



# Top 10 Affordable Major Regional Areas

Home Buyer and Investor Report 2017



# HOME AFFORDABILITY AUSTRALIA EAST COAST (NSW, VIC, QLD)

## AFFORDABILITY

As capital cities continue to see property price growth and inflation levels beyond the standard wage increase, the battle to enter the property market has become more difficult. This has become particularly pertinent in Sydney, Melbourne, and Brisbane; all of which are located along the East Coast of Australia. In 2016 the Brisbane house median price sits at \$510,000, whilst Melbourne and Sydney saw higher house price medians of \$620,000 and \$1,050,000 respectively.

Despite the above outlook on affordability, out-of-the box thinking leads to housing and growth options beyond the major capital markets. Regional areas are areas located quite far from the capital city and may be less well-known over the past years. However during this time they have continuously built upon their infrastructure and commercial capabilities, and is increasingly becoming known for their economic viability.

To assist those seeking to find an affordable property, this report highlights regional areas in Queensland, Victoria and New South Wales. These areas not only highlight price affordability but also solid fundamentals for sustainable growth.

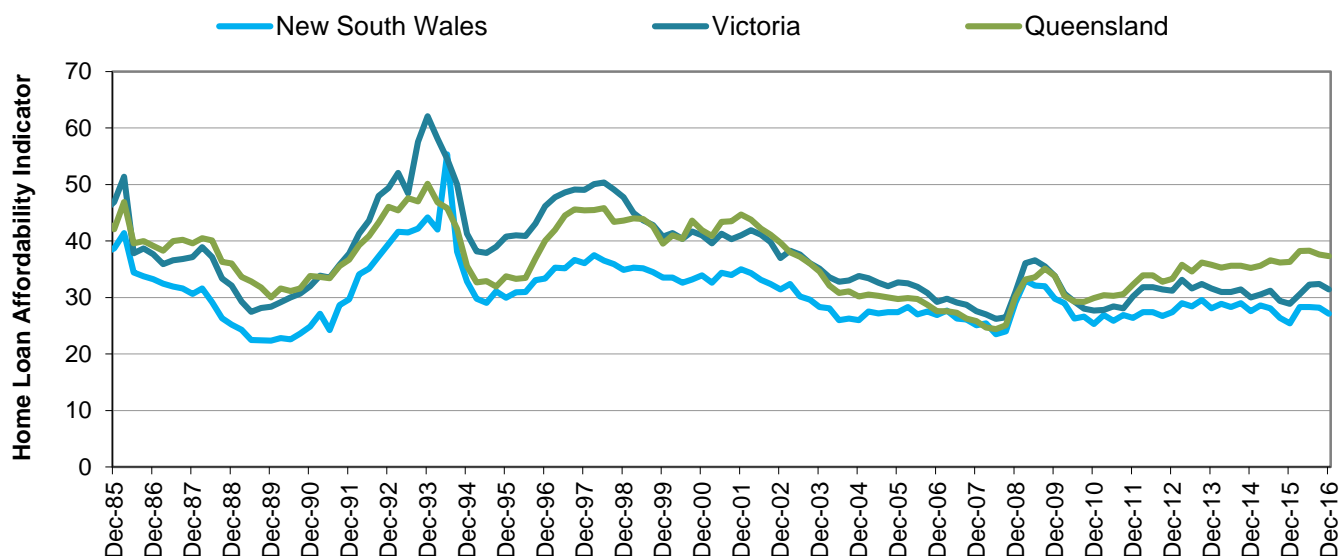
## MEDIAN HOUSE PRICE VS AVERAGE LOAN

Location	Median House Price 2016	Average State Loan (Dec, 2016)
Sydney, NSW	\$1,050,000	\$472,380
Melbourne, VIC	\$620,000	\$394,677
Brisbane, QLD	\$510,000	\$301,633

The average state loan reflects the amount financial lenders are comfortable in lending consumers, taking into account the ability to service mortgage payments. Thus it provides a good indicator as to the price range those seeking to purchase a home can access. In comparison to the median house price the average state loan remained significantly below, meaning that for many, houses remained unaffordable.

The home loan affordability graph below reflects the ratio of median family income in relation to average loan repayments. The overall decreasing trend of the three states reflects a overall decline in affordability since its peak in 1993. Despite historical low cash rates it is evident that affordability of housing loans has declined over the past year to December 2016.

## HOME LOAN AFFORDABILITY NEW SOUTH WALES, VICTORIA & QUEENSLAND



Data Source: Real Estate Institute Australia

# TOP 10 AFFORDABLE MAJOR REGIONAL AREAS

## SELECTION CRITERIA

- 01 **Affordability** - For the purposes of this report affordable locations are deemed as areas which have a median below the average loan for each respective state.
- 02 **Property Trends** – Specific property trends that are indicative of future growth such as transaction and median price over the short and long-term period for different property types, vacancy rate, and rental yield.
- 03 **Infrastructure** - Infrastructure development has the capacity to improve surrounding property values through increasing services to the area and connectivity to other employment and economic hubs.
- 04 **Commercial interest** - Interest from private entities are a good indicator of a growing economy and future employment opportunities.
- 05 **Other economic factors** that are indicative of a vibrant and growing area such as population growth, income and wage growth, unemployment rate, local council plans, distance to other regional centres, and others.

## TOP 10 AFFORDABLE REGIONAL AREAS

In taking the above selection criteria into account the following 10 regional locations were deemed to be affordable areas with solid fundamentals for sustainable future growth.

Queensland
1- Toowoomba Regional Council
2- Fraser Coast Regional Council
3- Ipswich City Council
New South Wales
1- Tamworth Regional Council
2- Maitland Regional Council
3- City of Shoalhaven
4- City of Wagga Wagga
Victoria
1-Ballarat Regional Council
2- Greater Bendigo Regional Council
3-Greater Shepparton City

## AFFORDABLE REGIONAL AREAS WITH SOLID GROWTH FUNDAMENTALS





# TOP AFFORDABLE MAJOR REGIONAL AREA TOOWOOMBA - QUEENSLAND

## 01 TOOWOMBA REGIONAL COUNCIL

Toowoomba is a regional area located in Queensland, 127km from the state capital of Brisbane. It has a population of approximately 163,232 people, making it the second largest inland city in Australia.

Toowoomba has experienced solid growth rates over the past 15 years (to 2016), averaging 7.9% growth for houses and 8.4% for units. Vacant land over the same period saw the largest annual growth out of the three property categories, with a respective average growth of 9.1%. Subdivisions continues to be a key form of residential development, adding an additional 868 lots over 2017.

