



Professionals
john henderson real estate

MARKET REPORT

OCTOBER, NOVEMBER & DECEMBER 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



Evelynne Castaldi



Jeff Burchell



Nick Deane



Mike Deane



Andre Sharples



Cindy Katene



the year that was...

What a year 2013 was! We celebrated being in business for 40 years and added numerous awards to our trophy cabinet. This year's major highlights bookended the year, beginning with an REIQ Award for Excellence and finishing with the Henderson family winning the 2013 Emirates Melbourne Cup!

On behalf of everyone at John Henderson Real Estate we would like to take this opportunity to thank all of our valued clients, for whom we are grateful for your continued support and look forward to continuing our service to you in 2014.

2013

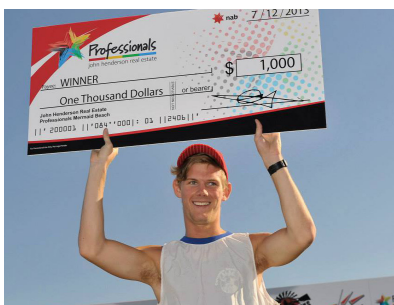


The New Year has started and we are now back to business in full swing. Buyers continue to have a strong appetite for real estate and we look forward to an active and rising market this year. Confidence in the real estate market, increasing property values and more investment dollars into the area all help to make for a strong local economy.

Due to the high clearance rate in recent times, auctions have been increasing in popularity as the preferred method of sale for sellers. The reason is that the auction process does not cap the amount your property can sell for and often the heightened competition is the best way to achieve the optimum market price. Having an auction held "on-site" puts the potential buyers inside the property with their competition, in an open and transparent method of sale.

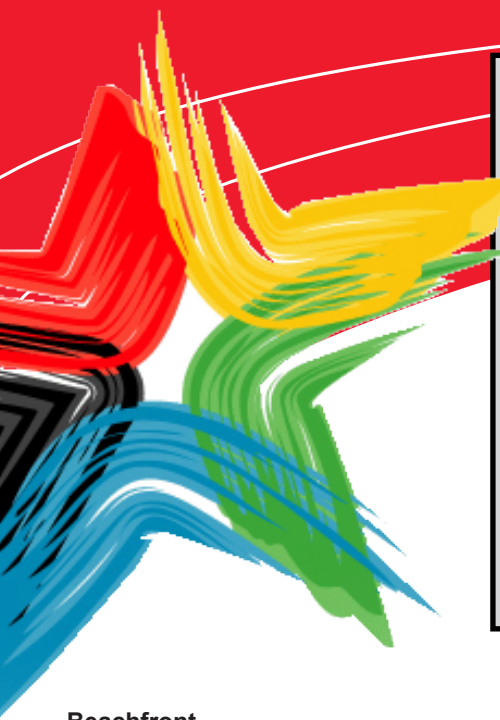
We are currently seeking more properties to sell because our strong sales activity during 2013 led to our own agency suffering a dramatic shortage of properties on the market. We are simply selling them too fast. If you are thinking about selling, this may be the perfect time to take advantage of the current market conditions. We sell more property 'beachside' in Mermaid Beach and Miami than any other agent and have done so for 40 years. In addition, we offer the peace of mind that we are an award-winning REIQ accredited agency with a strong financial position and a reputation earned over good times and in bad times for delivering the right kind of results.

We have seen many changes in the past 40 years and we are soon to see more interesting changes. In May 2014 the Gold Coast City Council is set to publish the new town plan for final public consultation. We will keep readers up to date and advise when the plan is available for review. We believe that the revitalisation of Mermaid Beach and Miami along the Highway strip is a must. For too long the highway through these suburbs has been neglected by local and State Governments. It is in the interest of all local property owners to get behind a thriving commercial strip to make this beachside area the place to be.



The trusted name in Mermaid & Miami real estate.

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Some of our recent "Beachside" Sales* include:

- | | |
|--|---|
| - 13 / 2491 Gold Coast Highway \$307,500 | - 5/42 Sunbrite Avenue \$345,000 |
| - 3/22 Lavarack Road \$340,000 | - 24/12 Marine Parade \$340,000 |
| - 4 Albatross Avenue \$1,360,000 | - 6/16 Lavarack Road \$410,000 |
| - 7/125 Albatross Avenue \$820,000 | - 1/2 Seagull Avenue \$350,000 |
| - 5/125 Albatross Avenue \$792,500 | - 73/10 - 16 Alexandra Ave \$300,000 |
| - 3/23 Venice Street \$300,000 | - 18/125 Albatross Avenue \$857,000 |
| - 8/39 Arthur Street \$305,000 | - 18/15 Surf Street \$200,000 |
| - 6/37 Albatross Avenue \$600,000 | - 1 to 17/2 Heron Avenue (<i>entire block</i>) \$12,000,000 |
| - 90 Seagull Avenue \$885,000 | - Lot 204/46-48 Peerless Ave \$329,000 |
| - 6/116 Petrel Avenue \$320,000 | - Lot 304/46-48 Peerless Ave \$349,000 |
| - 2/72 Seagull Avenue \$330,000 | - Lot 303/46-48 Peerless Ave \$559,000 |
| - 17/2491 Gold Coast Highway \$328,000 | - 1 to 5/91 Seagull Avenue \$1,520,000 |
| - 6/27 Peerless Avenue \$345,000 | - 3/255 Hedges Avenue \$1,300,000 |
| - 6/62 Petrel Avenue \$320,000 | |

***ALL SALES MENTIONED IN THIS NEWSLETTER
HAVE BEEN SOLD BY THIS OFFICE.**

Beachfront

We have currently under contract the biggest sale that has occurred in Mermaid Beach since the Global Financial Crisis. The sale includes 2112sqm of absolute beachfront land and all 17 units in the 'Mermaid Lodge'. Beachfront activity is also strong in the unit market. A prestigious one-per-floor unit at 'On the Park' on Hedges Avenue sold for \$1,300,000, while units in 'Albatross North' have sold for \$792,500, \$820,000 and \$857,000, in 'Spindrift' for \$600,000 and a potential redevelopment site unit at 8 Marine Parade in the building 'Miami Beach Apartments' for \$340,000.

