

Property between the beach and the highway: Mermaid Beach to Miami

## Market Report

January - March 2017



### Director's Message

There has been a dynamic start to the real estate market in 2017 and our Hot Summer Auctions held in January produced some outstanding results, with 15 of the 22 properties selling before or on the night. A further three properties sold after the auction to bring the total value of sales achieved to more than \$20,000,000. During the auction, the Mermaid Beach Bowls Club was bursting with buyers and curious market onlookers. The event was such a success for local property and local business that we will look to hold another event in the future. As always, we will keep it in our local community and supporting the local community. The entire first quarter of the year has seen strong interest from property buyers with demand outweighing supply across all types of property available in our beachside market. Our office auction clearance rate in 2017 is running at more than 80%, which is an amazing statistic. Like the larger southern Sydney and Melbourne markets the local area has embraced the auction method of sale. Competition is what leads to new records being set at the Olympics and competition at auctions can also lead to record property prices. Our regular auctioneer Justin Nickerson, who many of you would have seen in action, was recently crowned winner of the REIQ 2017 Auctioneer of the Year. We have been associated with Justin and the team at Apollo Auctions since their inception and it's great to be working with the best in the business.

As always every property sale detailed in this newsletter has been sold by our office. The Mermaid Beach & Miami beachside area has been the shining star in the Gold Coast property market.

On a personal note, both my brother Luke and I were again recognised by the Gold Coast Bulletin as being in the Top 100 'Most Influential People' on the Gold Coast with both of us coming in at Number 37 on the list. We both aim to enrich the community, lead the local community and are passionate about promoting our local area, as well as being one of the largest employers in the local area.

The latest issue of the Property and Lifestyle magazine 'Niche' will be delivered to local mailboxes before Easter. We have a current distribution of 7,000 magazines throughout the local area. The magazine is a great way to see upcoming events, properties available to purchase and informative locally based articles. You can also grab a free copy from the office.

Our sales agents live, work and love the local area and have extensive local real estate knowledge. Our aim is to always achieve the highest sale price for our clients through expert negotiation. Should you like an update market report on your property or be looking to move home or increase your investment portfolio please contact any members of our experienced sales team.

This beachside Mermaid Beach and Miami market report has been published continuously each quarter for near on 30 years and we will continue to keep property owners informed in the years to come.

Andrew Henderson and Luke Henderson - Directors

[www.prohenderson.com.au](http://www.prohenderson.com.au)



# Analysing the Market

## Beachfront

The beachfront market continues to be a hive of activity from interested property purchasers. The successful sale under the hammer of 114 Marine Parade for \$3,025,000 drew a large crowd and saw 10 registered bidders battle for the property on a glorious Saturday summer morning overlooking the ocean. This quarter also saw the settlement of 73 Hedges Avenue which sold for \$4,775,000. Other beachfront sales include, a three-bedroom unit in "Banksia" at 119 Albatross Avenue for \$1,400,000, with a two-bedroom apartment in "Albatross North" selling for \$880,000. As they say, they are not making any more beachfront.



114 Marine Parade, Miami

Sold at auction by Luke Henderson & Cindy Katene  
for \$3,025,000

## Beachside house and land content

Beachside houses are achieving very strong sales prices. Beachside cottages will become very scarce going forward due to all the new homes being constructed and the number of major renovations underway. Some recent house and land sales include 45 Venice Street for \$1,000,000, 121 Seagull Avenue for \$1,200,000, 36 Sunbrite Avenue for \$1,170,000, a triplex at 29 Seaside Avenue for \$1,250,000, 31 Seabeach Avenue for \$1,275,000 & 120 Hedges Avenue for \$1,545,000. Should you be looking to sell, now could be the perfect time to achieve a premium sales result.

