

JANUARY, FEBRUARY & MARCH 2014 Property between the beach and the highway at Mermaid Beach and Miami



Luke Henderson Andrew Henderson Partner, Auctioneer & Senior Sales Representive Principal











Mike Deane Andre Sharples



Perry Brosnan

Evelyne Castaldi



The micro economic factors on the Gold Coast are showing all green lights for positive real estate growth in the future. The Pacific Fair redevelopment is a big boost to the area with the creation of construction jobs on the site for the next couple of years with the proposed final project making it into the fourth largest shopping centre in the country. Combined with the Jupiter's Casino proposed additional hotel construction, the proposed cruise ship terminal, Commonwealth Games and finally the completion of the light rail, and will add to the desirability of the area and the greater Gold Coast.

Confidence also returned to our area with the development of 'Pacific on Peerless'. These 15 new 'beachside' units form the first new development since the GFC. There are now only 5 units remaining, so contact one of our sales agents for an onsite inspection. The project is due to be completed in June this year. It's been an exciting time in the market where we can again launch our new project sales department, which has seen many successful projects "sell out" over the past few decades.





Our sales for the past quarter again improved on previous quarters and our auctions continue to attract great crowds. The onsite auction of 5 Tamborine Street saw 14 registered bidders and 80 people in attendance. If you are considering selling we have a great database of cash buyers ready to purchase properties in the area. The buyers over the past quarter have been a mixture of owneroccupiers, property investors and self managed superannuation funds.

In another positive change commercial property vacancy rates in the area have also finally fallen. Nearly all shops which were vacant, some for up to 12 months, have new thriving businesses. Great businesses increase patronage for everyone and attracts and keep locals shopping in the area. This includes the leasing of the commercial property in March on the corner of Alfred Street and the Gold Coast Highway at over \$500 per square metre. Commercial property leasing has been an increasing part of our business; should you be looking to have your commercial property managed please contact our Principal Andrew Henderson for a confidential meeting.

Due to positive market factors we have further increased our sales team and welcome Kerrilee Westling. Kerrilee is a true Gold Coast local and an exciting addition to our sales team.

In other news, our recently redesigned website www.prohenderson.com.au has been specifically designed to look best on mobile devices such as smartphones and tablets, which has seen a boom in consumer everyday use.

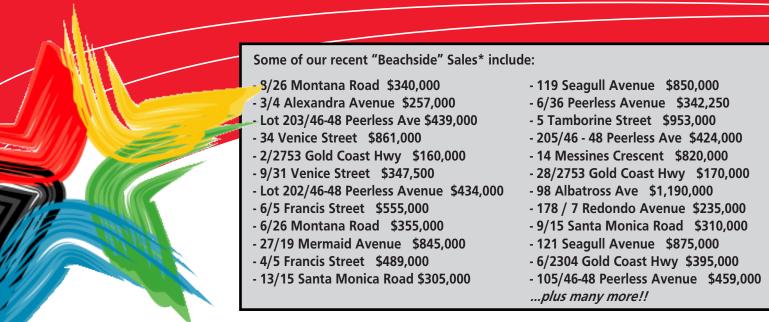
I appreciate the positive phone calls and emails regarding this guarterly beachside newsletter, published now for over two decades. If you don't wish to receive it please let us know and we can remove your details from the database, or if you would prefer to receive only via email.





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The trusted name in Mermaid & Miami real estate.



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

Beachfront

The local market is still talking about the sale of the whole block of units 'Mermaid Lodge' in Heron Avenue for \$12 million. We have fielded a large number of enquiries from body corporate committees looking to market their unit block as a potential redevelopment site. Should you be looking to take advantage of the additional price which can be achieved by selling this way, contact our specialist agent Luke Henderson.

The number of beachfront homes and units sold in the past quarter has seen a big turnaround compared with 12 months ago. Just remember they are not making any more beachfront land in Mermaid Beach and Miami.

Houses & Flats

Older beachside homes and duplex properties have been popular during the past quarter. Sale prices are definitely off market lows evidenced with the sales of 34 Venice Street for \$861,000, 121 Seagull Avenue for \$875,000, 5 Tamborine Street for \$953,000, vacant land at 119 Seagull Avenue for \$850,000, 98 Albatross Avenue for \$1,190,000 and 14 Messines Crescent for \$820,000.

Home Units

Units remain the majority of all sales in the area. Some of these sales include two units in 'Wirringa Sands' on the corner of Hedges Avenue and Francis Street for \$489,000 & \$555,000, units in the new development in 'Pacific on Peerless' for \$424,000, \$434,000, \$439,000 and \$459,000, top floor apartment in "Alexis" in Mermaid Avenue for \$845,000 and in an older style unit block 'Bermay Lodge' in Venice Street for \$347,500.

