



Kyneton

Property Factsheet
2nd Half 2017





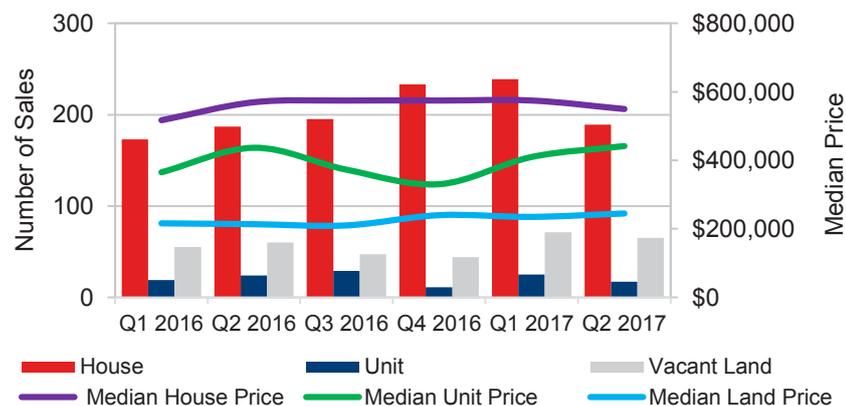
MARKET CONDITIONS*

The Kyneton property market has proven to be dynamic leading up to Q2 2017. The median house price is currently \$477,500 and \$263,000 for vacant land, representing an annual price change of 4.4% and 34.9% respectively. Over the same period of time the median house price in the Shire of Macedon Ranges softened slightly by -3.5% to \$550,000 while vacant land median price grew by 14.8% to \$245,000. While housing supply has softened across the shire, Kyneton provides a strong point of entry – both as a more affordable market and recording positive capital growth.

Average days to sell in Kyneton has, on overall, declined since the start of 2016; and currently sits at 72 days for houses in the first half of 2017. Average vendor discounting for houses has widened from -3.5% to -5.6% over the past 12 months, indicating that now is the time for buyers to enter the market as sellers are willing to negotiate asking price. This also suggests an undersupply in Kyneton, and the need for more residential development.

Median rents in Kyneton currently sit at \$390 and \$280 per week for houses and units, respectively. Over the past twelve months to Q2 2017 the vacancy rate is recorded at a low of 0.8% which demonstrates the high demand for rental properties in the area, especially when compared to Melbourne (2.3%). With rental yields of 3.5% (house) and 7.6% (units) savvy investors are benefiting from strong returns on purchases made in Kyneton, which fares above Melbourne's 3.0% (house) and 4.3% (units) rental yields.

SHIRE OF MACEDON RANGES GROWTH



OVERVIEW

Kyneton is a rural township, with residential, rural-residential, industrial and commercial land use. It is approx. 87km north west of Melbourne CBD, and is the second largest town in the Macedon Ranges Shire, with a population of 4,849, and a population density of 6.69 persons per hectare.

Change from Last	Year	Half Year
House Sales	↔	↓
House Median Price	↑	↓
House Rental Price	↑	↑
Land Sales	↓	↑
Land Median Price	↑	↑
Unit Rental Price	↓	↑

