

Market Report

October, November, December 2021

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



www.prohenderson.com.au



@mermaidbeachrealestate



@johnhendersonrealestate



youtube.com/ilovemermaidbeach



2021 will go down in the history books as one of the biggest boom times for real estate prices in the history of the area. The percentage growth year to date of houses in Mermaid Beach increased by 51.7%* and Miami increased by 49.8%*. This may prove hard to repeat. Owner occupiers were also the dominant purchases in 2021 with the construction of many new homes and the continued renovation craze.

2022 will bring the return of international visitors and students to our shores which will boost our tourism industry, while improved technology is providing unprecedented work-from-home capabilities. Not only that, continued change in modern technology and computer software allows the perfect work and lifestyle balance so more people are able to live wherever they wish and there is no better place to live than by the beach.

Off market sales have become prominent due to the low levels of stock for sale over the past 18 months. While selling off market may mean saving a few thousand dollars on marketing and perhaps a little more privacy, in most cases off market sales have led to the loss of potentially hundreds of thousands of dollars for sellers. Marketing your property works! Putting your property on a public competitive forum assures you achieve a premium price for your property. Strategic marketing captures all the buyers to maximise your sale price return on investment.

Our office auction clearance rate for 2021 is an industry leading 96% for over 80 auction property marketing campaigns we conducted in 12 months. Congratulations to Luke Henderson and Matt Maguire, who won the Top Sales Team Award 20/21 for the whole National Professionals Real Estate Group. Hard work and strong negotiation skills were well-rewarded with the number of sales achieved.

"Home is not a place, it's a feeling". We love seeing the residents of beachside streets gather together for informal neighbourhood catch ups, which often occurs at the seats or deck areas overlooking the ocean, bringing us together as a community. As real estate agents we are here to assist people to increase their wealth through property purchase, investment and ownership, but we also feel we have an obligation to give back and contribute towards providing a safer community for all of us to live and play.

Until next newsletter when we will be enjoying our 49th year in Mermaid Beach.

* Source: Gold Coast Bulletin 20/12/2021



Andrew Henderson

0438 691 972

andrew@prohenderson.com.au

Principal & Managing Director

REIQ Zone Chairman - Gold Coast

Director - The Professionals Real Estate Group



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



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 49 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.



1/93 Albatross Avenue, Mermaid Beach
Sold for \$2,400,000

Beachfront

The beachfront market remains the aspirational real estate goal for many. The beachfront property market remains extremely tightly held with the office setting a record sale in "Spindrift" building at 37 Albatross Avenue with 2-bedroom apartment selling prior to Auction for \$1,250,000. We also sold a 2-bedroom apartment in "Sanderling" on Marine Parade prior to auction for \$1,047,000 and a 3-bedroom ground floor apartment in "Paloma" at 93 Albatross Avenue selling under the hammer for \$2,400,000. Remember the old adage "they are not making any more beachfront land".



72 Albatross Avenue, Mermaid Beach
Sold for \$6,000,000

House & Land

There remains a limited supply of house and land content sales with owners very happy to hold onto their properties. If you're looking to cash in on strong sale prices, now may be the time.

Some of our home sales in Mermaid Beach include 40 Seagull Avenue selling under the hammer for \$2,400,000, 19 Ocean Street selling prior to auction for \$2,550,000 and the iconic "Arvon" unit block at 72-74 Albatross Avenue selling for \$6,000,000 by experienced sales agent Simon Francis.

If you are considering selling please contact any of our experienced agents to find out the new value of your property, as we have cash buyers keen to purchase in the beachside area.



5/35 Ventura Road, Mermaid Beach
Sold for \$750,000

Apartments and units (non-beachfront)

The apartment market continues to see a high level of buyer demand and regular record prices being achieved with nearly each and every sale. A 3-bedroom duplex sold at 2/52 Albatross Avenue for \$1,870,000, two sales of 2-bedroom apartments in "Seagull Villas" selling for \$710,000 & \$760,000 respectively, and a top floor, 2 bedroom, ensuited unit at "Josephine Court" at 35 Ventura Road selling for \$750,000. The construction activity of new upmarket apartment developments continues to transform the area, with the potential changes to the GCCC town plan and reduction in site coverage. If you would like to discuss the amalgamation of your apartment block before these changes take effect, please contact us.



13/90 Marine Parade, Miami is currently
available to rent for \$855 per week

Property Management

With the prominent buyers in the property market being owner occupiers, we've seen a significant number of displaced tenants when investment properties sell. It will be interesting to monitor the recent changes in State Government rental legislation. We're unsure how the Government expects to manage the increasing rental demand by discouraging investors with the introduction of further restrictive policies for 'mum & dad' property owners who are the people most capable of providing rental supply.

We have invested in people and technology to make the best possible property management experience for our owners. All of our property management team are based in our Mermaid Beach office and not in overseas call centres.

Owning a rental property is a large capital investment for owners, so make sure that your asset is managed effectively and your risk minimised. It is easier to change from your existing property management company than you think. For a confidential discussion please contact our New Business Managers Larissa Martos and Sam Peattie, who offer decades of industry experience and want your business.

