

GEORGE

real estate



The Ultimate Noosa Hinterland
Real Estate Buying and Selling Guide

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FREE copy



Issue #1

Photo: Mayan Farm by www.lifeunhurried.com

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First impressions matter! Style your home for maximum appeal and buyer attraction.

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FREE copy of
issue 1



Meet the team

As long-time locals of Noosa and the Hinterland, we don't just work here—we live and breathe this community. Building genuine connections is at the heart of what we do, ensuring trust from day one.

With expert advice and a keen eye for presentation, we help you maximise your property's potential because first impressions count. Our approach is hands-on, proactive, and refreshingly transparent - always putting your needs first to get the best results, fast!



Brian George

Director & Sales Agent | 0423 475 914

Brian is the go-to expert for legal and statistical matters in real estate, known for his precision and ability to simplify complex concepts. Whether analyzing contracts, market trends, or key data points, he ensures every detail is handled with care. His clarity and strategic mindset make him an invaluable member of the George Team - and his sharp wit and sense of humor keep everyone laughing, making the workday a little brighter for everyone around him.



Carlene George

Director & Sales Agent | 0402 733 906

With a background in Design and Technology and a Bachelor's Degree to match, Carlene's passion naturally led her to property styling and interior design. Her expertise has played a key role in transforming 100's of properties in the stunning Noosa Hinterland, making homes shine and sellers smile. Carlene is a people person and understands the most valuable thing to have as an agent is clear and consistent communication.