One of the key developments which has influenced the strong average price growth levels in the region is the development of the Brisbane West Wellcamp Airport located 15.6km from the Toowoomba CBD. This airport caters to international flights, providing Toowoomba with ample opportunity to promote the area as an international destination and a transit-hub for business.

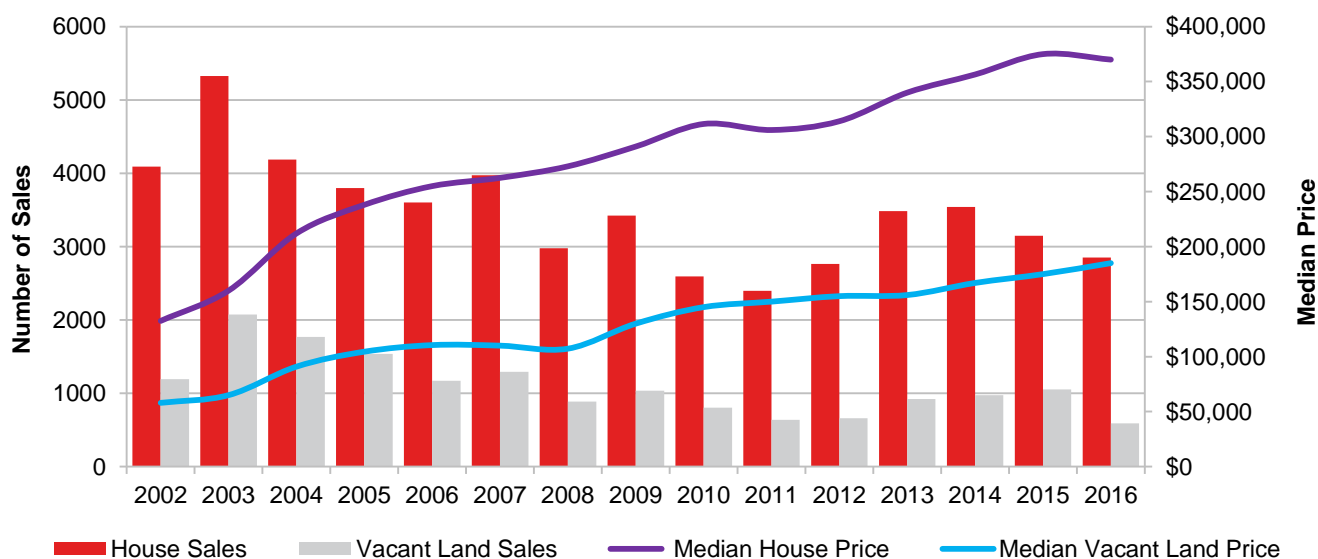
Over 2017 Toowoomba is set to see approximately \$614.8M\* in new project development. Commercial development accounts for an estimated \$253.7M\* (41.3%), whilst industrial development contributes to approximately 12.6% (\$77.2M\*). This demonstrates substantial interest from private entities in the Toowoomba area, signaling further growth and employment opportunities. The second largest portion of development is infrastructure focused (34.5%) which will see a approximately \$212.3M\* investment into the region.



### KEY FACTS\*\*

House median price:	\$370,000
Land median price:	\$185,000
Unit median price:	\$306,950
Vacancy rate:	3.4%
House rental yields:	3.9%
Number of planned lots/ dwellings 2017:	142 units 868 new lots

## TOOWOMBA REGIONAL COUNCIL SALES & MEDIAN PRICE



\*Disclaimer: Estimated value is the value of construction costs provided by relevant data authority, it does not reflect the project's sale/commercial value

\*\*Key facts are based on 2016 data for the Council area unless otherwise stated.

Source: APM Pricerfinder, SQMresearch, Cordell Database, Toowoomba Council, Corelogic RP Data, Department and Planning and Environment of Queensland, Australian Bureau of Statistics.

# TOP AFFORDABLE MAJOR REGIONAL AREA FRASER COAST- QUEENSLAND

## 02 FRASER COAST REGIONAL COUNCIL

Fraser Coast is a region located in Queensland, approximately 276km from the state capital of Brisbane and has a population of approximately 101,977 people. The region hosts over 32,000 local jobs and produces a gross regional product of \$3.18B.

Over the past 15 years to 2016, the Fraser Coast Regional Council has experienced an average annual growth rate of 7.2% for houses and 8.8% for units. Over this period, land saw a respective average annual growth of 7.7%.

Over 2017 Fraser Coast will see approximately \$704.0M\* in new development commence. One of the key projects commencing over 2017 is the Mary Harbor Master Planned Community, which, valued at approximately \$500.0M\*, accounts for the vast majority of new development. This project is anticipated to commence in December 2017 and will add 1097 residential lots to the market.

To support the growing region, local and state government are investing an estimated \$69.1M\* in infrastructure during 2017. This will involve a range of transport related improvements including road and runway upgrades, as well as improvements to local emergency departments.

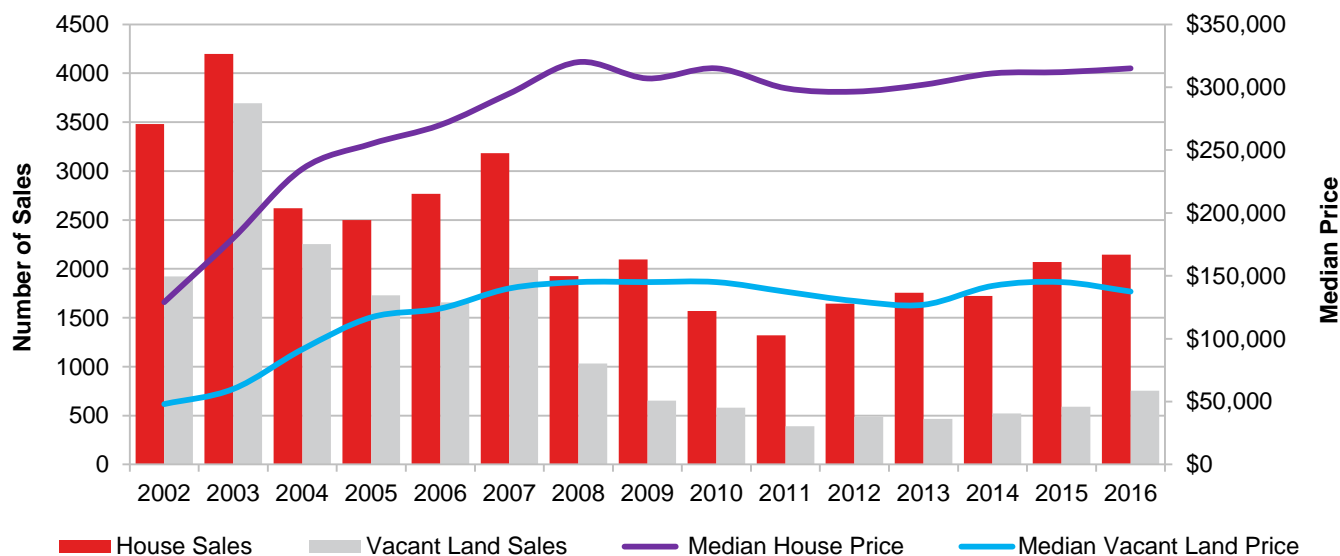
Private entities are showing solid interest in the region with approximately \$66.4M\* of commercial projects set to take place over 2017. This signals increased local employment opportunities and commerce, which are conducive to future growth.



