DWELLICIOUS
Agency logo placeholder · prepared by [Agent name] · 28 October 2026

LISTING UPDATE · CAMPAIGN REVIEW · DAY 20 · 28 OCTOBER 2026

Campaign Review

27 Riverbend Terrace, Bulimba

4 bed · 3 bath · 2 car · pool · 405 sqm · built 2014

CURRENT GUIDE	WHERE THE MARKET IS TRADING
$2.95m	$2.58m – $2.79m

SAMPLE REPORT · The address is fictional and buyer activity figures are illustrative. Market evidence from Stash Property as at 28 October 2026.

Day 20: your guide sits $0.16m above the market

LISTED
8 Oct 2026

DAYS ON MARKET
20 days
Suburb median 27

CURRENT GUIDE
Over $2.95m

METHOD
Private treaty

COMPARABLE SALES RANGE
$2.58m – $2.79m

GAP TO THE MARKET
+6%
Above the top of the range

Buyer activity so far (sample figures)

Measure	So far
Portal views	4,812
Enquiries	23
Inspections / groups through	14 groups
Second inspections	3
Offers received	1 ($2.62m)
Buyer price feedback	$2.55m to $2.70m

Most buyer interest arrives in the first two to three weeks. Portal searches filter by price, so a guide above $2.75m hides your home from buyers whose search tops out there. Most buyers for a 4-bed home in this pocket are working in the **$2.5m to $2.8m** bracket.

The market has shifted

Bulimba houses are taking longer to sell, and buyers have more choice every week.

DAYS ON MARKET
50 days
Recent sales (27 over the year)

HOMES FOR SALE
17
Houses listed now (4 over 60 days)

4-BED GROWTH
+2.3%
12 months (all houses +8.9%)

