

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

Market Report

October - December 2016



Director's Message

Welcome to 2017! The past 12 months has seen some very positive gains in property prices for beachside owners. With southerners still migrating to the area in strong numbers and with the continued development of the number of planned homes to be built in the area over the next 12 months, it all promises to be another positive year for real estate prices. Looking further into the future, the extension of the light rail along the Gold Coast Highway through Mermaid Beach, Nobby Beach and Miami is now a Council priority with funds allocated for planning and design of the third stage. I was the nominated community representative for the local area and took part in a Light Rail consultation workshop with Council staff, Councillors and Town Planners in December. The meeting showed to me that the current Gold Coast City Council is keen to help our area grow, but also retain the main characteristics of our beach lifestyle and residential feel with the extension of the exciting light rail development project through the area. Major transport development infrastructure is a catalyst for property reinvigoration and the corridor along the Gold Coast Highway is overdue for new quality redevelopments.

January 24th is the date of our Hot Summer Auction Event. This year we have relocated to the Mermaid Beach Bowls Club at 9 Markeri Street. Due to the overwhelming number of people who attended our event in 2016 we have moved to a bigger venue and this year's event has attracted a total of 22 properties. There is a wide variety of quality properties available in all price ranges. For all the details and properties available for auction visit our office website at www.prohenderson.com.au. The Auctioneer for the Hot Summer Auction event will be Justin Nickerson from Apollo Auctions who was recently crowned Australasian Auctioneer of the Year for 2016. If you would like to attend this year's exciting event make sure you put the date in your calendar now and come along to register from 5pm with the auction commencing at 6pm. Enjoy the auction in air-conditioned comfort, a larger room and plenty of parking available. There's also a large homewares hamper prize to be drawn on the night. Enter the Bowls Club via the Gold Coast Highway, immediately north of our Mermaid Beach office. You can stay on afterwards for a great priced meal and a drink at the club. Our office Auction clearance rate in 2016 was over 80% and our January auction takes advantage of the Gold Coasts prime summer selling time with the addition of the huge number of visitors on holidays to our resident population. It also coincides with the Gold Coasts' - Magic Millions horse sales and races. The Magic Millions race day became Australia's first \$10 million race day in 2016. This event attracts people nationally and internationally, many who come to inspect property along with thoroughbreds.

You would have noticed our office has now been fully rebranded with the updated Professionals logos encompassing a more modern design. The Professionals Real Estate Group is a co-operative real estate and marketing group with all members independently owner operated.

Andrew Henderson and Luke Henderson - Directors

www.prohenderson.com.au



Analysing the Market

Beachfront

John Henderson Real Estate sold the absolute beachfront home at 73 Hedges Avenue of Frank & Regina Goldstein for \$4,775,000. The original home was purchased by the Goldsteins through the office back in 1987.

For a great opportunity to purchase on the beachfront we have a number of units for sale on both Hedges Avenue, Albatross Avenue and Marine Parade. Remember they are not making any more beachfront property on the Gold Coast!



73 Hedges Avenue, Mermaid Beach
Sold by Luke Henderson for \$4,775,000

Beachside house and land content

This quarter we negotiated the sales of the Surf Street Motel at 2283 Gold Coast Hwy for \$1,800,000 and 5 Ventura Road in Mermaid Beach for \$1,480,000. 26 Tamborine Street was also purchased for \$1,620,000 and 52 Messines Crescent, Miami for \$1,200,000.

We have a number of beachside homes and unit blocks available for purchase in our Hot Summer Auction Event. There is no better residential lifestyle by the beach than in our beachside Mermaid and Miami area, so don't miss this prime opportunity to buy.

Units (non-beachfront)

Units remain popular with buyers and availability levels to buy are low. Some notable sales include two units in "Miami Beachside Apartments" in Santa Monica Road, both two-bedrooms with ensuite for \$329,000 & \$355,500.

A two-bedroom ensuite unit sold for \$512,000 "Veniza" in Venice Street Mermaid Beach, a unit in "Volante Court" at 27 Peerless Avenue - two bedrooms in small block of 6 - sold for \$460,000 and a three-bedroom unit in "Kaleen Surfside" in Petrel Avenue at Nobby Beach sold for \$630,000.



3/6 Petrel Avenue, Mermaid Beach
Sold by Perry Brosnan for \$630,000

Property Management

The local residential rental market continues to remain tight with rents on the rise due to the simple fact of current demand outweighing supply. Copies of Edition One of Andrew Henderson's book 'Property Management in Queensland; a guide for investors' are still available. Property management is a specifically skilled area of real estate and the book was written to give property owners information to help make them more money from their investments. If you would like a free copy simply transfer the management of your investment property to us.

