

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

Market Report

July - September 2018



Director's Message

The year continues to fly by! With the footy season now over, the lifesavers have commenced patrolling the local beaches and Christmas is less than 3 months away. Everybody always likes to ask "how's the market?". Well, over the past quarter we have seen a steadying in the real estate market with an even balance of sellers and buyers, but there is still opportunity for sellers to achieve a premium price if you are dealing with the right agency. Due to our high number of sales in 2018 we are currently seeking more listings to meet demand and we have buyers waiting in the wings for that perfect property. So if you were looking to take advantage of the premium prices we are achieving in the current market, now could be the ideal time to achieve that sale price you've been waiting for.

Development continues in Mermaid Beach & Miami with numerous cranes now in the sky in northern Mermaid Beach and along the Gold Coast Highway. Additional development will continue, with the light rail extension 3A from Pacific Fair to Burleigh Heads reportedly having support of all three levels of Government, making headlines in the Gold Coast Bulletin's front page on Tuesday the 4th of September reading "Green Light Rail". The progressive face of Mermaid Beach and Miami is now undergoing unprecedented changes. I firmly believe that this gentrification will reinvigorate the Gold Coast Highway but will still allow for the relaxed beach lifestyle we know and love away from the main strip.

The quarterly REIQ Market Monitor report recorded Mermaid Beach as the most expensive suburb on the Gold Coast with a median house price of \$1,650,000 which equates to a 94.7% increase in house prices in the past 5 years. Over this time Miami house prices increased 54.6% with Mermaid Beach units increasing 39.1% and Miami units 45.9%. These are exceptional growth figures with an upward trajectory in prices pushing higher and higher each year. Investing in real estate is a proven method of achieving long term wealth and the aspirational area in which we choose to own real estate has solidified itself as a jewel in the Gold Coast property market.

In this property report, as we have always done, we have only included sales negotiated by our office. When choosing an agent make sure they are the agents who are the deal makers and not just talking about other agency's sales.

Want to keep up to date with the latest happenings in the area with community events, sales, open home and new listings? Subscribe to our weekly property email or follow us on Facebook at facebook.com/mermaidbeachrealestate and Instagram at [@johnhendersonrealestate](https://instagram.com/@johnhendersonrealestate).

Or, just visit our website at www.prohenderson.com.au.

John Henderson recently celebrated his 76th birthday. If you see John on his scooter around the neighbourhood please stop and say hi as he is always happy to talk about the market!

Andrew Henderson and Luke Henderson



facebook.com/mermaidbeachrealestate



| [@johnhendersonrealestate](https://instagram.com/@johnhendersonrealestate)



| youtube.com/ilovemermaidbeach

www.prohenderson.com.au



Analysing the Market

Every sale detailed in this report has been sold by John Henderson Real Estate Professionals Mermaid Beach. Make sure you are dealing with the agents who are actually negotiating the deals and not just talking about them. We have been the market leaders and number one selling agency in the area for over 45 years.

Beachfront

The beachfront remains tightly held. This quarter a 2-bedroom unit on the beachfront at 2/64 Marine Parade sold for \$523,000 and we also sold 27/37 Albatross Avenue, a 2-bedroom unit in the Spindrift building. We currently have some fantastic beachfront apartments in Hedges Avenue, Albatross Avenue Mermaid Beach and Marine Parade at Miami for sale. If you are looking for prime real estate you can't get much better; enquire today to find a property that suits you.



C7, 'Magic Mountain Apartments' 79 Great Hall Drive, Miami
Sold for \$1,020,000 by Luke Henderson & Cindy Katene

Apartments/Units (non-beachfront)

There is currently a dozen high-rise developments in the local area underway or due to commence in the near future. Given this wave of new development is generally all focused towards higher density living apartments, units in small boutique buildings currently and will continue to see a higher level of buyer demand.

Some recent sales include a 2-bedroom townhouse style in "Peerless Court" at 28 Peerless Avenue for \$430,000, 3 bedroom penthouse apartment in "Magic Mountain" for \$1,020,000 and 2-bedroom ground floor apartment in "Venezia" at 6 Venice Street for \$630,000.

Our latest beachside sales, from Mermaid Beach to Miami

- 119 Petrel Avenue, Mermaid Beach - \$1,147,000
- 29 Petrel Avenue, Mermaid Beach - \$1,245,000
- 1/28 Peerless Avenue, Mermaid Beach - \$430,000
- C7 'Magic Mountain Apartments', Miami - \$1,020,000
- 90 Seagull Avenue, Mermaid Beach - \$1,265,000
- 23 Seaside Avenue, Mermaid Beach - \$1,626,000
- 15 Tamborine Street, Mermaid Beach - \$1,210,000
- 2/64 Marine Parade, Miami - \$523,000
- 122 Hedges Avenue, Mermaid Beach - \$1,899,000
- 27/37 Albatross Avenue, Mermaid Beach - Price withheld
- 3/6 Venice Street, Mermaid Beach - \$630,000

Plus many more!