### KEY FACTS\*\*

House median price:	\$315,000
Land median price:	\$137,500
Unit median price:	\$260,000
Vacancy rate: (based on 4666 postcode)	2.8%
House rental yields: (based on 4666 postcode)	4.5%
Number of planned dwellings 2017:	19 units 1658 lots

## FRASER COAST REGIONAL COUNCIL SALES & MEDIAN PRICE



\*Disclaimer: Estimated value is the value of construction costs provided by relevant data authority, it does not reflect the project's sale/commercial value

\*\*Key facts are based on 2016 data for the Council area unless otherwise stated.

Source: APM Pricefinder, SQMresearch, Cordell Database, Fraser Coast Council, Corelogic RP Data, Department and Planning and Environment of Queensland, Australian Bureau of Statistics.

# TOP AFFORDABLE MAJOR REGIONAL AREA IPSWICH - QUEENSLAND

## 03 IPSWICH CITY COUNCIL

Ipswich City Council is located within close proximity from the State capital of Brisbane. At approximately 42km or a 45 minute drive, Ipswich offers affordable housing with direct transport by train straight to the Brisbane central business district. The region has a population of approximately 190,125 people which is anticipated to grow to a substantive 435,000 by 2031.

Over the past 15 years to 2016, Ipswich has experienced an average annual growth rate of 9.8% for houses and 9.5% for units. Over this period, land saw an average annual growth of 9.9%.

In 2017 the Ipswich region is set for substantial levels of new development, valued at approximately \$2.3B\*. The majority of this (41.0% or \$939.1M\*) will be commercial focused, thus indicating substantial interest from private entities. There is considerable amount of industrial and mixed use developments commencing in 2017, valued at \$254.3M\* and \$410.0M\* respectively. Of these projects, 48 over \$1.0M\*, indicating that private businesses are willing to make substantial investments in Ipswich.

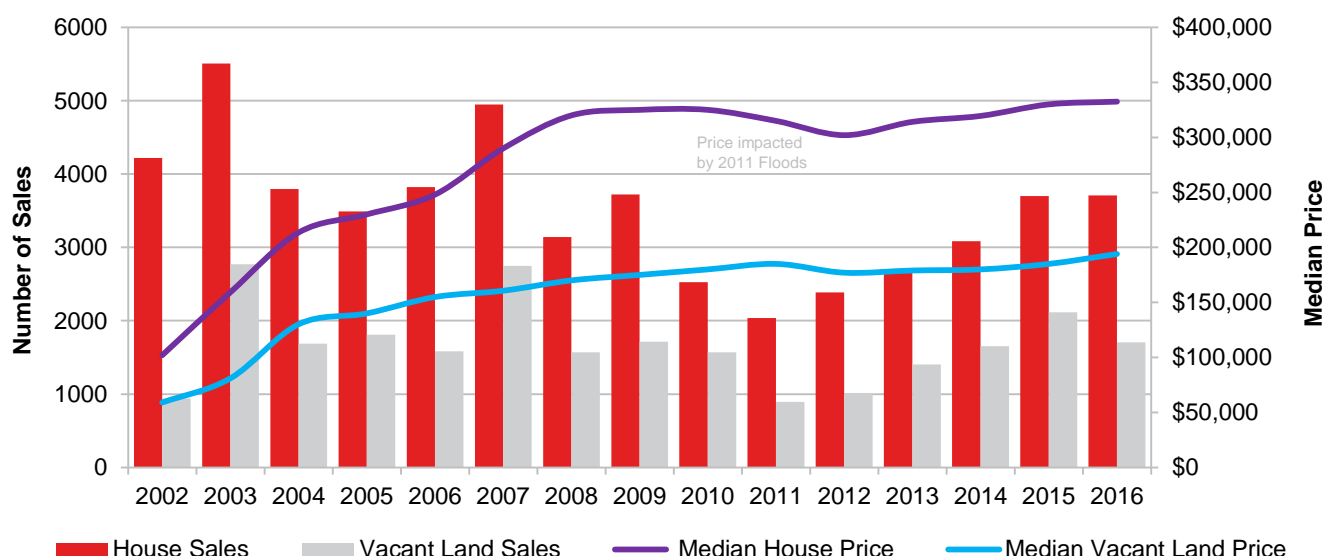
The anticipation of substantial population growth has resulted in a large number amount of residential development set to occur in 2017, valued at approximately \$659.8M with a focus in subdividing land for further development. This will not only be supported by commercial interest but also an anticipated \$26.0M\* investment in infrastructure from all levels of government.



### KEY FACTS\*\*

House median price:	\$332,500
Land median price:	\$194,000
Unit median price:	\$308,000
Vacancy rate: (as at Feb 2017)	2.3%
House rental yields:	4.4%
Unit rental yields:	6.1%
Number of planned lots/ dwellings 2017:	9431 lots 850 units

## IPSWICH REGIONAL COUNCIL SALES & MEDIAN PRICE



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\*\*Key facts are based on 2016 data for the Council area unless otherwise stated.

Source: APM Pricerfinder, SQMresearch, Cordell Database, Ipswich City Council, Corelogic RP Data, Department and Planning and Environment of Queensland, Australian Bureau of Statistics.

# TOP AFFORDABLE MAJOR REGIONAL AREA TAMWORTH – NEW SOUTH WALES

## 01 TAMWORTH REGIONAL COUNCIL

Tamworth is a region located in New South Wales, approximately a 405km drive from the state capital of Sydney. Famous as the “Country Music capital of Australia”, Tamworth is one of the largest councils in the state and has a population of over 58,000 residents.

Over the past 15 years to 2016, Tamworth has experienced an average annual growth rate of 6.6% for houses and 5.8% for units. Vacant land over the same period saw the largest growth out of the three property types, with average growth of 7.5% per annum.

