

# Market Report

January, February, March 2021

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



[www.prohenderson.com.au](http://www.prohenderson.com.au)



@mermaidbeachrealestate



@johnhendersonrealestate



[youtube.com/ilovemermaidbeach](https://youtube.com/ilovemermaidbeach)



The local real estate market is strong and booming. This sellers' market is a result of a combination of factors including the low supply of properties on the market for sale, high levels of buyer demand, pent-up demand from a previously constrained market, lifestyle, historically low interest rates, healthy local economic optimism, affordability and strong population growth. The high level of buyer demand has seen Auction sales regularly setting new records. Auctions are not only a way to see the maximum price the market will pay but they do promote transparent and healthy competition between buyers. Auction sales are the most accurate way to measure the price in a rising market.

Off-market sales are currently popular but we are firm believers of making sure you achieve the highest sale price the market will pay. This means negotiating and dealing with multiple buyers through a marketing campaign that incorporates not only the local area, but the whole nation and ex-pats still residing internationally. Don't undersell your property in this buoyant market as you still need a great agent you can trust to get a great result.

If you were looking to sell, this is the perfect time to maximise your sale price. At some point the level of supply will rise to cover the current imbalance. If you're a seller who wants to buy in the same market and have not yet found the right property to purchase, consider selling with a longer settlement period to allow yourself more time and less pressure to find that perfect property.

Our annual Hot Summer Auction event in January recorded 10 of the 11 properties selling either prior to auction or under the hammer on the night. Due to COVID restrictions on crowd numbers, this year's event was very different but was still extremely successful thanks to the assistance of Jeff Burchell, Chairman of the Mermaid Beach Bowls Club, and his team. We are very proud to keep the event local and support our local Bowls Club at the same time.

A buyer once said to John Henderson "I didn't pay too much, I just bought a bit too early". We regularly hear stories from people who missed buying a property; would have, should have, could have, but didn't, where there is little regret from those who did buy. Markets don't wait for anyone. We need more properties to sell as we have a database of cash buyers ready to inspect, so if you would like to find out the new value of your property please contact us today. The only sure way to pick the peak of a market is after it has passed.

Please contact us or our team about any of your local real estate needs. We're the agents that work for you.

Until next quarter, happy house hunting.



**Andrew Henderson**  
0438 691 972  
[andrew@prohenderson.com.au](mailto:andrew@prohenderson.com.au)  
Principal & Managing Director  
REIQ Zone Chairman - Gold Coast  
Director - The Professionals Real Estate Australia



**Luke Henderson**  
0409 599 507  
[luke@prohenderson.com.au](mailto:luke@prohenderson.com.au)  
Director & Senior Sales Representative  
Director - Gold Coast Turf Club  
Chair - St Hilda's Foundation  
Convenor-Nobby Beach Neighbourhood Watch

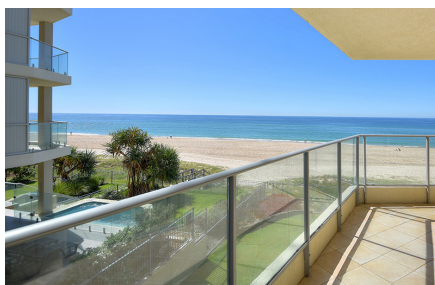


# Market Breakdown

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 48 years.

Keep updated with new listings, sales and open homes in the area! Join 12,000 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](mailto:sales@prohenderson.com.au).

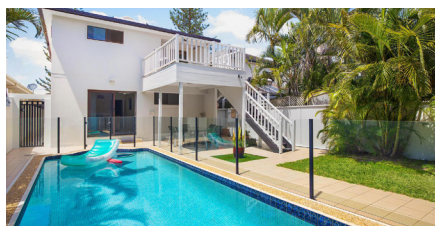


6/67 Albatross Ave, Mermaid Beach  
Sold for \$769,000

## Beachfront

Beachfront continues to be the envy of most and the strength of the market was witnessed by high levels of interest in apartments in the Nobby Beach area. A 2-bedroom north east corner apartment on the lower floor in 'Foreshore' at 67 Albatross Avenue sold for \$769,000 and a prime highly sought-after direct east facing apartment in 'Spindrift' at 37 Albatross Avenue sold for \$856,000. In Miami, a 2-bedroom unit in the tightly held 'Ceol-Na-Mara' building on Marine Parade sold prior to Auction for \$850,000.

