



Where do I start with all that has happened since my last newsletter Spring 2025? On a personal note I am saddened to say my wife Irena passed away three months ago. She had a very aggressive gastric cancer that was finally discovered in February after much waiting, testing and retesting. Many that have been in a similar situation will appreciate the cycle of hope and disappointment that follows. We did everything to fight it under specialist care at Chris O'Brien Lifehouse, a part of Royal North Shore hospital, Camperdown. After a tough and frustrating battle there was no more that could be done. Our family have lost our rock, I have lost my much loved wife, best friend and business partner. Irena was an integral part of our growth over 18 years. As testimony to how much respect and love there was for Irena her funeral was attended by many past staff and clients of Reece Realty.

In Irena's honour I will be doing a 28km walk in Sydney called the 7 Bridges Walk. I will be donating \$500.00 from my portion of commissions from all Reece Realty sales and listings from September through to November (this will not financially affect anyone else throughout the normal sales process). If you would like to show support see the link to my facebook donations page below. It would be greatly appreciated by many.

www.7bridgeswalk.com.au/fundraisers/AllenReece/7-bridges-2026

Time stops for no one and Reece Realty has been consistently busy under Melissa's guidance. The property management team have continued to grow with new landlords requesting our services. A couple of long term team members have moved onto new career paths, which has created new opportunities for others within our office. We've also taken on and nurtured many new trainees. We are exceptionally proud of our team retention rates. More members stay on average over five years and 25% of our current team are near 10 years plus. Some have started with traineeships, progressing from reception on to other roles within our office. This is a true indicator of great inhouse dynamics and a continual and broad education across this entire industry.



2026 in Review

Allen Reece
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Property Outlook

You may have heard about recent Anti Money Laundering (AML) government regulations imposed on real estate offices in July 2026. We have already implemented them into our everyday systems where necessary.

What is AML and what does it mean for you? In its basic form we as a Real Estate Business must now check that sellers and buyers are not using property as a money laundering tool. There are security measures we must comply with by law, so please be patient. We appreciate it can be very invasive when someone you hardly know requests a copy of identification papers and asks questions regarding your finances. There are various levels of compliance and we will adhere to strict privacy constraints with the information we request.

The number ONE question for every property owner, whether family home or investment property, is always ‘What is my property worth *now*’. If you have no intention of selling there’s obviously no issue, you can’t change the market so it’s not worth worrying about until you need to sell. Given time markets eventually level. Having experienced many ups and downs in real estate, for a range of reasons, has shown that understanding relativity in markets is important. Buy and sell in the same market and it’s all relative.

East Coast New South Wales Property Market Indicators - Houses

Month in review | August 2026

Factor	Canberra	Central Coast	Coffs Harbour	Lismore	Byron Bay/ Ballina	Newcastle	Southern Highlands	Port Macquarie	Sydney
Rental Vacancy Situation	Shortage of available property relative to demand	Shortage of available property relative to demand	Shortage of available property relative to demand	Shortage of available property relative to demand	Shortage of available property relative to demand	Shortage of available property relative to demand	Shortage of available property relative to demand	Balanced market	Shortage of available property relative to demand
Rental Vacancy Trend	Tightening	Steady	Tightening	Tightening	Steady	Steady	Steady	Steady	Steady
Demand for New Homes	Stong	Fair	Fair	Fair	Fair	Fair	Fair	Fair	Fair
Trend in New House Construction	Declining	Steady	Steady	Steady	Steady	Steady	Steady	Steady	Declining
Volume of House Sales	Steady	Steady	Steady	Steady	Steady	Increasing	Steady	Increasing	Declining
Stage of Property Cycle	Approaching peak of market	Start of recovery	Starting to decline	Peak of market	Bottom of market	Rising market	Bottom of market	Approaching peak of market	Declining market
Are New Sold at Prices Exceeding Their Potential Resale Value	Almost never	Occasionally	Almost never	Almost never	Almost never	Occasionally	Frequently	Occasionally	Occasionally

Herron Todd White’s Month in Review graph shows August 2026 variations in property markets that are geographically quite close.

Red entries indicate change from previous month to a higher risk-rating

Blue entries indicate change from previous month to a lower risk-rating

If you’re an investor selling, my advice is to speak with your accountant and turn off ‘doom and gloom’ blogs on your smart phone. Each situation is going to be unique to your long term investment strategy. You may find the math surprising.

