



Professionals
john henderson real estate

MARKET REPORT

JULY, AUGUST & SEPTEMBER 2013

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



Luke Henderson

Partner, Auctioneer & Senior Sales Representative



Andrew Henderson

Principal



Perry Brosnan



Evelyne Castaldi



Jeff Burchell



Nick Deane



Mike Deane



Andre Sharples



Cindy Katene



Consumer confidence is returning to the market and the local economy is improving, which will help maintain the great level of buyer activity we are now seeing in the market place. We now have some very positive signs for the local real estate market. For those owners who have waited to sell it may now be the time to put your property on the market as we are currently enjoying the perfect combination of low interest rates, stronger buyer demand and limited stock. Self-managed superannuation funds have been strong purchasers of investment properties and they now make up an increasing percentage of our sales. As we all know, real estate has long been the best way to build wealth.

The world and Gold Coast real estate has really turned a corner. Sales volume is up and buyers are competing in a number of property areas in the market, especially those suitable to the owner occupier. For example, one of our sales representatives, Perry Brosnan, sold four properties in one day in September. The GFC is now in the past and is being detailed in the history books. The new Coalition Government should now be a strong leader to look up to for business direction and the uplift in consumer and business owner confidence is a true turning of the tide.



Our onsite auctions have seen renewed public interest over the past few months with increases in attendance, registrations and bidding, with sales under the hammer clearance rates approaching six-year highs.

A positive real estate market is a positive for the whole community.

The Gold Coast City Council review of the local town plan is in the final stages and hopefully the council's, committee's and the general public's reviews will now open the door for renewed vitality along the Gold Coast Highway. The goal is to make ageing buildings and high vacancy rates a thing of the past. We need to transform Miami and Mermaid into a commercial village hub that is a hive of vibrant business activity and improved services for residents.



With great excitement we also welcome Andre Sharples to our sales team. Andre has successfully negotiated over 650 real estate sales. His previous experience in the area and the fact that he owns property in Mermaid Beach makes him a local agent who is worth getting to know.

2013 is our 40th year in business and we are celebrating this great milestone. We are one of the longest established family businesses on the Gold Coast. It is our loyal clients and the support of the local community that has been instrumental to our success and we are proud to give back wherever we can.



The trusted name in Mermaid & Miami real estate.

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Some of our recent "Beachside" Sales include:

(NOTE: These are sales made by our agency)

- | | |
|---|-------------------------------------|
| - 62/15 Santa Monica Road \$300,000 | - 8/38 Petrel Avenue \$205,000 |
| - 6/21 Chairlift Avenue \$358,000 | - 10/125 Albatross Avenue \$865,000 |
| - 14/15 Surf Street \$228,000 | - A32 'Magic Mountain' \$420,000 |
| - 601/252 Hedges Avenue \$1,610,000 | - 1/30 Heron Avenue \$712,000 |
| - 8/2312 Gold Coast Hwy \$370,000 | - 26 & 28 Venice Street \$1,600,000 |
| - 2/140 Marine Parade \$565,000 | - 1/10 Francis Street \$745,000 |
| - 50 Peerless Avenue \$800,000 | - 7/2491 Gold Coast Hwy \$312,500 |
| - 2/2253 Gold Coast Highway \$212,000 | - 5/59 Petrel Avenue \$402,000 |
| - 73/10 - 16 Alexandra Avenue \$298,000 | - 5/33 Ventura Road \$330,000 |
| - 13/8 Marine Parade \$346,000 | - 30 Seaside Avenue \$870,000 |
| - 27/8 Marine Parade \$325,000 | - 23/67 Albatross Avenue \$490,000 |
| - 2295 Gold Coast Highway \$571,000 | - 20/8 Marine Parade \$330,000 |
| - 7/58 Petrel Avenue \$708,000 | - 19/8 Marine Parade \$325,000 |
| - 6/98 Petrel Avenue \$250,000 | |

Beachfront with Land Content

Our office again saw a consistent number of beachfront sales this quarter, with some excellently priced and good quality property being sold. Buyers are wanting to take advantage of the famous Gold Coast summer months.

Our office sold four units this quarter in one beachfront block alone, at 8 Marine Parade in Miami. Other beachfront sales include a quality two-bedroom unit at 67 Albatross Avenue for \$490,000 and an east-facing unit in 125 Albatross Avenue for \$865,000.

Houses & Flats with Land Content

Again, we are seeing limited, but consistent sales of beachside houses. We sold 26 & 28 Venice Street, which was an outstanding investment opportunity, for \$1.6 million. We sold a good family home at 30 Seaside Avenue for \$870,000 and we sold 50 Peerless Avenue for \$800,000. As always, limited stock is affecting the number of sales we are recording but we are certainly seeing good interest at open home inspections for beachside homes.

Home Units

We have made a very high volume of sales in this sector over the last quarter, with most sales being the two-bedroom properties that are always so popular. Sales in the lower end of the sector fetched around the \$300,000 to \$400,000 mark while the mid-level properties saw sales of between \$400,000 - \$600,000. Demand is growing for high-end prestige units, such as the one sold at 252 Hedges Avenue, which was sold under the hammer at auction for \$1,610,000.

Permanent Rentals

Over the last quarter we have seen a sharp increase in rental activity, with the warmer months approaching. Our vacancy rate has fallen substantially and we are now experiencing a very low vacancy rate of 1% which is an excellent sign of market recovery.

After some change over in our property management staff we now have five full-time, experienced property managers who are overseen by co-business-founder Jan Henderson. We welcome Monique Manche who has 11 years experience in real estate/property management and Vanessa Bonadies who has 4 years real estate/property management experience. Service, quality and knowledgeable property management advice are core values of our new team. Please feel free to contact our office if you have any questions for Monique or Vanessa.