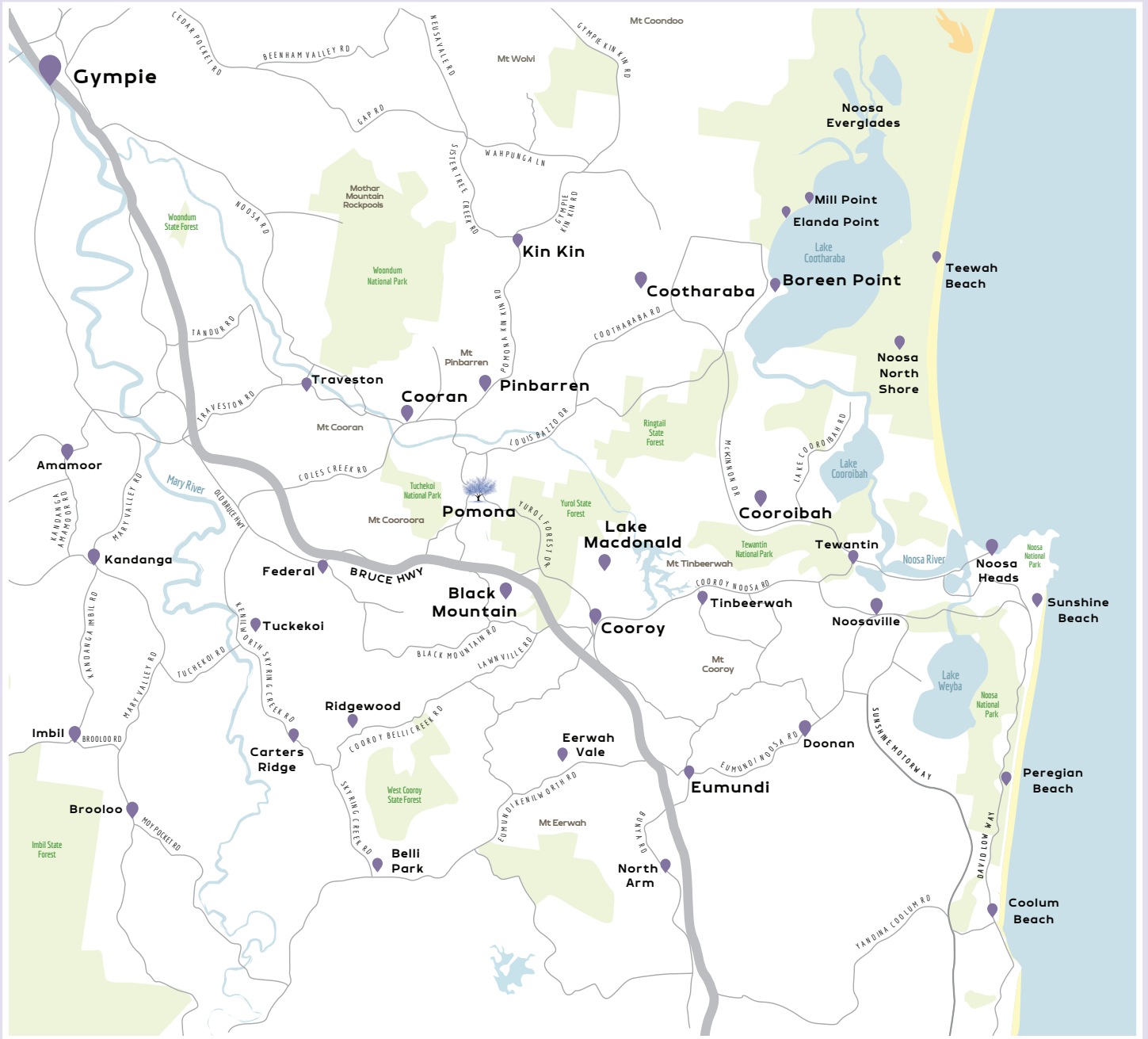
Tam Wilkins

Sales Agent | 0412 447 299

After winning The Block in 2020 with her husband Jimmy, Tam's passion for design and architecture only grew. With a wealth of industry knowledge, a real estate license, and hands-on renovation experience, she offers a one-of-a-kind skill set. Her fresh perspective and commitment to excellence ensures every client gets top-tier care - making your property journey truly stand out.

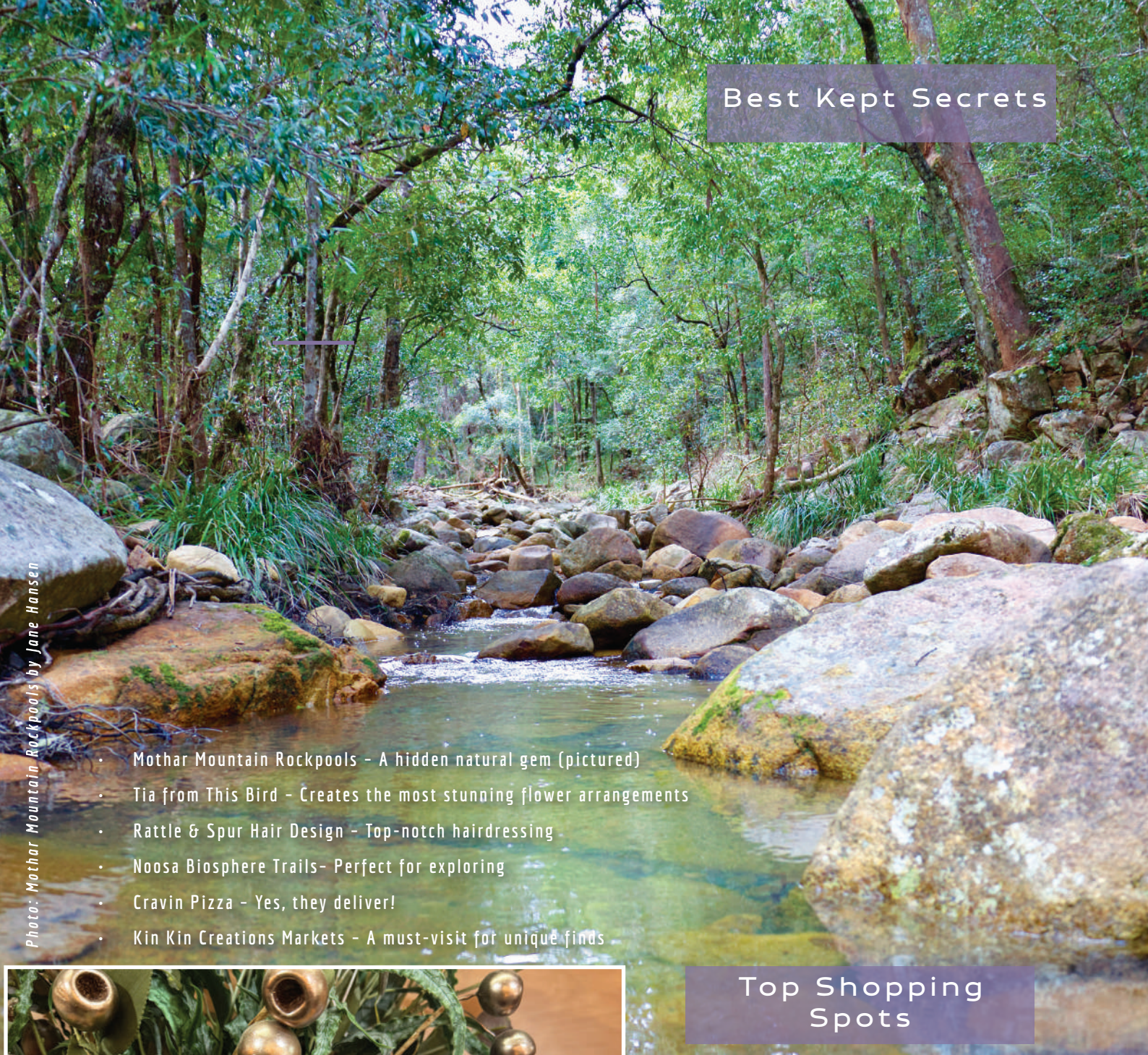
Places we love

Our Hinterland & Noosa Favourites



George Real Estate specialises in selling properties across the stunning Noosa hinterland, from the charming market town of Eumundi to the vibrant regional hub Gympie. Our expertise spans a diverse range of properties, from modern townhouses ideal for investors and downsizers to expansive acreage estates perfect for those seeking space and serenity.

