



Beachside Market Report

January - March 2015

Property between the beach and the highway
Mermaid Beach - Miami

Director's Message

*Source: Pricfinder

In 2014 John Henderson Real Estate, Professionals Mermaid Beach sold over 47% of all Mermaid Beach beachside property*. I'm proud of the fact that we have sold nearly as much real estate as every other agency combined. We have started 2015 with the same momentum and continue to see both strong price growth and increasing sales volumes. We have been the number one selling beachside agency for the past 43 years and will continue to do so with the support of local property sellers and buyers.

Our sales of Auction properties is now approaching a success rate of over 75% in under 45 days on the market. Auctions require the sales agent to work hard, show dedication and full commitment to the property. Auctions achieve sales in shorter timeframes with the REIQ December Quarter Market Monitor Report quoting 71 days as being the average time a property is on the market. To view the whole report please visit:

ilovemermaidbeach.com/2015/03/whats-mermaid-beach-worth

Auctions are the best way to break property sales records through competition, give sellers a cash unconditional contract and offers buyers a transparent way to purchase where they can see their competition.

In February the Reserve Bank reduced the cash rate by a further .25%. This makes property more affordable, gives businesses the confidence to borrow and stimulates development to create jobs. The Gold Coast needs suitable development to provide jobs for ourselves, children and grandchildren, to continue to be Australia's tourist capital. We need to continually evolve as a city. Along with property development, events like the Magic Millions alone inject more than \$22 million into the Gold Coast economy every year.

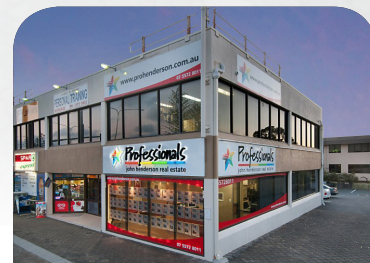
Our highly visible shopfront on the Gold Coast Highway continues to see large volumes of potential buyers walking into our office. Listed properties for sale and for rent are visible 24 hours a day in our office window. The local office also gives a sense of community, a busy hub that also offers a private meeting place, which is important for personal contact for the largest financial transactions in our lives - buying, selling and leasing property. Clients can call into the office to speak with staff, grab a property guide or sign contracts. We have been in the current building since the mid 1980's and are not just an internet based agency which can be here today and gone tomorrow.

The office also received numerous awards from the Professionals in the past quarter with Band One top office on the eastern seaboard, Luke Henderson being named top selling Professionals agent and Perry Brosnan being placed in the top 5% of salespeople.

Andrew Henderson & Luke Henderson
Company Directors,
John Henderson Professionals Mermaid Beach



“Sold nearly as much real estate in Mermaid Beach as every other agency combined...”



john henderson real estate
2406 Gold Coast Highway
Mermaid Beach

5572 8011

Successfully selling & leasing
real estate on the Gold
Coast for over 40 years



we never quote sales we haven't sold ourselves!

Our Mermaid Beach & Miami Beachside Sales this Quarter

6/255 Hedges Avenue	\$1,700,000
70 Petrel Avenue	\$890,000
4/7 Lavarack Road	\$395,000
3/37 Sunbrite Avenue	\$415,000
5/20 Tamborine Street	\$390,000
20 Arthur Street	\$1,000,000
27 Ventura Road	\$1,280,000
9/10 Dudley Street	\$510,000
10 Petrel Avenue	\$1,105,000
16/38 Petrel Avenue	\$220,000
2/2253 Gold Coast Highway	\$240,000

4/23 Alexandra Avenue	\$370,000
2417 Gold Coast Highway	\$1,100,000
3/272 Hedges Avenue	\$390,000
9/158 Hedges Avenue	\$660,000
165/7 Redondo Avenue	\$220,000
12/32 William Street	\$445,000
16/40 Marine Parade	\$665,999
4/17 Seashell Avenue	\$393,000
5/28 Peerless Avenue	\$319,000
34 Alfred Street	\$885,000
5/11 Sunbrite Avenue	\$440,000

