

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

Market Report

July - September 2017



Director's Message

The first quarter of the financial year witnessed some very strong sales results. Now that the spring selling season is here I can see the beachside market place continuing this positive trend. If you are looking to sell and capitalise on the market, now is the time. Our in-room August Auction Spectacular saw over 240 people attend the Mermaid Beach Bowls Club with some great sale prices being achieved under the hammer. A couple of sale highlights from the event was 11 Seashell Avenue selling for \$2,152,000, 2/21 Ventura Road for \$1,385,000 and 35 Venice Street for \$1,125,000. Our office Auction clearance success rate for 2017 is over 80%, significantly higher than the industry average.

Should you want to be part of the success, the 5th Annual Hot Summer Auction Event is scheduled for Tuesday the 23rd of January 2018. Contact any of our experienced salespeople for more information or to register your property to sell at this amazing event. Our Auctions and in-room events are conducted in association with Apollo Auctions headed by Justin Nickerson. Justin recently won the REIA Australasian Auctioneer of the Year Award for the 2nd year in a row. It's great to have the champion Auctioneer of Australia and New Zealand and his experienced team working together with us at John Henderson Real Estate for a number of years.

The Commonwealth Games is now less than 6 months away! The Games investment has delivered improved infrastructure which has transformed the Gold Coast into an international hub. The pending planning approval of the Light Rail Stage 3A to Burleigh Heads will continue the renewal of the Mermaid Beach and Miami Gold Coast Highway strip, delivering world class quality developments, restaurants, cafés and businesses to our doorstep. Speaking of new development, "Neo" the new beachside boutique apartment building on the corner of Peerless Avenue, will be an eye-catching architectural landmark with thoughtfully sophisticated design and it is sure to be appealing with apartments priced from just \$455,000.

Edition 13 of Niche Property & Lifestyle Magazine is now available hot off the press. As always, 7,000 copies of the magazine are delivered to the local area or you can grab your free copy from our office. If you want to keep even more up-to-date with current market activity, subscribe to our office weekly property email. New listings, open homes and sold properties with information delivered to your email inbox each Thursday.

Simply email sales@prohenderson.com.au to register your interest in receiving a copy.

We look forward to keeping you up to date next quarter with our John Henderson Real Estate Market Report, which has been published continually for over 25 years.

Andrew Henderson and Luke Henderson

www.prohenderson.com.au



Analysing the Market

All sales detailed in this quarterly newsletter have been sold by John Henderson Real Estate Professionals Mermaid Beach. Deal with the agency team who make the sales and work with the most buyers in the local area. We have been the market leading number one selling agency in the area for over 40 years.

Beachfront

This quarter we sold the modern home at 187-191 Hedges Avenue for \$16.45 million, which is a record price achieved for a house in 2017. The beachfront unit market has seen an increase in the number of sales over the past quarter with sellers making the most of the increased prices in prime positioned apartment blocks. Some unit sales of note include a 3-bedroom unit in 'Ceol-Na-Mara' at 90 Marine Parade Miami for \$975,000 and a 2-bedroom unit in 'Pandanus' at 107 Hedges Avenue for \$775,000.



187-191 Hedges Avenue, Mermaid Beach
Sold for \$16.45million
Sold by Luke Henderson

Beachside house and land content

The beachside housing market remains very sought after with pricing continuing to rise with each sale. Substantial new development and renovation works are seeing a transformation in beachside houses from cottages to large homes and mansions. Sales of modern homes include 7 Hilda Street for \$2,750,000, 11 Seashell Avenue for \$2,152,000 a renovator at 35 Venice Street for \$1,125,000 and a cottage at 60 Seagull for \$1,286,500.

Units (non-beachfront)

Apartments remain the highest selling commodity in the area with a high level of owner occupiers seeking the beachside lifestyle. At the high end, we recorded two sales at 252 Hedges Avenue including an east facing 3-bedroom apartment of the second level for \$1,550,000 and a north-facing 3-bedroom apartment for \$2,000,000. Other sales include a 3 bedroom unit in 'Kaleen Surfside' at 6 Petrel Avenue for \$701,000 a 2-bedroom apartment in 'Venezia Apartments' at 6 Venice Street for \$610,000 and two sales in the 'Mermaid Sands' at 16 Montana Road for \$420,000 & \$450,000.

Property Management

Rental vacancy is still relatively low (under 2%) with continued high demand from tenants to lease properties. I'm proud to say that our office rental arrears are under 1%. We take the business of property management seriously, so should you consider changing from your existing property management company it's easy and we can look after the entire process on your behalf. Also ask for a copy of my book 'Property Management in Queensland'; the perfect reference guide for investment property owners. Should you like a confidential conversation on Property Management call Andrew Henderson on 5572 8011 or 0438 691 972.