We have other beachfront properties coming to market so if you would like to be first to know, subscribe to our weekly email published each Thursday afternoon which details recent sales, new listings, upcoming auctions and open homes. Phone 5572 8011 or email [sales@prohenderson.com.au](mailto:sales@prohenderson.com.au) to subscribe.



19 Alfred Street, Mermaid Beach  
Sold for \$2,360,000

## House & Land

Beachside houses with land content are the most highly prized in the area at the moment. The niche market of Mermaid Beach and Miami beachside is undergoing significant rejuvenation and redevelopment. Sales negotiated by the office and sold during the last quarter were 21 Petrel Avenue for \$1,640,000, with auctions achieving premium prices at 69 Petrel Avenue for \$1,750,000, 25 Alfred Street for \$2,290,000 and 19 Alfred Street for \$2,360,000.

Cottages and old beach houses are especially sought after at present. If you are keen to set a new record, contact our team today who are achieving industry-leading auction results.



5/2 Seagull Avenue, Mermaid Beach  
Sold for \$706,000

## Apartments and units (non-beachfront)

Apartments in small buildings are the most sought-after as owners-occupiers are chasing lower body corporate payments. Most the sales achieved during the month were new records set within these types of buildings. Some sales of note include a renovated 2-bedroom unit in 'Seaview Lodge' at 2 Seagull Avenue selling under the hammer for \$706,000 with over 200 attendees and 42 registered bidders at the Auction.

Units 3 & 4 at 3 Seashell Avenue in 'Taroon Court' both in original condition sold prior to Auction for \$1,099,000 and a 3-bedroom apartment in 'Sea Heron' sold under the hammer for \$715,000.



This 2-bedroom unit in Mermaid Beach  
was leased for \$530 per week

## Property Management

Demand for rental properties is at an all-time high with vacancy levels below 1% and our office rent arrears well below 1% as well. Property management is an important part of our business. Our Property Management department is open Saturdays to assist tenants find a suitable property on the weekend, as many aren't able to attend on weekdays.

Our business development managers Larissa and Sam practice hands-on property management and always looking for quality properties to manage. If you would like an experienced team to look after your property asset please contact us for a confidential discussion. It's easier to change your property management company than you may think and we can handle all the paperwork for you. All our Property Management staff are based at our local Mermaid Beach office. Contact Larissa and Sam on 5572 8011 or [rentals@prohenderson.com.au](mailto:rentals@prohenderson.com.au) or call into our office to meet your property manager personally.

Our latest **beachside** sales, from Mermaid Beach to Miami.

<b>SOLD</b>	301/46-48 Peerless Ave, Mermaid Beach	\$650,000
<b>SOLD</b>	3/3 Seashell Avenue, Mermaid Beach	\$549,500
<b>SOLD</b>	4/3 Seashell Avenue, Mermaid Beach	\$549,500
<b>SOLD</b>	24/2 Fraser Avenue, Miami	\$595,000
<b>SOLD</b>	25 Alfred Street, Mermaid Beach	\$2,290,000
<b>SOLD</b>	10/36 Alexandra Avenue, Mermaid Beach	\$503,000
<b>SOLD</b>	21 Petrel Avenue, Mermaid Beach	\$1,640,000
<b>SOLD</b>	7/9 Francis Street, Mermaid Beach	\$420,000
<b>SOLD</b>	19 Alfred Street, Mermaid Beach	\$2,360,000
<b>SOLD</b>	5/2 Seagull Avenue, Mermaid Beach	\$706,000
<b>SOLD</b>	8/21 Chairlift Avenue, Mermaid Beach	\$607,000
<b>SOLD</b>	6/67 Albatross Avenue, Mermaid Beach	\$769,000
<b>SOLD</b>	19/21 Peerless Avenue, Mermaid Beach	\$352,500

<b>SOLD</b>	9/37 Albatross Avenue, Mermaid Beach	\$856,000	PLUS MANY MORE!
<b>SOLD</b>	2/4 Hedges Avenue, Mermaid Beach	\$610,000	
<b>SOLD</b>	69 Petrel Avenue, Mermaid Beach	\$1,750,000	
<b>SOLD</b>	8/32-38 Montana Road, Mermaid Beach	\$615,000	
<b>SOLD</b>	8/90 Marine Parade, Miami	\$850,000	
<b>SOLD</b>	2/36 Heron Avenue, Mermaid Beach	\$715,000	
<b>SOLD</b>	8/9 Francis Street, Mermaid Beach	\$635,000	

Above  
expectations!