In April 2017 Tamworth’s rental yield for all houses was situated at 5.3%, whilst 3 bedroom houses saw even higher yields of 6.5%. This is well above Sydney’s house rental yield, at 2.7% in April 2017. Tamworth is a more attractive and conducive environment for astute investors, especially when combined with its affordable median price.

Over 2017, Tamworth is set to see \$125.0M\* of new development commence. The majority of this (48.2%) is coming from the commercial sector, suggesting that there is growing interest from businesses in the area. The \$60.1M\* of commercial investment will assist in promoting economic growth and further local job creation.

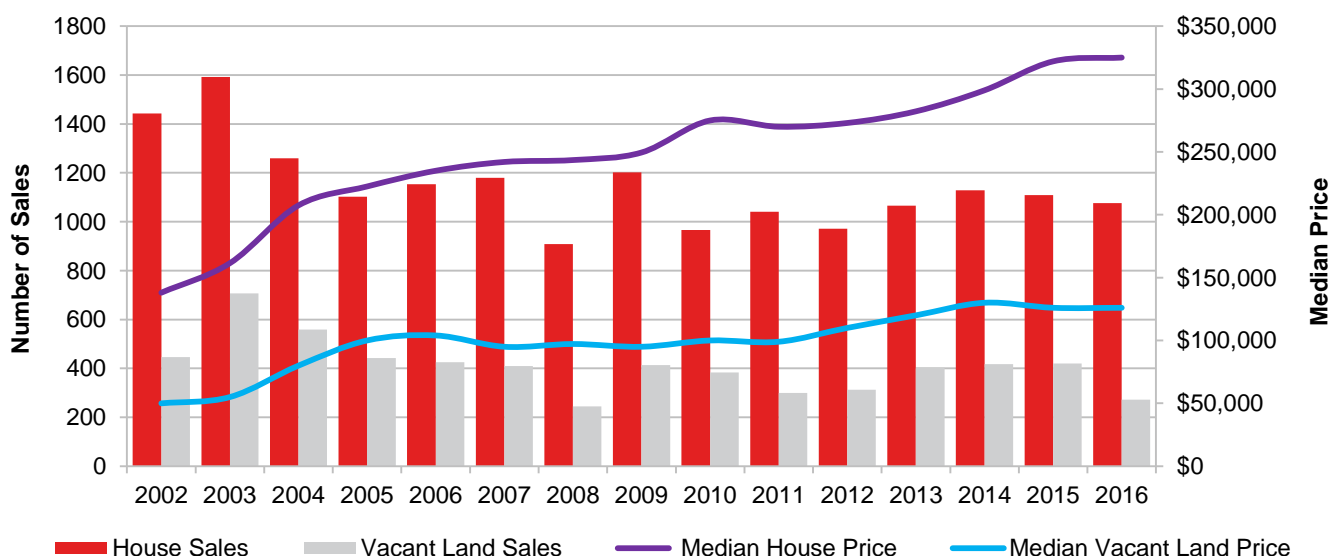
The growing region will be supported by a \$23.2M\* investment in infrastructure, which will further support future connectivity to business hubs. Furthermore Tamworth will see the addition of a \$5.3M\* Cycle Centre, capable of hosting regional events and further promoting Tamworth as the place for commerce.



### KEY FACTS\*\*

House median price:	\$325,000
Land median price:	\$126,000
Unit median price:	\$193,750
Vacancy rate: (as at Feb 2017)	2.5%
House rental yields: (as at Dec 2016)	5.3%
Number of planned lots/ dwellings 2017:	1432 lots 58 units

## TAMWORTH REGIONAL COUNCIL SALES & MEDIAN PRICE



\*Disclaimer: Estimated value is the value of construction costs provided by relevant data authority, it does not reflect the project's sale/commercial value

\*\*Key facts are based on 2016 data for the Council area unless otherwise stated.

Source: APM Pricerfinder, SQMresearch, Cordell Database, Tamworth Regional Council, Corelogic RP Data, Department of Planning and Environment NSW, Australian Bureau of Statistics.



# TOP AFFORDABLE MAJOR REGIONAL AREA MAITLAND – NEW SOUTH WALES

## 02 MAITLAND REGIONAL COUNCIL

Maitland Regional Council is located approximately 164km (approximately 3 hours) from the state capital of Sydney. The area is set on rich agricultural land and has a diverse range of economic activities including mining, agriculture, tourism, and manufacturing. Maitland regional area has an estimated population of 76,607 people.

In the past 15 years to 2016, Maitland Regional Council has seen an average annual growth of 7.4% for houses and 6.1% for units. Over the same period vacant land annual growth has averaged a respective 7.4%. In the past year to 2016, the council saw particularly solid growth levels of 7.1% for houses and 13.8% for units. These growth levels have been influenced by a number of factors including an increased demand for developable land.

Over 2017 Maitland will see an estimated \$365.4M\* of new projects, with \$234.5M\* focused on residential. The area will see a respective \$83.6M\* in commercial projects, signaling future economic growth. To support the growing region \$47.2M\* of new infrastructure development will take place, including a \$16.9M\* railway station upgrade.

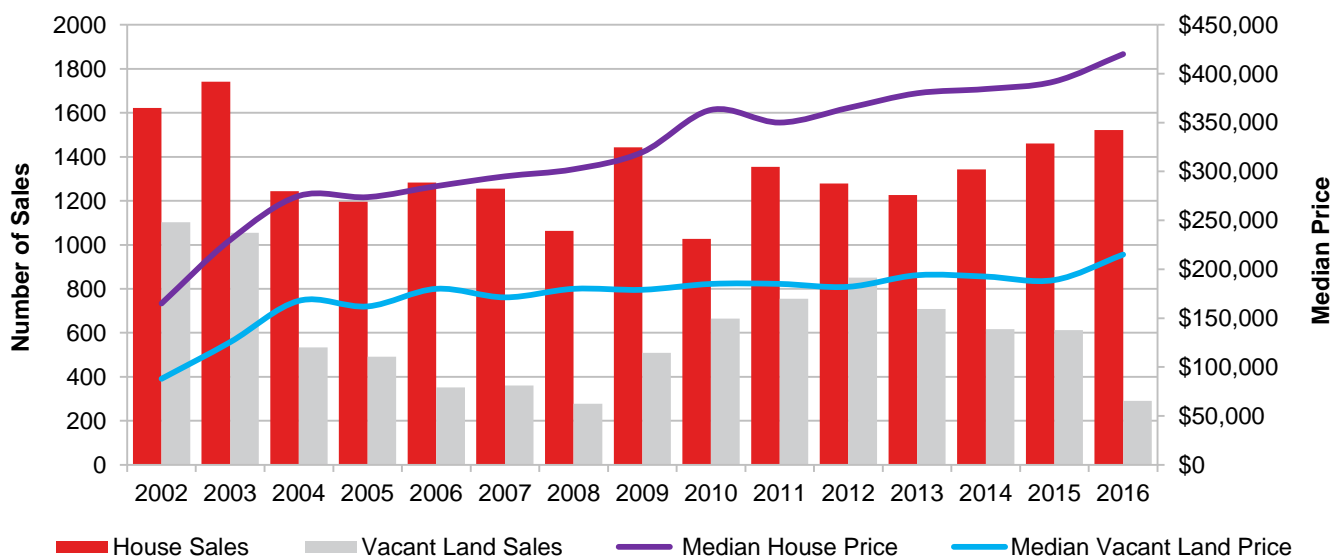
Yields in the Maitland Regional Council have remained strong and relatively stable for the past few years, with houses and units currently yielding 4.0% and 4.7% in April 2017. This is well above the Sydney average yield of 2.7% for houses and 3.6% for units. With affordable median price and positive annual growth in recent years, Maitland provides conducive conditions for long term investment.



