnr Coldstream & River St Yamba
- Lakes Blvd Wooloweyah

MUSEUMS & ART GALLERIES

- Yamba Museum River St, Yamba 6646 1399
- Yamba Art Space Gallery 44a Wooli St, Yamba 0488 070 069
- Grafton Regional Gallery 158 Fitzroy St, Grafton 6642 3177
- Ferry Park Gallery Cnr Cameron & Pacific Hwy, Maclean 6645 3700
- Witzig Gallery 80 River Street, Maclean 66452804

Beaches

Located at the mouth of the Clarence River, our beautiful Yamba is surrounded by beaches with the famous Angourie surf break just down the road, giving residents and holiday makers no shortage of choice when it comes to sun, surf and sand.

CONVENT BEACH

Convent Beach is located inside Lover's Point and is a narrow 100m long beach. Access is from Ocean Street with street parking and a walking track from Pippi Beach corner. This beach is perfect to relax and unwind—but be mindful of high tide as water laps most of the sand area at this time.



WHITING BEACH

Whiting beach is a tranquil river beach beside the break wall. With parking, toilets and picnic tables provided right near the water's edge combined with the still water and clean sand, this beach is perfect for children and young families.

MAIN BEACH

This beach is popular with families due to the beach kiosk, surf club and great rock pool for those looking for a peaceful swim without waves. Well patrolled on weekends and during school holidays between September and Easter this beach is a safe area for families.



TURNERS BEACH

Turner's Beach is a popular swimming and surfing beach patrolled during the holiday seasons. It is ideally located between the South Break Wall (a popular fishing spot) and the lighthouse headland.



PIPPI BEACH

Pippi Beach is an idyllic location to soak up the sun and enjoy the crashing waves of the Pacific Ocean. It is a popular surfing beach and is patrolled by the local surf club in season. Fishing off the rock shelf on the northern end at Lover's Point and the southern end at Flat Rock is popular for locals and visitors alike.

SPOOKY BEACH (Angourie)

Spooky Beach is only a short drive from Yamba. This beach is beautiful, fun and accessible. Around 400m long, it can be found south of Green Point, in the small town of Angourie.



Takeaways/cafes

BEAN SCENE

8 Yamba St, Yamba 6646 2619

BEACHWOOD CAFE

22 High St, Yamba 6646 9781

BITE RITE

Uki St, Yamba 6646 1600

BAK'D HOTBREAD

7 Yamba St, Yamba 6646 8120

BRGR SPOT

2/15 Clarence St, Yamba 6646 1481

BOWEN'S DELICATESSEN / BOWEN'S BURGERS

Yamba Shopping Fair 6646 9090

CAFE MARINA

3 Yamba Rd, Yamba 6646 3311

CAPERBERRY CAFE

25 Yamba St, Yamba 6646 2322

CLARENCE RIVER FISHERMAN'S CO-OP

15 Yamba Rd, Yamba 6646 2099

DOLPHIN SHACK

2/21-35 Yamba Rd, Yamba 6646 2416

DOMINO'S PIZZA

Yamba Shopping Fair 6646 9133

DRIFT CAFÉ

1/29 Yamba Street, Yamba 0419 972 166

DUNES CAFE

Yamba Shopping Fair, Treelands Dr, Yamba 6646 9777

GATHER

3/14-15 Clarence St, Yamba 0458 767 615

GOOD DAYS

19 Yamba Street, Yamba 0410 582 793

LANEWAY

LUNCHBOX ESPRESSO 3/18 Coldstream St Yamba 6646 1634

LATITUDE 29

Cnr Yamba & Coldstream St, Yamba

6646 3909

McDONALD'S

7 Treelands Drive, Yamba 6645 8312

NOODLE PARADISE

Yamba Fair 6646 8858

NORFOLK BISTRO

(Bowling Club)

