



Beachside Market Report

July - September 2014

*Property between the beach and the highway
Mermaid Beach - Miami*

Principal's Message

Our quarterly newsletter has been in publication for over a quarter of a century and I smile when I speak to long term property owners who have kept copies for many years. The look has changed over the years and we hope you appreciate the latest refreshed version. We will continue to publish relevant content for local property owners who tell me they want to know about local real estate and news which is significant to them.

The past quarter saw an increasing number of sales in the beachside and surrounding areas. We have assisted in achieving price growth with our agency achieving the highest amount of sales in the area, more than all the other agents combined. We have been the number one selling beachside agent for over 40 years and will continue to be a long serving business in the local community.

When I walk around the area I'm excited at the amount of rebuilding and major renovation work underway. This brings great confidence as well as employment opportunities to our vibrant beachside community.

The media and some real estate agents promote the promise of overseas buyers, especially those from mainland China. It is interesting to note that the Macquarie Bank's 2014 Residential Real Estate Bench Market Report indicated that only 2% of property sales in Queensland were sold to international buyers. Perhaps the locals are keeping secret how great our part of the world really is.

I believe that overall progress is mostly positive but certain traditional real estate practices can't be overlooked. The Gold Coast weather is perfect again so buyers are out and about inspecting our window displays at all hours. Our colourful and high exposure window display is extremely successful and enquiry from our office window display has risen 15% in the past three months. Our statistics show that this traditional marketing method has certainly not been replaced by the Internet. Many agents are seeking cheaper office space and have consequently located their offices in low exposure positions where a window display is non-existent or ineffective. Listing with our office ensures the most effective marketing available.

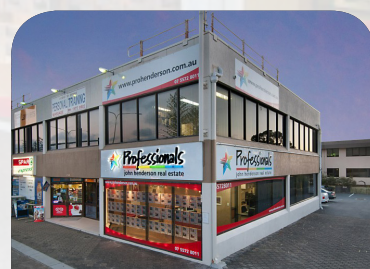
On another note, please be aware that due to our high volume of sales, some other real estate firms have been using our figures in their marketing material. Consequently their information may be incorrect. Deal with the agents who make the actual sales happen.

Spring is a great time to sell your property! Take advantage of the strong market conditions we are currently experiencing.

Property owners want results and we just keep on selling.

Andrew Henderson

Principal, John Henderson Professionals Mermaid Beach



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

3/2304 Gold Coast Highway	\$399,000
22/21 - 25 Peerless Avenue	\$190,000
4 Dudley Street	\$1,540,000
9/2 Lavarack Road	\$830,000
10/2 Lavarack Road	\$715,000
22/90 Marine Parade	\$750,000
1/142 Marine Parade	\$783,333.33
2/142 Marine Parade	\$1,566,666.67
2/10 Francis Street	\$755,000

4/19 Montana Road	\$381,000
2293 Gold Coast Highway	\$600,000
L102/46 Peerless Avenue	\$439,000
5/38 Sunbrite Avenue	\$328,000
L302/46 Peerless Avenue	\$549,000
2/60 - 62 Albatross Avenue	\$490,000
90/7 Redondo Avenue	\$300,000
18 Nagel Avenue	Price withheld
35/15 Santa Monica Road	\$295,000

L301/46 Peerless Avenue	\$525,000
27/37 Albatross Avenue	\$670,000
L105/46 Peerless Avenue	\$445,000
3/12 Montana Road	\$341,000
30 Venice Street	\$935,000
2/30 Albatross Avenue	\$1,325,000
5/19 Montana Road	\$360,000
6/19 Montana Road	\$380,000
8/2 Fraser Avenue	\$390,000

Beachfront

The beachfront auction campaign for 142 Marine Parade Miami resulted in 60 inspections, 125 people attending the auction, 17 registered bidders and a sale under the hammer for \$2,350,000. Both buyer and sellers were ecstatic. The auction for the two units in the absolute beachfront "2 Lavarack" saw perfect weather conditions and both sold under the auctioneers hammer, with the 2 bedroom unit selling for \$715,000 and the 3 bedroom unit selling for \$830,000. A 3 bedroom unit in "Ceol Na Mara" at 90 Marine Parade at Miami sold for \$750,000 and 2 bedroom unit in "Spindrift" in Albatross Avenue for \$670,000. We have some quality beachfront units available at 255 Hedges Avenue in the iconic "On the Park" building. Call one of our experienced sales agents for more information.

Home Units

There has been an abundance of activity and sales of units in the beachside area. The successful sell-out of the first new unit development in the area since the GFC at "Pacific on Peerless" in Peerless Avenue saw the spread of a new level of quality construction on the beachside streets. Constructed by local luxury builder Dankav the development of 15 units saw sales of up to \$559,000.

There have been increasing prices with some of the most recent sales being "Istria Court" in Montana Road for \$381,000, a townhouse style unit in "Aztec Court" in Sunbrite Avenue for \$328,000 and "Albatross Apartments" on Albatross Avenue for \$490,000. These are great entry level beachside properties. If you are looking to secure your long term future or live the great lifestyle we have on offer this market represents great value for owner occupiers and investors. Should you be wanting to be kept up to date weekly with what is happen with property and the market in the local area subscribe to our weekly email published each Thursday afternoon.

To subscribe email salesadmin@prohenderson.com.au and you can listen to Gold 92.5 FM on Friday afternoon and Saturday morning for Luke Henderson's latest property discussion with AJ.