\* source Realestate.com.au Agent Reviews

Luke and the Professional's team were a pleasure to deal with from start to finish. Communication was great throughout the sales process and the results were fast and above expectations. Highly recommend.  
J. Rose



## Support the agency supporting your community



Our Google Review rating proudly sits at 4.7 stars, from 174 reviews! Thank you to everyone who has provided their positive feedback for our family owned local business!

### That's a wrap on the 20/21 Nipper season!



The Nobby's Beach Surf Club Nipper Presentation was held on the 20th March, officially closing the 2020/21 Nipper Season. Pictured here is our own Andrew Henderson who was called upon to announce the winner of the Sean Hutchinson Award!

It's now the off-season for our Nippers, but that doesn't mean the clubs don't still need your support. Head down for some delicious pub grub in front of a stellar view at any of our local clubs of Mermaid Beach, Nobbys Beach or Miami. Every small purchase makes a difference. John Henderson Professionals continues to be the proud major sponsor of these clubs in 2021 in a continued partnership that's lasted now for decades!



### Luke Henderson elected Chairperson for prominent Foundation

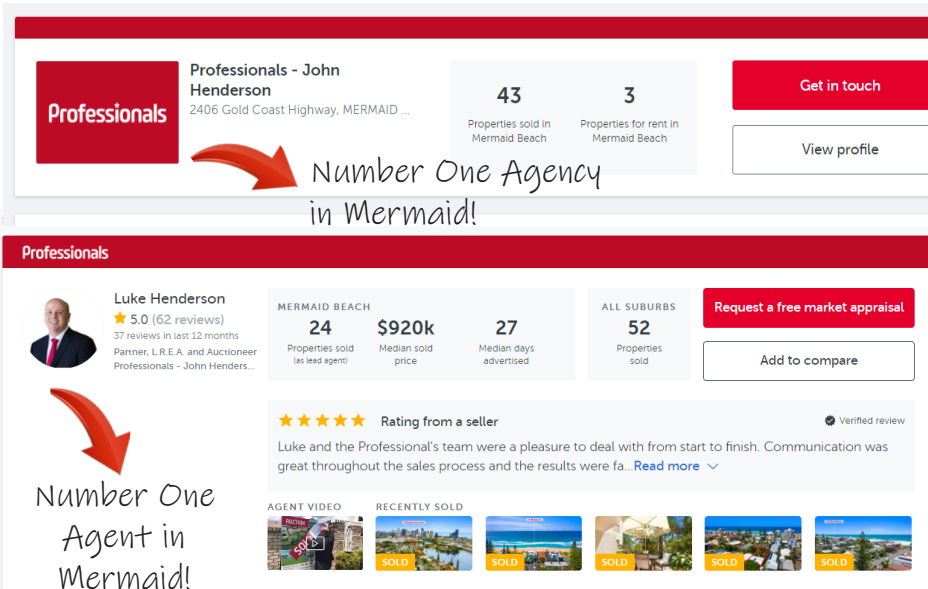
The St Hilda's Foundation was established to bring communities together to support young women to dream and achieve and is a registered not-for-profit charity that raises funds to help shape confident and strong individuals who enrich our community and promote positive change.

There are several events held throughout the year in support of the cause, including race days, business luncheons and golf days. The funds raised from these events are distributed through a number of generous grants and internships.

As a father of four young daughters, all of whom are St Hilda's students, Foundation Chairperson Luke Henderson is proud to contribute back his services to this important cause.

"I believe in leading by example", Luke says, "and the future of our young woman on the Gold Coast has never been brighter. These girls have the drive, intelligence and compassion to really make a difference, and we want to be able to provide the kick start they need."

Visit [www.sthildas.qld.edu.au/st-hildas-foundation/](http://www.sthildas.qld.edu.au/st-hildas-foundation/) for more information.



**Professionals - John Henderson**  
2406 Gold Coast Highway, MERMAID ...

**43** Properties sold in Mermaid Beach

**3** Properties for rent in Mermaid Beach

**Get in touch**

**View profile**

**Number One Agency in Mermaid!**

**Professionals**

**Luke Henderson**  
★ 5.0 (62 reviews)  
37 reviews in last 12 months  
Partner, L.R.E.A. and Auctioneer  
Professionals - John Henderson...

