



Beachside Market Report

April - June 2015

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

Director's Message

You always know when real estate is buoyant because it becomes the first topic of conversation at BBQ's and dinner parties. During the past quarter we had strong demand from buyers and we had significant price growth.

Our auction sales results are well over the industry average, with still over 75% of properties selling before auction or under the auctioneer's hammer. The majority of buyers have been owner occupiers. Buyer competition has led to some significant sales, resulting in (sometimes life changing!) sales with prices well above the sellers price expectations.

As we successfully negotiate another financial year we still await the finalisation of the new Gold Coast Town Planning Scheme. This new town plan has been in limbo for far too many years. It's time Council prioritises this issue to give residents and developers a clear vision on what can be approved in certain areas.

The amount of planned new developments in the region is a positive for local business and the economy. For those looking for development opportunities, we have for sale a prime corner highway site of 809m² at 2283 Gold Coast Highway in the thriving Nobby Beach precinct for sale for \$1,695,000 or a whole block of units on 1,042m² at 7 Mermaid Avenue for \$2,600,000. These properties are examples of what can be purchased now as a fantastic investment for the future.

However, we are concerned about the increased number of off-market sales across Queensland. What is happening across the Gold Coast market is that the number of homes being listed for sale in desirable locations is drying up, so buyers are directly, or through an agent, approaching home owners in the hope of securing a sale. The problem is that some vendors are not well aware of the current market conditions and they end up selling their homes for much less than they are worth. For example there was one recent sale in Mermaid Beach where the vendors accepted a purchase price of just over \$1 million for a beachside home however in that particular precinct the home was certainly worth another \$100,000 to \$150,000 more. Unfortunately, elderly owners and those who live outside of the city seem to be the most vulnerable to off-market approaches. The best advice I can give somebody who has received an off-market approach is to gain the advice of a reliable and creditable local real estate agent who knows the area before signing any documents.

On a positive note, we encourage everyone to get out and support the Mermaid Beach Surf Club by attending the annual Surf and Turf Long Lunch on the 25th July. Read more about it on page 3 - I look forward to seeing you all there!

Andrew Henderson & Luke Henderson
Company Directors,
John Henderson Professionals Mermaid Beach

“Our
auction
sales
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over the
industry
average...”



john henderson real estate

2406 Gold Coast Highway
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

28/15 Santa Monica Road	\$325,000	13 Dudley Street	\$1,405,000	4/27 Peerless Avenue	\$375,000
26/19 Mermaid Avenue	\$1,030,000	3 Ventura Road	\$1,410,000	3/255 Hedges Avenue	\$1,280,000
14/15 Surf Street	\$250,000	11/8 Marine Parade	\$370,000	2/33 Cronulla Avenue	\$411,000
4/33 William Street	\$373,000	1/30 Albatross Avenue	\$981,000	5/2 Nagel Avenue	\$373,000
3/198c Hedges Avenue	\$440,000	6/62 Petrel Avenue	\$367,000	3 Petrel Avenue	\$1,225,000
2/2253 Gold Coast Highway	\$240,000	2/23 Petrel Avenue	\$335,000	1/59 Petrel Avenue	\$470,000
15 Tamborine Street	\$980,000	B27, 1 Great Hall Drive	\$408,500	30 / 67 Albatross Avenue	\$580,000
				and many more!	

Beachfront

The construction activity on the beachfront is full steam ahead with new homes under construction on both beachfront sides of Heron Avenue.

Don't think beachfront is out of reach; there is still affordable beachfront available, with a ground floor apartment at 28 Marine Parade, for sale for the first time in 22 years and looking for offers over \$799,000.

As we always say, they aren't making any more beachfront so be sure to secure your slice of paradise by the beach.

Home Units

Unit sales remain dominant across all price segments of the beachside market.

