





Market Report

July, August, September 2020

for property between the beach
and the highway,
Mermaid Beach to Miami

 www.prohenderson.com.au
—
 @mermaidbeachrealestate
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 @johnhendersonrealestate
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 youtube.com/ilovemermaidbeach



Against most economists' predictions, the local property market has remained resilient during these times. Stock levels and turnover remains low but sale prices are holding strong, with good buyer demand and high levels of inspections at open homes and attendees at auctions. For well-priced properties we are seeing multiple offers, with strong competition between buyers and ever increasing pent-up demand due to the low levels of purchasing options.

There has been plenty of negativity in the media about real estate prices, but in reality the local market is being driven by owner occupier buyers wanting to live here for our lifestyle. Smart buyers remember that real estate has always been a long-term investment. There is a history of a well-worn path from Sydney and Melbourne locals relocating to the Gold Coast and the level of migration may increase further in the future with a more flexible/remote workforce post COVID-19 being an enormous positive for our local area. Our region offers the best lifestyle for Aussies and returning ex-pats looking for that seachange to both work and live. As people take this time to reflect on their futures, securing a comfortable lifestyle has never been more important.

As these uncertain times continue for now, I look towards the future economic recovery and think about the property prices in 5 to 10 years. If history is anything to go by, the only way is up.

Our eighth Annual Hot Summer Auction Event is scheduled for the Mermaid Beach Bowls Club for Tuesday 19th January 2021. We are pleased to be able to offer great value bulk discounted marketing packages to suit every budget. This event has achieved extremely high clearance rates over the years, more than any other Auction Event on the Gold Coast. For more information refer to www.ilovemermaid.com.au.

It's great to see lifesavers are now back patrolling our beaches on the weekends, reminding us that springtime is here and summer is on the way. Take the time to get out and enjoy our wonderful beaches, parks and continue supporting local businesses and community clubs.

If you are thinking about selling or would like to know the value of your home, please speak to any of our experienced agents. We have been the top selling agency in the Mermaid Beach/Miami beachside area for the past 47 years and we have buyers ready and waiting. All sales detailed in this newsletter have been sold and negotiated by John Henderson Real Estate.

To view all our properties for sale and lease please visit www.prohenderson.com.au.

We are sincerely humbled by the continuing support of local property owners as being their real estate agents of choice.



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Market Breakdown

All sales detailed in this quarterly newsletter have been sold and negotiated by John Henderson Real Estate Professionals Mermaid Beach, the largest selling beachside agency in the area for the past 47 years.

Keep updated with new listings, sales and open homes in the area! Join 11,000 other subscribers and receive our VIP weekly email report sent every Thursday. To make sure you receive the latest information, send your email address to sales@prohenderson.com.au.



The changing face of Mermaid Beach & Miami beachfront

Beachfront

The beachfront continues to see many new homes recently completed or under construction and the beachfront of Mermaid Beach and Miami remains a sought after area.

It's incredibly exciting to see the changing face of the beachfront, with groundbreaking and inspiring coastal architecture evolving along the forefronts.

We have many interstate and local buyers on our database keen to secure their own piece of paradise, so if you are thinking of selling we would be pleased to assist you in achieving a premium price.



9 Dudley Street is currently for sale for \$2,950,000

House & Land

The amount of new homes being constructed or renovated is close to record levels. This trend towards gentrification continues to see original beach shacks and cottages make way for large family homes and mansions.

Right now for sale we have a stunning 3 level, 5 bedroom home on a wide frontage block at 9 Dudley Street, only metres to the beach with ocean views for \$2,950,000. This represents exceptional value for money in a highly sought after position.

Sales recorded in the area over the last quarter include an original beachside home at 31 Sunbrite Avenue, Mermaid Beach for \$1,200,000 and a 4-bedroom home at 20 Ventura Road, Mermaid Beach for \$1,850,000.

If you are considering selling your property we have successful sales strategies in place to achieve a premium sales result.



12/21 Chairlift Avenue sold for \$505,000

Apartments and units (non-beachfront)

Apartments remain in demand from buyers across all price levels with new development construction continuing at the northern end of Mermaid Beach and along the forthcoming light rail route. The light rail construction is due to commence in early 2021.

The area around Nobby Beach remains in high demand with the sale of a 3-bedroom apartment in "Magic Mountain" with ocean views selling for \$555,000, a 2-bedroom unit in "Milford Haven" at 108 Petrel Avenue selling for \$495,000, a 2-bedroom unit in "Heron Horizons" at 107 Petrel Avenue selling for \$500,000 and a 2-bedroom apartment in "Salerno" at 21 Chairlift Avenue selling prior to auction for \$505,000.

Meanwhile, at the northern end of Mermaid Beach, sales were also strong with a 2-bedroom unit in "Parkview" at 40-44 Ventura Road selling for \$450,000, a top floor 2-bedroom apartment in "Sandown" for \$880,000 and a 3-bedroom apartment in "Alexis" at 19 Mermaid Avenue for \$737,000.

Owner occupiers, first home buyers and investors all see good future growth potential in unit complexes near to the beach.