**MERMAID BEACH**  
**24** Properties sold (as lead agent)  
**\$920k** Median sold price  
**27** Median days advertised

**ALL SUBURBS**  
**52** Properties sold

**Request a free market appraisal**

**Add to compare**

**Rating from a seller**  
★★★★★  
Luke and the Professional's team were a pleasure to deal with from start to finish. Communication was great throughout the sales process and the results were fa...  
[Read more](#)

**AGENT VIDEO**

**RECENTLY SOLD**

**Number One Agent in Mermaid!**

### Number One in Mermaid!

According to leading real estate website realestate.com.au, John Henderson Real Estate is still the number one real estate agency in Mermaid Beach based on the number of properties sold in the last 12 months, in direct competition with 58 other agencies who sell in the area.

Luke Henderson is also by far the leading real estate agent in the area in direct competition with 109 other real estate salespeople.

Any agent can talk about selling, but do they have the sales to back it up? John Henderson Professionals has the numbers, sales and scores of happy clients to support our claim!

\* source Realestate.com.au > 'Find Agents

## THERE'S NEVER BEEN A BETTER TIME TO SELL!



## WHY YOU SHOULD BE SELLING NOW!

Chat to us about getting a free property appraisal for your home.

Celebrating 48 successful years on the Gold Coast!

## Company Directors



**Andrew Henderson**  
0438 691 972  
andrew@prohenderson.com.au  
Principal & Managing Director  
REIQ Zone Chairman - Gold Coast  
Director - The Professionals Real Estate Australia



**Luke Henderson**  
0409 599 507  
luke@prohenderson.com.au  
Director & Senior Sales Representative  
Director - Gold Coast Turf Club  
Chair - St Hilda's Foundation  
Convenor - Nobby Beach Neighbourhood Watch

## Sales Team



**Evelyne Castaldi**  
Senior Sales Representative  
0410 088 866  
evelyne@prohenderson.com.au



**Simon Francis**  
Senior Sales Representative  
0413 198 357  
simon@prohenderson.com.au



**Tania Pears**  
Senior Sales Representative  
0411 135 931  
tania@prohenderson.com.au



**Matt Maguire**  
Senior Sales Representative  
0437 002 952  
matt@prohenderson.com.au



**Cindy Katene**  
Senior Sales Representative  
0418 118 506  
cindy@prohenderson.com.au



**Jeff Burchell**  
Consultant  
0418 141 624  
jeff@prohenderson.com.au



**Amanda Hill**  
Buyers Agent  
0415 586 000  
amanda@prohenderson.com.au



**Katie Pikos**  
Executive Assistant to  
Luke Henderson  
katie@prohenderson.com.au

### Company Consultants

John Henderson  
David Henderson

## Property Management

Ashleigh Mills  
Sam Peattie  
Larissa Martos

*Property Manager*  
*Property Manager*  
*Property Manager*

Casey Hopping  
Amy Taylor

*Property Management*  
*Property Management*

## Administration

Jan Henderson  
Sharon Howarth

*Office Administration*  
*Office Administration*

Abby Grimsey  
Lauren McMahon

*Sales Administration*  
*Office Administration*

**RATED NUMBER  
ONE IN 2020.**

Our people don't set  
out to win awards,  
but it's nice when we do.



**Winners - Gold Coast Business Excellence Awards**  
**Annually** - 2010 & 2017  
**Monthly** Annually from 2011 - 2018

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.

### Privacy Act

Henderson Real Estate Holdings Pty Ltd (ACN 114 557 390 as Trustee for the Henderson Unit Trust) trading as John Henderson Real Estate is committed to protecting your privacy in compliance with the Privacy Act 1988 (Cth) and the Australian Privacy Principles (APPs). This document sets out John Henderson Real Estate's condensed Privacy Notice. John Henderson Real Estate also has a full Privacy Policy, which contains information about how you can complain about any breach by John Henderson Real Estate of the APPs or an applicable APP Code. A full copy of our Privacy Policy can be accessed at [www.prohenderson.com.au/about-mermaid-beach/privacy-policy/](http://www.prohenderson.com.au/about-mermaid-beach/privacy-policy/). If you do not wish to receive further communication from John Henderson Professionals Mermaid Beach please email us at [sales@prohenderson.com.au](mailto:sales@prohenderson.com.au) (please ensure to include the address of your Gold Coast property if applicable).