

Village News

Winter 2018

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The logo for LJ Hooker, featuring a stylized 'LJ' in a red and yellow square followed by the word 'Hooker' in white text on a black background.

LJ Hooker

Annerley / Yeronga

Market Snapshot

City Fringe Market Snapshot

4.7km from the city / 46% owner occupied

4.2km from the city / 54% owner occupied

7.2km from the city / 59% owner occupied

6.6km from the city / 79% owner occupied

6.3km from the city / 49% owner occupied

5.4km from the city / 57% owner occupied

Annerley

Fairfield

Moorooka

Tarragindi

Yeerongpilly

Yeronga

Median Pricing Over the Past 12 Months

House \$718,164 / Unit \$373,096 / Average days on market 44

House \$687,244 / Unit \$417,025 / Average days on market 48

House \$623,946 / Unit \$373,775 / Average days on market 45

House \$758,648 / Unit - \$434,021 / Average days on market 50

House \$790,516 / Unit \$429,053 / Average days on market 49

House \$845,865 / Unit \$426,200 / Average days on market 51

Signature Sales

46 ORMONDE ROAD, YERONGA

SOLD: \$750,000

Jane was entrusted with the sale of 46 Ormonde Road, Yeronga knowing that because the property had been affected during the 2011 floods, it was going to take a strategic marketing campaign to maximise the sale price and exceed the owners expectations.

This ideal family home nestled in a sought-after pocket of Yeronga was always going to appeal to those seeking level living and access to park a caravan or boat.

Throughout this property's marketing campaign, they saw robust enquiry, consistent inspections from qualified buyers and Jane's incredible negotiation skills put to the test. The result? A premium price beyond the marketed ask price.



22 STAMFORD STREET, YEERONGPILLY

SOLD: \$1,850,000

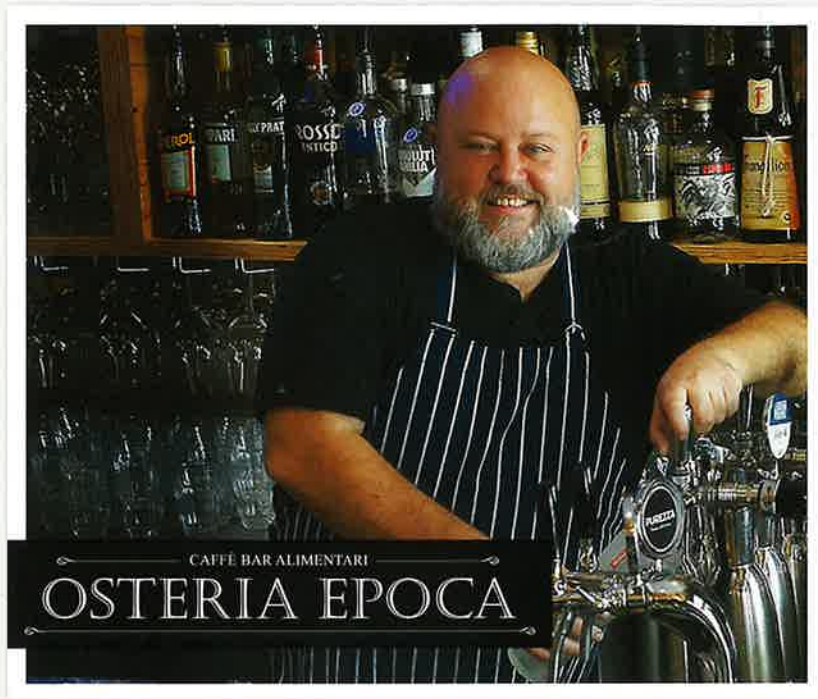
Situated on a 1,620m² parcel of land, this home boasts grand proportions and has only been home to 3 families over the last century. Naturally, a home of such grand proportions and rich history warranted a selling agent with a reputation for excellence in prestige property.

Listed by Jane in late 2017, this sought-after piece of Yeerongpilly's history generated strong enquiry, saw a steady stream of qualified buyer inspections and resulted in multiple offers.

Jane has an untarnished reputation for bringing buyers and sellers together harmoniously. 22 Stamford Street was purchased for an impressive \$1,850,000, welcoming its new owners in April 2018.



Live Love Local



Osteria Epoca, Café, Bar & Alimentari

How long have you been in business and what prompted you to open Osteria Epoca?

I have been in business 25+ years. It was always a dream of mine to open a restaurant cooking my traditional family cuisine and I knew the timing was right when I saw this set of shops in the beautiful setting of Yeronga.

