

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

Market Report

October - December 2018



Director's Message

Happy New Year Gold Coast! 2018 saw continued price growth across the whole city with an increase of 3.8% for houses. The Gold Coast's price growth bucked the trend of our interstate southern capital cities and Mermaid Beach remained the most expensive suburb on the Gold Coast with a median price of \$1,556,000 (figures sourced from REIQ). The outlook of the housing market looks promising for the year ahead with the continued southern migration to the Gold Coast running at record levels. All these new residents are seeking a lifestyle change and are also requiring a roof over their head.

During 2018 our office auctioned 67 properties with a 74% successful clearance rate. Our year-on-year office clearance rate is well above the industry average. Our 6th annual Hot Summer Auction Event this year is scheduled for the 22nd of January at the Mermaid Beach Bowls Club. This event has been a blockbuster over the past years and will again see quality real estate up for purchase with a room full of "cash" buyers. For a full list of properties for Auction visit www.ilovemermaid.com.au.

Our local area has seen some dynamic building activity, with the completion of a number of new luxury houses along with construction of both medium level and high-rise buildings. Upcoming developments at this point are mainly focusing on the most northern tip of Mermaid Beach. These include "272 Hedges" at 272 Hedges Avenue by Sunland Group, "Mali Residences" at 4 & 6 Alexandra Avenue by DanKav, "Bela" at 43-49 Peerless by Mosaic, "Mahala" at 15-19 Peerless Avenue by Pindan plus a twin development under construction on opposite sides of the Gold Coast Highway by Morris Group. This level of new development shows a high level of confidence in the area. Developers are designing apartments with sophistication and size to suit owner occupiers attracted to the beach lifestyle of the area. Apartment living is now attracting a broader range of buyers including families, empty-nesters and downsizers attracted by lifestyle convenience. Should you be interested in details in any of these new and exciting "high-end" development projects please contact our experienced sales team.

The latest edition of "Niche - Property and Lifestyle" magazine is being distributed during January. If you miss out on receiving the latest edition, feel free to pick one up from our office.

To us real estate is more than selling a house or an apartment, it's the emotional connection with the buyer and seller that makes for a rewarding experience.

To keep up to date with the local real estate market on a regular basis please advise us of your email address as each and every Thursday we publish an e-newsletter with what's new to the market, what is open for inspection on the weekend and what sold during the week.

Enjoy the rest of this glorious summer!

Andrew Henderson and Luke Henderson



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[@johnhendersonrealestate](https://www.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 46 years.

Beachfront

For sale we have a number of quality beachfront properties for auction in January. All offer glorious ocean views, ranging from a large modern home at 36 Marine Parade, Miami to a 3-bedroom apartment in "Reef Royale" at 20 Marine Parade, Miami plus absolute beachfront 2-bedroom apartments in "Foresore" at 67 Albatross Avenue, Mermaid Beach. Beachfront property is rare so make the most of these and other prime opportunities we have available for purchase. Some beachfront sales during the quarter were "Solano" at 3/121 Hedges Avenue, Mermaid Beach and "South Key" at 4/66 Marine Parade, Miami.



Unit 3 / 121 Hedges Avenue, Mermaid Beach
Sold by Luke Henderson & Andrew Henderson

Apartments/Units (non-beachfront)

Sales recorded during the quarter include 1/17 Hilda Street for \$1,075,000, "Wirringa Sands" 6/5 Francis Street, \$705,000, "Kalahari Palms" 2/32 William Street \$565,000, "Seagull Villas" 2/123 Seagull Avenue \$500,500, "Pacific on Peerless" 102/48 Peerless Avenue \$495,000, "Josephine Court" 3/35 Ventura Road \$470,000 and "Riviera Place" 5/16 Riviera Road \$415,000. Developers are no longer building the traditional 3 storey walk-up unit blocks we have become accustomed to in the area. We are now seeing more height and density with the current development boom and existing low-level boutique apartment blocks will become a commodity. We have some great properties which have just been listed. For all details visit www.prohenderson.com.au, so inspect now and grab these apartments before the opportunity is gone.

Our latest beachside sales, from Mermaid Beach to Miami

- 1/17 Hilda Street, Mermaid Beach - \$1,075,000
- 102/46-48 Peerless Avenue, Mermaid Beach - \$495,000
- 5/16 Riviera Road, Miami - \$415,000
- 6/5 Francis Street, Mermaid Beach - \$705,000
- 27 Petrel Avenue, Mermaid Beach - \$1,400,000
- 3/121 Hedges Avenue, Mermaid Beach
- 16 Surf Street, Mermaid Beach - \$1,706,000
- 3/35 Ventura Road, Mermaid Beach - \$470,000
- 2/123 Seagull Avenue, Mermaid Beach - \$500,500
- 4/66 Marine Parade, Miami - \$658,000
- 2/32 William Street, Mermaid Beach - \$565,000

Plus many more!



