



Beachside Market Report

October - December 2014

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

Andrew's Message

I want to start by wishing everyone a Merry Christmas! The sales volume in the past quarter has been extremely high in the area with buyers searching for the idyllic beachside lifestyle. This increase in buyer demand has resulted in higher property prices across the board and has brought an early Christmas present for property owners. House prices have enjoyed an average 10.6% increase from October 2013 to October 2014 with the median Mermaid Beach house now at \$963,500. Over this same period of time units have seen 7.5% growth with the median price increasing to \$356,500.*

There have also been major changes in Residential Real Estate legislation from the 1st of December. One of the biggest changes is that Real Estate agents are now totally unable to advise prospective buyers any idea of a potential sale price when it comes to auction properties. The agent (with the property owners permission) may only offer prospective buyers a list of recent sales. Auctions should be a true reflection of market value for a property and I believe the new laws allow for this. Competition is what breaks records in sport and similarly competition at auctions help break records for property sale prices. John Henderson Real Estate is proud to be a member of the Professionals Group co-operative and as Company Secretary of The Professionals Real Estate Group it gives me the opportunity to meet with Council and State Government on matters that affect our local community and voice our local issues. With the support of MP Ray Stevens we saw the demise of "party houses". We are also excited about the potential positive results we will possibly see from the new town plan. This plan has been too long coming to fruition, but hopefully the City Council will have this implemented early in 2015.

I am pleased to report that our office was named the winner for the July - September period for all the Professionals Eastern Seaboard offices. We were awarded Top Office for total commission income and Top Office for listings. Our sales agents Luke Henderson and Andre Sharples were named in the top 5% of salespeople and we were also recognised at this years Annual Awards for Top Office for Property Management Excellence 2013 - 2014.

Our office has been the largest selling agency of property in this local area for over 40 years and I believe that experience and honesty counts when it comes to selling your greatest asset.

Our weekly email database has now grown to over 7,500 recipients. The report is emailed to subscribers each Thursday afternoon. If you would like to keep informed with up to date market activity please let me know.

If you would like an updated market appraisal on your property we are happy to assist with a confidential market appraisal from our experienced sales team. Everything points to another good year for real estate and very positive outlook for the Gold Coast.



Andrew Henderson

Principal, John Henderson Professionals Mermaid Beach



john henderson real estate

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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

2/62 Petrel Avenue \$320,000
6/16 Riviera Road \$345,000
8/31 Venice Street \$305,000
2/2 Seagull Avenue \$417,500
1/144 Marine Parade \$442,000
58 Seagull Avenue \$885,000
35/15 Santa Monica Road \$270,000
6 Dudley Street \$1,310,000

1142/2623 Gold Coast Highway \$482,500
123/7 Redondo Avenue \$260,000
12/2271 Gold Coast Highway \$332,000
6/107 Petrel Avenue \$430,000
8/107 Hedges Avenue \$595,000
16/38 Petrel Avenue \$227,000
35 Montana Road \$995,000
6/12 Montana Road \$549,000

17/2341 Gold Coast Highway \$402,000
1/35 Seagull Avenue (Sold in 1 line) \$251,650
2/35 Seagull Avenue (Sold in 1 line) \$247,350
3/35 Seagull Avenue (Sold in 1 line) \$325,000
4/35 Seagull Avenue (Sold in 1 line) \$276,000

and many more!

Beachfront

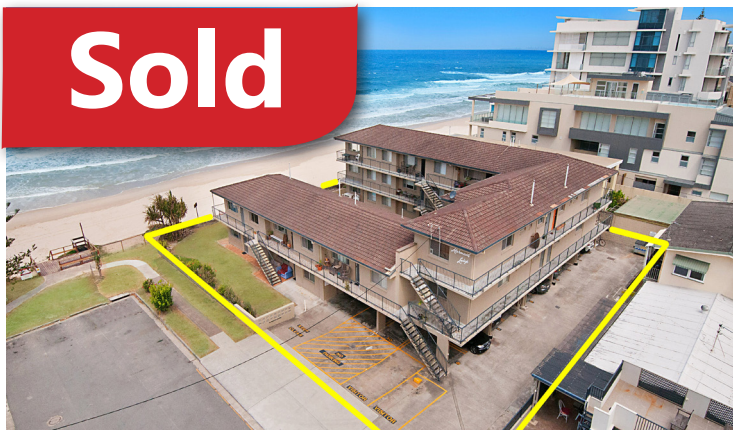
The volume of sales on the beachfront has steadied in the past quarter and units have led the way in sales results for this sector. 144 Marine Parade Miami in "Mermaid Court" sold for \$442,000 and a unit in 100 Hedges Mermaid Beach in "Pandanus" sold for \$595,000.

If you are looking to buy on the beachfront, prices are still a long way off their peak leaving room for further growth. Don't miss out on the beachfront penthouse we currently have for sale at Unit 6 of 255 Hedges Avenue - the owners are requesting offers over \$1,800,000.