### KEY FACTS\*\*

House median price:	\$420,000
Land median price:	\$215,000
Unit median price:	\$285,000
Vacancy rate: (Based on 2320 postcode)	1.3%
House rental yields: (based on 2320 postcode)	4.1%
Number of planned dwellings:	Lots 863 Dwellings 122

## MAITLAND REGIONAL COUNCIL SALES & MEDIAN PRICE



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\*\*Key facts are based on 2016 data for the Council area unless otherwise stated.

Source: APM Pricefinder, SQMresearch, Cordell Database, Maitland Regional Council, Corelogic RP Data, Department of Planning and Environment NSW, Australian Bureau of Statistics.



# TOP AFFORDABLE MAJOR REGIONAL AREA SHOALHAVEN – NEW SOUTH WALES

## 03 CITY OF SHOALHAVEN

Shoalhaven City Council is located approximately 192km (3hr drive) south of the state capital of Sydney. The council has an estimated population of 99,299 and is well known for its natural scenery of the surrounding national parks, coast waters, and lakes.

Over the past 15 years to 2016, Shoalhaven City Council has seen an average annual growth of 5.9% for house and 5.4% for units. Vacant land over the same period recorded a high average annual growth of 9.2%.

In the last 3 years to 2016 however Shoalhaven City Council has recorded annual growth levels well above the 15 year average. Houses recorded an average of 9.9% growth whilst units and land recorded 9.0% and 19.0% respectively. A number of factors have contributed to this increase, including a rise in the demand for affordable and developable land.

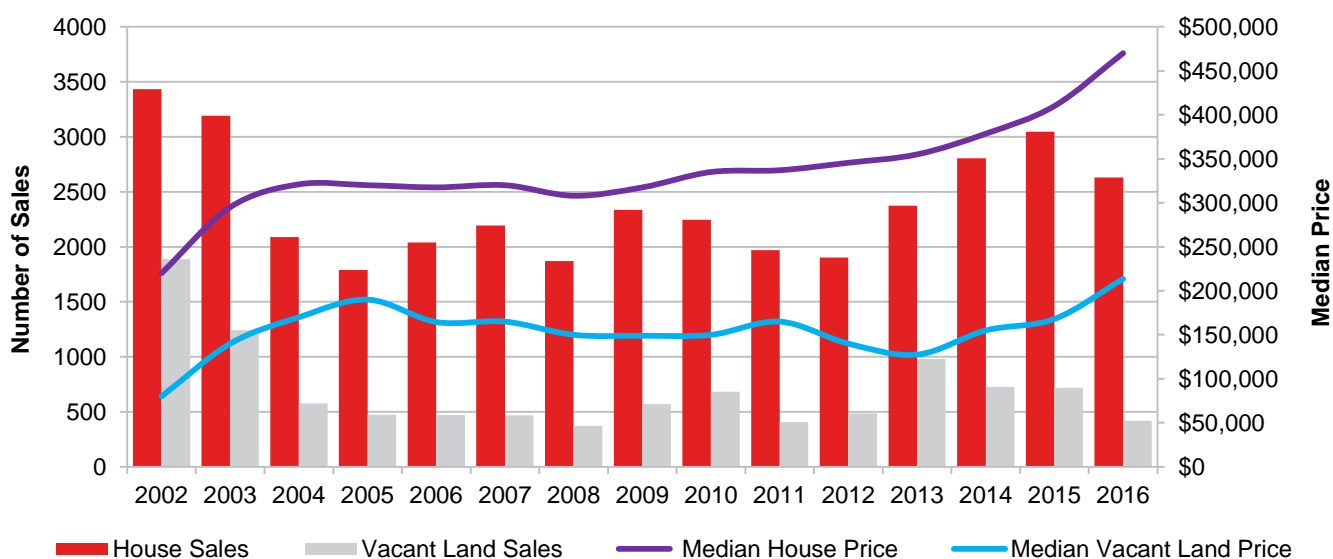
Over 2017 a respective \$542.1M\* of new development is set to commence. Of this development, infrastructure will be the main focus, valued at \$313.0M\* (57.7% of total development). This will be followed by \$174.1M\* (accounting for 32.1%) of commercial development, indicating signs of an expanding economy and growing employment opportunities. Residential development is anticipated to be valued at an approximate \$115.0M\* (21.2% of total development value), adding 399 dwellings and 409 subdivision lots into the market to answer to the current increasing demand.



### KEY FACTS\*\*

House median price:	\$470,000
Land median price:	\$167,500
Unit median price:	\$329,000
Vacancy rate: (based on 2541 postcode)	0.9%
House rental yields: (based on 2541 postcode)	3.5%
Number of planned dwellings:	399 dwellings 489 lots

## SHOALHAVEN REGIONAL COUNCIL SALES & MEDIAN PRICE



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\*\*Key facts are based on 2016 data for the Council area unless otherwise stated.

Source: APM Pricerfinder, SQMresearch, Cordell Database, Shoalhaven Regional Council, Corelogic RP Data, Department of Planning and Environment NSW, Australian Bureau of Statistics.

## TOP AFFORDABLE MAJOR REGIONAL AREA WAGGA WAGGA – NEW SOUTH WALES

### 04 WAGGA WAGGA REGIONAL COUNCIL

Wagga Wagga is located approximately 459km south-west of the state capital of Sydney. It is the largest inland city in the state and has a population of 65,537. The area is host to approximately 5,443 local businesses, with gross regional product estimated at \$3.6B which represents 0.7% of the NSW's gross product.