People thought we were crazy opening up in the back streets of Yeronga, but we knew people would appreciate having our type of dining experience so close to home.

What is it about what you do that gives you that 'fire in the belly' feeling and keeps you at it every day?

I love seeing people enjoying themselves eating the food that I've grown up with. Everytime I cook, it takes me back to my childhood when I learnt to cook with my beloved Nonna.

What's the most rewarding element and the hardest part of what you do?

The hardest part of what we do is the hours that we put into it. For example, on a day like Wednesday, I'm up at 6:30am and off to the markets to pick up fruit and veggies, then back to the restaurant to do the buying of our seafood, meat and breads.

I'm in the kitchen by 11am, preparing food for the masses, and I work though until 10pm on any given night. The long hours away from my family can be challenging, but I am lucky to have an amazing partner and daughter who understand my passion and drive.

The most rewarding part of it all is seeing people appreciate the food and come back again and again. We have very loyal customers and many of them have become part of our Epoca family.

We firmly believe in supporting local enterprise. When you hear the words 'live, love local', what do they mean to you?

It's all about community. My Italian roots are all about family and friends. Why I chose Yeronga is because there's a great sense of community that exists here.

This strip of shops has been around since the 1950s and it has always been a community hub. We've tried to bring it back to life again and make it the community meeting place it once was. We've been successful in doing so because the community support we have received has been overwhelmingly positive. The best thing to see is on a Friday afternoon when the locals come down for a drink and catch up in the bar after a big week of work. Epoca is the local's local.



TRY OSTERIA EPOCA

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🌐 www.osteriaepoca.com.au

Community Spirit & Giving Back

with Ivy & Arthur

How long have you been in business and what prompted you start Ivy & Arthur?

In 2008, after the birth of my children, I decided not to return to the workforce (my previous career was Promotion Manager at EMI Music and Festival Mushrooms Records), but to become a full-time carer for my darling parents, Neal and Esmail. Both had been diagnosed with different forms of early onset dementia and were in separate stages of decline. Sadly, they both passed away 4 weeks apart in late 2013.

A few months later, I was contacted by a friend asking if I would consider the possibility of caring for her mum, and I was delighted to. Within a month, 10 other friends and colleagues contacted me asking if I could assist their loved ones to stay in their homes, which is how Ivy & Arthur began in early 2014.



What is it about what you do that gives you that 'fire in the belly' feeling and keeps you at it every day?

Being entrusted to help someone stay in their home as long as possible is a real honour. The people I help are extremely grateful, very kind, very interesting and downright wonderful. They have the true art of conversation, and I get the pure joy of listening to some of the best stories you'll ever hear, every day! It's so rewarding being able to assist people to do what they want to. Just because we age, doesn't mean we have to stop doing the things we love; it just means we need a bit of help doing those things. I've taken people fishing, to concerts, to sporting events, clubs, shopping, lunches, driven them to Noosa for a holiday and picked them up. Stuff like that. But equally, I enjoy helping people in their garden, cooking for them at home, having cups of tea and playing cards.

What's the most rewarding element and the hardest part of what you do?

Certainly the most rewarding element is when someone says to you "I wish I knew you earlier," or "I'd like to clone you, so you're still here when you have to go away." You can't beat hearing something like that. The hardest part by far is when you lose your friend. You never get over that.

We firmly believe in supporting local enterprise. When you hear the words Live, Love Local what do they mean to you?

I grew up in Yeronga. Our community in 2018 is just as strong as it was back then, and I now have the extreme good fortune of being able to help out some of my Mum and Dad's friends, who I've known for 48 years, which is very cool. So I guess, I'm *living* here where I want to, I *love* what I do and the people in our *local* area are amazing.

CHIEF COMPANION: BELINDA BRANDT

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Powerhouse Women

Behind the Jane Elvin Success Story

For the past 7 years, Jane Elvin has forged a name for herself in the Annerley / Yeronga marketplace. Behind her success is the dynamic team she has built around her that allows Jane the opportunity to continue to do what she does best... list and sell real estate whilst exceeding your expectations. Allow us to introduce the powerhouse of women behind the Jane Elvin success story.

Christie Turner is a passionate marketing professional with over 10 years property industry experience and a Bachelor of Business and a Masters in Marketing. Christie is focused, driven and determined to take this team to the next level. She has a love for the written word, so naturally handles all script writing and marketing material. She is an incredible support to Jane, so you'll often see her listing and selling properties alongside her.



