

Campaign Review

LISTING UPDATE · 28 OCTOBER 2026

27 Riverbend Terrace, Bulimba

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

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

Campaign snapshot

Day 20: your guide sits $0.16m above the top of the range where comparable homes are selling.

Campaign	
Listed	8 Oct 2026
Days on market	20 (Bulimba median: 27)
Method	Private treaty
Current guide	Offers over $2.95m
Comparable sales range	$2.58m – $2.79m (midpoint $2.66m)
Gap to the market	**+6% above the top of the range; +11% above the midpoint**

BUYER ACTIVITY SO FAR (SAMPLE FIGURES)

Measure	Result
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 of a campaign. Buyers searching portals filter by price, and 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 fresh choice every week.

50 days
Median days on market, recent sales (27 over the year)

17
Houses for sale now (4 listed over 60 days)

+2.3%
4-bed house growth, 12 months (all houses +8.9%)

51%
Bulimba house auction clearance, 12 months

Indicator	Now	Context
Days on market	50 days (sales since Aug)	27 days median across 12 months
Houses for sale	17 listed now	9 added in 30 days; 4 listed over 60 days
Sales	7 since August	98 house sales over 12 months
Price growth	4-bed +2.3% (12 months)	All houses +8.9%; 5-bed +13.8%
House median	$2.20m	12 months to Sep 2026
Auction clearance	51%	Bulimba houses, 12 months

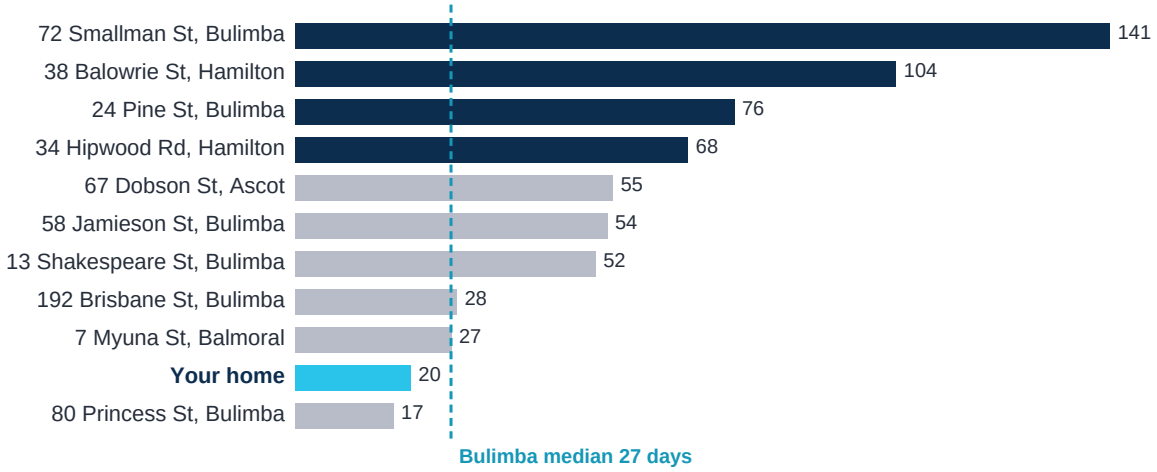
What it means for your campaign

Recent sales have 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-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 Oct 2026.

Your competition

11 competing 4–5 bed homes are listed within 1.5km. 6 have passed an offers deadline or auction without selling.



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

Several Bulimba homes larger than yours (5 bed, up to 804sqm) are on the market at or near your price. With them asking the same money, 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 nearby homes that sold quickly at the market price.



7 Myuna St, Balmoral

4 bed · 2 bath · 403sqm · built 2012

27 days · deadline passed, now $2.69m



67 Dobson St, Ascot

4 bed · 3 bath · 405sqm

55 days · was $2.90m, now $2.60m



38 Balowrie St, Hamilton

4 bed · 3 bath · 405sqm

104 days · auction, now $2.58m



34 Hipwood Rd, Hamilton

4 bed · 2 bath · 433sqm

68 days · now from $2.90m

PRICED RIGHT FROM DAY ONE



11 days

17 Shakespeare St · sold $3.10m



24 days

6 Wordsworth St · sold $1.90m



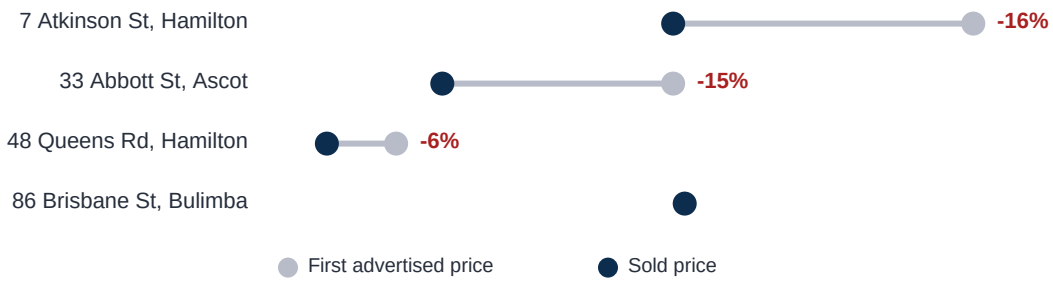
28 days

68 Princess St · sold $2.17m

Images are AI-generated for illustration; live reports use Stash listing photos. Days on market as at 28 Oct 2026.

