



Beachside Market Report October - December 2015

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

Director's Message

Another year has passed by and 2015 saw continued increasing demand and prices in beachside real estate. Mermaid Beach is now the second most expensive suburb for house purchase prices in Queensland with a median value of \$1.058 million*. The lifestyle of the area is again high on a buyers shopping list with the increasing prices putting a smile on the faces of our local property owners.

Our company's market share of beachside sales in Mermaid Beach and Miami is still over 40%. If a buyer is looking to purchase beachside property they come to us. Only this week an interstate owner who was here on holidays said to me "your agency has all the sold signs in the area". With over 40 years of being the number one agency and great experienced sales staff with proven results, we continually strive to deliver the best service for our clients. The office has conducted 75 auctions for the year with over 84% resulting in successful sales. Due to this high level of success we are hosting a 'Hot Summer Auction Event' on the 20th of January from 5:00pm at the Mermaid Beach Surf Club. Some of the best property in the area will go under the hammer on the one night, so make sure you have the date and time in your diary and your cheque book ready, or if you wish to place your property for sale for this event please contact any of our sales team.

January will see the release of our new office Property and Lifestyle Magazine "Niche". If you live in the Mermaid Beach or Miami beachside area, look for it in your mailbox. This high quality coffee- table publication covers local stories, lifestyle articles and property for sale all in a handy sized book for the coffee table. If you would like a copy mailed to you please just email sales@prohenderson.com.au or call the office on 5572 8011.

There has been a lot of activity in and around real estate over the past quarter. The new Town Plan has been signed off by the State Government, from what has been reported in the media, 95% of the original draft plan has been adopted. It will be interesting to find out the 5% of the initial draft plan which was not adopted or has been changed from what was available for public review. The new Town Plan is due to take effect in February and this will give property owners surety on what they can build and what can be approved to be constructed around them. When I know the finer details I will advise local property owners via this quarterly newsletter, so watch this space.

The Professionals Real Estate Annual Awards night was held in October with the office having three salespeople within the top 5% of salespeople in the Group; Luke Henderson, Perry Brosnan and Andre Sharples were all recognised for their sales success over the past financial year. Jeff Burchell received the Groups prestigious National Breast Cancer Foundation Award for his efforts with fundraising and community involvement for a cause which is close to his heart.

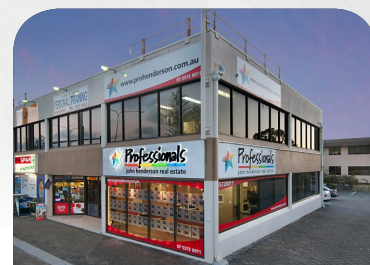
Finally before going into sales detail, I'd like to take this opportunity to wish you all a very Merry Christmas and a prosperous New Year. Please call into our office to discuss any of your real estate needs over the Christmas and New Year period.

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



*Source: Gold Coast Bulletin,
publication 28th November 2015

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lifestyle of
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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



Our Mermaid Beach & Miami Beachside Sales this Quarter

2/36 Alfred Street	\$885,000
6/7 Lavarack Road	\$458,000
9 Seaside Avenue	\$1,600,000
5/19 Montana Road	\$406,300
2/255 Hedges Avenue	\$1,200,000
19/15 Santa Monica Road	\$315,000
8/15 Surf Street	\$250,000
64 Seagull Avenue	\$1,020,000
154/10 Alexandra Avenue	\$348,000

2/144 Marine Parade	\$475,000
4/150 Hedges Avenue	\$580,000
3/22 Lavarack Road	\$385,500
5 Tamborine Street	\$1,250,000
25 Francis Street	\$1,050,000
21/125 Albatross Avenue	\$1,200,000
30 Santa Monica Road	\$1,350,000
201/98 Marine Parade	\$642,000
3/255 Hedges Avenue	\$1,240,000

62 Seagull Avenue	\$1,020,000
2/67 Seagull Avenue	\$880,000
29/2341 Gold Coast Highway	\$412,000
2/2 Nagel Avenue	\$460,000
24/2 Fraser Avenue	\$450,000

and many more!

"We never quote sales we haven't sold ourselves!"

Beachfront

Construction of new homes along the beachfront continues making Mermaid Beach the premier residential beachfront suburb in the country. The beachfront unit market has seen a popularity in 3 bedroom unit sales on the absolute beachfront with units 2 & 3 at 255 Hedges Avenue at 'On the Park' selling for \$1,200,000 & \$1,240,000 respectively. Adding to this was another successful sale under the hammer by Evelyne Castaldi at 125 Albatross Avenue in 'Albatross North' for the \$1,200,000. This was a strongly competitive auction, with a number of bidders keen to secure such a prime piece of real estate.

Home Units

Units always see the highest volume of sales in the area. We have seen some strong market and buyer activity in the duplex properties mainly in the sub \$1 million price range with the sales of 2/36 Alfred Street for \$885,000, 2/67 Seagull Avenue for \$880,000 and 1/118 Petrel Avenue for \$500,000.

Some notable unit sales were 2/144 Marine Parade in 'Nobby Court' for \$475,000, a two bedroom ensuited unit in 'Wirringa Sands' on Hedges Avenue for \$580,000 and 'El Castillo' at 22 Lavarack Road for \$385,500.

Houses

The housing market in one word has been 'strong'. The sale in November 2015 of 5 Tamborine Street for \$1,250,000 saw an increase of \$297,000 since we sold this property at Auction in March 2014 for \$953,000.

