

Feature Agent

With a strong background in sales and communication and national awards for her incredible achievements in real estate, Christine Miller has a lot to be proud of.

When she started Ocean Homes Christine created a set of values that underpins her business – one of these is the outstanding service she provides her clients with, making it a priority to get to know each one.

Her testimonials speak volumes about this deeply personable businesswoman with a clear point of difference. Buying and selling property is an emotional experience and Christine's unwavering support allows both her vendors and buyers to feel held throughout every step of the process.

Christine's other unique gift lies in her expertise in home decorating and presentation, which she acquired through 12 years of buying and flipping homes with her husband.

"Ocean Homes was born out of a genuine desire to assist people in the often overlooked aspect of styling – something that can easily change the entire outcome of a sale," she says. "As part of our service we offer property styling to our vendors to prepare their home in the best light."

While the negative impacts of COVID-19 upon many businesses are heartbreakingly real, the pandemic has had quite the opposite effect on real estate, sending prices in the Tweed and Byron Shires soaring.

“We have gone from being a sleepy little beach town to a vibrant and highly sought-after coastal location,” she says. “People who are lucky enough to make the permanent transition to working from home have been able to leave the cities and enjoy the coastal change they have always dreamed of.”

However, Christine claims that part of Pottsville’s charm is that it has managed to maintain the close community vibe now relished by both locals and visitors alike.

The downside of the region’s booming popularity is that there is no more land or approved developments so the current prices will likely hold firm. Christine envisages more growth yet to come, followed by a steady plateau in house prices that will remain for some time.

“They certainly will not go down!” she exclaims.

Having lived in the area for eight years herself, Christine sees first-hand every day what it is about this magical region that makes it so appealing to buyers.

“We have incredible school options, amazing surf beaches, estuaries, an abundance of thriving cafes and restaurants – and all within a 25-minute drive of both Byron Bay and the Gold Coast,” she marvels.

Yet, despite being a social hub for many singles and families in the area, its beautiful contradiction lies in the fact that you can still go for a stroll on the beach in the morning and not see another soul.

In 2019 Christine achieved the highest recorded sale in Koala Beach, prior to which no home in the estate had yet touched the \$1 million mark – Christine's property sold for \$1.4 million.

"We really do believe that this kick-started a boom in the area," she says.

Since then she has continued to achieve numerous street sales records and now another Seabreeze Estate record. But as a boutique agency, Christine remains humble, insisting it is all about quality over quantity for her and her sales team.

"When you list with us you are not just a number amongst many," she says. "We live and are involved in this community. We take our time to give you a personalised and memorable service – one where you get to witness fantastic end results!"

PROPERTY REPORT

In the past 12 months properties for sale within the wider region of Northern New South Wales, covering Byron Bay and Ballina, had a 29.5 per cent price increase.

Based on average capital gains, Pottsville alone has boasted a 9.4 per cent growth rate over a ten-year period.

The seaside town has seen 147 houses sold, with an average of 49 days on the market. The median sale price was \$1.1 million and the median rental price \$650 per week.

In addition to this, 61 units were sold in Pottsville in the past 12 months, with an average of 26 days on the market. These went for a median sale price of \$755k and generated a median rental price of \$575 per week.

With a large demographic of two-parent families (44.3 per cent), closely followed by childless couples (40.3 per cent), data from 2016 showed that 70.6 per cent of homes in Pottsville were owner-occupied.

With the average annual household income sitting at \$104k, the statistics are almost equal between those who own property with a mortgage (averaging \$2,100 per month) and those who own their home outright.

These encouraging sales figures are predicted to carry on through 2022 and beyond.

<https://www.propertyvalue.com.au/suburb/pottsville-2489-nsw>

<https://www.smartpropertyinvestment.com.au/data/nsw/2489/pottsville>