44 Wooli St, Yamba 6646 2305

ONE FINE CUP

Shop 5/84 Yamba Rd, Yamba 6646 8882

PINEWOOD CORNER

1 Yamba St Yamba 6646 8665

SEAFIRE

(Golf Club) River St, Yamba

6646 9560 SUBWAY

Yamba Shopping Fair 6646 3393

00100070

THE BAKE HOUSE 24 Coldstream St, Yamba 6646 2091

THE KIOSK

Yamba Surf Club, Yamba 0404 646 565

THE PIE SHOP

31 Coldstream Street, Yamba 0431 530 733

THE SANDBAR

30 Clarence St, Yamba 6646 1425

VERANDAH CAFE

(Angourie Rainforest Resort) 166 Angourie Rd, Yamba 6646 8600

WISHBONE YAMBA

2/4 Yamba St, Yamba 5629 8011

YAMBA'S FISHO

23 Yamba St, Yamba 6646 2545

YAMBA SHORES TAVERN BISTRO

64 The Mainbrace, Yamba 6646 1888

YUM YUM ANGOURIE STORE

29 Coldstream St, Yamba 6646 2467

Restaurants

BARBARESCO

15 The Crescent, Angourie 6646 3745

BRGR SPOT

2/15 Clarence St, Yamba 6646 1481

CLARENCE KITCHEN

*(Yamba Shores Tavern)*64 The Mainbrace, Yamba
6646 1888

CUNJEVOI

(Angourie Rainforest Resort) 166 Angourie Rd, Yamba 6646 8600

DRIFT PIZZA BY NIGHT

1/29 Yamba Street, Yamba 0419 972 166

FUSION ON THE HILL

6 Clarence St, Yamba

ITALIAN ON THE HILL 16 Clarence St, Yamba

6645 8286

KARRIKIN YAMBA

27 Coldstream St, Yamba 0401 471 202

MONA'S THAI KITCHEN

3/5 Yamba St, Yamba 6646 1333

PARADISO RESTAURANT

10 Clarence St, Yamba 0435 194 834

SANDBAR

30 Clarence St, Yamba 6646 1425

${\tt SASSAFRAS\,PASTA\&\,PIZZA}$

16 Coldstream St, Yamba 6646 1011

SEAFIRE RESTAURANT

(Golf Club)

River St, Yamba 6646 2104

SWEET N SPICY

28B Yamba St Yamba 0409 027 301

THE MEXICAN

25 Coldstream St, Yamba 6646 8259

THAI PAYU 20 High St, Yamba 6646 9156

TOM'S SEAFOOD CHINESE

RESTAURANT 3/4 15 Clarence St, Yamba 6646 2918

WOOBLY CHOOK

26 Coldstream St, Yamba 6646 3997

YAMBA CHINESE

RESTAURANT 84 Yamba Rd, Yamba 6646 1461

Watering holes

HARWOOD ISLAND HOTEL

56 Morpeth St, Harwood 6646 4223

PACIFIC HOTEL

18 Pilot St, Yamba 6646 2466

SANCTUS BREWING CO 5 Re Rd, Townsend

6645 1530 WOOBLY CHOOK

26 Coldstream St, Yamba 6645 8775 YAMBA BOWLING

& RECREATION CLUB 44 Wooli St, Yamba

6646 2305 YAMBA GOLF

& COUNTRY CLUB River St, Yamba 6646 2104

YAMBA SHORES TAVERN

The Mainbrace, Yamba 6646 1888



Why you need a local holiday management specialist

IT'S IMPORTANT WHEN choosing a holiday manager for your holiday property that you choose wisely. The advantage of using a local area agent who specialises in the local area will translate into more income for you and better protection of your asset.

Here at Yamba Accommodation Centre (partnered with First National Yamba) our dedicated holiday team are conversant with all aspects of holiday management with our holiday properties enjoying some of the highest occupancy rates in the area. As part of our holiday portfolio, your property has the potential to become one of the premier holiday homes in the area.

Our substantial online presence, professional holiday focussed photos and user-friendly website, backed up by our experienced on-call holiday

team who know each property intimately, is the key to happy, returning guests—which is crucial to income generation for your property! Our local area knowledge and the passion of our holiday team is contagious and this flows through to our holiday guests who enjoy a great experience from the time of booking through to the ultimate holiday experience!

While guest experience is of the utmost importance, so is the protection of your asset. By being on the ground and in the local area, we're able to ensure superior cleanliness, presentation and general upkeep of all of our holiday properties.

From bookings, payments, guest requests, cleaning and everything in between, our holiday team are available 24 hours a day, 365 days a year. Being part of a licensed real estate agency all booking tariffs are

held safely in our trust account pending disbursement to our owners, offering reassurance and peace of mind to our owners and guests.

We hear it often from guests that they prefer to book through a professional holiday rental management company knowing that there is always someone available should they need assistance along with security in the knowledge that the property will be clean, maintained—and actually exists!

Most of our loyal, local housekeepers have been with us for many years and are a large part of our winning team. We believe that our housekeepers are the backbone of our holiday team and are a major key to creating a great guest experience. Our housekeepers are provided with comprehensive training and have an all-encompassing housekeeping checklist

to ensure each property is presented to the highest standard, every time.

