



## MARKET REPORT

APRIL, MAY & JUNE 2014

Property between the beach and the highway at Mermaid Beach and Miami



**Luke Henderson**

Partner, Auctioneer & Senior Sales Representative



**Andrew Henderson**

Principal



Perry Brosnan



Evelyn Castaldi



Jeff Burchell



Nick Deane



Mike Deane



Andre Sharples



Cindy Katene



With beachside real estate sales and prices continuing to progress at a steady rate, units are again leading the charge while the number of house sales is being affected by the low level of stock.

The City Plan 2015 has been released, detailing the council's vision for the growth of the Gold Coast to 2034. For the Mermaid and Miami beachside area we are hopeful for positive, forward-thinking changes. For Mermaid, we sought to see height restrictions from Miami to Broadbeach on the **Gold Coast Highway** lifted from two to five storeys, with mixed use in those five storeys. We are also keen to see the current restrictions changed from 1 bedroom per 50 sqm to 1 bedroom per 33 sqm. You can find all the details of the proposal and have your say at [www.cityofgoldcoast.com.au/draftcityplan2015](http://www.cityofgoldcoast.com.au/draftcityplan2015).



Much of the City's town plan relies on the success of the Gold Coast light rail. The \$2.1 billion light rail is an important piece of infrastructure which will only benefit the area and create a better public transport system for both tourists and locals. We look forward to watching how well it integrates with the road traffic.



In May, the Real Estate Institute of Queensland welcomed landmark property and real estate reforms passed by the Queensland Government. The long awaited split of the Property Agents and Motor Dealers Act has resulted in the creation of industry specific legislation, including the Property Occupations Act. REIQ's Rob Honeycomb says "the Property Occupations Act and other associated legislation passed today would cut red tape and make it easier to buy and sell real estate throughout Queensland." Some of the changes include extending the statutory limit on lengths of appointments for a sole or exclusive agency from 60 days to 90 days to better reflect market realities, deregulating the maximum commissions rates to allow contractual freedom, the abolishment of a separate Warning Statement (instead this will be included in the relevant contract), and stricter disclosure of third party benefits to buyers.\* Further details about when the laws will come into effect will be released at a later date.



In other real estate news, we are very excited to be listing for sale a 7 storey, 27 unit luxury development in Gray Street in Southport. Our project marketing team won the job following on from our involvement in the hugely successful 'Pacific on Peerless'. Less than a handful of properties are still available at 'Pacific on Peerless', and we anticipate the same level of interest for 'Oceans Apartments'.

Some agencies are promoting the sale of properties 'undercover' - a way of selling without your property ever being advertised on the open market. But if you're selling a secret, are you getting the best price for your property?

We always welcome your feedback and your input is important to us. Drop us a line any time to [sales@prohenderson.com.au](mailto:sales@prohenderson.com.au) or visit our website.

\*Source: [www.reiq.com.au](http://www.reiq.com.au)



REIQ



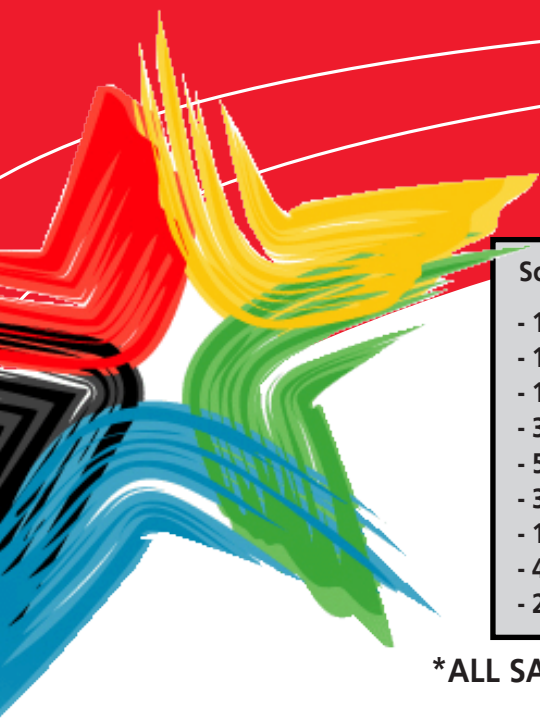
2013 Community Service Award  
REIQ Awards for Excellence



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The trusted name in Mermaid & Miami real estate.