Along with this sale 25 Francis Street sold for \$1,050,000, the renovated cottage at 9 Seaside Avenue for \$1,600,000 along with 62 & 64 Seagull Avenue for \$1,020,000 each and the sale under the hammer of 30 Santa Monica Road at Miami for \$1,350,000. We are seeking more homes to sell and these are currently in demand with buyers.

All sales detailed in this newsletter have been sold by our office. When sourcing a real estate agent to sell your most financially valuable asset, make sure you deal with those agents who make the most sales and achieve the best results. If you want the same successful sales results detailed in this newsletter please contact our experienced sales team.

The Market

Sold



*2/36 Alfred Street, Mermaid Beach
Stunning 3 bedroom beachside villa.
Sold for \$885,000 by Luke Henderson*

Permanent Rentals

To offer you even better service, we have employed an additional property manager to handle our growing rental department. If you have well and truly had enough of your current agency selling their rent roll resulting in you having no control or say over who is the business owner responsible for your property management, we would be happy to discuss the easy transfer to John Henderson Real Estate. Our office has been in business in the area for over 42 years and we are a proud second generation family business that has never sold a rent roll.

The REIQ published figures in September detailing rental vacancy on the Gold Coast of 1.7% and our office vacancy rate is lower than the published REIQ average figures. Our office has also achieved an increase in the average rent income of over 7% in the past 8 months. Should you be looking for a fresh start with our property management agency please contact Larissa Kloots on 5572 8011 or email larissa@prohenderson.com.au.



New developments offer gateway into Mermaid

The area beachside particularly in and around Mermaid Avenue has some fantastic planned developments in its future. The locations boast prime positions opposite Pacific Fair and the light rail station, within a close walking distance of Broadbeach, the Casino with a new 6 star hotel under construction and of course the beach. You could potentially not get a location with better services and these planned unit and commercial developments could be the most positive ever for this location. The finished units will have a broad range of appeal from owners wanting a convenient location, investors seeking a solid investment with large pool of potential tenants or buyers utilising for personal holiday purposes. This has the potential to be the gateway into Mermaid Beach and a crowning jewel for the suburb. We successfully amalgamated the sites at 7 & 9 Mermaid Avenue for in excess of \$4,700,000 and these two blocks of units will be part of the true urban renewal in this part of the area in the near future.



Site at 7 Mermaid Avenue sold as part of future urban renewal.

Hot summer days are finally here!

Summer is a great time to be on the Gold Coast, enjoying the beach, the hot summer days and nights and events such as the Magic Millions which is now the

richest horse racing day in the whole country. All eyes will be on the Gold Coast for this event during the first two weeks of 2016. Our personal involvement gives us the opportunity to network with some of the world's most prominent people and the opportunity to show them that we live in a special part of the world.



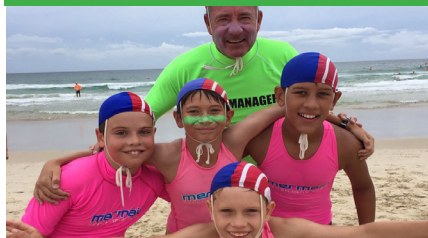
WHAT'S BEEN HAPPENING IN THE COMMUNITY

JOG FOR JUGS ANOTHER BIG SUCCESS



This year saw another successful "Jog for Jugs" event in Mermaid Beach with a sea of pink jogging and walking along the beach. All funds raised will assist in important breast cancer research. Along with these funds raised the Professionals Real Estate Group has now contributed over \$2.7 million in donations to the NBCF. A donation from the sale of each property we sell goes towards important research. A big thank you to everyone who got involved and supported this event.

AUSTRALIAN CLUB OF THE YEAR



Mermaid Beach SLSC have followed up their Queensland Club of the year by being named Australia Surf Club of the Year. Locals should be proud of the effort from these volunteers who run the club with such recognised success. Well done to the committee and all the hard working volunteers.

This is the highest honour in Surf Life Saving and is well deserved by them all. John Henderson Real Estate is proud to offer continued major sponsorship for the Mermaid Beach SLSC.

REAL ESTATE BITES

Agent dominates Miami beachfront

This quarter, Perry Brosnan achieved a proud milestone, chalking up his 100th sale on the beachside at Miami and his 60th on Miami's Marine Parade. This is an astonishing number of sales by a highly skilled real estate professional. Well done Perry!

201/98 Marine Parade sold for \$642,000, Perry Brosnan's 100th Miami beachside sale.



POWER130 | THE GOLD COAST'S MOST INFLUENTIAL PEOPLE

During November Luke & Andrew Henderson were recognised by News Limited's Gold Coast Bulletin as one of the 'Gold Coast's Most Influential People', being ranked at Number 37. It is great to receive recognition for our involvement in the Gold Coast. Real Estate is our business but the wider Gold Coast is part of our passion; we love to develop and improve our business skills and networking groups with Luke holding a Board of Directors position on the Gold Coast Turf Club and Andrew holding a Board of Directors position with the Professionals Real Estate Group.

** Courtesy of the Gold Coast Bulletin, publication 27.11.15*

THANK YOU FOR YOUR SUPPORT

As a local company we take pride in our investment of time and money back into the local community, from sponsoring the three local surf clubs, Mermaid, Nobbys and Miami, all the way to assisting Neighbourhood Watch. Our corporate responsibility is a part of who we are, it has been in our DNA since the business was started by John Henderson in 1973 and the same as it continues to be today.

Support the agency supporting your community!

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Property Manager
Property Manager
Receptionist/Property Management

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Sharon Howarth
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Office 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).