We are also excited to be trialling new advanced systems. In addition to the online automated appointment booking system, we are also trialling mobile devices to assist with routine inspections and exit and entry condition reports that communicate directly back to our in-office software for improved efficiency and quality of service.

Our research continues to show that more than 90 per cent of tenants are seeking rental property availability through the Internet. Our agency has ensured that we are using the most advanced techniques to keep abreast of the changes. All of our vacancies are placed on the Internet in a prominent manner and our listings are updated each weekday.

We are now seeking new permanent rental properties for management and are very serious about this section of our business. 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 4 decades. Should you be dissatisfied with your current agent or are unhappy about your property being transferred from one agent to another agent when agency rent rolls are sold - then contact our property managers for care and stability.



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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

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.

Community Commitment

Jog for Jugs is a fundraising run/walk/jog to raise funds for breast cancer. Many of us have all been touched in some way from this disease, and for a donation you can take part in this fun 5 kilometre event. The event is a great fun morning kicking off from the Mermaid Beach Surf Life Saving Club with Gold Coast Mayor Tom Tate the official race starter. Held on Sunday 20th of October at 6.30am, you can get more information about the event at www.jogforjugs.com.au.

As a precursor to raise the funds to cover the necessary insurance costs for the Jog for Jugs event we entered our own Professionals Mermaid Beach team in the '24 hour Treadmill Challenge'. Held in association with Vision Personal Training the event saw six teams go head-to-head for a common goal. We are proud to say that our office took out the coveted honour of most kilometres travelled, but all participants should feel very proud to have been involved in this great cause.

The latest Nobby Beach Neighbourhood Watch meeting was held on Saturday 2nd September and the community enthusiasm shown for this worthwhile group has been impressive; attendance levels have been increasing each meeting. It provides a vehicle for local residents to voice their concerns and ideas on making Nobby Beach a safer and pleasant place to live. We join Neighbourhood Watch in encouraging members of our community to join us at these meetings and bring a friend or neighbour. To receive a regular Nobby Beach NHW newsletter, either email us on salesadmin@prohenderson.com.au or directly to nhwnobbybeach@gmail.com.

In addition to our ongoing sponsorship of the Mermaid Beach and Miami Surf Clubs, we recently renewed our sponsorship of the Nobbys Surf Club which continues helping the club with necessary lifesaving equipment; our financial association has continued with the club for well over 20 years. This is a true partnership of which both us and these Clubs hold deep as part of our culture. The 2013 – 2014 surf lifesaving season is now underway, but all the three local clubs Mermaid, Nobby, Miami are always seeking enthusiastic members to hop in and volunteer in whatever capacity they can.

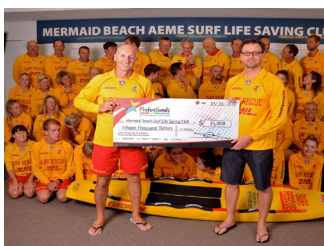
As an example of our community support, our agency has personally donated over \$500,000 from our own funds over the past decade to enable these clubs to purchase valuable lifesaving equipment for their respective Senior and Nipper Clubs.

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 www.prohenderson.com.au, the largest real estate sites in Australia www.realestate.com.au and www.domain.com.au and also on the Professionals Group site www.professionals.com.au.



"Thank you again to John Henderson Real Estate Professionals Mermaid Beach for yet another year of sponsorship and support. Their ongoing dedication to the local community is much appreciated."

Steve Sing
Treasurer,
Mermaid Beach AEME
Surf Lifesaving Club

Testimonial

I have been dealing with Henderson's since 2007, as a purchaser, seller and for rental purposes. During this time, I have dealt with Andrew, and a number of members of staff, and I cannot sing their praise enough. They have dealt with myself with absolute integrity, have been completely open and honest at all times, and have always kept me in the loop as to what was happening.
Peter Hallendorf



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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

Andre Sharples	Senior Sales Representative	0413 691 700
Perry Brosnan	Senior Sales Representative	0414 758 204
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
Cindy Katene	Sales Administration / Buyer's Agent	
Dale Edwards	Sales Administration	
Candice Dodgen	Sales Administration	

Team Henderson Racing

Fiorente and Vaquera's spring campaigns are well under way. Fiorente will head to the Cox Plate before trying to go one better than it's second place in last years Melbourne Cup. Vaquera is also chasing a Melbourne Cup start after winning the Group 3 Tibbie Stakes.

facebook.com/teamhendo

Gold Coast Business Excellence Awards



Real Estate Institute of QLD/Australia Awards



Property Management

Larissa Kloots	Property Management
Teresa Little	Property Management
Louise Ray	Property Management
Monique Manche	Property Management
Vanessa Bonadies	Property Management
Amy Taylor	Receptionist/Property Management Assistant

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

Privacy Act

The clause below is inserted on all mail outs to property owners as a result of the Privacy Act which came into effect from 21st December 2002.

We understand and share your concern about how personal information is collected, used and shared. We are committed to supporting the National Privacy Principles and our procedures relating to personal information are designed to ensure that you are fully protected under Australian privacy laws. We use the personal information you provide us to further develop our products and services and communicate to you relevant items of interest. If you do not wish to receive further communication from John Henderson Professionals Mermaid Beach please either email us at sales@prohenderson.com.au or correspond to us at 2406 Gold Coast Highway, Mermaid Beach, QLD, 4218 and please ensure to include the address of your Gold Coast property (if applicable).

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