Over the past 15 years to 2016, Wagga Wagga has seen respective annual growth levels of 6.3% for houses and 5.8% for units. Over the same period, average annual growth for vacant land was 6.1%.

Yields in Wagga Wagga is the key drawcard for astute investors as they have remained above 4.0% since 2009. In April 2017 average yields for houses were situated at 5.0%. Three bedroom houses showed the highest returns with yields of 6.2%. Units as at April 2017 exhibited yields of 4.8%, whilst 2 bedroom units saw higher yields of 5.5%. In comparison to the state capital of Sydney, the Wagga Wagga rental market has been providing yields of 2.3% above for houses and 0.9% above for units.

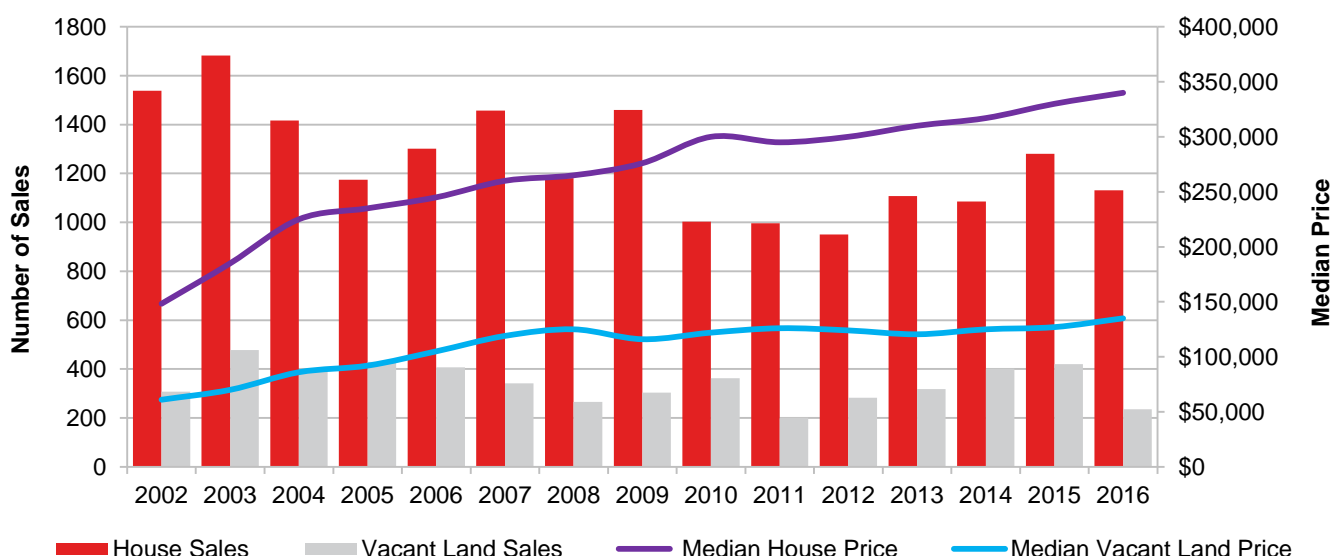
Wagga Wagga is set to see a substantive \$329.2M\* of new projects take place over 2017. The majority of this is infrastructure, totaling \$153.7M\*. A major infrastructure investment is the Medical School, valued at approximately \$50.0M\* and is anticipated to commence construction in March 2017. Substantial commercial development valued at approximately \$123.9M\* is also planned, indicative of local job creation and future economic growth in the area.



#### KEY FACTS\*\*

House median price:	\$340,000
Land median price:	\$135,000
Unit median price:	\$220,000
Vacancy rate: (based on 2650 postcode)	4.0%
House rental yields: (based on 2650 postcode)	5.0%
Number of planned dwellings:	186 lots 228 dwellings

### WAGGA WAGGA REGIONAL COUNCIL SALES & MEDIAN PRICE



\*Disclaimer: Estimated value is the value of construction costs provided by relevant data authority, it does not reflect the project's sale/commercial value

\*\*Key facts are based on 2016 data for the Council area unless otherwise stated.

Source: APM Pricerfinder, SQMresearch, Cordell Database, Wagga Wagga Regional Council, Corelogic RP Data, Department of Planning and Environment NSW, Australian Bureau of Statistics.

# TOP AFFORDABLE MAJOR REGIONAL AREA BALLARAT – VICTORIA

## 01 BALLARAT REGIONAL COUNCIL, VIC

Ballarat Regional Council is located approximately 115km from the state capital of Melbourne, equating to an hour and a half drive to the central business district. The region has a population of 99,841, making it the third largest inland city in Australia.

Over the past 15 years to 2016, Ballarat has experienced an average annual growth rate of 6.5% for houses and 4.6% for units. Vacant land over the same period saw the largest growth out of the three property categories, with an average growth of 6.5%.

Unlike many other areas Ballarat has continued to see positive growth for every annum from 2002 to 2016, indicating a strong and stable market. For investors seeking properties which they can buy and hold, Ballarat provides conducive conditions for making solid returns through its annual growth performance. Ballarat's vacancy rate has been on a declining trend, to 2.5% in February 2017. This represents a growing rental market, conducive for astute investors.