With a deep understanding of the local market and commitment to exceptional service, we help buyers and sellers navigate the property journey with confidence. Whether you're looking for a cozy retreat or a sprawling rural haven, George Real Estate is your trusted partner in the Hinterland.



Best Kept Secrets

Photo: Mothar Mountain Rockpools by Jane Hansen

- Mothar Mountain Rockpools - A hidden natural gem (pictured)
- Tia from This Bird - Creates the most stunning flower arrangements
- Rattle & Spur Hair Design - Top-notch hairdressing
- Noosa Biosphere Trails- Perfect for exploring
- Cravin Pizza - Yes, they deliver!
- Kin Kin Creations Markets - A must-visit for unique finds

Top Shopping Spots

Carlene's Picks:

- Natives R Us, Cooran - For beautiful plants
- Thrifter Noosa - Incredible second hand & vintage finds
- Pomona News - Great for gifts (pictured)

Tam's Picks:

- El Badi Noosa- Unique homewares & vintage clothing
- Galah Home, Cooroy - Beautiful home decor
- Palmira Interiors, Gympie - Stylish interiors

Brian's Pick:

- Gympie Bunnings - Because... who doesn't love a weekend Bunnings trip?
- The Shed, Cooroy - Hidden gems



Pomona News

1

Locals we love

Our Pomona & Surrounds Favourites



Best Eats & Drinks

Carlene's Picks:

- Karaage Chicken Burger & Mango Matcha - Fika
- Tofu Teriyaki - Ichimi Japanese (*Pomona Village Kitchen*)
- Gelato - Cooroy Harvest Fresh
- Vegemite Scroll - Rick's Bakery, Noosaville

Tam's Picks:

- Pomona Chicken - The Servo
- Vegetarian Spring Rolls - Dhom's Kitchen, Pomona Country Markets (Saturdays)
- Best Coffee - Drippomo, Pomona
- Cheese & Bacon Pie - Pomona Bakery

Brian's Pick:

- Mushroom & Haloumi Burger - Trail 518
- Pumpkin Bread (Saturdays only) - Pomona Bakery
- Anything from Signature Sourdough - Pomona Country Markets (Saturdays)
- Miso Yum - Kybong Service Centre

