

STRATA PROPERTY
KELLY ROBERTS
TCM STRATA



Family Business

As a Real Estate Agent, Valuer, Property Manager, Strata Manager, Development Consultant and Industry Board Member, I have been lucky enough to play a part in many of the stages of a property's life cycle. And, as a third generation Property business owner in Cairns, I am constantly amazed at how the demographic of North Queensland's population impacts on what we manage, but most importantly how we manage.

The dynamic of the family unit has changed dramatically over the last fifty years and this has had an unbelievably large impact on the regions demographic. The previous "norm" of a man and wife, two kids, a mortgage and picket fence is now the minority in the landscape of the modern family. The present day family unit presents as varied and textured, and this is reflected in the choices made by families when purchasing or renting property.

The enactment of the Family Law Act 1975 resulted in a large increase in divorce rates in Australia and some would say opened the boom gates for diversification of the family dynamic. Increases in divorce resulted in an increase in both couples and child-free singles seeking out smaller, yet more exclusive urban properties. Strata title properties emerged; as a result the idea of

an 800m2 block of land with a three bedroom, one bathroom dwelling was replaced by an increasing vertical landscape. Ever since urban centres have spawned vertically, urban sprawl has crept into the fringes.

The modern family now consists of a more varied makeup of blended families; adult children co-habiting with parent/s, retirees taking on the role of carer to parents and grandchildren, and not to mention the insurgence of pets replacing children in many family units.

Such diversity has created great innovation in the fields of design, architecture and building. It has also created change in the way that these properties are managed throughout the life cycle of the property. As the needs of the home occupier change, so does the way in which they are managed by all the stakeholders during the life cycle of the property. Architecture, design and planning teams create new ideas based on the changing market demand, sales agents ensure they match the property with the best fit client, the property manager matches the property to the right tenant, and the Strata Manager manages the process of ensuring all the elements of the building envelope are correctly managed to ensure the asset reaches its potential life.



Linking People and Property ~ Servicing Cairns and Port Douglas for over 20 Years
No Hidden Commissions ~ Same Day Response ~ Service, Service, Service

E: info@tcmstrata.com
P: Strata (07) 4031 7877

E: rentals@tcmrentals.com.au
P: Rentals (07) 4030 0222

Cairns Central Plaza Level 3 at 58-62 McLeod Street (Cnr McLeod and Aplin Streets)