180/7 Redondo Avenue	\$376,000
8 Seaside Avenue	\$1,211,000
5/2 Fraser Avenue	\$392,500
4/196 Hedges Avenue	\$450,000
2/12 Tamborine Street	\$755,000
2/59 Petrel Avenue	\$435,000
11/125 Albatross Avenue	\$837,000
4/107 Petrel Avenue	\$435,000
5/62 Petrel Avenue	\$342,000
and many more!	

Beachfront

The number of beachfront properties for sale has increased showing a sign of market confidence in this type of property. One notable sale was for the top floor apartment at "On The Park" 255 Hedges Avenue for \$1,700,000.

If you are seeking to purchase a home on the absolute beachfront we have for sale 73 Hedges Avenue for offers over \$5.5 million.

Home Units

The volume of unit sales has been fantastic with people seeking the carefree beachside lifestyle. Sales of two bedroom units are the front runners in this sector with properties in the Nobby Beach area proving very popular. For example an apartment in "Silver Gulls", 7 Lavarack Road, sold for \$395,000 while another at "Paradise Ocean" at 2 Fraser Avenue changed hands for \$392,500. Other unit sales on Millionaire's Row include one at "Majestic Court" at 272 Hedges Avenue for \$390,000, and another at "Sandown" at 158 Hedges Avenue for \$660,000.

Other unit sales included two-bedroom ensuited units at "Europe Court" 37 Sunbrite Avenue for \$415,000, a unit at 10 Dudley Street for \$510,000 and another at 11 Sunbrite Avenue selling for \$440,000.



6/255 Hedges Avenue, Mermaid Beach
Absolute beachfront penthouse occupying two top floors, which settled in January 2015, was sold for \$1,700,000 by Perry Brosnan

The Market

Houses

Houses remain very popular with purchasers in the market today with some great sale prices being achieved.

70 Petrel Avenue sold for \$890,000, while 20 Arthur Street, an older style 3 bedroom cottage sold for \$1 million.

In other sales 27 Ventura Road for \$1,280,000, 10 Petrel Avenue for \$1,105,000 and an older style 2-storey building divided into two flats at 8 Seaside Avenue was sold for \$1,211,000.

Permanent Rentals

Vacancy rates at this time of year tend to increase as tenants move away from the beach and surrounding areas. Our rent arrears are now under 1% and our vacancy rate is under 1.5%. Having your vacant property priced correctly to attract the best tenant possible has never been more important.

What is very concerning to us was a recent incident where a non-licenced person was able to conduct and operate a property management business in Mermaid Beach. They subsequently absconded leaving property owners significantly out of pocket when rental funds were not received. Property managers and agencies need to be properly licenced under State Laws. If they are not what comeback do you have? You should be asking if your property manager and agent are licenced and if they are a member of the REIQ? Do they have current insurance policies? Are their staff properly trained in current legislation to keep you and your valuable assets covered?

The other concern is what "extras" does your rental agent charge over and above the normal, accepted and stated charges. We have never accepted a "kick back" from tradespeople as this leads to the possibility of your maintenance bills being additionally loaded by up to 15%. We have been in business for over 40 years and have the financial backing of the Henderson family. We are here for the long haul.



Speed limit on Hedges Avenue now 30km/h



Speed limits on the popular Millionaires Row have dropped to 30km/h, making it the lowest speed limit on the Gold Coast.

Bike riders are also be subject to this speed limit and Hedges

Avenue is well regarded as a hot spot for group bike riders.

The decision was made after several complaints from locals and years of lobbying.

With high foot and bike traffic, it will no doubt make it a safer stretch for pedestrians, cyclists and vehicles alike.