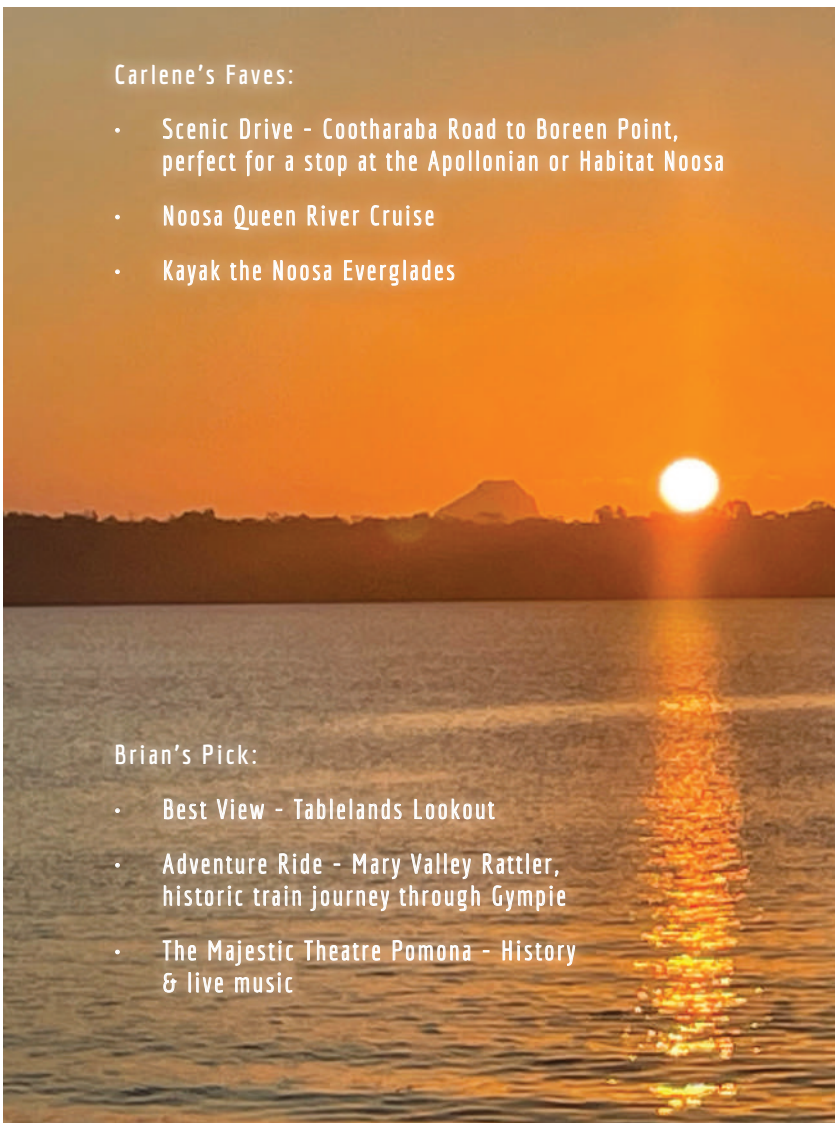




Must See & Do

Tam's Faves:

- Staycation Spot - Mayan Farm, Kin Kin (as pictured on front cover)
- Great Vibes - Pomona Distillery
- Relaxing Spot - Gympie Terrace, sitting on the grass near The Boathouse



Carlene's Faves:

- Scenic Drive - Cootharaba Road to Boreen Point, perfect for a stop at the Apollonian or Habitat Noosa
- Noosa Queen River Cruise
- Kayak the Noosa Everglades

Brian's Pick:

- Best View - Tablelands Lookout
- Adventure Ride - Mary Valley Rattler, historic train journey through Gympie
- The Majestic Theatre Pomona - History & live music



“

*Owning a home is a
keystone of wealth...both
financial affluence &
emotional security.*

Suze Orman



4 Brushbox Place, Sold \$1,280,000

2

Buying Your Home

Steps to turn your home buying dream....into reality.

Getting your foot on the property ladder isn't a walk in the park - it involves a lot of planning and effort to get the best deal possible. Your home is the biggest investment you will ever make in your life, so it's important you start things right.

THE BIG QUESTION IS...

Where do you stand?

Whether you're a first home buyer or looking to make a wise investment for your portfolio, don't undertake the homeownership process without doing your due diligence first!

That's why we've put together a step-by-step guide to help you navigate buying a home. From finding the perfect location to suit all your needs to getting pre-approval and moving in, we've got your back!

Research & Planning

Define your home buying goals

Finance & Pre-Approval

Take the correct steps to secure your finances

Inspections

What to watch for at Open Homes

Buying

Familiarise yourself with the process of making offers, multiple offer situations, auction rules and legal processes

Moving & Settling In

Get organised to make moving will be a breeze



Research & Planning

Define your home buying goals

Once you've decided to buy a home, start your search online. Websites like [realestate.com.au](https://www.realestate.com.au) and [domain.com.au](https://www.domain.com.au) list most properties and allow you to set alerts for homes that match your criteria.

It's also helpful to connect with local agents in your target suburbs. Subscribe to their mailing lists and ask to be notified about new and off-market properties—many homes sell before they're even listed online.

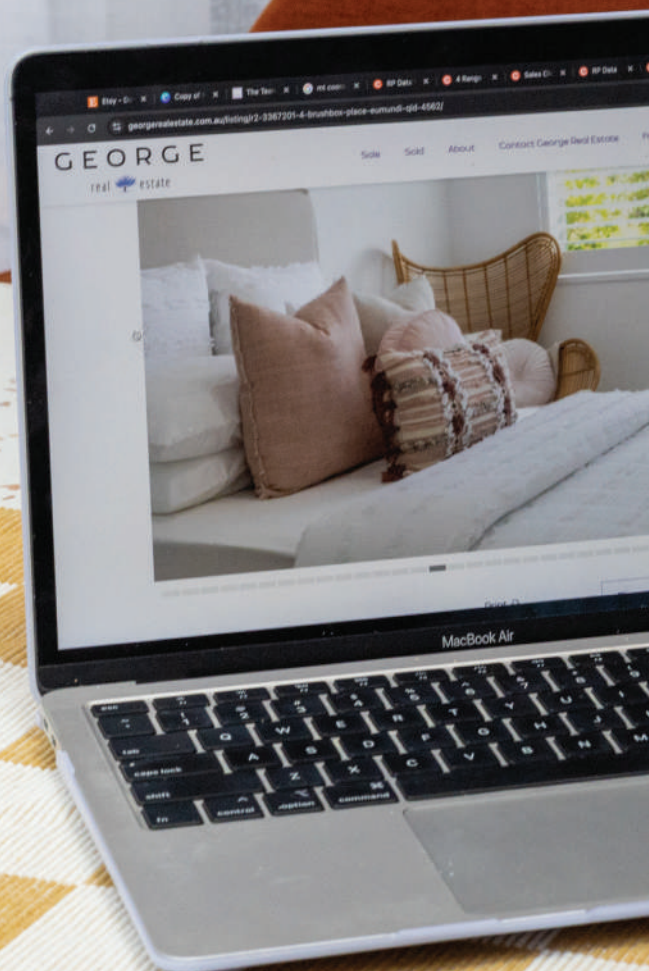
Staying ahead of the competition can give you an advantage in securing your ideal home.