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

SOLD	19 Ocean Street, Mermaid Beach	\$2,550,000
SOLD	2/52 Albatross Avenue, Mermaid Beach	\$1,870,000
SOLD	4/123 Seagull Avenue, Mermaid Beach	\$710,000
SOLD	40 Seagull Avenue, Mermaid Beach	\$2,400,000
SOLD	72 Albatross Avenue, Mermaid Beach	\$6,000,000
SOLD	6 Santa Monica Road, Miami	Undisclosed
SOLD	2/123 Seagull Avenue, Mermaid Beach	\$760,000
SOLD	5/35 Ventura Road, Mermaid Beach	\$750,000
SOLD	26/37 Albatross Avenue, Mermaid Beach	\$1,250,000
SOLD	3/26 Surf Street, Mermaid Beach	\$825,000

SOLD	5/40 Marine Parade, Miami	\$1,047,000
SOLD	5/29 Montana Road, Mermaid Beach	\$850,000
SOLD	1/93 Albatross Avenue, Mermaid Beach	\$2,400,000

Passionate about local real estate?
Subscribe to our weekly email newsletter
with sales, new listing & upcoming auctions!

Subscribe by emailing us at sales@prohenderson.com.au

Vale John Henderson

31st August 1942 - 11th November 2021



In November, we lost our agency founder, John Henderson, who sadly passed away after a short illness.

John was the much loved husband to Jan, father to David, Andrew & Luke and grandfather of six.

Returning back to the Gold Coast where he attended high school, John opened the real estate agency in 1973, thriving in the area and was widely regarded as one of the most successful agents on the Gold Coast until his retirement in 2007.

Following his retirement, John continued to have an input into the business as an Office Consultant and was well-loved among the community for his whose arger than life character, passion for real estate and knowledge about the local area was famous.

In Memoriam

Last Wednesday at the Gold Coast Turf Club I had the honour of attending the memorial service for a great Gold Coaster, a real estate icon in Mermaid Beach, an enormous supporter of lifesaving in the community and, above all, a wonderful family man. John Dudley Henderson—Johnny, to his family—passed away on Thursday, 11 November after 79 years of a life well lived, surrounded by his wife, Jan, and supported by his sons, David, Andrew, Luke, and their families. Testimonials to his generous, fun-loving and family focused lifetime mantra epitomised his positive attitude to life and was best summed up by son Luke's final words: 'Sadly missed but never forgotten.'

Johnny moved to the Gold Coast after an early career as a stock and staging agent with Elder Smith Goldsborough Mort in Western Queensland, honing his auctioneering skills, but he soon realised there was more commission to be made on houses on the Gold Coast than in selling sheep and cattle and started up his own real estate company, John Henderson Real Estate. A short while later he realised the great advantage of being part of the Professionals Real Estate group and joined that franchise.

While he was a busy real estate agent, his sons had started nippers at the local Nobby's Beach Surf Lifesaving Club. John did not have the opportunity to support the children as much as he would like physically because of his work commitments, so he started donating financially to make up for it. To date, his charitable foundation has donated over \$1 million to the three clubs in his area—which is also my area—and I am sure those donations have resulted in the saving of many lives by our lifesaving fraternity with equipment purchased through Johnny's benevolence.

John was also a keen horseracing man. Hence, the holding of his memorial service at the Gold Coast Turf Club was a most fitting send-off. John was the proud winner of the Melbourne Cup with Fiorente, and I remember well his hosting celebrations at the Mermaid Beach Surf Club and passing 'the cup' around to be photographed by one and all. I particularly fondly remember another one of his winners, Descarado, which won the Caulfield Cup at 20 to 1. This made me very popular as a tipster at the annual Taroom Cup, where I watched the race as the shadow racing minister on one of my many working days as a politician.

In summary, John Dudley Henderson was a highly respected businessman, community supporter, family man and generous benefactor. He will be sorely missed in our community, but I know that his legacy will live on through the outstanding local work and commitment of his sons, Luke and Andrew. To his wife, Jan, and their extended family: my deepest sympathy to you on Johnny's passing. The Mermaid Beach community's gratitude for his life well lived has been set in stone.

Ray Stevens, MP for Mermaid Beach, speaking in Parliament on 1/12/2021

John's legacy

Following John's funeral, mourners were asked to make a donation to The Henderson Foundation in lieu of flowers. Donations have now exceeded \$21,000, which will be divided equally between the three local surf clubs, which John was extremely passionate about. We would like to thank all those who attended John's funeral service and donated as a tribute to John's legacy. If you would like to make your own contribution to "The Henderson Foundation" to directly assist the local surf clubs, please contact our office for details on how to donate.

As a family and local business we will continue to assist these three iconic local community surf clubs financially in the decades to come.



Company Directors



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



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



Evelynne Castaldi
Senior Sales Representative
0410 088 866
evelynne@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

David Henderson

Property Management

Ashleigh Mills
Sam Peattie
Larissa Martos
Emily Layfield

Property Manager
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/. 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).