142 Marine Parade sold at auction

The Market

Houses & Flats

The confidence in the market was evidenced by the sale of 4 Dudley Street for \$1,540,000. This older style home on the corner of Hedges Avenue saw multiple offers and an increase in price over the previous sales levels for similar positions along the beach. Along with this sale was the property situated at 18 Nagel Avenue. Perfectly positioned, this older style home sold for a great price. An original duplex in 30 Venice Street, backing onto parkland also sold for \$935,000 under the auction hammer. There is very little available of housing stock to purchase. Older style beachside properties are running out but we still have some great opportunities available. Buy now before it's too late.

Permanent Rentals

Continual improvement is the focus in remodelling our Property Management Department and part of this process is to see how we can improve our services. Property maintenance is all part of owning an investment property and this month we are implementing new online maintenance software with an "App" for smart phones and tablets. This will make the process easier and more convenient for property owners,

tenants and tradespeople.

We also would like to extend to our property owners for which we manage investment properties free members tickets to the Gold Coast Turf Club. Call Principal Andrew Henderson in the office to make arrangements.*

We are seeking quality permanent rental properties to manage. We currently care for more than \$350 million worth of residential property. Furthermore property owners have the comfort of knowing that they have the backing and financial support of a highly successful family business which has been located in Mermaid Beach for over four decades.

Interesting fact: John Henderson Real Estate has sold over 70% of all properties on Albatross Avenue over the past 12 months![^]

[^]Source: Pricfinder

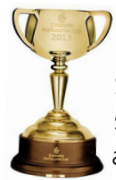


Club receives top honour



Congratulations goes to the Mermaid Beach SLSC which was recently named Surf Life Saving Club of the Year 2013 – 2014. The dedicated volunteer committee and members greatly deserve this recognition which was bestowed upon them by Surf Life Saving Queensland. Throughout the past season volunteers at the Mermaid Surf Club performed more than 6,800 patrol hours and directly saved 19 lives. The next surf season

is approaching and we take our own hats off to these volunteers from all the local Surf Clubs who give up their own time to keep our beaches safe. Our own family contributions from the Henderson Foundation now have a combined total in the vicinity of \$650,000 to the three local clubs over the past decades. We are proud to be partners in Surf Lifesaving with these inspirational volunteers.



Henderson's Sweet Stable Star

Sweet Idea is the current star of the stable. She is always so determined to win and will always give you a great sight for your money. It should be a big spring for her

in 2014. We also have some quality 2 year-olds kicking off their racing careers. So look out for the chocolate & white colours and cheer loud as everyone loves a winner!

WHAT'S BEEN HAPPENING IN THE COMMUNITY

SURF & TURF RACE DAY



A great day of fun and laughter was had at The Mermaid Beach A.E.M.E. SLSC Surf & Turf second annual Charity Race Day. An amazing \$8,500 was raised from this event which will benefit our training programs throughout the club. These events would not happen without the support from the many businesses on the day, thank you. The Henderson Foundation is proud to continue to support these great events.

BUY A BRICK



Stella Maris is the Catholic Church being redeveloped in Hedges Avenue at Mermaid Beach. The Parish is keen to raise funds to complete this very costly project, and even after the generosity of parishioners and visitors, \$300,000 is still required to avoid the Parish going into debt. You can help by supporting their 'Buy a Brick' campaign. For more information, visit:

www.ilovemermaidbeach.com/2014/08/buyabrick

OCTOBER IS PINK MONTH

October is Pink Month and we are all encouraged to get involved and get Pink to raise funds and awareness for breast cancer and breast cancer research. The Professionals Group is a Diamond Sponsor of the National Breast Cancer Foundation, and a donation from every one of our sales is made to the NBCF.

JOG FOR JUGS

Mermaid Beach 5km run

Join us in raising funds for breast cancer research! Jog for Jugs is back on in 2014. This year it is being held on Sunday 26th October 7am - 8:30am, a 5km run or walk from the Mermaid Beach Surf Club.

Visit www.jogforjugs.com.au for more information!



ANOTHER HAPPY CUSTOMER!

The sale of my property is about to be finalised and I would like to take this opportunity to thank you, and especially your Agent - Perry Brosnan for his expert and professional handling of everything connected with this sale. Perry was very helpful and honest in the way he conducted the sale to its conclusion. Perhaps his previous success in selling other units in this complex inspired my confidence. I felt informed about all procedures and the sale of the property has been very successful with the oversight and management of Perry and I am truly grateful. Thank you.

A. Doonan

**Support the
agency supporting
your community!**

Company Directors



Andrew Henderson
Principal
0438 691 972
andrew@prohenderson.com.au



Luke Henderson
Director & Senior Sales Representative
0409 599 507
luke@prohenderson.com.au

Sales Team



Perry Brosnan
Senior Sales Representative
0414 758 204
perry@prohenderson.com.au



Jeff Burchell
Senior Sales Representative
0418 141 624
jeff@prohenderson.com.au



Evelyne Castaldi
Senior Sales Representative
0410 088 866
evelyne@prohenderson.com.au



Nick Deane
Senior Sales Representative
0414 921 112
nick@prohenderson.com.au



Mike Deane
Senior Sales Representative
0414 721 115
mike@prohenderson.com.au



Andre Sharples
Senior Sales Representative
0413 691 700
andre@prohenderson.com.au



Cindy Katene
Buyers Agent
0418 118 506
cindy@prohenderson.com.au

Consultants

John Henderson
David Henderson

Property Management

Louise Ray
Larissa Kloots
Vanessa Bonadies

Property Manager
Property Manager
Property Manager

Teresa Little
Renee Halliday
Ashleigh Mills

Property Manager
Property Manager
Receptionist/Property Management Assistant

Administration

Jan Henderson
Sharon Howarth
Lauren McMahon

Office Administration
Office Administration
Office Administration

Dale Edwards
Candice Dodgen

Sales Administration
Sales Administration

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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).