Know your non-negotiables

Define your must-haves in a home while staying realistic, especially for your first purchase.

You may need to compromise based on your budget.

Decide on the type of property and location you want, research market prices, and set a clear savings goal for your deposit.



Hint: If you can answer 7 out of 10 questions, you're doing well!



Can you tick the boxes?

- ☒ What are your top three suburbs of choice?
- ☒ What key features are you looking for in a home?
- ☒ How many bedrooms, bathrooms, and parking spaces do you need?
- ☒ Do you prefer a single-level or multi-level home?
- ☒ Is outdoor space important? (e.g., yard, pool, balcony, or entertaining area)
- ☒ How close do you need to be to work, schools, family, and friends?
- ☒ What's the proximity to shops, essential services, sports facilities, cafés, and restaurants?
- ☒ Is access to public transport a priority?
- ☒ Does the area have established infrastructure or plans for future development?
- ☒ Does the suburb have a good community feel and vibe?



1 & 3 - 525 Coles Creek Road \$750,000, 2 - 11 Kinh Court \$770,000, 4 & 7 - 227 Louis Bazzo Drive \$1,230,000,
5 - 48 McNeil Road \$1,400,000, 6 - 15 Pottery Street \$1,100,000

It's time to get the tick of approval

Finance & Pre-Approval

Understanding your budget

Broker vs Bank

Before you start actively looking at properties, we recommend you speak to a Mortgage Broker first.

Why do we recommend Mortgage Brokers?

- **Accuracy** - They will be a lot more accurate in comparison to online calculators.
- **Assessments** - They will do an assessment of your borrowing capacity and check to see if you are eligible for government grants & schemes.
- **Eligibility** - They will tell you if you are in a position to buy, if you need to continue to save or restructure your financial situation.
- **Compare** - They can compare hundreds of lenders from big well known financial branches to small banks and credit unions - they work with you to match the right loan to your financial position and get you the best deal.
- **Paperwork** - They will do most of the leg work for you. They will complete the mountain of paperwork, leaving you to simply review and sign.
- **Knowledge** - They will take the time to explain the full process from application to settlement.
- **Go-Between** - They will help with liaising with key parties including your Conveyancer and Real Estate Agent.
- **On-going Reviews** - After you have settled in your new home, they can continue to perform ongoing reviews for you and will make sure you are always on a competitive loan/rate.

Top tips regarding financing

Keep in mind other costs associated with buying a home, other than your deposit.

These can include...

- ☒ *Conveyancer fees*
- ☒ *Loan establishment fees*
- ☒ *Stamp Duty*
- ☒ *Pest and building inspections*
- ☒ *Moving costs*



Having your deposit ready is great, but securing the right financing is just as important. Take your time to compare options and make sure you fully understand the terms before committing.

Getting pre-approved (also known as conditional approval or approval in principle) before you start house hunting is a smart move. It gives you a clear idea of your budget upfront. By sharing details like your credit report, savings, income, and investments with your bank or lender, they can assess your financial situation and confirm how much you're eligible to borrow.

With pre-approval in hand, you can shop with confidence! It also puts you in a stronger position, especially when competing with other buyers who may not have secured theirs yet—whether at an auction, private sale, or off-market opportunity.

The pre-approval process typically takes one to two weeks once all loan documents are submitted and is usually valid for three to six months, assuming your financial situation stays the same.

5 Queen Street*5 Queen Street*

Inspections

What to watch out for at Open Homes

The moment you walk into a home, you'll probably feel an instant gut reaction—either good or bad.

It could be the view, the layout, the location or even the styling.

It's easy to move on from a place that doesn't feel right, but when you love a home, it's tempting to jump in too quickly. That excitement is great, but before getting too attached, take a step back.

Check the structure, inspect the utilities, and explore the neighbourhood to make sure it's truly the right fit for you.

Check out our checklist to help you make this life changing choice.