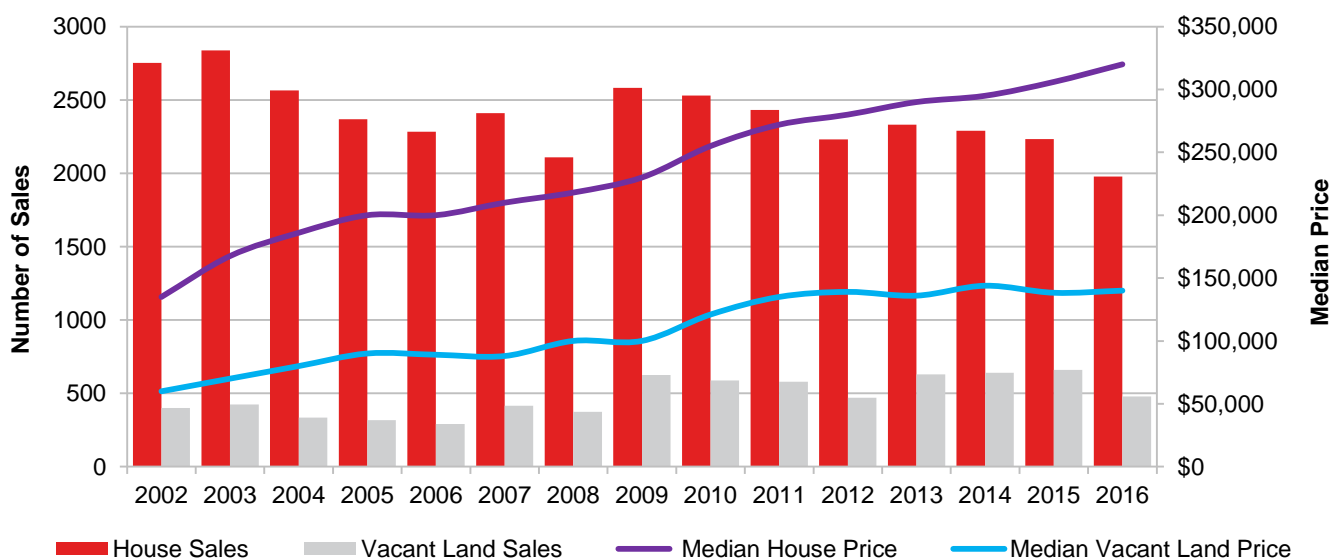
Approximately \$211.7M\* in new development will commence in 2017, showing signs of continued growth in Ballarat. Commercial development accounts for the majority of projects (47.4%), valued at \$100.3M\*. Industrial projects set for the area is valued at a total of \$33.3M\*, whilst mixed use accounts for \$20.0M\*. Substantial investment into Ballarat from businesses will provide further employment opportunities and propel future economic growth.



### KEY FACTS\*\*

House median price:	\$320,000
Land median price:	\$140,000
Unit median price:	\$230,000
Vacancy rate:	2.5%
House rental yields:	3.2%
Number of planned dwellings:	440 lots 75 units

## BALLARAT REGIONAL COUNCIL SALES & MEDIAN PRICE



\*Disclaimer: Estimated value is the value of construction costs provided by relevant data authority, it does not reflect the project's sale/commercial value

\*\*Key facts are based on 2016 data for the Council area unless otherwise stated.

Source: APM Pricerfinder, SQMresearch, Cordell Database, Ballarat Council, Corelogic RP Data, Victoria Department of Environment, Land, Water and Planning, Australian Bureau of Statistics.

# TOP AFFORDABLE MAJOR REGIONAL AREA BENDIGO – VICTORIA

## 02 GREATER BENDIGO COUNCIL, VIC

Greater Bendigo is located approximately 150km from Melbourne, equating to an hour and a half drive to the central business district. The region has an urban population of approximately 92,888 people, making it the fourth most populous city in the state.

Over the past 15 years to 2016, Greater Bendigo has experienced an average annual growth rate of 6.8% for houses and 5.1% for units. Vacant land over the same period saw the largest growth out of the three property categories, with an average growth of 8.7%. In the past 2 years to 2016, annual growth rates for vacant land have been particularly strong at 11.8% (2014 to 2015) and 13.1% (2015 to 2016). This has occurred as a result of a number of factors including an increase demand for land subdivision. In 2017 approximately \$55.8M\* of residential development is set to occur, creating 1335 subdivision lots and 62 units.

To support new residential development and promote growth of the area, approximately \$55.8M\* of infrastructure investment will occur over 2017. This is across a range of projects including the Bendigo Airport Redevelopment (stage 2), the Indoor Aquatic Leisure & Wellbeing Centre, as well as a range of transport related projects.

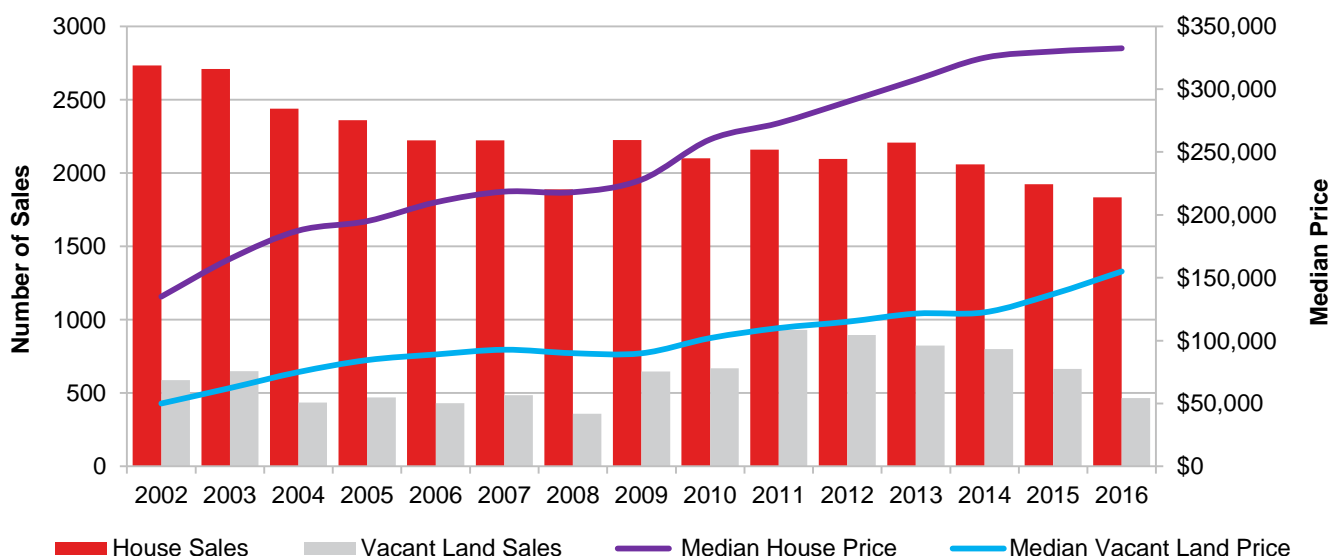
Commercial and industrial development will also promote economic development, accounting for approximately \$35.3M\* and \$2.8M\* worth of new projects. This will support local job creation and sustainable economic growth in Greater Bendigo.



### KEY FACTS\*\*

House median price:	\$325,000
Land median price:	\$155,000
Unit median price:	\$193,000
Vacancy rate: (based on 2550 postcode)	3.3%
House rental yields:	3.2%
Number of planned dwellings:	1335 lots 62 units

## BENDIGO REGIONAL COUNCIL SALES & MEDIAN PRICE



\*Disclaimer: Estimated value is the value of construction costs provided by relevant data authority, it does not reflect the project's sale/commercial value

\*\*Key facts are based on 2016 data for the Council area unless otherwise stated.