This apartment in Burleigh Heads was leased for \$750 per week

Property Management

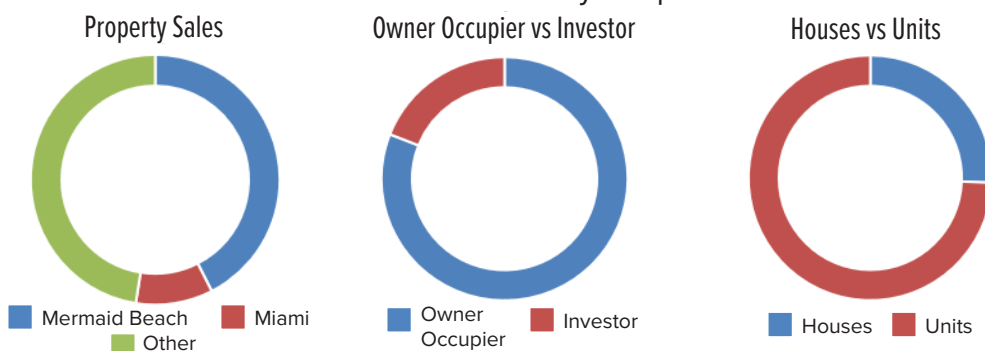
Management of investment property assets is an important part of our business. Currently our office rental arrears rate is below 1%, our vacancy rate below 2% and our days on market is well below the industry average, putting more money in our owners' pockets. Quality marketing of investment properties improves the weekly rent achieved, decreases the time on market and allows you to choose the best tenant.

Remember, each week a property is vacant equates to 2% of its annual income.

We would like to speak to local investment property owners about managing their valuable asset. For a confidential discussion call Andrew Henderson on 0438 691 972 or New Business Managers Sam Peattie or Larissa Martos on 5572 8011. It's easier than you think to change property management companies, and we can handle the 'break-up' for you. We are a secure long-term family business with an experienced Property Management team. Talk to us about how we can make your life easier.

MARKET AT A GLANCE

Our Sold & Under Contract Statistics: July - September 2020



TESTIMONIAL

Luke was fantastic in building interest about my property and managing realistic expectations in a unique market. I was thrilled with the price he secured for me at auction and the whole experience was fast, easy and successful.

R. Moore

Source: realestate.com.au

Support the agency supporting your community

Miami's Magic not lost



Back in a simpler time, Miami's Magic Mountain was much more than a world-class view and uber trendy coastal apartment living.

In 1962, Page Newman built the Nobby Beach chairlift that later formed part of the Magic Mountain entertainment park. A cafeteria was built on top of the outcrop. It was a gamble that paid off and in its' first year of operation the chair-lift carried 40,000 people. A Magic Castle was built, giving the park the "magic" theme. Page Newman sold the park in 1976 to George Carrett, who then owned the park until 1982 when it was sold again. Magic Mountain closed in mid 1987 and remained a derelict unused site until 1991 when the land was cleared and subdivided into two portions in 1995. The defunct site was briefly used as a set for a scene in the remake of the TV series Mission Impossible.

The land was sold and is now the site of restaurants, shops and predominantly, Magic Mountain Resort Apartments, named in its memory. The only remnants of the chairlift is a street sign, Chairlift Avenue. The chairlift was moved to Dreamworld, while the parachute tower was moved to Australia's Wonderland. Both attractions have since been closed.*

* Source wikipedia.org

Supporting your neighbourhood



We are proud to continue to financially support the 3 local surf clubs of Mermaid Beach, Nobbys and Miami along with the Mermaid Beach Bowls Club and the Nobby Beach Neighbourhood Watch.

Clubs and organisations like these bring our community together during challenging times and they all need locals to support them, so please enjoy a meal, a drink or if you have the time look for the personal rewards by becoming a volunteer or making a donation.

October is also Breast Cancer Awareness Month and a donation is made to the NBCF for every sale we make. The Professionals Real Estate Group have raised over \$3.5 million for breast cancer research.



John Henderson Real Estate's

Hot Summer AUCTION EVENT

Tuesday 19th January 2021
Mermaid Beach Bowls Club
from 5:30pm

Incredible discounted marketing packages available to save you thousands.

Learn more about our famous inroom auctions by visiting

ilovemermaid.com.au



WHAT IS THE ONE ROOM A GHOST WILL NEVER GO INTO?
THE LIVING ROOM!

THINKING OF SELLING?

Contact one of our beachside sales specialists!

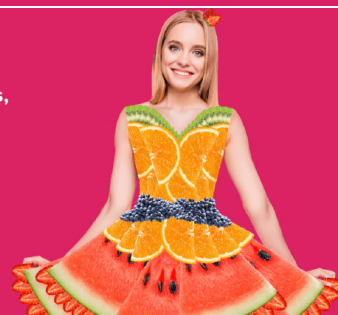
OCTOBER IS BREAST CANCER AWARENESS

PINK RIBBON MONTH

This October, come together with friends, family or colleagues to raise funds for game changing breast cancer research.

Professionals are proud to have raised over \$3.5 million to such a worthy cause.

FIND OUT HOW YOU CAN GET INVOLVED!



ZERO DEATHS FROM BREAST CANCER BY 2030

National Breast Cancer Foundation
DIAMOND PARTNER

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Office Administration

Abby Grimsey
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 \$1,000,000.

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