Home Inspection Checklist

What to look out for before you buy

Buying a home is exciting, but it's important to look beyond first impressions. Here's a checklist to help you spot potential issues before committing:

Inside the home

- **Mould and Dampness** – Check ceilings, walls and skirting boards for mould or water stains, especially in areas with fresh paint.
- **Walls and Ceilings** – Look for cracks, sagging ceilings or buckling walls.
- **Doors and Windows** – Open and close them to ensure they fit properly and don't stick.
- **Plumbing** – Run taps to test water pressure and temperature, flush toilets, and check under sinks for leaks.
- **Floors** – Lift rugs to inspect the condition of the flooring.
- **Electrical** – Test light switches and check the fuse box and hot water system.

Outside the home

- **Exterior Walls** – Look for large cracks or damage.
- **Roof and Gutters** – Inspect for rust, leaks or sagging areas.
- **Drains** – Ensure proper drainage to prevent flooding or water damage.
- **Water** – If on tank water, find out the capacity and when they were last cleaned.
- **Septic** – Find out the system type, age and last service.

The neighbourhood

- **Walk around** at different times of the day to get a feel for the area.
- **Check** traffic levels, noise and how the community feels.
- **Observe** the condition of neighbouring properties.

Top tips for a smart inspection

- **Take notes and photos** – It's easy to forget details, so document what you see.
- **Get a second opinion** – Bring a friend or family member for a fresh perspective.
- **Visit multiple times** – Inspect the home during the day and at night to see how it changes.
- **Assess the competition** – If others are interested, gauge the demand before making an offer.
- **Invest in a Building and Pest Inspection** – If the home is over 15 years old or built on stumps, this is especially important to avoid costly surprises.

Taking the time to inspect thoroughly can save you from unexpected headaches later. Happy house hunting!

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< AUCTION

CARLENE GEORGE 0402 733 906

BRIAN GEORGE 0423 475 914

TAM WILKINS 0412 447 299

GEORGEREALESTATE.COM.AU

Buying & Auctions

Found your dream home? Here's what happens next!

First things first—let's get that offer in!

Head over to George Real Estate's website and fill out the Draft Contract Details form.

Once submitted, your agent will turn it into a formal contract, ready for review.

Pro tip: Before signing, it's always a smart move to have a conveyancer or solicitor check over the contract. Most offer a free, no-obligation review, so why not take advantage? If you don't have one, no worries—we can recommend some trusted professionals.

Auction ready? Here's what to know!

Before bidding, attend a few auctions to get a feel for how they work. Pay attention to key terms like “on the market” or “passed in”, and think about your bidding strategy - whether it's making a bold opening bid or pacing with smaller increments.

Set your limit:

Auctions can be emotional, so decide on your top bid in advance and stick to it. If bidding feels overwhelming, a buyer advocate can bid on your behalf.

Pre-auction checklist:

- Do your due diligence - ask questions, review the contract and arrange inspections.
- Confirm deposit & settlement terms with the agent.
- Increase your bank transfer limit - if you win, you'll need to transfer 5-10% upon signing the contract.



Signing and Deposits:

- From 1st August 2025, you will need to view the disclosure statement for your property before signing the contract.
- You can sign the contract in person or via DocuSign for convenience.
- Once signed, a first deposit (a smaller amount) is due - usually within 2 days.
- A second deposit follows once the contract is unconditional, bringing the total deposit to 5-10% of the purchase price.

Next steps:

- If your offer is accepted (or you win at auction), notify your Mortgage Broker ASAP so they can move forward with your formal loan approval.
- We will send a copy of the signed contract to both you and your Conveyancer/Solicitor.
- Make sure your broker gets a copy too—they'll need it to process your loan.

Important: Once both parties have signed, you will need to arrange property insurance immediately - it's often a condition of your contract.

*And that's it! You are officially on your way to home ownership.
Time to celebrate!*

SEAL *the deal*

Settlement & Moving

Settlement day - finally the day has arrived. Moving into your new home should be the most exciting and easy part, but some people rate moving homes as one of the most stressful experiences you can go through. So it's important not to leave all these things to last, and be prepared.

