

# Cairns Post

HD Sales on the gallop  
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THE **Chinese** Year of the Horse is expected to put a kick into Cairns' Asian **property** market, with the year's encouraging symbolism of immediate success causing an influx of potential buyers.

In anticipation of sales growth, real **estate** agencies are launching websites aimed exclusively at the Asian **property** market.

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One of the country's largest **Chinese property** portals, ACproperty.com.au, announced the launch of its Queensland section this week to celebrate the start of the new year.

Sales and marketing director, Esther Yong, said the **company** had experienced a 180 per cent increase in search queries for Queensland areas in the past three months.

"This pushed us to launch our Queensland **site** six months earlier than anticipated," she said.

Miss Yong said Queensland's affordable **property** prices as well as its stable political situation, education opportunities and clean environment made it attractive to **Chinese** buyers.

This is a sentiment echoed by broker and owner of Re/Max Cairns, Tony Williamson, whose office **sold** two inner-city apartments to **Chinese** nationals yesterday.

"They're interested because it's cheap and the Australian dollar is dropping," he said.

"We have **Chinese** speaking staff to cater for them so we're ready to go . . .

"We're very excited."

Developers in the region are even going as far as using feng shui to lure **Chinese** investors with master-planned community Red Peak Forest **Estate** in Carvonica bringing in experts to balance their streets.

Developer Vince Oberdan said inquiries from investors based overseas had been on the increase.

"It is really positive to see this level of interest coming from potential **Chinese** and other foreign investors based in South East Asia," he said.

"After we investigated feng shui and the potential

positive implications for the development and those who lived here, it was a simple decision."

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