FUTURE DEVELOPMENTS*

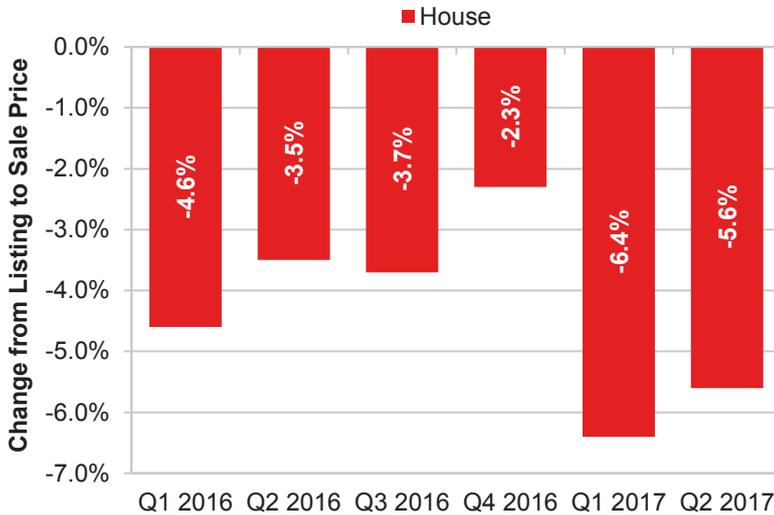
Kyneton has plans for approx. \$18.4M worth of new development projects, with start dates in late 2016 through to the end of 2017. In alignment with the Kyneton Structure Plan, which is intended to accommodate projected population growth through to the year 2036, the projects being undertaken include 2 of the 3 key land uses (residential, retail / commercial and industrial) that will contribute to funding critical infrastructure.

Of these new developments, residential account for the majority, with an estimated value of \$14.5M (78.9%). This is followed by infrastructure projects \$2.7M (14.9%).

Kyneton plans to add 68 new townhomes, 37 subdivision lots, and 7 units through a number of projects. This includes the Simpson Street Residential Development, the High Street mixed use development, Tilwinda Estate Residential Subdivision (14 Blanchfield Drive), Market Street Residential Development (34-36 Market Street), and the 112 Harpers Lane Subdivision project.

*Estimated values are based on construction value provided by the relevant data authority and does not reflect commercial and/or resale value. Quoted construction dates are estimate only. Source: APM Pricerfinder, realestate.com.au, SQM Research, Real Estate Institute of Victoria, Macedon Ranges Shire Council, Australian Bureau of Statistics.

AVERAGE VENDOR DISCOUNT



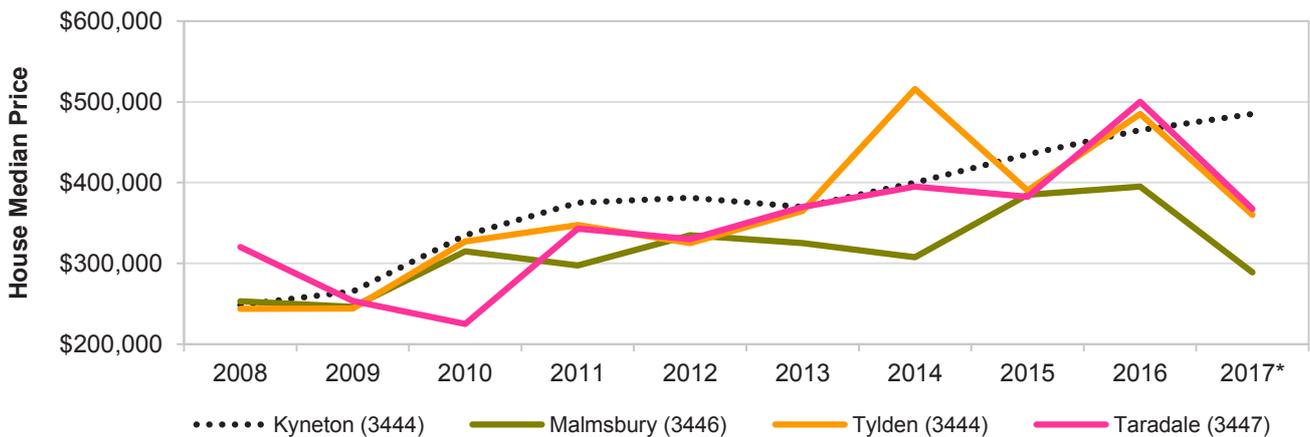
AVERAGE VENDOR DISCOUNT

Average vendor discount reflects the average percentage difference between first list price and final sold price. A lower percentage difference (closer to zero) suggests buyers are willing to purchase close to the first asking price of a property.