A checklist of things you should consider before the big day:

- ✓ **Are you going to do the move on your own or are you going to hire removalists?**
- ✓ Make sure if you are going to go through a removalist, you book them in advance! Once you have purchased your home, you will receive your settlement date, if this hasn't been negotiated prior. You can then book the removalists as soon as you've put the sold sticker up!
- ✓ You can never have too much stationery. Make sure you have more than enough tape, scissors and black markers for moving and packing.
- ✓ Make a note of all the mail you receive and gradually change your address with all the received mail.
- ✓ Another thing to consider: you can also contact your local post office, as they will provide a forwarding service.
- ✓ Clear your schedule; don't forget if you need to book days off work in preparation for moving.
- ✓ Connecting services: Make sure to call ahead to your electricity/gas/phone/internet company and let them know the day you want your services connected. There are companies that can do all this work for you.
- ✓ If you want a cleaner to do a pre-clean of your new home before you move in or steam clean any carpets, then be sure to book this in advance.
- ✓ De-clutter! Use moving as a time to declutter, throw away, recycle or donate unwanted items. You will thank yourself for making your life easier with packing and unpacking.
- ✓ Not essential, but it definitely helps to think ahead: pack a small suitcase of items you may need on your first night at the house, instead of rummaging through boxes. (E.g. PJ's, toothpaste, phone chargers, etc.)



“ *A New Home... A place where new memories are made, traditions created, and laughter shared.* ”



3

Styling for Sale

First impressions matter! Style your home for maximum appeal and buyer attraction.

Our tips for styling your property for sale



Add texture for warmth

A well-styled space should have a mix of textures to add depth and cosiness. In the bedroom, for example, layering bed linen, cushions and a throw creates a visually inviting look.



Bring in some greenery

Green foliage isn't just a beautiful touch - it adds depth to photos and brings a fresh, clean feel to a space.



Incorporate soft lighting

A mix of lighting, such as lamps or candles, adds warmth and dimension making a room feel inviting and comfortable.



Strike the right balance with decor

Styling a home for sale is an art. It's important to depersonalise just enough so buyers can imagine themselves living there—without making it feel too staged or sterile. The goal is to create a space that feels welcoming, lived-in and appealing to a wide range of buyers.



Capture the space effectively

When photographing a room, capturing three walls in the shot helps create a sense of spaciousness and gives buyers the best perspective of the room's layout.



Floor plans are essential

A well-presented property listing isn't complete without a floor plan. At George Real Estate, we always include furniture in our images to help buyers understand the space and how it can be used.

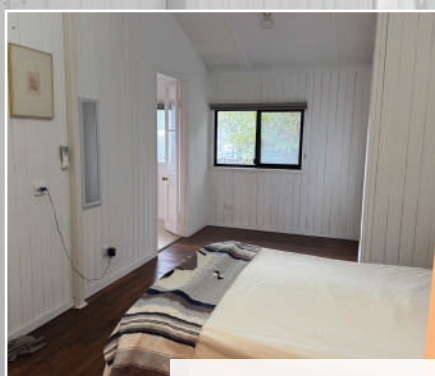
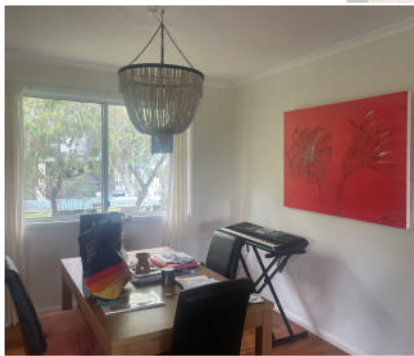




Rearranging the beds in these rooms has optimised the use of space. Incorporating various textures, along with natural light and greenery, enhances the ambiance, creating an inviting, elegant and comfortable atmosphere.



For the photography setup, the table has been repositioned to maximize space. Natural foliage and decorative elements have been incorporated to complement the home's character without drawing attention away from it.



A mix of textures and light, with a mono chrome colour pallet and utilising the alcove has created a luxe feel in this space.



With expert advice and a keen eye for presentation, we help you maximise your property's potential because first impressions count. Our approach is hands-on, proactive and refreshingly transparent - always putting your needs first to get the best results, fast!

The Art Of Making It Look Real



Sometimes when a property is vacant or only partially furnished, with our soft styling collection and working with digital furniture, we are able to make a property look exceptional.

The way the property looks on line is extremely important to entice buyers to inspect. This can create an emotional connection before the buyer even enters a home.

Having digital furniture gives buyers an idea of spatial awareness as some people find it hard to visualise where furniture can be placed.



These images have a mix of real and digital furniture to showcase the styling possibilities.





7 Gerrygone Place, Sold \$1,090,000



Free Styling Service

At George Real Estate, we understand that first impressions count, especially when it comes to selling your home. We offer a complimentary property styling service to ensure your home is presented in the best possible way to prospective buyers.

George real estate always includes floors plans and if needed site plans.

This is a must when marketing your property.

They say a picture is worth a thousand words... and when it comes to selling your home, that couldn't be more true!

At George Real Estate, we know just how important a property's online presence is. The way a home is presented tells a story—one of care, warmth and lifestyle. A clean, well-styled property reassures buyers that it's been well looked after, helping to ease any worries about its condition.