Houses & Flats

Buyer demand for properties up to \$1,000,000 continues to be strong despite a lack of available listings. Buyers are certainly favouring Nobby Beach this quarter, with sales in this area including 90 Seagull for \$885,000 and 4 Albatross for \$1,360,000. Whole blocks of units in the area are also proving very popular with investors for self-managed superannuation funds, with the sale of a block of five units at 91 Seagull Avenue for \$1,520,000. It seems the renewed village atmosphere of café, bars and restaurants is creating increased buyer popularity for this local part of Mermaid Beach.

Home Units

Sales remain strong in this market segment with owner occupiers looking for the beachside lifestyle for which the area is famous. Some sales include older style 2 bedroom, 1 bathroom units at 'Lindsay Lodge' in Arthur Street for \$305,000 and 'Seaview Lodge' in Seagull Avenue for \$350,000.

We have listed for sale the first new unit development since the GFC, located in Peerless Avenue close to Pacific Fair, light rail and the beach. "Pacific on Peerless" offers 15 brand new luxury units with a lift; the apartments are priced from \$329,000 and we have three units already under contract. The building is under construction and is due to be completed in mid-2014. This type of new development is a real confidence booster for the area.

Permanent Rentals

Property management is an important part of our business and in 40 years we have never sold our rent roll. If your property has been recently transferred to another agent, it has been sold for an upfront cash profit to your previous managing agent. If you don't wish to have your property management being sold to another agency not chosen by you and you would like to have your important asset professionally managed by a well-known and financially strong local business, call us.

Our property management department was open each business day over the Christmas New Year period to collect rent, lease vacant properties and manage maintenance. If your property management company was not available over this period is the rent on your investment property up to date? How did they manage your important investment with no staff available?

We take property management seriously, we are always trying to improve the way we operate with more efficient processes and the latest IT services.

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.

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.



"We sell more property 'beachside' in Mermaid Beach and Miami than any other agent, and have done so for 40 years."

John Henderson Professionals Mermaid Beach Sites

Facebook: facebook.com/mermaidbeachrealestate

Luke Henderson's Sites

Facebook: facebook.com/luke.mermaidbeachTwitter: 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

We brought the Melbourne Cup home to the locals who supported us. Everyone who attended the event at the Mermaid Beach SLSC loved holding and having their photo taken with The Cup. This event was great positive publicity for the local area and created a large amount of press for our beachside suburb.

We pride ourselves on both supporting and giving back to the community. We have now donated more than \$550,000 to the three local surf clubs over the past decade with funds from our own pockets. We also assisted with much support from salesperson Jeff Burchell this past year with fundraising over \$10,000 for Mermaid Beach SLSC at their inaugural "Surf & Turf" event, and the "Jog for Jugs" event raised over \$6,500 for the National Breast Cancer Foundation.

These funds will go to much needed resources and research for great causes. In addition, our office has contributed funds from each property sold to the NBCF with the Professionals Group contributions to the NBCF now surpassing \$2,000,000.

The return of sand to the beach saw the return of the MNM (Mermaid, Nobbys, Miami SLSC) nipper carnival with the prize being the John Henderson Trophy. This great local community event attracted more than 300 competing nippers, with Mermaid Beach Surf Club winning the prize. Our SLSC's bring people together to make sure swimmers are safe in our local surf. It gives the youth of the area a purpose and makes for a great community place to gather and meet your fellow local residents.

In other news, the Nobby Beach Neighbourhood Watch has seen increasing memberships and has been actively supported by local MP Ray Stevens and Councillor Greg Betts. If you want a say in what is happening in the area I suggest you attend the meetings and help guide the area in the right direction.



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 refer to your recent sale of my property in Mermaid Beach. I want to thank you and your team for the great work done by all in achieving the sale in a most difficult environment. Luke, you kept me informed as the sale progressed and you were supportive at all times. Even a Melbourne Cup victory failed to distract you from the final goal for which I am extremely grateful. Jeff Burchell was equally supportive and informative during the whole process and went the extra mile on my behalf. On the other side of business Larissa Kloots was equally supportive during my rental crisis. Many thanks to all.

Paul Goodwin



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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

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
Andre Sharples	Senior Sales Representative	0413 691 700
Cindy Katene	Sales Administration / Buyer's Agent	0418 118 506
Dale Edwards	Sales Administration	
Candice Dodgen	Sales Administration	

Team Henderson Racing

Sweet Idea has raced impressively, winning at Wyong in the leadup to the 3yo Magic Millions Guineas. She is currently favourite and a great chance. Make sure you are at the Gold Coast Turf Club to cheer her on. Cup winner Fiorente is also in training in anticipation of the Autumn Carnival over Easter.

[facebook.com/teamhendo](https://www.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
Vanessa Bonadies	Property Management
Monique Manche	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



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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