The office recorded a high number of sales during the quarter with one of the top floor units in "Alexis" in Alexandra Avenue selling for \$1,030,000, another in "Sangria" at 1/30 Albatross Avenue for \$981,000, 3/198c Hedges Avenue \$440,000 and 1/266-268 The Esplanade Miami for \$482,000.

Importantly all sales detailed in this newsletter have been sold by this office.

Sold



26/19 Mermaid Avenue, Mermaid Beach
Luxurious 3 bedroom penthouse apartments with north east facing aspect and views from every room: sold for \$1,030,000 by Perry Brosnan

The Market

Houses

The market for beachside houses remains strong with demand for the area around Nobby Beach running high. The office recorded a number of positive results for the local market with the sale of 34 Alfred Street for \$885,000, an original 2 bedroom cottage at 15 Tamborine Street for \$980,000, 3 Ventura Road for \$1,410,000, 13 Dudley Street for \$1,405,000 and 3 Petrel Avenue for \$1,225,000.

An outstanding opportunity has also become available; 36 Hedges Avenue, a 3 level 5 bedroom iconic home goes under the hammer on the 18th July 2015.

If you are curious to know the expected sale price of your property please contact one of our experienced sales team.

Permanent Rentals

Historically, as the weather cools vacancies tend to increase, but this year overall our vacancy rate remains low and we have many credentialed tenants seeking properties to lease. In South East Queensland the average days to lease a property is 13.3*, but our own office average is 7.3 days, meaning more money in our landlords' pockets. How long does it take your management agency to lease your property?

Property management is going through an unprecedented level of change and there has been a massive increase in client expectations. We strive to improve our skill with regular training and attend conferences for better ideas on how to manage properties. We embrace innovation and changes that allow us more time to understand our clients. We are using electronic communication more and more, but never forgetting the power of a phone call. All our property managers are based in our Mermaid Beach office and we don't use overseas call centres. Your property is fully managed by a local person in our local office.

We are now seeking more quality properties to lease. If you would like to discuss your property management options or meet your property manager face to face please call into our office.

*source rentfind.com.au

Lifesavers swap Surf for Turf



The crew from the Mermaid Beach A.E.M.E. Surf Life Saving Club will swap the surf for the turf on Saturday the 25th July for their annual fund-raising race day.

More than 400 people are expected to change their cozzies for their finery and swap their water bottles for wine bottles as they raise funds for the popular surf club.

The racing alone should provide plenty of entertainment with this day becoming a must-attend event for many members of the Mermaid Beach community.

"I think the combination of the surf and turf is a winner

for the Gold Coast," said Luke Henderson, Director of the Gold Coast Turf Club and John Henderson Real Estate.

The race is one of the club's major fundraisers for the year and the committee is hoping people attend in droves.

John Henderson Real Estate are once again sponsoring the Long Lunch event. Book your seat now with all profits raised going to purchase of vital lifesaving equipment to assist all beach users. Sponsor a race, purchase a table or just buy a seat.

To book, contact Jeff Burchell on 0418 141 624 or download a booking form at:

www.prohenderson.com.au/2015/06/bookingform

Another community event sponsored and supported by John Henderson Real Estate The Professionals Mermaid Beach.

WHAT'S BEEN HAPPENING IN THE COMMUNITY

PACIFIC FAIR UPGRADE



Pacific Fair is well underway with it's \$670 million redevelopment. The brand new Coles opened on the 25th June near Kmart, while the old Coles has now closed, making way for the new demolition stage. The North-East Mall revealed in November looks fantastic, and boasts the brand new Target store and specialty stores. Kmart and Myer will remain in the same location throughout the renovation. Find out more about the redevelopment and other upcoming events and activities at: www.pacificfair.com.au

MIAMI MARKETTA



If you haven't yet experienced the fabulous, vibrant atmosphere of the famous Miami Marketta, then I ask whether you can call yourself a true local! Held every Friday and Saturday night, Hillcrest Parade in Miami comes alive with foods of all nationalities, complete with a dessert hall. Soak up the sounds of blues, jazz or flamenco music while enjoying boutique local beer and wine. Sure, you could say you were supporting the local community (but trust us, you would be doing yourself the favour!). www.miamimarketta.com