## Latest beachside sales, from Mermaid Beach to Miami

- 402/252 Hedges Avenue, Mermaid Beach - \$1,580,000
- 5/10 Dudley Street, Mermaid Beach - \$531,000
- 1/10 Francis Street, Mermaid Beach - \$1,055,000
- 1/33 Cronulla Avenue, Mermaid Beach - \$450,000
- 45 Venice Street, Mermaid Beach - \$1,000,000
- 1/70 Seagull Avenue, Mermaid Beach - \$1,025,000
- 403/252 Hedges Avenue, Mermaid Beach - \$1,700,000
- 121 Seagull Avenue, Mermaid Beach - \$1,200,000
- 1/10 Messines Crescent, Miami - \$850,000
- 36 Sunbrite Avenue, Mermaid Beach - \$1,170,000
- 4/119 Albatross Avenue, Mermaid Beach - \$1,400,000
- 5/5 Francis Street, Mermaid Beach - \$690,000
- 2/10 Francis Street, Mermaid Beach - \$1,000,000
- 3/33 William Street, Mermaid Beach - \$362,000
- 9/5 Francis Street, Mermaid Beach - \$755,000
- 1/41 Arthur Street, Mermaid Beach - \$1,088,000
- 3/12 Montana Road, Mermaid Beach - \$415,000

## Units (non-beachfront)

Both the villa/duplex and unit market has seen unprecedented demand and high sales volumes. Of note, two large upmarket apartments in "Hedges 252" sold for \$1,580,000 & \$1,700,000 while a three-bedroom apartment in "Alexis" in Alexandra Avenue sold for \$990,000. With the villa/duplex market experiencing a high volume of sales during the past quarter, stock availability is now low. Villa sales include 1/10 Francis Street for \$1,055,000 & 2/10 Francis Street for \$1,000,000, 1/70 Seagull Avenue for \$1,025,000, 1/10 Messines Crescent for \$850,000, 2/16 Redondo Avenue for \$775,000 and 1/41 Arthur Street for \$1,088,000. We have many cashed-up buyers in our database looking to purchase apartments, units and villas.



1 & 2/10 Francis Street, Mermaid Beach  
Sold by Luke Henderson & Cindy Katene  
for \$1,055,000 & \$1,000,000 respectively

## Property Management

The property market is being dominated by owner-occupier purchasers which has resulted in a continuing tight rental market for tenants. The vacancy rate currently remains at a low 2%. Generally, as the weather cools rental vacancy historically increases but this winter may be different with the fast approaching Commonwealth Games and continuing large construction projects such as the new Star Casino Hotel, Otto Mermaid Beach & Neo (Cnr Peerless Ave) all underway, providing additional local employment in the area. Nobody leases more local beachside property than John Henderson Real Estate. We have the security of more than 40 years of experience in business locally and strong financial backing, so why would you risk one of your biggest assets to anyone else? If you would like to transfer the management of your property from your current agency to us it's easier than you think. Contact our Professionals award-winning property management expert Larissa Kloots on 5572 8011 or email [larissa@prohenderson.com.au](mailto:larissa@prohenderson.com.au) for a current property market discussion. All new property management clients receive a free copy of Andrew Henderson's own property management book "Property Management in Queensland: a guide for investors".

- 24/2341 Gold Coast Highway, Mermaid Beach - \$433,000
- 29 Seaside Avenue, Mermaid Beach - \$1,250,000
- 120 Hedges Avenue, Mermaid Beach - \$1,545,000
- 5/198c Hedges Avenue, Mermaid Beach - \$527,000
- 3/12-14 Venice Street, Mermaid Beach - \$769,500
- 114 Marine Parade, Miami - \$3,025,000
- 22/19 Mermaid Avenue, Mermaid Beach - \$990,000
- 2/34 Seagull Avenue, Mermaid Beach - \$435,000
- 3/24 Ventura Road, Mermaid Beach - \$445,000
- 4/21 Albatross Avenue, Mermaid Beach - \$675,000
- 31 Seabeach Avenue, Mermaid Beach - \$1,275,000
- 11/125 Albatross Avenue, Mermaid Beach - \$880,000
- 2/16 Redondo Avenue, Miami - \$775,000
- 5/38 Petrel Avenue, Mermaid Beach - \$248,000
- 9/33 Ventura Road, Mermaid Beach - \$710,000

...we never quote sales we haven't sold ourselves!