What recent campaigns tell us

Homes that started above the market sold 6–17% below their opening price, after 5–9 months on the market.



Address	Bd/Ba	Land	Campaign	First	Result	Days
7 Atkinson St, Hamilton	4/3	401	Withdrawn at $3.95m after 112 days; relisted at $3.65m	$3.95m	$3.30m Aug ’26	**170**
33 Abbott St, Ascot	4/2	572	Auction, then priced at $3.299m	$3.30m	$2.80m Oct ’26	**162**
48 Queens Rd, Hamilton	5/3	637	Two withdrawn campaigns; third at $2.70m	$2.70m	$2.55m Jun ’26	**261**
86 Brisbane St, Bulimba	5/3	450	New build; passed in at auction Nov ’25	–	$3.33m Jun ’26	**235**

By contrast: homes priced to the market at launch

11 days
17 Shakespeare St · sold $3.10m

24 days
6 Wordsworth St · sold $1.90m

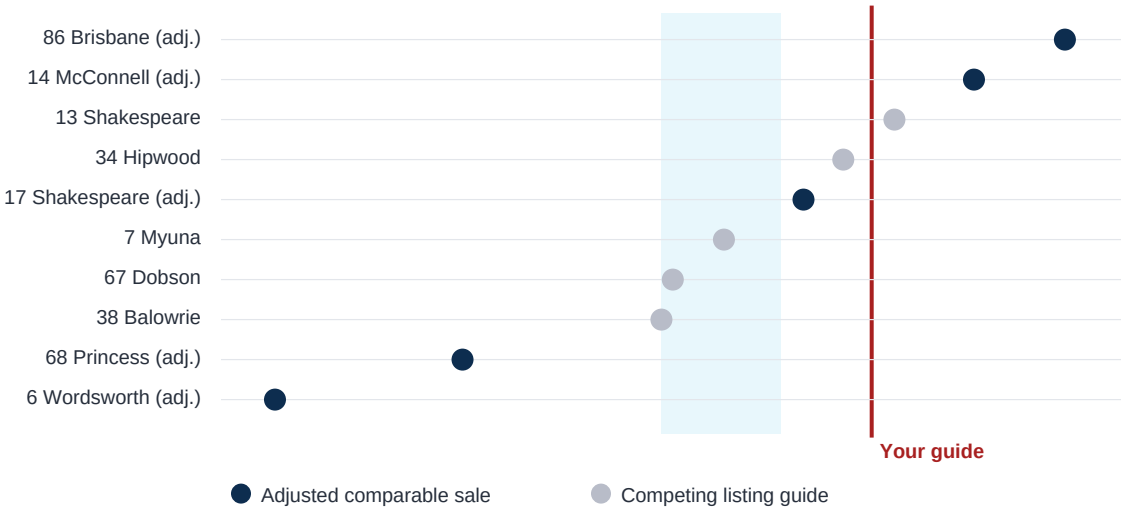
28 days
68 Princess St · sold $2.17m

The pattern is consistent: a home priced in line with the market from day one 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 sits above every adjusted comparable sale except two larger, newer 5-bed homes, and above most competing listings.

RANGE BOTTOM	RANGE TOP	YOUR GUIDE
$2.58m	**$2.79m**	**$2.95m (+6%)**



Recent sales are adjusted to your home's size, bathrooms, parking and pool. The two sales above your guide are 5-bed homes of 332–415sqm floor area; yours is 206sqm.

+3% in 14 months

7 Myuna St, Balmoral: the closest match on the market

4 bed, 403sqm, built 2012. Sold for $2.61m in Aug '25. Its best-offers deadline on 19 Oct passed without a sale, and it is now asking $2.69m, only 3% above its last sale.

Over the past 12 months, Bulimba 4-bed houses rose just 2.3%, while 5-beds rose 13.8%. The market is rewarding size, and a 4-bed home's price has to reflect that.

Options from here

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

A · Hold the current guide

WHAT IT INVOLVES

Keep offers over $2.95m and continue the campaign.

LIKELY OUTCOME

On current evidence, the campaign is likely to run past 60 days, like the competing listings. Buyers start to ask why it hasn't sold, and the final price tends to come in lower.

B · Align the guide to the market

WHAT IT INVOLVES

Move the guide to offers over $2.58m, inside the range where comparable homes sell.

LIKELY OUTCOME

Opens the home to buyers searching up to $2.75m, re-alerts portal watchers, and gives buyers already in the market a reason to inspect again.

C · Set a date: best offers by

WHAT IT INVOLVES

Keep the guide at $2.58m–$2.79m and set a best-offers deadline 14–21 days out.

LIKELY OUTCOME

Creates urgency and lets buyers compete. Your reserve stays protected: no offer has to be accepted.



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

- Agree the refreshed guide and offers date
- Refresh the lead image (pool, twilight) and relaunch the portal listing
- Call every buyer who has enquired so far and invite them back
- Weekly report on enquiries, inspections and buyer price feedback

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The property address is fictional and images are AI-generated for illustration. Market evidence from Stash Property (stashproperty.com.au), as at 28 Oct 2026. An indicative market review, not a formal valuation.