



## NOVEMBER NEWSLETTER

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### **Devwest launches into Burswood**

Detailed analysis of local property sales by SMR is ensuring the best possible outcome for Perth developer Devwest, as it prepares to release its new apartment complex at Goodwood Parade, Burswood.

SMR's Landgate Sales Analysis Service, lead by Senior Market Research Consultant Beth Dungey, works to uncover valuable trends, which then guide the final design and pricing for both apartments and vacant land.

As part of this process, Beth analyses a variety of data including popular block and apartment sizes, price per square metre, return on investment, resale volumes as well as other factors that can influence price such as views and proximity to shopping precincts.

Conclusions drawn from the recent apartment sales analysis will provide Devwest and its real estate agents a scientific edge, when setting their pricing strategy.

Chad Ferguson, Devwest Executive Director, said the Goodwood Parade project was the second time the company had engaged SMR's Landgate Sales Analysis Service, having used it previously for a residential apartment complex in McHenry Lane, Nedlands.

"This is an invaluable resource that, alongside our real estate agents, ensures a successful launch," Mr Ferguson said.

"With SMR's input we have been able to realise the true value of this unique project."

Devwest has been developing apartments and other mixed-used developments in the western suburbs of Perth for the past 14 years.

The company plans to expand into the retail sector in 2011 and is working on a variety of sites including Geraldton, Scarborough and Fremantle.

SMR recently completed the company's new corporate website which is located at [www.devwest.com.au](http://www.devwest.com.au)