AUCTION CLEARANCE
51%
Bulimba houses, 12 months

SALES SINCE AUGUST
7

HOUSE MEDIAN
$2.20m

NEW IN 30 DAYS
9 of 17

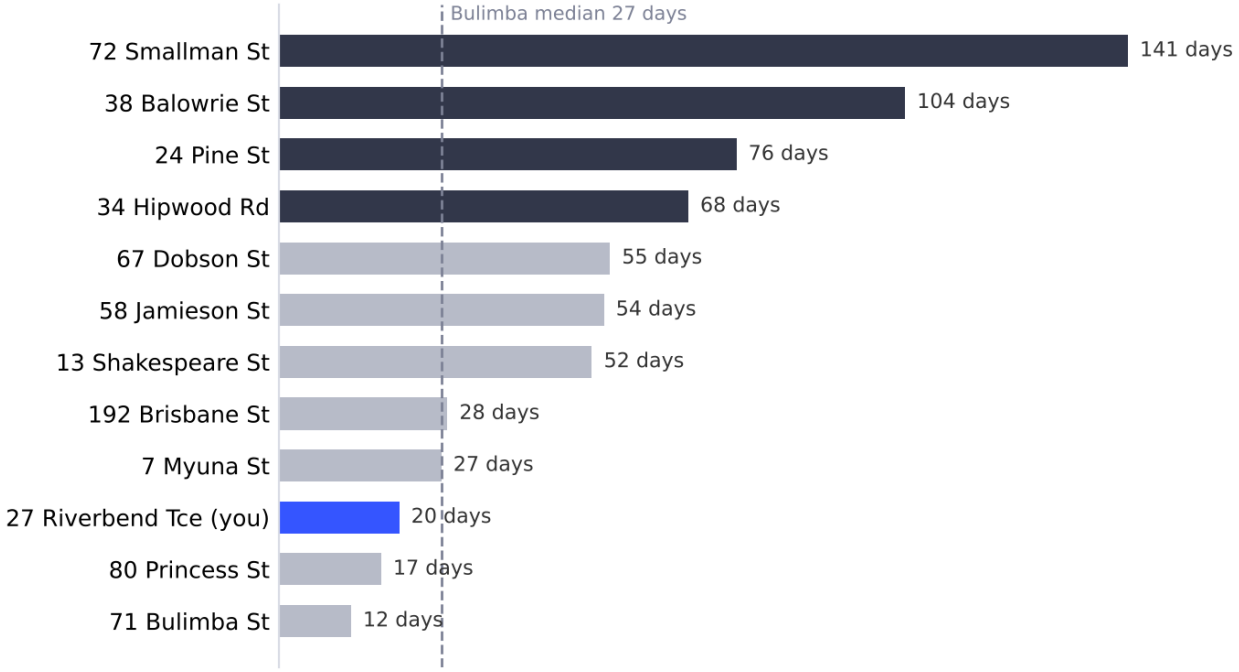
What it means for your campaign

- Bulimba houses are taking longer to sell. Recent sales needed a median of 50 days, against 27 days across the past year.
- There are 17 houses for sale, and 9 came on in the last 30 days, so buyers see fresh choice every week. Four have been listed for more than 60 days.
- Four-bedroom houses grew just 2.3% over 12 months, well behind the suburb's +8.9%, which larger homes drove.
- Pricing to today's market, rather than to last year's, is what gets a home sold.

Source: Stash Property (stashproperty.com.au), Bulimba house sales and listings, as at 28 October 2026.

Your competition

11 competing 4–5 bed homes within 1.5km. Six have passed an offers deadline or auction without selling.



Blue = your home · Navy = listed over 60 days · Dashed = Bulimba median

Address	Bd/Ba	Land	Days	Campaign so far	Guide now
72 Smallman St	5/2	556	141	Offers closing 29 Jun, unsold	For sale
38 Balowrie St	4/3	405	104	Auction, then $2.60m+	$2.58m
24 Pine St	4/3	560	76	Auction; offers over $2.60m	Auction
34 Hipwood Rd	4/2	433	68	By negotiation, now priced	From $2.90m
67 Dobson St	4/3	405	55	Was offers over $2.90m	$2.60m
58 Jamieson St	5/3	311	54	Offers by 5 Oct, unsold	For sale
13 Shakespeare St	5/4	587	52	Offers by 30 Sep, unsold	From $2.99m
192 Brisbane St	5/4	804	28	Offers closing 24 Oct, unsold	For sale
7 Myuna St	4/2	403	27	Offers by 19 Oct, unsold	Over $2.69m
80 Princess St	5/3	350	17	Offers by 4 Nov	Deadline
71 Bulimba St	5/3	405	12	Offers by 12 Nov	Deadline

All Bulimba except Balowrie St and Hipwood Rd (Hamilton), Dobson St (Ascot) and Myuna St (Balmoral). Days on market as at 28 October 2026.

Several larger Bulimba homes (5 bed, up to 804 sqm) are asking the same money as you. With them at the same price, buyers will choose the bigger home.

Homes buyers are comparing

These 4-bed homes are on the market at the same time as yours. Below them, three that sold quickly because they launched at the market price.

STILL ON THE MARKET · 4-BED HOMES NEARBY

Home	Specs	Days	Campaign
7 Myuna St, Balmoral	4 bed · 2 bath · 403 sqm · 2012	27	Deadline passed · now over $2.69m
67 Dobson St, Ascot	4 bed · 3 bath · 405 sqm	55	Was $2.90m, now $2.60m
38 Balowrie St, Hamilton	4 bed · 3 bath · 405 sqm	104	Auction, now $2.58m
34 Hipwood Rd, Hamilton	4 bed · 2 bath · 433 sqm	68	Now offers from $2.90m

