



# Agency brims with confidence

SOUTH Brisbane's newest real estate agency has set up shop in the former Astill and Freeman Boot Factory on Cordelia St, built in the late 1800s. But Bees Nees City Realty's approach to the inner-city market is anything but old-hat. See page 29

## Inner-city living is the Bees Nees

By JODIE POWELL

**B**RISBANE city's residential boom has inspired a South Brisbane agent to launch a firm catering specifically for the CBD market.

Rob Honeycombe cut his teeth with his family's Honeycombe Property Group and has now launched Bees Nees in his own right, aiming to meet the needs of people who want to live in the city and on its fringes.

He said while there were agencies which dealt with the CBD, they did so as an adjunct to their core business in the suburbs.

"People have not recognised the CBD as residential until the last couple of years," he said.

"This is just about the inner city - you won't find us in the suburbs or in another city."

PRDnationwide national research director Tim Lawless believes the time is right for focusing on the niche inner-city market.

"Agents in the middle of town tend to go into the commercial market," Mr Lawless said.

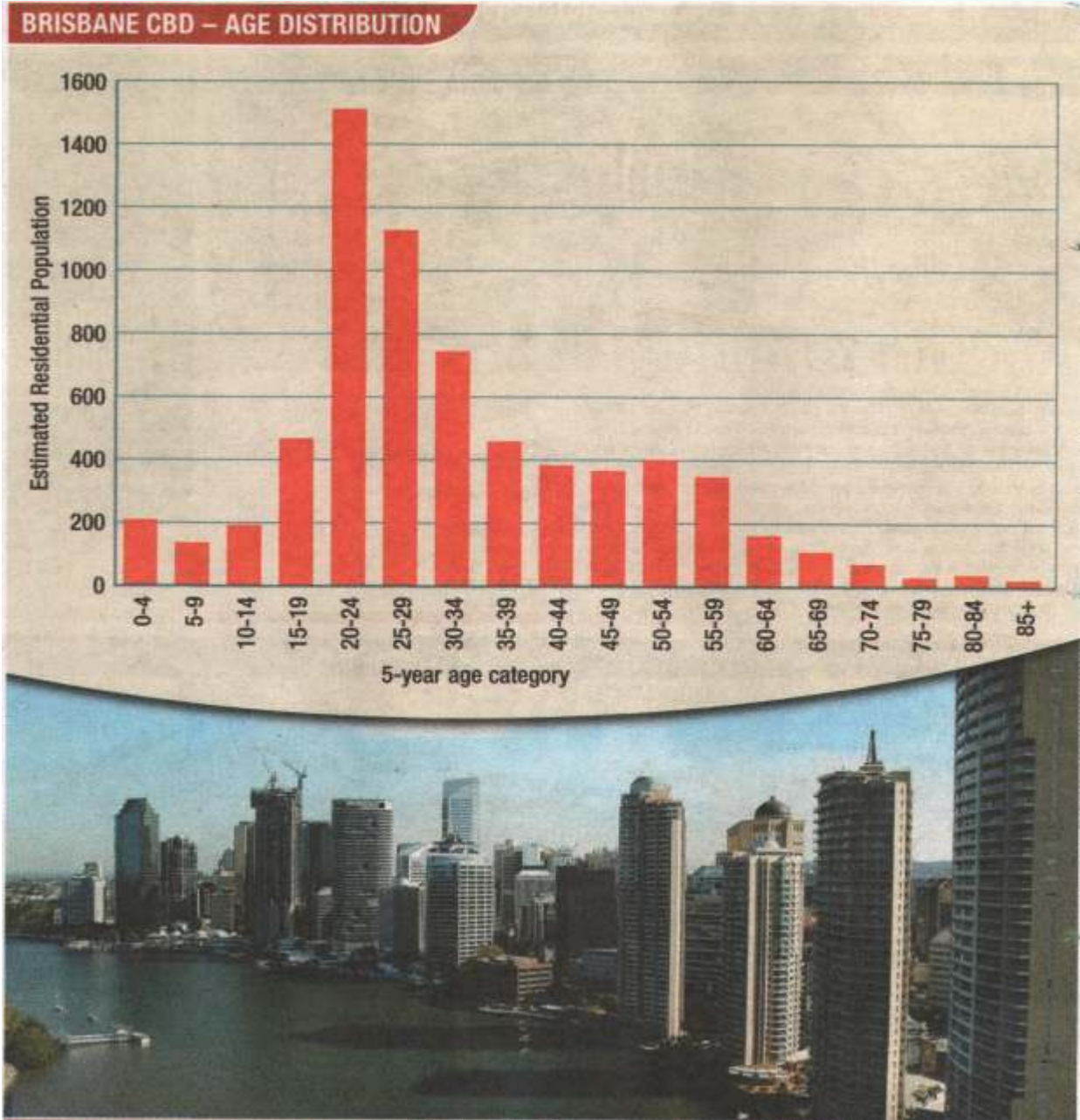
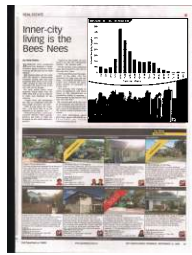
Yet Mr Lawless said residential sales had boomed in the city in the past five years.

"In the past five years the population in the inner city has increased by 5 per cent per annum - in Greater Brisbane it's 2.1 per cent, whereas the population growth of Australia is 1.2 per cent.

"It's growing very rapidly in terms of population, and that's based on the densification of population, which is ongoing - developments in the pipeline will only fuel the fire."

Mr Lawless said while the rate of development was slowing because of rising construction costs and a lack of development sites, the market would continue to be robust.

For more information about Bees Nees phone 0423 332 022 or 3 2 1 4 6 8 8 8 or visit [www.beesnees.com.au](http://www.beesnees.com.au)





City South News  
Thursday 21/9/2006  
Page: 27  
Section: General News  
Region: Brisbane Circulation: 28,235  
Type: Suburban  
Size: 912.27 sq.cms.  
Published: ---T---

Brief: PROMEDIA(B)  
Page 3 of 3



■ Ready for business ... Clint Dowdell-Smith, John Gordon, Rick Nugent and Rob Honeycombe.

Picture: Jim Campey JC99966