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**Some of our recent "Beachside" Sales\* include:**

- |  |                                     |
|--|-------------------------------------|
| - 104/46 Peerless Avenue \$339,000     | - 6/21 Albatross Avenue \$585,000   |
| - 1/27 Seaside Avenue \$878,000        | - 8/125 Albatross Avenue \$880,000  |
| - 10/33 Cronulla Avenue \$420,000      | - 201/46 Peerless Avenue \$418,000  |
| - 3/21 Albatross Avenue \$560,000      | - 1/60 Albatross Avenue \$490,000   |
| - 5/21 Albatross Avenue \$585,000      | - 15/15 Santa Monica Road \$350,000 |
| - 3/116 Petrel Avenue \$349,000        | - 5/40 Ventura Road \$188,000       |
| - 103/46 Peerless Avenue \$450,000     | - 6/53 Petrel Avenue \$455,000      |
| - 4/21 Albatross Avenue \$570,000      | - 2/10 Francis Street \$752,000     |
| - 22/21 - 25 Peerless Avenue \$190,000 | ...plus many more!!                 |

**\*ALL SALES DETAILED IN THIS NEWSLETTER HAVE BEEN SOLD BY OUR OFFICE.  
DEAL WITH THE AGENTS WHO MADE THESE DEALS HAPPEN!**

#### **Beachfront**

The beachfront auction of 13A Ocean View Easement saw a large attendance and a high number of bidder registrations, showing confidence in the beachfront market and revealing that there are plenty of buyers who can settle in 30 days.

We are also very excited to be conducting the auction for 142 Marine Parade on the 13th July. The 589m<sup>2</sup> of rare beachfront includes a wider 18 metre frontage and offers you the choice of keeping the existing 5 bedroom, 2 bathroom strata titled duplex or redeveloping. We have also listed the beachfront units of 9 & 10/2 Lavarack Road in Mermaid Beach - a deceased estate auction of the whole 5th floor of the building. Properties like this are so incredibly rare, and we are very confident this property will sell at auction.

#### **Houses & Flats**

Miami beachside stock has been quite low this quarter. At the time of print, there were only 6 beachside houses listed for sale in Miami, compared with 16 beachside in Mermaid Beach. However, demand is still high, and any properties that come onto the market are quickly snapped up. One such property 4 Dudley Street has also just been listed for sale. On the corner of Hedges Avenue, it is in a prime position and the owners are seeking offers.

#### **Home Units**

As has been the trend over the last year, the unit sector has been powering along again this quarter, with middle-range priced properties being the highest sellers. We sold 4 of the 6 units at 21 Albatross Avenue, prices ranging between \$560,000 - \$585,000. On the lower end of the scale, a 1 bedroom unit at 40 Ventura Road sold for \$188,000 and a 2 bedroom unit at 116 Petrel Avenue sold for \$349,000. On the higher end of the scale, another unit at Albatross North was sold for \$880,000, a well presented villa at 27 Seaside sold for \$878,000 and a duplex at 10 Francis Street sold for \$752,000. Buyers at the moment are interested in beautifully presented properties in smaller blocks close to the beach, and are prepared to pay for the privilege.

#### **Permanent Rentals**

Our rental vacancy is currently at a very low 2%. Properties are generally being leased within 2 weeks of the property becoming available. We are currently keeping rental arrears at a low 1.32% and our property managers are vigilant about keeping rent payments up to date.