PRICED RIGHT FROM DAY ONE · SOLD FAST

17 SHAKESPEARE ST · SOLD $3.10M
11 days

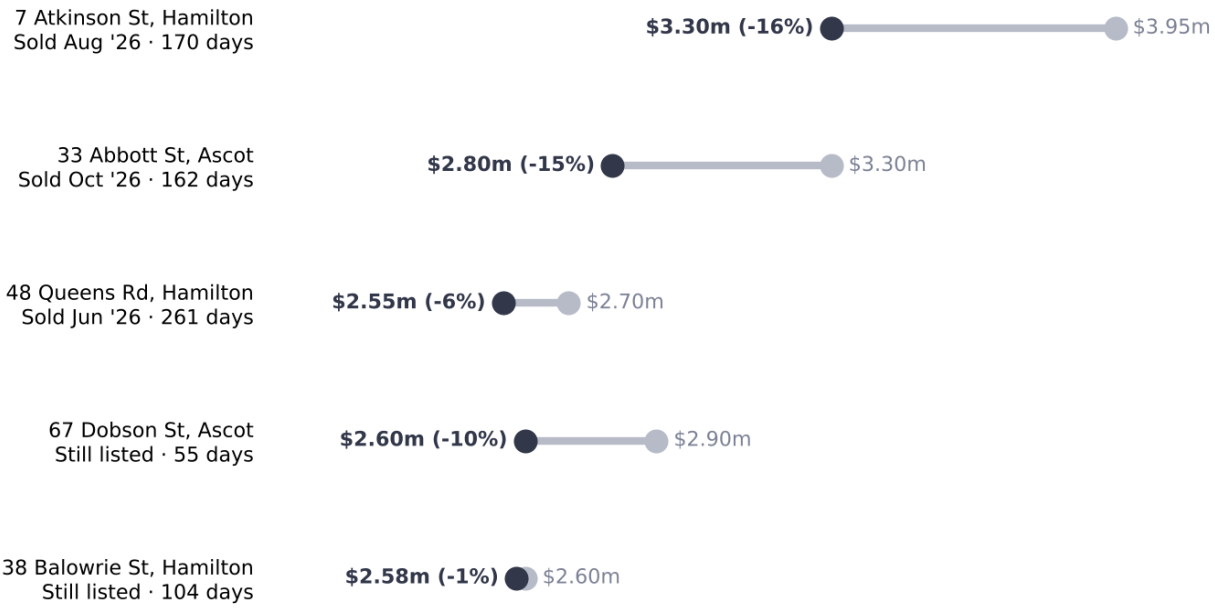
6 WORDSWORTH ST · SOLD $1.90M
24 days

68 PRINCESS ST · SOLD $2.17M
28 days

Photo cards placeholder. In live reports each home shows its Stash listing photo. This non-Canva version keeps the evidence in tables so it prints cleanly.

What recent campaigns tell us

Homes that started above the market sold 6–17% below their opening price, after five to nine months on the market.



Grey = first advertised price · Navy = sale price or current guide

Time is a cost too: 86 Brisbane St, a new 2023 build, took 235 days to sell, and 40 Bulimba St took 152.