Our management team live and breathe holiday rentals. By investing in the best staff, the most update to date booking systems, a high quality website and focusing on efficient processes and procedures, we can ensure that your holiday property enjoys optimal returns. From our main website, we also feed to many of the booking portals to ensure maximum exposure and, hence, bookings for your property.

With over 80+ combined years in hospitality / holiday rental experience, the team at *Yamba Accommodation Centre* understand the business. Our wealth of experience allows our dedicated holiday team to be solely focussed on your asset.

Pricing and placing your holiday property competitively in

the local holiday market is imperative for maximum returns; and it's ever evolving. Our team continually studies the local and international holiday market and adjusts tariffs and guest expectations to ensure your property remains competitive.

We do more than manage holiday properties—we're hosts ensuring guests feel at home, in your home. With our connection to the local area, we can offer advice to guests on the best experiences the area has to offer.

So much of our daily lives are now being outsourced and controlled remotely. Our owners and guests are important to us and we pride ourselves on providing a personal touch that has become rare in today's world.



Local events....

| Sat 1 Jan 22 | All day | BROOMS HEAD FAMILY FUN DAY Brooms Head Beach, Ocean Road, Brooms Head Entry – Gold Coin Donation |
|---|-------------|---|
| Sat 1 Jan 22 | 4pm-8pm | ROTARY CLUB YAMBA TWILIGHT STREET MARKETS Ford Park, River Street, Yamba Entry – Gold Coin Donation |
| Sat 9 Jan 22 | 9am-12pm | ROTARY CLUB OF YAMBA'S ANNUAL FAMILY FUN DAY Main Beach, Yamba Entry – \$5 per family |
| Wednesdays | 6:30am-11am | YAMBA FARMERS AND PRODUCERS MARKET Whiting Beach Carpark, Yamba Held weekly – FREE ENTRY yambafarmersandproducersmarket.com |
| Sun 26 Dec 21 Sun 23 Jan 22 Sun 27 Feb 22 | 9am-2pm | YAMBA RIVER MARKETS Ford Park, River Street, Yamba Held the 4th Sunday of each month – FREE ENTRY |

Check websites for event changes or cancellations

yambarivermarkets.com.au



We Put You First in action

SELLING IN YAMBA and moving to Sydney is not a task to be undertaken lightly, especially with the kind of stock shortages Sydney has experienced of late. Despite this, that's what Colleen was set on doing and after listing with David Lovell and his Sales Team at *First National Yamba*, Colleen got lucky!

But that's not how the story starts. You see, after 30+ years in her immaculate Yamba Road home, Colleen decided it was time to move closer to family in Sydney. She listed with an independent agent earlier in the year, who showed her home to just four buyers in four months. Yes, you read correctly—four buyers in four months, in a market like this!

Clearly frustrated by the experience, Colleen made the decision to list her home for auction with First National Yamba, who recommended our Performance Partner, Openn Negotiation, as the method of sale. Throughout her 5-week campaign, regional lockdowns and border restrictions threatened to wreak havoc with the result. In the final days of the marketing campaign, a market evidenced reserve was set and when the bidding was over, the hammer fell at \$2.125 million, smashing the ball out of the park and setting a new record for a Yamba Road home! Colleen was beside herself with joy, but the reality was, she would soon be homeless.

Meanwhile, in the last days of her auction campaign, salesperson Eddie Quispe of *First National Hills Direct* in Sydney had just listed a house that Colleen liked the look of, a lot. Better still, it was located in the very same street where her son, daughter-in-law and grandchildren currently live. Perfect; no pressure at all...

So, with urgency at the top of David's mind, as the ink was drying on Colleen's contract of sale, there was only one thing to do. Davidjumped on the phone to First National Hills Direct salesperson, Eddie Quispe, negotiated the purchase on Colleen's behalf, and even made arrangements for some of the deposit being held in trust on the sale of her home to be released to First National Hills Direct, so Colleen didn't need to find the cash for her deposit. Colleen couldn't be happier with the result, her family are equally thrilled, and the First National family can hold its head high for a job well done.

We understand that moving home (near or far) is an exciting time, but it can be very stressful. However, with the connections and networking we have around Australia (leveraged with David's position as *First National Real Estate's* Chairman), *First National Yamba* can and will make your relocation as seamless as possible. Call our Sales Team today, so they can 'Put You First' just like they did for Colleen.









































Just some of First National Yamba's 2021 Sold Gallery









































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your property here in 2022