# Out In the Community

## Local sponsorship deal: it's how we roll

The future of the Mermaid Beach Bowls Club looks brighter after the club received a helping hand from a high profile Gold Coast family.

The Mermaid Beach Bowls Club, which was officially opened in 1963, has received a \$16,500 sponsorship deal from the Mermaid Beach-based Henderson family. The Hendersons, the family behind John Henderson Professionals Mermaid Beach, have committed to supporting the club financially for the next three years.

John Henderson Professionals Mermaid Beach principal Andrew Henderson said the deal was sealed after the real estate agency hosted their annual Hot Summer Auction at the bowls club, attracting more than 200 people.

Mr Henderson said the club helped to create and enhance the "sense of community that Mermaid Beach enjoys" and he was proud that they could support the club. "My father John started our family business in 1973, only 10 years after the bowls club, and since then we have been big supporters of the local community," said Mr Henderson.

"We are the major supporters of the three surfs clubs in area and we are also actively involved with Neighbourhood Watch.

"We feel that the bowls club is an important part of the Mermaid community and we are happy to support them."

The bowls club, now offers a range of activities including bowling, bingo, karaoke, trivia nights and markets

"Keeping the community active and happy is an integral part of what the clubs do," said Mr Henderson. "My brother Luke and I cannot spare the time to physically help the clubs because we are running a business seven days a week, so instead we make regular financial contributions."

"Our family has been supporting the surf clubs in the area for more than 20 years and so far we have contributed more than \$785,000 to them from our own pockets. On top of this, our staff help organise and run fund-raising events for them."



## It's official, we're the best!

Rating site [www.ratemyagent.com.au](http://www.ratemyagent.com.au) has named John Henderson Real Estate, Professionals Mermaid Beach as the Top Agency in both Mermaid Beach & Miami for sales volumes and client satisfaction. Luke Henderson was awarded the Top Agent in Mermaid Beach. Rate My Agent is an independent review site which helps sellers find the most recommended agents and agencies in an area from vendor reviews, along with property data so sellers can choose the best performing agent to sell their property. It's humbling to be recognised not only for our outstanding results, but for the fantastic customer service our office prides itself on.

In addition, our agency collected a swag of awards at the recent Professionals Real Estate Group awards. Luke Henderson was twice named top salesperson in the group (Auctions and Advertising) while the office collected three sales awards and two property management awards. Cindy Katene was also recognised for outstanding Company Values.



### Welcome Peter Howarth!

We are incredibly excited to announce that long-time friend and family member Peter Howarth has joined our expert team of sales professionals. A local Gold Coast resident for nearly 30 years, Peter is hardworking, honest and passionate about real estate and getting the very best result for his clients. Phone Peter for a free, confidential appraisal or discussion 0418 959 546 or email [peter@prohenderson.com.au](mailto:peter@prohenderson.com.au).



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### Company Consultants

- John Henderson
- David Henderson

## Property Management

Larissa Kloots  
Teresa Little  
Patsy Monk

*Property Manager*  
*Property Manager*  
*Inspections Manager*

Casey Hopping  
Ryhannon Esquilant

*Property Management Assistant*  
*Receptionist/Property Management*

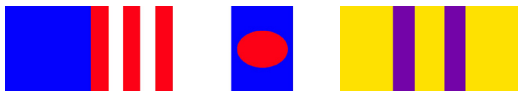
## Administration

Jan Henderson  
Sharon Howarth  
Lauren McMahon

*Office Administration*  
*Office Administration*  
*Office Administration*

Katie Pikos  
Candice Dodgen  
Amy Taylor

*Sales Administration*  
*Sales Administration*  
*Office / Sales Administration*



John Henderson Real Estate is the major sponsor for the Mermaid Beach, Nobby Beach and Miami Surf Lifesaving Clubs, having donated in excess of \$785,000.



GOLD COAST  
BUSINESS  
EXCELLENCE  
AWARDS



GOLD COAST  
BUSINESS  
EXCELLENCE  
AWARDS

Monthly  
Gold Coast Business Excellence Awards  
2011, 2012, 2013, 2014, 2015, 2016  
Annual  
2010



## 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).