Great photos don't just show a home; they make people feel something. They create an emotional connection that sparks interest and brings buyers through the door. And when that happens, it leads to better offers and the best possible sale price.

That's why we love helping our sellers style and present their homes in the best possible way—so they can shine online and in person.





Designing futures, one home at a time...



Selling Your Home

Helping you make the most of the real estate market

WHY GEORGE REAL ESTATE?

At George Real Estate, we have the firm philosophy of placing people first in the process of selling and buying real estate. We are a dedicated team whose ethos is that real estate is a service industry, not merely a sales one.

Most importantly we listen; what are your plans, what are you trying to achieve, how can we make this a possibility for you?

We plan, we create outstanding marketing plans, we style, we execute and project manage all facets of a sale. We provide you with all the information during the whole process so you can make informed decisions about your future. Between us, we always negotiate exceptional sales, but most importantly, we take away the stress so you can carry on with life!

Our service is based on interpersonal skills and a different dynamic that incorporates professionalism, knowledge and a bit of humour along the way! We love and live in the Noosa Hinterland, and we value the trust we have built in that community, it's important. We believe that every community needs to be connected and give back as much as possible. It's not hard to convince people that this is the right place for building a life for their family. Our local network and knowledge means we often know the ideal buyer for your property or the perfect location for your new home!

Selling or buying a home is the most stressful thing people do in their lifetime and we work towards making it a smooth process.

So whether you're ready to sell, want to discuss how the market is performing or simply craving a chat about possibilities, pick up the phone today.

We know how to make a difference in your property journey.
One that you won't get from any other team.



A note from us to you

At George Real Estate, we always wish to advise sellers that the best time to sell is when the owners are ready. Mentally and physically. The fact is, while numbers may ebb and flow throughout the year, there are always going to be serious buyers out there. Preparing a property to sell is a lot of work and can be stressful so even if it isn't Spring or Summer but the owners have their property looking its best and they feel they are ready to sell then we say... go for it. Ultimately, the best time to sell is when the property is looking its best.

We're always keen to help in the months or weeks and days leading up to listing your property on the market. We specialise in giving guidance where needed and helping with the preparation of selling. Our clients have told us that the huge difference with George Real Estate marketing is the free styling service that we offer. With Carlene and Tam's keen eye for detail, we will come in and style your property to ensure it's looking its absolute best to achieve the best price possible.



96 Davis Road, Sold \$1,180,000

Why now is the perfect time to sell

While traditionally Spring is seen as a good time to sell, the South East Queensland real estate market is active year-round, so selling at any time can be beneficial, depending on your circumstances and market conditions.

Reasons to consider selling - at any time!

- **Market volatility**

The real estate market is dynamic and conditions can change quickly. Selling when you have a good opportunity, even if it's not traditionally the 'best' time, can be advantageous.

- **Personal circumstances**

Life events, such as job changes, family needs or retirement plans may necessitate selling a property regardless of the season.

- **Funding retirement or other needs**

Selling a property can provide the funds needed for retirement, investments or other financial goals.

- **Smooth transition**

Selling and buying simultaneously can allow for a seamless transition between properties, avoiding the hassle of renting or temporary housing.

- **Strong demand**

The residential market is active all year round, with buyers actively looking for homes, regardless of the season.

Consider keeping your property well-maintained and presented attractively, regardless of the season



Top Tips for sellers

Download our handy To-Do List
via the QR code!



- We provide expert advice on the essential preparations needed before selling your property. The tasks a homeowner prioritises may not always align with what a buyer values most.
- Stay organised when planning your pre-sale tasks. Looking at the bigger picture can feel overwhelming, so focus on what truly adds value.
- Be mindful not to overcapitalise on renovations before selling. We're always happy to offer honest, practical advice.
- Be cautious of agents who appraise your property significantly higher than others - they may be inflating the value just to secure your listing.
- If you're serious about selling, consider preparing the disclosure statement in advance. This document outlines key property details that must be disclosed to buyers before signing a contract. It can be prepared by a Real Estate Agent or Solicitor, though fees may apply.



11 Kiah Court, Sold \$770,000

Costs involved in selling

- Marketing, usually required before going live online. In some cases this can be paid at settlement.
- Searches and fees, required for the Form 2 Disclosure Statement.
- Agent fees
- Solicitor and Conveyancer fees



11 Lenske Lane, Sold \$950,000





Get in touch



Whether you're ready to sell, curious about the market, or just want to explore your options, we're always here to chat!
No pressure, no obligation—just an open conversation about what's possible for you.

Give us a call today, and let's talk about your next steps!

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**How much is your
property worth?**

Scan the QR code for a free, no-obligation market appraisal



Ready to take the next step? Let's talk about your property goals!