1/6 Petrel Avenue, Mermaid Beach
Sold for \$701,000
Sold by Jeff Burchell & Evelyne Castaldi

Our latest beachside sales, from Mermaid Beach to Miami

- 187-191 Hedges Avenue, Mermaid Beach - \$16,450,000
- 15/36 Montana Road, Mermaid Beach - \$415,000
- Lot 804, 51 Peerless Avenue, Mermaid Beach - \$710,000
- 2/5 Francis Street, Mermaid Beach - \$560,000
- 61/15 Santa Monica Road, Mermaid Beach - \$357,500
- 60 Seagull Avenue, Mermaid Beach - \$1,286,500
- 7/107 Hedges Avenue, Mermaid Beach - \$775,000
- 8/2312 Gold Coast Highway, Mermaid Beach - \$450,000
- 202/252 Hedges Avenue, Mermaid Beach - \$1,550,000
- 1/93 Petrel Avenue, Mermaid Beach - \$365,000
- 4/16 Montana Road, Mermaid Beach - \$420,000
- 3/16 Montana Road, Mermaid Beach - \$450,000
- 5/45 Ventura Road, Mermaid Beach - \$240,000
- 1/125 Albatross Avenue, Mermaid Beach - \$699,000
- 301/252 Hedges Avenue, Mermaid Beach - \$2,000,000
- 35/15 Santa Monica Road, Miami - \$355,000
- 1/6 Venice Street, Mermaid Beach - \$610,000
- 16/28 Chairlift Avenue, Miami - \$270,000
- 11 Seashell Avenue, Mermaid Beach - \$2,152,000
- 1/6-8 Petrel Avenue, Mermaid Beach - \$701,000
- 35 Venice Street, Mermaid Beach - \$1,125,000
- 10/8 Marine Parade, Miami - \$550,000
- 21/15 Santa Monica Road, Miami - \$360,000
- 7 Hilda Street, Mermaid Beach - \$2,750,000
- 2/21 Ventura Road, Mermaid Beach - \$1,385,000
- 11/37 Albatross Avenue, Mermaid Beach - \$575,000
- 11/45 Montana Road, Mermaid Beach - \$645,000
- 7/2489 Gold Coast Highway, Mermaid Beach - \$402,500
- 64 Seagull Avenue, Mermaid Beach - Price withheld
- 15/90 Marine Parade, Miami - \$975,000

Plus many more!

Rate My Agent 2017 AGENCY OF THE YEAR WINNER!



Races, Fun & Bubbles for a serious cause

Our 5th Annual Mermaid Beach Surf & Turf Long Lunch held on the 22nd of July saw over 450 people attend the Gold Coast Turf Club dressed in their race gear and raised net funds of \$36,124. We would like to thank everybody who attended and also those who volunteered to make this event such a success again, with a special thanks to senior salesperson Jeff Burchell, whose tireless efforts to assist the clubs fund raising efforts are nothing short of inspirational.

John Henderson Real Estate and The Henderson Foundation have now contributed over \$800,000 to the three local Surf Clubs of Mermaid, Nobbys and Miami, helping them purchase vital equipment to keep our beachgoers safe. With the temperature warming up our beautiful beaches are a magnet for locals and tourist alike and the volunteer lifesavers aim to keep our beaches fatality free again. All they ask is for everybody to swim between the red & yellow flags.



Think Pink in October!

October is National Breast Cancer month, the Professionals is a Diamond Partner with NBCF, and our real estate group has now contributed \$3,097,390 to this great charity to assist in research and patient support for this disease. Each property sale made by John Henderson Real Estate adds to the overall contribution to the NBCF. Call into our office to purchase NBCF merchandise or join in with us in wearing pink along with "Jog for Jugs" organisation on the 29th of October at 7am at Ken Mansbridge Park opposite the Mermaid Beach SLSC for a 5km jog or walk along the beach to show your support.

The latest REIQ Market Monitor Report recorded Mermaid Beach as the most expensive house suburb on the Gold Coast with a median sale price of **\$1,402,000!**

Professionals
John Henderson Real Estate
in association with
apollo
auctions

5th Annual

John Henderson Real Estate's

HOT Summer AUCTION EVENT

REGISTER BY SUNSET
ON THE 7TH DECEMBER FOR THE
JANUARY 23RD 2018

AUCTION EVENT OF THE YEAR!

For your opportunity to sell your property at our January 23rd Auction Event and to view our incredible discounted marketing packages, contact one of our salespeople for more information.
(07) 5572 8011
sales@prohenderson.com.au

Seller's choice pays off

I recently listed and sold a property through Luke Henderson from the Professionals office.

I was not a local and rang three agents in the area and spoke to them about where they thought the market is sitting and strategies they would use in current market.



After a lot of discussions I went with Luke and would recommend his services. I have bought and sold a lot of property over the years and he was the most transparent agent I have used through the whole process.

Rob McKean

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Celebrating 44 successful years on the Gold Coast!

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Office Administration

Katie Pikos
Lauren McMahon

Sales Administration
Office 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 \$800,000.



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



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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).