4/66 Marine Parade, Miami
Sold for \$658,000 by Perry Brosnan

Beachside house and land content

With limited availability of older style houses, cottages and beach shacks, these type of properties may eventually become nonexistent. Beachside Mermaid Beach and Miami continues to become more and more prestigious with the construction of high-end homes with high profile home building companies entering the local market, designing homes for 405m2 blocks and 10m & 12.5m frontage blocks which are most common in the beachside area. The Nobbys Beach area was again popular with buyers during the quarter with the sale of 27 Petrel Avenue prior to auction for \$1,400,000 and 16 Surf Street under the hammer at auction with 8 registered bidders for \$1,706,000.

Property Management

The rental market remains relatively tight in market terms with a vacancy rate of 1.7%. The most recent gentrification of a whole unit block in the area is "Nalu" at 122 Marine Parade in Miami. If the address sounds familiar, it was previously known as "Nobby's Outlook" and a full refurbishment has transformed the building into a modern classic from a bygone era. We now have 2 bedroom apartments available for permanent leasing in "Nalu", so please make any enquires with our property management team or visit www.ilovemiami.com.au. We also saw the complete refurbishment and leasing of all the apartments at 99 Seagull Avenue. This investment in capital improvement in the area increases the quality of rental properties available for lease. All our property management services are conducted from our Mermaid Beach office and we don't use offshore call centres to handle your most valuable asset. Keeping jobs local in the area is important to us. If you would like to consider changing property management companies then it's easier than you think and we can handle the whole process on your behalf. Please contact Andrew Henderson or Business Development Manager Larissa Martos for a confidential conversation. We have never sold our rent roll, so if you want security and stability of your investment property you can make the change as part of your new year's resolution for 2019.

Friendly & helpful

Review courtesy of ratemyagent.com.au

I would like to thank Jeff for making this purchase run as smooth as possible. There was a lot of negotiating involved and he was informative and efficient the whole way through. Thank you Jeff

- Kris & Jodi Booth -



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



Community spirit alive & well in 2019

As residents we all should play a part in the growing sense of community spirit in the area and being an active part of the community is our family goal. Over the last few decades the Henderson family and Henderson Foundation have now contributed to the three local surf lifesaving clubs as major sponsor with our donated amount approaching \$1 million. In addition, The Professionals Real Estate Group Co-op is a committed Diamond partner of the NBCF with donations surpassing \$3.4 million. We believe in giving back to our community, not only to these organisations mentioned above, but other local groups, local clubs and outstanding local individuals who all go above and beyond for our community.



TWO BEDROOM APARTMENTS
AVAILABLE FOR PERMANENT RESIDENTIAL LEASE

Cruising into the new year with a team of awards

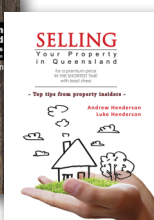
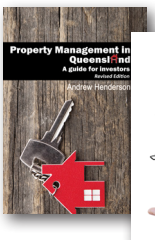


At our Professionals Group Gold Coast quarterly awards held in December on Wyndham Cruise, we had 3 staff members receive special awards for long-standing service, including Amy Taylor (10+ years), Lauren McMahon (10+ years) and Perry Brosnan (15+ years). Casey Hopping also received an award for Property Management Excellence, and Jeff Burchell & Evelyn Castaldi were awarded Top Sales Team. Luke Henderson was again awarded Top Salesperson for the quarter! We have a very close-knit team and are very proud of the achievements, loyalty and dedication of all our staff members.



REIQ Top Agent Finalist

For the second year in a row, our own Luke Henderson has been named as a finalist in the REIQ Awards for Excellence, with the winner to be announced at the REIQ Gala Ball in March. As one of only two Gold Coasters in his category, Luke has worked hard to secure over \$115 million in sales this year alone. He was also named as one of the Most Influential People on the Gold Coast for 2018 in the Gold Coast Bulletin.



Out 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



N A L U

122 Marine Parade | Miami | Gold Coast | Queensland

ilovemiami.com.au

6th Annual

John Henderson Real Estate's

Hot Summer

AUCTION EVENT

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

Professionals
John Henderson Real Estate

in association with
apollo
auctions

Learn more about our famous inroom auctions and view all the properties available on the night by visiting

ilovemermaid.com.au

- Auction Event of the Year -

Company Directors



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- REIQ Zone Chairman - Gold Coast
- Director - The Professionals Real Estate Group
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- Director - St Hilda's Foundation
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Company Consultants

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- David Henderson

Property Management

Ashleigh Mills
Teresa Little
Tiffany Coplick

Property Manager
Property Manager
Property Manager

Larissa Martos
Casey Hopping
Amy Taylor

Property Management
Property Management
Property Management

Administration

Jan Henderson
Sharon Howarth

Office Administration
Office Administration

Alana Pennell
Lauren McMahon

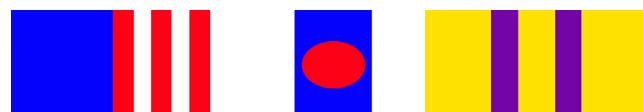
Sales Administration
Office Administration



Luke Henderson - Finalist 2018 & 2019
REIQ Awards for Excellence
Residential Salesperson of the Year



Finalist 2017 REIQ Awards for Excellence
Community Service Award



John Henderson Real Estate is the major sponsor for the Mermaid Beach, Nobby Beach and Miami Surf Lifesaving Clubs, having donated in excess of \$950,000.

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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).