Such a high proportion of tenants use the Internet to view rental properties and keeping up to date with technology has never been more important. Our office website attracts 27% of our total rental enquiries, higher than the enquiry we receive from the Domain.com.au website. Does your agency allow prospective tenants to book inspections from their computer, 24 hours a day, 7 days a week? Our online booking system allows tenants to book and keep up to date with properties via their phone and email, so no prospective tenants are missed and your property is leased faster. It is so important that your rental agent has in place the latest technology to ensure that the optimum result is achieved for the landlord.

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



*"As has been the trend over the last year, the unit sector has been powering along again this quarter."*

**Is your agent sufficiently insured? Ask for their current "Certificate of Currency". This will make sure your assets are not in jeopardy in case of an expensive public liability claim against you from a prospective buyer or a tenant. Why risk everything you have?**



## John Henderson Professionals Mermaid Beach Sites

Facebook: [facebook.com/mermaidbeachrealestate](https://www.facebook.com/mermaidbeachrealestate)

## Luke Henderson's Sites

Facebook: [facebook.com/luke.mermaidbeach](https://www.facebook.com/luke.mermaidbeach)Twitter: [twitter.com/prosluke](https://twitter.com/prosluke)

You can also subscribe to our **weekly email** and have the very latest hot properties sent directly to you each Thursday. Subscribe by sending your email address to [salesadmin@prohenderson.com.au](mailto:salesadmin@prohenderson.com.au).



## Community Commitment

We like to talk the talk and walk the walk when it comes to our local community contributions. We have again backed up our Surf Club commitments, this quarter donating yet another \$16,500 to the Mermaid Beach Surf Club and \$11,000 to the Miami Beach Surf Club. This brings our total contributions to over \$625,000; money which is donated straight from our own pocket and not raised from the general public through functions or tin-rattling. This allows our clubs to confidently purchase valuable and expensive surf life saving equipment for our fantastic local surf lifesavers without the pressure of co-fundraising. We are very proud to be able to give back to the community generously after running a successful family business for over 40 years.

In addition, the Henderson Foundation is again proud to be sponsoring the second Mermaid Beach Surf and Turf Long Lunch at the Gold Coast Turf Club on Saturday 19th July. Last year was a hugely successful day, with great attendance and great weather. Tickets start from just \$130, or purchase a whole table of 12 for \$1,500. This includes a 4 hour drinks package, plus an amazing lunch and live racing action. All this and you can feel good about yourself by raising money for your local Surf Club. Contact Jeff to secure your seat now to meet and socialise with your fellow neighbours.

Our own Jeff Burchell was recognised for fundraising at the Mermaid Beach Surf Club Annual Awards in June. Jeff was elected to the position of Director of Fundraising for Mermaid Beach Surf Club in 2013. This role incorporated the fund raising activities required to meet the budgets set by the club and Jeff was instrumental in the success of the 2013 Surf and Turf Lunch. His efforts continued with the 12 days of Christmas ham raffles, the huge Easter chocolate raffle and the ongoing support of the weekly raffles. Congratulations to Jeff - we are so proud to have him on our team.



The caring Real Estate

...proud to support and assist our local community.

## Buying, Selling or Renting

Should you be interested in buying, selling or renting we invite you to contact our consultants. We are a major selling agency in Mermaid Beach and Miami. In fact, we sell more properties in this area than any other agent, and have done so for 40 years!

Our newly designed website is perfect for mobile use. All our "For Sale" and "For Rent" properties can be found on numerous internet sites, including our own site [www.prohenderson.com.au](http://www.prohenderson.com.au), the largest real estate sites in Australia [www.realestate.com.au](http://www.realestate.com.au) and [www.domain.com.au](http://www.domain.com.au) and also on the Professionals Group site [www.professionals.com.au](http://www.professionals.com.au).