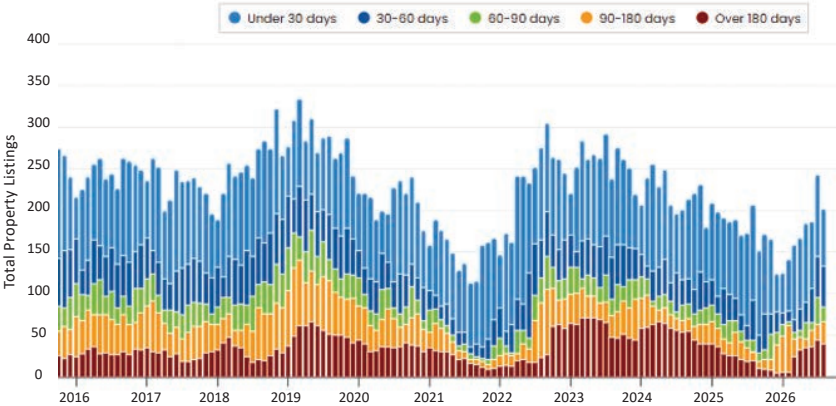
If you’re downsizing, selling an estate, changing location or selling for any personal reason, then look at the market sensibly. What are similar properties selling for (not what they’re advertised for). I am happy to have an obligation free conversation with you about your home, no pressure. I will honestly lay out the facts as I see them for you, even if it’s not what you expect to hear. Integrity and transparency above all builds better trust and more honest negotiation, which is more important to me for my business than aiming unrealistically high knowing there will inevitably be a quick downward adjustment. To sell or not sell, the decision will always be yours.

How much has the property market changed. It has definitely softened since February 2026 but some homes have still been selling at very good prices. I will only give local facts as that’s what’s relevant to you.

Generally, the shift this year has been 2-5% down from the list price, with some homes still achieving full price. As in most things, when selling is harder we as agents need to follow up buyers more. In simple terms we need to search further and harder for buyers. It’s taking longer than it has in the past but we always find them.

This graph from SQM Research shows more property coming onto the market recently but more are taking longer to sell. This tells us that price corrections are required to match the new market conditions.

TOTAL PROPERTY LISTINGS (& days on market) - Postcode 2287



Feature Property

33 Miller Street, MAYFIELD WEST \$940,000- \$1,020,000

This is a beautifully renovated 3 bedroom, 2 bathroom cottage in a sought after pocket. Filled with character, modern comfort and indoor-outdoor living. House sits forward on 509m2 block with vehicle access to rear. Move in ready or smart investment. Call Allen on 0409 814 400 for more details.



Recent Sales



2/38 Spruce Street,
NORTH LAMBTON



4 Ralph Street,
JESMOND



30 Cunningham Street,
BIRMINGHAM GARDENS



23 Catherine Street,
WARATAH WEST



79 Marsden Street,
SHORTLAND



5 Cressington Way,
WALLSEND

Selling Tips

If a property doesn't sell there is only one reason, it is overpriced. Yes, the easy selling market is over but many local properties are still transacting.

Here are some tips achieve best price in this market:

1. Get a pest and building report before you list
2. If finances allow, fix the issues raised in the report
3. If finances don't allow, make the report available, allowing price adjustment negotiations if buyers ask. As your agent I am working to achieve your best result. I will personally investigate items requested for negotiation before we accept.
4. Keep the house tidy, do lawns weekly.
5. Certain homes can be staged, most have people living in them so this is not always possible.
6. This is the important one...if you think it needs doing, like a paint touch up, bathroom ceiling flaking etc, it generally needs doing.
7. Any mould, clean it. Vinegar and water in a spray bottle is a good starting point.

As your agent I am happy to do a walk through and make suggestions.



If you're wanting to sell your home or investment, call Allen on 0409 814 400, Reece Realty office on 4950 2025 or email sales@reecerealty.com.au. I have 25 years of local real estate knowledge and experience, including opening my own office in 2008.

Disclaimer: All information contained herein is either opinion or gathered from sources we deem to be reliable. However, we cannot guarantee its accuracy and interested persons should rely on their own enquiries.



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