It is simple to change property managers just contact Andrew Henderson or Larissa Kloots at the office on 5572 8011 or email larissa@prohenderson.com.au

Genuine approach earns glowing report

Dear Evelyne,

Please accept my sincere thanks and gratitude for the magnificent way in which you marketed and sold my unit at Mermaid Beach. You were most professional and competent in every aspect of the marketing process while at the same time being so personal and genuinely interested in obtaining the best result possible. I was very happy with the final offer during a rather slow time in unit sales in all parts of Australia.

There are many recent "blow ins" in the real estate industry on the Gold Coast, many with slick slogans and unrealisable promises, however, John Henderson's The Professionals Mermaid Beach have yet again shown that they are a trusted and reliable local company with a highly ethical track record and a longevity that most others cannot match. From my experience on the Coast over the last 16 years I am very aware of the commitment and contribution made by your company to the local community, not just in business, but also in assisting and supporting some of the local volunteer sporting and life-saving organisations.

Evelyne, you are a great ambassador for your company. Thank you for your energetic involvement in the selling process with open-house arrangements every weekend over quite a few weeks and also for your excellent lines of communication keeping me informed of all visitors and potential buyers and the feedback from their various comments in relation to the property.

Above all, thank you for your personal interest in myself at all times during the selling period, it is much appreciated. I hope that you continue to experience much success in your future endeavours. I would certainly not hesitate in recommending The Professionals to anyone in a similar situation to myself. I purchased the property through your company and now, sixteen years on, I have sold it through your company, both transactions with great satisfaction.

Bill Selden





John Henderson Real Estate is a finalist in the Community Service Category for the 2017 REIQ Awards for Excellence.

Out In the Community

Making a difference in your neighbourhood



Our office-owned property and lifestyle magazine publication Niche, issue number 8 is now available. This latest issue contains a mixture of editorial, local & relevant feature stories as well as property information.

Our community-based sponsorship philosophy continues with our donations to the three local surf lifesaving clubs now totalling more than \$785,000. These are all funds contributed

from Henderson family's own family pockets. In November the annual 'MNM Carnival' (Mermaid, Nobby Beach, Miami) was held, and our agency was thrilled to be invited along on the day as we can see firsthand where our donated funds are placed.

Along with Surf Life Saving, we support breast cancer in assisting the Jog for Jugs fun run which has now raised a total of \$18,000 while the Professionals Group has raised over \$3 million dollars for the National Breast Cancer Foundation. Every time we sell a property, we make a donation to charity. The funds raised go towards life-saving research. Selling your property through the Professionals assists your community.

We are committed to helping raise significant funds through community events. We take pride in our social responsibility and we know our donations have made a meaningful impact for the local community. We make sure our donations are used to better the community in which we live as we are proud to be a community based real estate agency.

The REIQ have recognised our contributions to the community that we service and we have been named a finalist in the REIQ Awards for Excellence 2017 for Community Service with the State Award to be presented in February.

Local agent takes out top award

Luke Henderson was awarded Top Salesperson on the Gold Coast and entire Eastern Seaboard at the recent Professionals Group Awards in front of his peers for the quarter July to September quarter.



Congratulations Luke!

Office makeover complete!

After now being around for more than 43 years we have been through a number of branding changes.



We love the new design and hope you do as well!



Tired of missing out on that perfect property? Be the first to know!

If you would like to be informed each Thursday afternoon of the most recent sales, new listings, open homes scheduled for the upcoming weekend and community events, subscribe to our office weekly e-newsletter. Contact sales@prohenderson.com.au to register and to be kept up to date with the latest market activity.



OUR BIGGEST EVENT OF THE YEAR!



John Henderson Real Estate

HOT Summer AUCTION EVENT

Tuesday 24th January 2017
MERMAID BEACH BOWLS CLUB

Registrations from 5pm for
Auction commencement at 6pm.

AUCTION EVENT OF THE YEAR

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- David Henderson

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Property Manager
Property Manager

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Inspections Manager
Property Management Assistant
Receptionist/Property Management

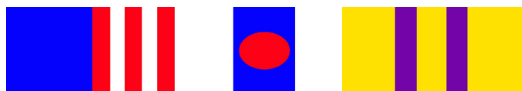
Administration

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.



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



REIQ



2013 Community Service Award
REIQ Awards for Excellence



REIA
REAL ESTATE INSTITUTE
OF AUSTRALIA
2013 FINALIST

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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).