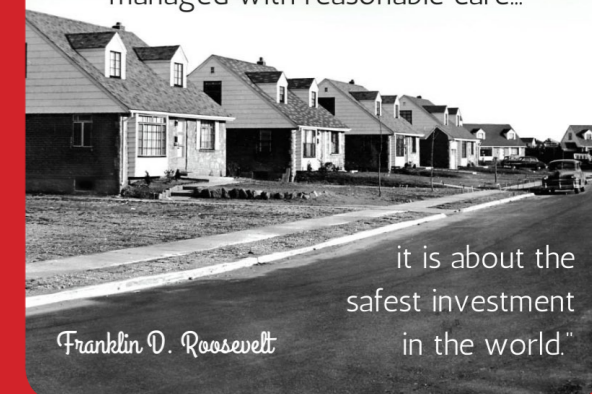
REAL ESTATE BITES

Stamp duty increases by 800%

Housing affordability is often hampered by the excessive cost of stamp duty. In June, the Property Council revealed that Australia has endured an average 800 per cent increase in stamp duty on a family home over the past 20 years. That far exceeds inflation or house price growth.

Perhaps stamp duty fees should be reviewed or this tax removed altogether?

"Real estate cannot be lost or stolen, nor can it be carried away. Purchased with common sense, paid for in full, and managed with reasonable care..."



it is about the safest investment in the world.
Franklin D. Roosevelt

JEFF BURCHELL & PERRY BROSNAN SERVE UP ANOTHER SEAMLESS SALE

Just a note to let you know that I received exceptional customer service from both Jeff Burchell and Perry Brosnan following my recent purchase of a unit through your agency.

Perry introduced me to the property which Jeff had listed in Duet Drive. The purchase was seamless and Jeff's support was amazing.

People are often quick to complain about bad customer service but don't take the time to acknowledge great customer service, so I just wanted to say thank you.

C. Dolan

Support the agency supporting your community!

Company Directors



Andrew Henderson
Principal
0438 691 972
andrew@prohenderson.com.au



Luke Henderson
Director & Senior Sales Representative
0409 599 507
luke@prohenderson.com.au

Sales Team



Perry Brosnan
Senior Sales Representative
0414 758 204
perry@prohenderson.com.au



Jeff Burchell
Senior Sales Representative
0418 141 624
jeff@prohenderson.com.au



Evelynne Castaldi
Senior Sales Representative
0410 088 866
evelynne@prohenderson.com.au



Nick Deane
Senior Sales Representative
0414 921 112
nick@prohenderson.com.au



Mike Deane
Senior Sales Representative
0414 721 115
mike@prohenderson.com.au



Andre Sharples
Senior Sales Representative
0413 691 700
andre@prohenderson.com.au



Sally Monie
Sales Representative
0406 538 502
sally@prohenderson.com.au



Michael Boulanger
Sales Representative
0433 724 335
michael@prohenderson.com.au



Tania Pears
Senior Sales Representative
0411 135 931
tania@prohenderson.com.au



Simon Francis
Senior Sales Representative
0413 198 357
simon@prohenderson.com.au



Cindy Katene
Buyers Agent
0418 118 506
cindy@prohenderson.com.au

Consultants

John Henderson
David Henderson

Property Management

Louise Ray
Larissa Kloots
Patsy Monk

Property Manager
Property Manager
Inspections Officer

Teresa Little
Renee Halliday
Ashleigh Mills

Property Manager
Property Manager
Receptionist/Property Management

Administration

Jan Henderson
Sharon Howarth
Lauren McMahon

Office Administration
Office Administration
Office Administration

Krystle Ross
Candice Dodgen

Sales Administration
Sales Administration

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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).

