



What's My Home Worth?

A Guide to Property Pricing & Appraisals

Place.



REDCLIFFE
PENINSULA



UNDERSTANDING YOUR PROPERTY'S TRUE VALUE

Before you can make confident decisions about selling, you need to know what your property is worth in today's market. This guide explains how property values are determined, what tools are available to you, and how Place Redcliffe Peninsula helps you get the most accurate, up-to-date appraisal - whether you're just curious or ready to sell.



WHAT'S INSIDE

- THE DIFFERENCE BETWEEN DIGITAL PRICE REPORTS AND IN-PERSON APPRAISALS
- WHAT IMPACTS PROPERTY VALUE IN QUEENSLAND
- COMMON PRICING MISTAKES TO AVOID
- HOW STRATEGIC PRICING ATTRACTS MORE BUYERS
- TIMING INSIGHTS FROM LOCAL MARKET TRENDS

Disclaimer: This information is intended as general guidance only and does not constitute legal, financial, or professional advice. While every effort has been made to ensure accuracy, information may be subject to change. Independent advice should be sought to suit individual circumstances.



HOW PROPERTY VALUE IS DETERMINED

Every property is unique, and so is its value. Here's what agents and valuers consider when assessing a property.

Recent comparable sales:

Similar homes in your area that have recently sold

Property features:

Size, layout, condition, improvements, views

Location specifics:

School zones, access to transport, amenities

Market demand:

Buyer interest and competition in your suburb

Land value:

Block size, zoning, and future development potential

Our Place agents combine real-time sales data, property inspection insights, and local market knowledge to deliver a clear, reliable estimate.



DIGITAL PROPERTY REPORT VS IN-PERSON APPRAISAL

Digital Property Price Report

- Instant and automated, based on available suburb data
- Includes recent sales, suburb trends, and an estimated price range
- Great for early-stage research and investor analysis

In-Person Appraisal

- Conducted by your local Place suburb specialist
- Considers unique features, upgrades, and market positioning
- Ideal for sellers who want the most accurate valuation and strategy advice

Which option is best?

If you're just exploring your options, a digital report is a great start. But for serious selling decisions, an in-person appraisal provides tailored insights that online estimates can't match.



AVOIDING PRICING MISTAKES

Mistake #1:

Overpricing your property
Can lead to low enquiry, fewer inspections, and longer time on market

Mistake #2:

Underpricing without a strategy
May result in a fast sale, but you risk leaving money on the table

Mistake #3:

Ignoring current market conditions
Property prices fluctuate based on interest rates, seasonality, and supply

Mistake #4: Using outdated or non-comparable sales

Only recent, relevant data should influence your price expectations

IS NOW THE RIGHT TIME TO SELL?

At Place Redcliffe Peninsula, we track local trends daily and help you assess:

Suburb performance over the past 6–12 months

Buyer activity and enquiry levels in your area
Seasonal selling advantages

Your property's potential based on current demand

We'll help you decide if now is the right time - or if it's worth waiting.



Next Step: Know What Your *Place* is Worth

Whether you're in the early stages of research or ready to list your home, we're here to give you clarity and confidence.

Choose your free pricing option:
Instant Digital Property Price Report
In-Person Appraisal with a Suburb Specialist
Contact Place Redcliffe Peninsula



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