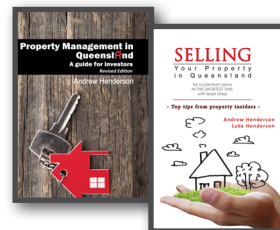
29 Petrel Avenue, Mermaid Beach
Sold for \$1,245,000 by Jeff Burchell & Evelynne Castaldi

Beachside house and land content

Older style beachside houses and cottages are becoming very scarce and continue to make way for the construction of new houses and duplex developments. Over the past quarter, sales around Nobbys Beach have proven popular with the sales of 119 Petrel Avenue for \$1,147,000, 29 Petrel Avenue at auction under the hammer for \$1,245,000 and 90 Seagull Avenue \$1,265,000. In other sales, the whole block of 4 units at 122 Hedges Avenue sold for \$1,899,000, a 2-bedroom cottage at 15 Tamborine Street made \$1,210,000 and a home at 23 Seaside Avenue selling under the hammer at our in-room auctions in September for \$1,626,000.

Property Management

Rental vacancy has increased over the past quarter but is still relatively low with a vacancy level of only 2%. Historically, as the weather warms, tenant activity increases and tenants begin to move back to the beach as the holiday season comes into full swing. Property management is an important part of our business and the revised edition of "Property Management in Queensland" is hot off the press. If you would like a free copy just transfer your management to John Henderson Real Estate. The process is easier than you think! For a confidential discussion contact our new business manager Larissa Kloots or Andrew Henderson on 55728011 or larissa@prohenderson.com.au or andrew@prohenderson.com.au



Coming in October...pre-order now

Property Management in Queensland -
Revised Edition
by Andrew Henderson

Selling Your Property in Queensland -
For a Premium price, in the shortest time, with
least stress
By Andrew Henderson & Luke Henderson

Great agent

Review courtesy of ratemyagent.com.au

Thank you Luke for once again looking after us in the sale of another property through your agency. We have used your agency many times over the last ten years and everyone is always a pleasure to deal with. Thanks once again for all your hard work and a great result in the sale of our property.

- Sascha Webster -



Remember to pick up your complimentary
copy of Niche Property & Lifestyle Magazine!



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[youtube.com/ilovemermidbeach](https://www.youtube.com/ilovemermidbeach)

Out In the Community

Professionals
John Henderson Real Estate
Henderson Foundation



Local team awarded top honours on the east coast

At the annual Professionals Group real estate awards in Sydney held in September, Luke Henderson was awarded the honour of the 2018 Top Sales Executive for the Group. Jeff Burchell and Evelyne Castaldi were awarded 2018 Top Sales Team, with our Mermaid Beach office being the top selling office in Queensland. These are fantastic achievements and recognition for outstanding sales results for our clients. We have a fantastic, hardworking team of salespeople and are very humbled by the continued support we receive from our clients year after year.



Family business recognised!

John Henderson Real Estate received the 'Family Business Award' at the Gold Coast Business Excellence Awards for August. As the annual winner in the 2017 Family Business category, it was humbling to receive this award again. The Award recognises long-standing family-owned Gold Coast businesses.

Sales bloom at spring auction event

Our Spring Auction Spectacular was held on the 18th September, with an 80% clearance rate. One property was sold prior to auction, with the highest price paid on the night for 23 Seaside Avenue at \$1,626,000. With over 110 in attendance and more than 90 bids, it was another successful auction event by our team. We have set the date for our 6th Annual Hot Summer Auctions Event for Tuesday night the 22nd of January. If you want to be part of the success, please contact any of our experienced sales agents now to register your interest or visit www.ilovemermaid.com.au to learn more.



Put a bit of pink in your life

October is breast cancer awareness month. Did you know that Professionals Group offices contribute funds from each property sale to the NBCF. This donation now exceeds an amazing total of \$3,300,000. These donations assist in funding research to find a cure for breast cancer. To learn more about this cause or to make a donation, visit;

nbcf.org.au



We have raised over
\$3,300,000

to help NBCF reach their goal of zero deaths from breast cancer by 2030

Professionals



Charity luncheon makes Surf Club's heart race



Our 2018 Mermaid Beach SLSC Surf & Turf Luncheon supported by the Henderson Foundation raised over \$22,000 this year. We are very proud to say that our family contributions to the three local surf clubs is nearing a milestone \$1 million. We have continued our contributions to our local clubs over decades to make our beaches safer for us, our families and visitors to the area.

As a local business we do what we can to support other local businesses and local community clubs. These are the lifeblood of our area and play a vital part of our local community economically and socially.

Professionals
John Henderson Real Estate
in association with
apollo
auctions

6th Annual

John Henderson Real Estate's

Hot Summer

AUCTION EVENT

Tuesday 22nd January 2019
Mermaid Beach Bowls Club
from 5:30pm

Learn more about our famous inroom auctions by visiting
ilovemermaid.com.au

Enquire now about our competitive discounted marketing packages.

The opportunity to list your property for this auction event closes Friday 7th December. We will only auction a limited number of properties so register your interest now.

sales@prohenderson.com.au

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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).