Permanent Rentals

Traditionally as the weather cools the vacancy rates increase as people move away from the beach. Property management is about supply and demand in the market place and we can see fluctuations from week to week.

Our research continues to show that more than 90 per cent of tenants are seeking rental property availability through the Internet. All of our vacancies are placed on the Internet in a prominent manner and our listings are updated each weekday. Due to the high amount internet usage by prospective tenants we found that the best way to stand out from the crowd is by using feature listings on major sites. This keeps our vacant properties towards the top of those available in the area for lease and attracts more tenant searches.

We are now seeking new permanent rental properties for management. We currently care for over \$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.



"The local market is still talking about the sale of the whole block of units 'Mermaid Lodge' in Heron Avenue for \$12 million."

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?

Media Networking

Want to keep up with the latest in real estate around the Mermaid area?

John Henderson Professionals Mermaid Beach Sites



Facebook: facebook.com/mermaidbeachrealestate

Luke Henderson's Sites Facebook: <u>facebook.com/luke.mermaidbeach</u> Twitter: <u>twitter.com/prosluke</u>



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**.









Neighbourhood Watch Nobby Beach has seen growing attendance to the meetings. If you feel you can make a positive contribution, please attend the meetings and have your voice heard. We are proud to support this local community organisation. We have always been mindful of our business and staff being involved in our community. According to local police, the crime rate is lower in the area. Residents have also voiced their opinions over the flight path for the new Instrument Landing System (ILS) planned at the Gold Coast airport. The group has seen the attendance of local councillor and State Member.

In March, the three local Surf Clubs combined together to recognise the long term and continuous contributions of John Henderson Real Estate with the presentation of a commemorative frame consisting of the club caps and plaques.

Our actions speak louder than our words with our contributions to the 3 local surf clubs now amounting to \$600,000 from our own pockets. This has been used to purchase much needed life-saving equipment. Support the local agency that puts money back into our community. We urge all businesses to follow the same actions and philosophy to make the local area even more desirable.

Support the agency supporting your 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!

We are continually told by the public that our internet site is second to none. All our "For Sale" and "For Rent" properties can be found on numerous internet sites, including our own site <u>www.prohenderson.</u> <u>com.au</u>, the largest real estate sites in Australia <u>www.realestate.com.au</u> and <u>www.domain.com.au</u> and also on the Professionals Group site <u>www.professionals.com.au</u>.



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"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 AEME Surf Lifesaving Club



John Henderson real Estate is a proud supporter of the local Neighbourhood Watch and the Professionals Group is a Diamond Partner of the National Breast Cancer Foundation.

Testimonial

I write to highly recommend Luke Henderson of the Professionals Mermaid Beach. Luke recently sold the entire beachfront 17-unit apartment block, of which I was an owner and the body corporate chairman. I am happy to say that the price achieved was one of the highest paid on the Gold Coast for many years. I recommended Luke Henderson to all the other owners as the best agent for the job and, after his initial presentation to all the unit owners, everyone agreed with me. I am glad to say that it was the best decision that we made. Facilitating a sale with 17 different owners, 17 different opinions and views, and varied tenancies was never going to be easy. However, Luke displayed continued focus and calmness to achieve the desired outcome with an unconditional contract, a reasonable settlement period and the down-payment of a 10% deposit. You really can't ask for any more than that. I would suggest that although our sale was complex, Luke's experience under pressure made all the difference. From day one Luke made me confident that a sale would be achieved. When negotiations started, he was in complete control dealing with all owners and answering all their questions, because for some it was an emotional and difficult decision to make. At any time the transaction could have been cancelled by just one owner changing their mind. However, Luke always kept the sale rolling forward due to his knowledge, calmness and experience. Luke is honest, ethical and professional; I think there is no one better. I would recommend Luke to all sellers. - Fred Gillett

We Just Keep on Selling!

This is a trusted family business, established 40 years ago.

Ownership

Andrew Henderson	Principal	0438 691 972
Luke Henderson	Senior Sales Representative, Auctioneer & Partner	0409 599 507
Sales Team		
Nick Deane	Senior Sales Representative	0414 921 112
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
Kerrilee Westling	Senior Sales Representative	0447 573 200
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 McMahonOffice AdministrationSharon HowarthOffice AdministrationJan HendersonOffice AdministrationDavid HendersonConsultantJohn HendersonConsultant

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

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/.

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).

john henderson real estate

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phofessionals

Team Henderson Racing

Fiorente has been our shining light, adding 'The Australian Cup' at Randwick to his Melbourne Cup victory. Now he takes on 'The Championships' in Sydney before potentially taking on the world at Royal Ascot. In other news, Sweet Idea won Group 2 'Light Fingers'.

Gold Coast Business Excellence Awards

Family Business Award

GOLD COAST BUSINESS EXCELLENCE AWARDS MONTHLY CATEGORY WINNER

Real Estate Institute of QLD/Australia Awards