By contrast: homes priced to the market at launch

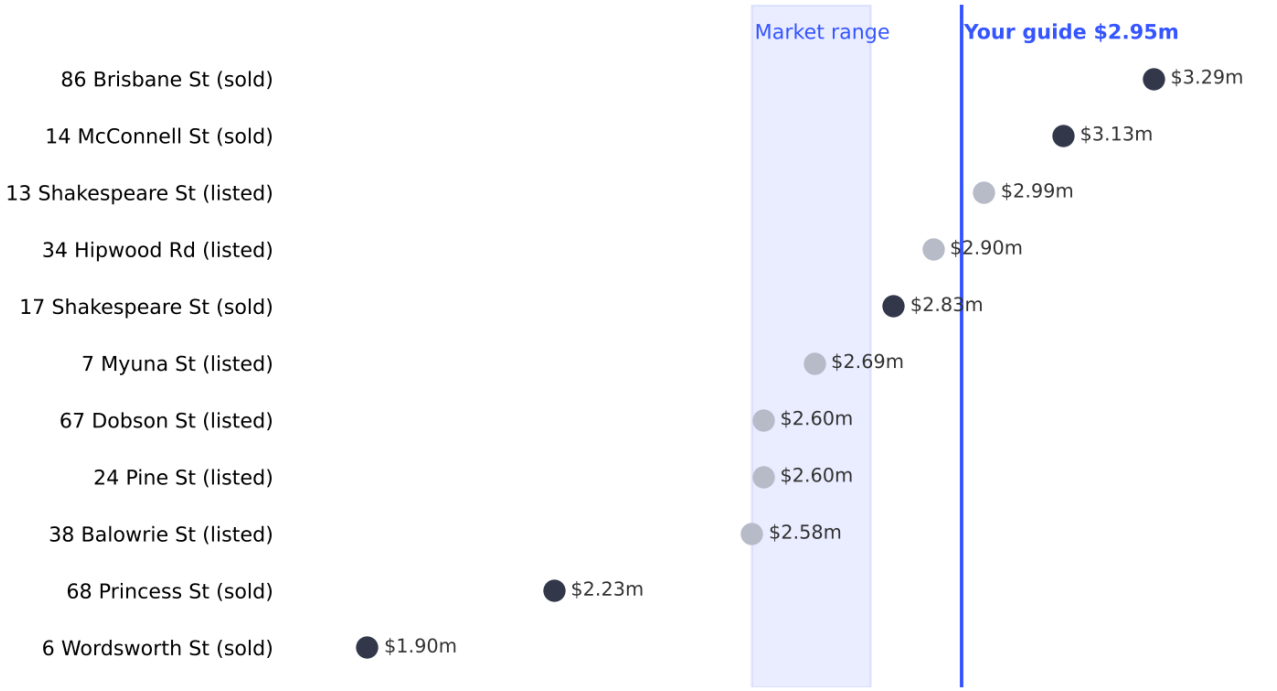
17 SHAKESPEARE ST · SOLD $3.10M	6 WORDSWORTH ST · SOLD $1.90M	68 PRINCESS ST · SOLD $2.17M
11 days	**24 days**	**28 days**

The pattern is consistent. A home priced in line with the market sells within a month. A home that starts high usually sells for less in the end, and takes months longer.

Where your price sits

Your guide is above every comparable sale except two larger, newer 5-bed homes, and above most competing listings.

BOTTOM OF THE MARKET RANGE	TOP OF THE MARKET RANGE	YOUR CURRENT GUIDE
$2.58m	**$2.79m**	**$2.95m**
		+6% above the top



Navy = recent sale, adjusted to your home's size, bathrooms and pool · Grey = competing asking price · Shaded = market range

RESALE CHECK · 7 MYUNA ST, BALMORAL

4 bed, 403 sqm, built 2012: the closest match to your home on the market. Sold for $2.61m in Aug 2025. Its offers deadline passed on 19 Oct without a sale, and it is now asking $2.69m, just 3% above its last sale.

+3%
in 14 months

Bulimba 4-bed houses grew 2.3% over 12 months, against 13.8% for 5-bed homes.

Options from here

There are three ways forward, and the decision is yours. Your agent will talk you through how each fits your timing and goals.

A · Hold the guide

Likely to run past 60 days, like the listings on page 4. Buyers start to ask why it hasn't sold, and the final price tends to come in lower.

B · Align to the market

Offers over $2.58m. Opens your home to buyers searching up to $2.75m, re-alerts portal watchers, and gives past inspectors a reason to return.

C · Set a date

Guide of $2.58m–$2.79m with a best-offers deadline 14–21 days out. Creates urgency while your reserve stays protected.

Recommended: B + C. Reaching the largest group of active buyers. At offers over $2.58m with a set date, your home sits alongside 38 Balowrie St and 67 Dobson St, and compares favourably: a newer 2014 build, a pool, and three bathrooms on the same 405 sqm.

Next steps

Once you've chosen a direction, we can refresh the campaign within 48 hours and have it in front of every active buyer this weekend.

This week

	Action	Who
1	Agree the refreshed guide and offers date	Vendor + agent
2	New lead photo (twilight, pool) and portal relaunch	Agent
3	Call every buyer who has enquired so far	Agent
4	Weekly update on enquiries, inspections and feedback	Agent

[Agent name] · [Mobile] · [Email]
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Sample report: the property address is fictional and buyer activity figures are illustrative. Market evidence from Stash Property (stashproperty.com.au), as at 28 October 2026. An indicative market review, not a formal valuation.