Image from left; Christie Turner, Jane Elvin, Lauren Brewer

Lauren Brewer is considered the glue that keeps this well-oiled team together. She brings a strong background in real estate and leasing and adds incredible value with her combined skill set in social media management and sales and administration support. Lauren delivers outstanding customer service and always goes the extra mile to get the job done.

Kylie Hall, you could say, is 'part of the furniture', as she has been an integral part of the Jane Elvin team for a number of years. Apart from having perfected the perfect toasted sandwich for Jane, Kylie manages accounts, payroll and is the go-to gal, with no task too big or too small, allowing Jane and her team to focus their efforts on an exceptional experience for all their clients.

Jane has always aspired to surround herself with like-minded business professionals in order to continue to offer the same exceptional customer service as her business grows.

Bernadette Howe has real estate pumping through her veins. She is a walking historian for the Inner South, with a passion for the Moorooka / Tarragindi / Rocklea areas in particular. Bernadette delivers time and time again as an outstanding support to Jane's team. You are likely to meet her during weekend open homes as she is an integral part to the smooth execution of many of Jane's home opens in the area.

This team of women would have to be, as Jane puts it, "the best in the business," offering a mix of expertise and talent who thrive in this team dynamic and are excited at the prospect of assisting you with your real estate journey now or in the not-so-distant future.

Up Close & Personal

Featuring Jane Elvin

When it comes to successful businesswomen, it is common to forget that behind the business success is a Mother, wife, daughter... a human just like any of us. While the determination, strong work ethic, passion and courage is evident, there is another side that can often be overlooked or hidden away. That is certainly the case with Jane Elvin. By day, she is a hardworking, successful real estate agent that has won countless awards and achieved milestones that many would only dream of in a lifetime. Yet behind the scenes, Jane is a social woman that loves nothing more than spending time with friends and family. The following interview reveals more about the 'other side' of Jane Elvin.

How do you balance work and family life?

I have two children, 15 and 16. I'm not sure I'm the great balancer of it all [laughs], but I have always tried very hard to be involved in a big way in my children's lives. I have always been involved in their schools and attend every function held there that involves the kids. I network quite heavily in the local area, so at the same time I'm mixing with other parents and involving my kids at the same time. My husband is incredibly supportive of me with the kids; he runs around and gets them to their activities and weekend sports. The one thing I do miss is seeing the kids playing their Saturday sports, so if I can offer any advice to newcomers, it would be don't start too soon and enjoy your kids while you get the chance. My daughter is in grade 12 this year, so looking back, I think 'what have I missed?' but on the flip side of that, I've been able to provide a wonderful lifestyle for my family, so when we do spend time together, it's really good.

Is there anything in life you would change?

I'm a big believer in learning from life's challenges. Any time I have faced adversity, I have tried to find the positive. The floods in 2011 were a turning point for me as I lost most of my business Red Frog Imports and had to make a decision for not only my future but my families. That was a tough time for me and probably one of the hardest situations I had been in, but the events of that time were



Image: Jane Elvin enjoying her local, Osteria Epoca

the driving factor behind me entering real estate and launching my family to another level, and I have worked incredibly hard to ensure I succeeded. My Father passed on some very wise words to me at this time, which were, "You can always make more money," which is so true; you just need the drive and the direction to do so.

What's one thing you wish other people knew about you?

Well, I'm pretty much an open book. I am generous, a little soft at times, but also quite tough when it comes to business. I am extremely competitive and hate to lose anything. This competitiveness is probably another key behind my success. I'm not one to sit on the sidelines and have sacrificed a lot to get to where I am today. Some may think it just happens overnight, but that is far from reality. But I wouldn't change a thing; everything happens for a reason and everything plays a role in shaping who you are.

Why do you give back so much to the local community?

Without the local community and a strong network of people around me, I wouldn't be where I am. I am incredibly appreciative, and St Sebastian's has played a big part in where I am today. I have always been heavily involved with the school, as my children went there. When I got into real estate, it was the mothers at St Sebastian's who backed me and really gave me many opportunities. I made sure with every opportunity I did my absolute best. I attribute a large portion of my growth to being involved in the community and people supporting me.

What do you like to do in your spare time?

I love to dine out! I love to be out in the community, and dining out allows me to do so in a relaxed fashion. I enjoy a glass of Chardonnay and love spending time with the mothers / women in my life, the ones who I can have a great time with and we can support each other, my 'tribe'. Relaxation when I'm not working is key for me and I love to do that locally.