Houses & Flats

I foresee the demand for houses increasing further in 2015 with the continuing recovery of the economy on the Gold Coast and the opportunity for business owners to gain access to more finance with increasing business income. A great example is the original home at 58 Seagull Avenue which sold for \$885,000. The Nobby's area is becoming more sought after with the quality restaurant and café scene developing in the area.

Other sales to show the demand for quality positions is 6 Dudley Street for \$1,310,000 - a wide frontage block just positioned "one in off Hedges" and a large renovator at 35 Montana selling for \$995,000.



2 Heron Avenue, Mermaid Beach

Whole block of 17 units, individually owned and strata-titled, which settled in October 2014, was sold for \$12,000,000 by Luke Henderson

The Market

Home Units

Unit demand remains high and there are low levels of listings available for potential buyers to view, especially those units priced in the affordable \$300,000 to \$500,000 price range. A unit in the small block on corner at 16 Riviera Road Miami in "Riviera Place" sold for \$345,000, 2 Seagull Avenue in "Seaview Lodge" sold for \$417,500 and 107 Petrel Avenue in "Heron Horizons" sold for \$430,000.

Permanent Rentals

Our property management department was thrilled to take home the award for Property Management Team of the Year at the annual Professionals Group Awards in Melbourne. This award is presented for outstanding results, professional service and efforts to improve technology, so well done to our team.

At the time of print we are boasting zero vacancies, which is an outstanding achievement so close to Christmas. We believe in a low ratio of properties to property managers, meaning more attention and care is spent managing your property and less 'cutting corners'. This ensures the job is done right the first time. We understand this will save you money in the long run.

Our Maintenance Manager app has now been fully implemented. It is an online system which allows you to make simple, secure and speedy decisions and approvals regarding property maintenance; the app is designed to make life easier. Please let us know if you have any questions about the new system.

We are always 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.



ABC celebrates 25 years at Mermaid



Congratulations to the team from ABC radio who, in October, celebrated their 25th anniversary of moving their radio station to Mermaid Beach.

The local operation of the national broadcaster first started broadcasting in the city as an AM station called 1593-450 in Surfers Paradise in 1983.

The station proved popular and in 1989 the station switched over to

the FM band and the 91.7 Coast FM brand was established.

It's great to have such a prestigious and well-regarded media organisation based here at Mermaid Beach and we hope they enjoy their stay here for many more years.

If you are curious about the faces of the voices on the radio visit;
<http://www.abc.net.au/local/photos/2014/10/27/4115208.htm?site=goldcoast>

Did You Know? John Henderson Real Estate has been supporting our local Surf Clubs for over 15 years, purchasing life saving equipment and donating money from our own pockets. We thank all our clients who use our services, enabling us to continue supporting this worthy cause.

We have donated over \$650,000 to Mermaid Beach, Nobby Beach and Miami Surf Clubs!

WHAT'S BEEN HAPPENING IN THE COMMUNITY

JOG FOR JUGS



Did you head down to Jog for Jugs on the 26th October?

What a fantastic turnout! Pink was strewn along Mermaid Beach all the way to Broadbeach as strollers, walkers, joggers and runners turned out in force to support the great cause of breast cancer research and awareness. \$12,000 was raised on the day across the country, and John Henderson Professionals will be back supporting this great event in 2015!

NEIGHBOURHOOD WATCH



Nobby Beach Neighbourhood Watch

John Henderson Professionals is proud to support Neighbourhood Watch, and the latest Nobby Beach sector meeting was held on the 8th December at the Nobbys Beach SLSC. Topics discussed included the Nobbys Strip Liquor Accord and height limits. State Member Ray Stevens and Area Councillor Greg Betts were in attendance to hear locals voice their concerns. The next Neighbourhood Watch meeting is Monday 9th March 2015. Contact Sven Puetter on 0433 744 833 for details.

REAL ESTATE BITES

Team expansion

Welcome to our new salespeople!
 Sally Monie has only just started in real estate but has already sold property with our agency and we expect big things from her.

Michael Boulanger has a keen knowledge of real estate; he possesses an impressive sales background and is currently learning Mandarin.



Sally Monie
 0406 538 502



Michael Boulanger
 0433 724 335

Exciting news for our Chinese clients

We are thrilled to announce the launch of our new Mandarin website, to make life easier for our valued Chinese clientele.
 如果您需要用汉语与我们沟通，请拨打
 0411 842 195. 请查询我们的中文网站
<http://www.prohenderson.com.au>

New legislation

On the 1st December 2014 the REIQ introduced significant new reforms to the industry. Be sure to only use REIQ accredited agencies, like John Henderson Professionals to ensure full compliance and understanding of this new legislation.

ANOTHER HAPPY CUSTOMER!

I wanted to drop you a note to let you know that we have now settled in to our new unit. I also would like to acknowledge your excellent support and hard work in making this transaction possible...

I have been impressed with your responsiveness, accessibility, customer service and capabilities as an agent. Thanks also for the voucher which we will very much enjoy.

R. Moses

Support the agency supporting your community!

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Office Administration
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Krystle Ross
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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).