Source: APM Pricerfinder, SQMresearch, Cordell Database, Bendigo Council, Corelogic RP Data, Victoria Department of Environment, Land, Water and Planning, Australian Bureau of Statistics.



# TOP AFFORDABLE MAJOR REGIONAL AREA SHEPPARTON – VICTORIA

## 03 GREATER SHEPPARTON CITY, VIC

Greater Shepparton City is located approximately 188km from the state capital of Melbourne, equating to a 2 hour and 10 minute drive to the Melbourne central business district. The region has a population of approximately 67,072; and is host of over 6,100 businesses and 30,000 local employment opportunities.

Over the past 15 years to 2016, Greater Shepparton City has experienced an average annual growth of 5.0% for houses and 3.2% for units. Over the same period, vacant land saw an average annual growth of 5.6% per annum, which has been propelled by increasing demand for developable land.

Rental yields in Shepparton as of 2016 were situated at a respective 5.5% for both houses and units. In comparison to Melbourne's rental yields of 3.2% for houses and 4.3% for units, Shepparton's yields suggests it is a prime conducive area for investment returns.

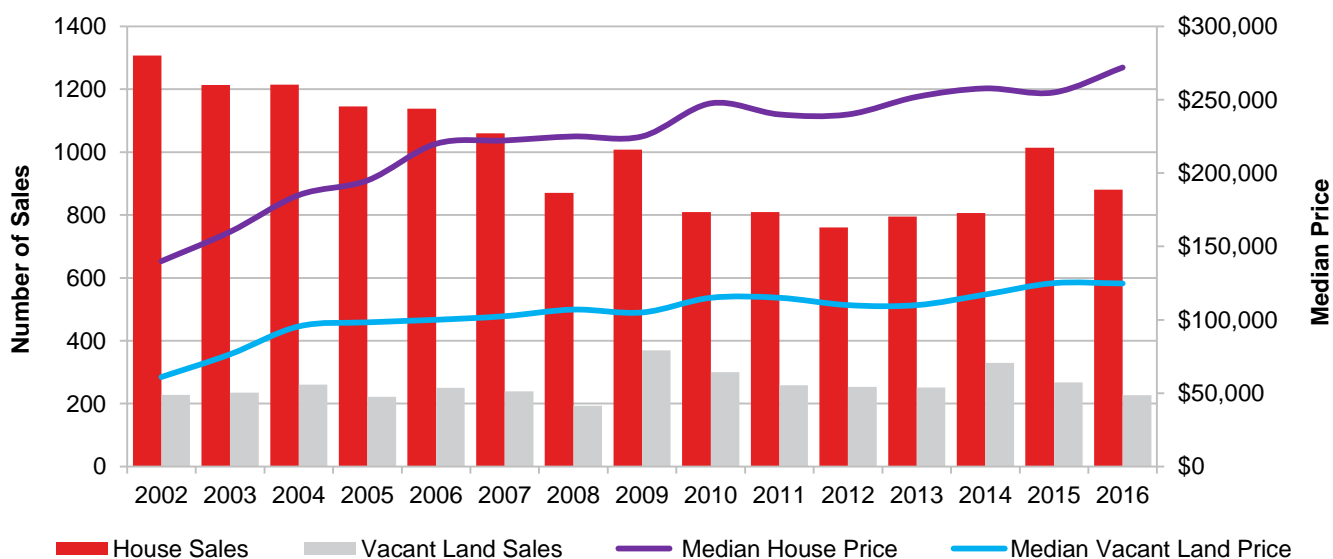
Over 2017, the Greater Shepparton City is expected to see approximately \$226.2M\* of new development commence. The vast majority of this is infrastructure investment, which accounts for 84.5% (\$191.3M\*) of development in the area. Of this investment, approximately \$168.5M\* will be focused on the complete rebuild of the Shepparton hospital, which is anticipated to double its treatment capacity. Greater Shepparton is also set to see approximately \$23.7M\* in commercial projects in 2017, demonstrating signs of positive economic growth and expanding employment opportunities.



### KEY FACTS\*\*

Median price house:	\$272,000
Median price land:	\$124,777
Median price unit:	\$158,000
Vacancy rate: (based on 3630 postcode)	2.0%
House rental yields: (based on 3630 postcode)	5.5%
Number of planned dwellings:	58 lots^

## GREATER SHEPPARTON CITY SALES & MEDIAN PRICE



\*Disclaimer: Estimated value is the value of construction costs provided by relevant data authority, it does not reflect the project's sale/commercial value

\*\*Key facts are based on 2016 data for the Council area unless otherwise stated.

^Does not include potential lots from the 7 Stage Archer Road Residential Subdivision as the number of planned lots/ dwellings are not disclosed.

Source: APM Pricer, SQMresearch, Cordell Database, Shepparton Council, Corelogic RP Data, Victoria Department of Environment, Land, Water and Planning, Australian Bureau of Statistics.

## ABOUT PRDnationwide RESEARCH

**PRDnationwide's research division provides reliable, unbiased, and authoritative property research and consultancy to clients in metro and regional locations across Australia**

Our extensive research capability and specialised approach ensures our clients can make the most informed and financially sound decisions about residential and commercial properties.

### OUR KNOWLEDGE

**Access to accurate and objective research is the foundation of all good property decisions**

As the first and only truly knowledge based property services company, PRDnationwide shares experience and knowledge to deliver innovative and effective solutions to our clients.

We have a unique approach that integrates people, experience, systems and technology to create meaningful business connections. We focus on understanding new issues impacting the property industry; such as the environment and sustainability, the economy, demographic and psychographic shifts, commercial and residential design; and forecast future implications around such issues based on historical data and fact.

### OUR PEOPLE

**Our research team is made up of highly qualified researchers who focus solely on property analysis**

Skilled in deriving macro and micro quantitative information from multiple credible sources, we partner with clients to provide strategic advice and direction regarding property and market performance. We have the added advantage of sourcing valuable and factual qualitative market research in order to ensure our solutions are the most well considered and financially viable.

Our experts are highly sought after consultants for both corporate and government bodies and their advice has helped steer the direction of a number of property developments and secured successful outcomes for our clients.

### OUR SERVICES

**Our research services span over every suburb, LGA, and state within Australia; captured in a variety of standard and customized products**

We have the ability and systems to monitor market movements, demographic changes and property trends. We use our knowledge of market sizes, price structure and buyer profiles to identify opportunities for clients and provide market knowledge that is unbiased, thorough and reliable.

### OUR SERVICES

- Advisory and consultancy
- Market Analysis including profiling and trends
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- Demographic and target market analysis
- Geographic information mapping
- Project Analysis including product and pricing recommendations
- Rental and investment return analysis

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