Land values soar in Mermaid & Miami

The 2014/2015 Valuer-General's Property Market Report has been released and the Gold Coast had the highest growth rate in the state - 10.7%. Mermaid Beach jumped from an average of \$660,000 to \$760,000 with a change of 15.2%. Miami went from an average of \$325,000 to \$375,000, a jump of 15.4%. While this results in higher council rates, it is also a reflection on the current booming real estate market and will benefit people looking to sell their home.

Donations save lives

John Henderson Real Estate has now donated in excess of \$700,000 to surf life saving over a decade plus long partnership with our three local surf clubs. "We encourage all locals to get behind our surf clubs as they are the life blood of our beaches and community", says Principal Andrew Henderson.



REAL ESTATE BITES

Local favourites join the team

In January we added another two new sales agents, bringing our total sales team to 13.

Simon Francis and Tania Pears have a long and successful partnership within Mermaid Beach and look forward to continuing their success with our agency.



Simon Francis
0413 198 357



Tania Pears
0411 135 931

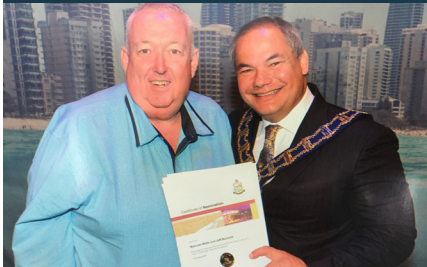
Is your biggest investment covered?

It's always surprising how many investors don't take out landlord insurance on their biggest assets. For a sum of around \$322 per annum it gives great peace of mind, not only for loss of rent and tenant damage but for units it covers for public liability inside the property.

**IF YOU THINK IT'S
EXPENSIVE TO HIRE A
PROFESSIONAL, WAIT
UNTIL YOU HIRE AN
AMATEUR...**

WHAT'S BEEN HAPPENING IN THE COMMUNITY

AUSTRALIA DAY AWARDS



Local salesperson Jeff Burchell was this year nominated in the Community Service Award category for the City of Gold Coast's Australia Day Awards. Jeff works tirelessly with the Mermaid Beach Surf Club, raising much needed funds through raffles and the Surf & Turf Lunch. Jeff was also instrumental in the highly successful Jog for Jugs event which raised over \$12,000 for breast cancer research. Jeff also received the Shining Star Award at the Professionals Group Quarterly Awards.

STELLA MARIS OPENS DOORS

Congratulations are in order for the Catholic Community in Mermaid Beach after the opening of their new church in Hedges Avenue.

The new Stella Maris Church, which reportedly cost \$3.1 million to build, can hold up to 400 people which is great news for our growing community.

NEIGHBOURHOOD WATCH



The latest Neighbourhood Watch meeting held in March reviewed community concerns including the Nobby's Strip Liquor Accord as well as height limit discussions. If you have a community concern, contact Sven Puetter on nhwnobbybeach@gmail.com for details on the next NHW meeting.

ANDRE SHARPLES DELIVERS ANOTHER SUCCESSFUL AUCTION

I just want to thank you for your outstanding services on the sale of our property through Auction...with your intense marketing campaign, thorough organisational skills and extensive knowledge and experience we received a sale above our expectations. From the day you listed our property right up until after the sale you worked diligently to keep us informed at all times. You were consistent and honest in your feedback and always met deadlines with reports and inspections. The level of professionalism you displayed throughout our dealings with you gives us no hesitation in recommending you to anyone looking to buy or sell a property. **G. Herbich**

**Support the
agency supporting
your community!**

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Property Manager
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Administration

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Sharon Howarth
Lauren McMahon

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Office Administration
Office Administration

Krystle Ross
Candice Dodgen

Sales Administration
Sales Administration

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iheartmermaid.com

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If you do not wish to receive further communication from John Henderson Professionals Mermaid Beach please email us at sales@prohenderson.com.au (please ensure to include the address of your Gold Coast property if applicable).