*"Thank you to John Henderson Real Estate for being an outstanding supporter of Nobby's Beach Surf Club. We couldn't do it without you!"*

**Patrick McCue**  
President,  
Nobby's Beach  
Surf Lifesaving Club



NATIONAL  
BREAST CANCER FOUNDATION  
FUNDING RESEARCH FOR PREVENTION AND CURE  
DIAMOND PARTNER

The Professionals Group is a **DIAMOND PARTNER** of the National Breast Cancer Foundation and our partnership with the NBCF began in 2007. A contribution from each and every sale we make is donated to the NBCF and to date, the Group has raised over **\$2,263,977.05** for the cause.



John Henderson Real Estate is a major financial supporter of the local Neighbourhood Watch.

## Testimonial

As the owner of a unit at Miami, when it came time to sell I chose Professionals Mermaid Beach as my Agent....The choice of Agent was also simple as Nick Deane was selling a unit in our complex at Auction and after only one phone call he started communicating with me. I have worked in the real estate industry for many years and have come to know and understand how a Real Estate Agent can sometimes promise the world and deliver very little. This was not the case with Nick Deane as his communication levels are exceptional. Not only did he sell the unit within 2 weeks but at a price which I was very happy with. I was sceptical once the contract was signed as Agents can then sometimes forget about their client's needs but not Nick. The contract had to be changed twice after the initial contract was signed (at the Buyer's request) and Nick kept me informed throughout the whole process. The unit has now settled and if anyone ever asks me who should sell their property on the Gold Coast it will be with a resounding response - Nick Deane. Thank you Nick for looking after me.

- C. Levitt

# We Just Keep on Selling!

We are a trusted family business, established at Mermaid Beach over 40 years ago.

## Ownership

Andrew Henderson	Principal	0438 691 972
Luke Henderson	Senior Sales Representative, Auctioneer & Partner	0409 599 507

## Sales Team

Jeff Burchell	Senior Sales Representative	0418 141 624
Mike Deane	Senior Sales Representative	0414 721 115
Evelyne Castaldi	Senior Sales Representative	0410 088 866
Andre Sharples	Senior Sales Representative	0413 691 700
Perry Brosnan	Senior Sales Representative	0414 758 204
Nick Deane	Senior Sales Representative	0414 921 112
Cindy Katene	Sales Administration / Buyer's Agent	0418 118 506
Dale Edwards	Sales Administration	
Candice Dodgen	Sales Administration	

## Property Management

Larissa Kloots	Property Management
Teresa Little	Property Management
Louise Ray	Property Management
Vanessa Bonadies	Property Management
Renee Halliday	Property Management
Ashleigh Mills	Receptionist/ Property Management Assistant

Lauren McMahon	Office Administration
Sharon Howarth	Office Administration
Jan Henderson	Office Administration
David Henderson	Consultant
John Henderson	Consultant

### Team Henderson Racing

Team Henderson is looking forward to another bumper Spring Racing Carnival, so look out for go-getters Sugar Rush, Sweet Idea, Excess Knowledge and Sir Bigglesworth. We are one of the most successful racehorse owners in Australia. Real estate is our business and horse racing and breeding is our hobby.

### Gold Coast Business Excellence Awards



Family Business Award

### Real Estate Institute of QLD/Australia Awards



Our business has been established in Mermaid Beach for over 40 years with over 20 employees and has the financial backing of the Henderson Family. We are here for the long term and are one of the largest employers in the local area.

### Privacy Act

Henderson Real Estate Holdings Pty Ltd (ACN 114 557 390 as Trustee for the Henderson Unit Trust) trading as John Henderson Real Estate is committed to protecting your privacy in compliance with the Privacy Act 1988 (Cth) and the Australian Privacy Principles (APPs). This document sets out John Henderson Real Estate's condensed Privacy Notice. John Henderson Real Estate also has a full Privacy Policy, which contains information about how you can complain about any breach by John Henderson Real Estate of the APPs or an applicable APP Code. A full copy of our Privacy Policy can be accessed at [www.prohenderson.com.au/about-mermaid-beach/privacy-policy/](http://www.prohenderson.com.au/about-mermaid-beach/privacy-policy/).

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

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