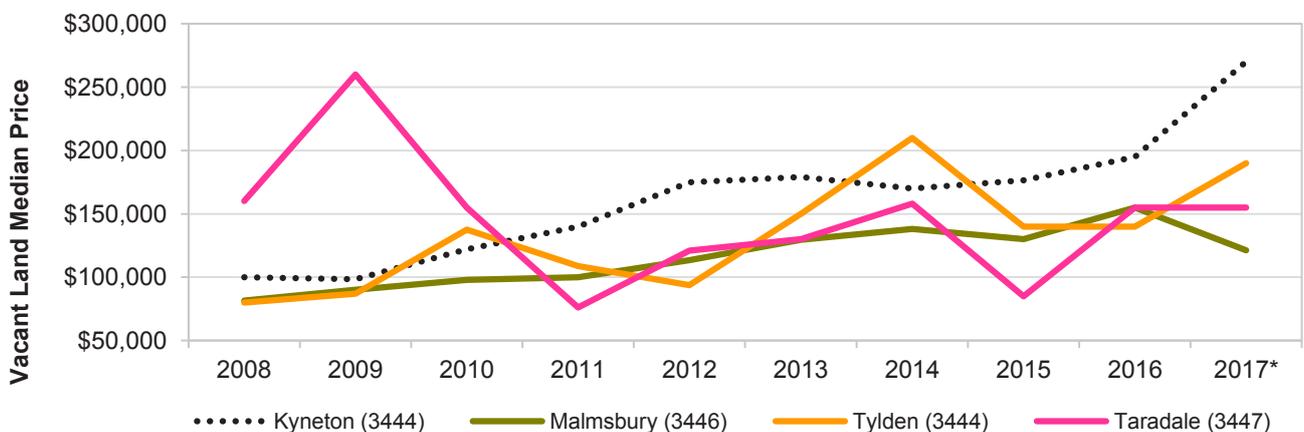
MARKET COMPARISON GRAPH

The market comparison graph provides comparative trend for median price of house and vacant land over the past 10 years. Suburbs profiled are chosen based on proximity to the main suburb analysed in the factsheet, which is Kyneton. The main suburb is highlighted through a dotted black line graph.

HOUSE MARKET COMPARISON

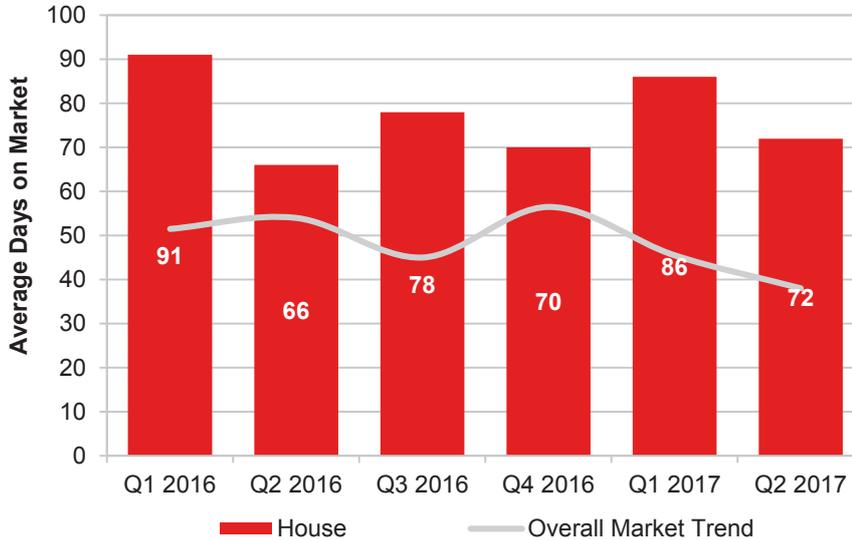


VACANT LAND MARKET COMPARISON



Source: APM Pricefinder, Real Estate Institute of Victoria, Macedon Ranges Shire Council.

AVERAGE DAYS ON MARKET



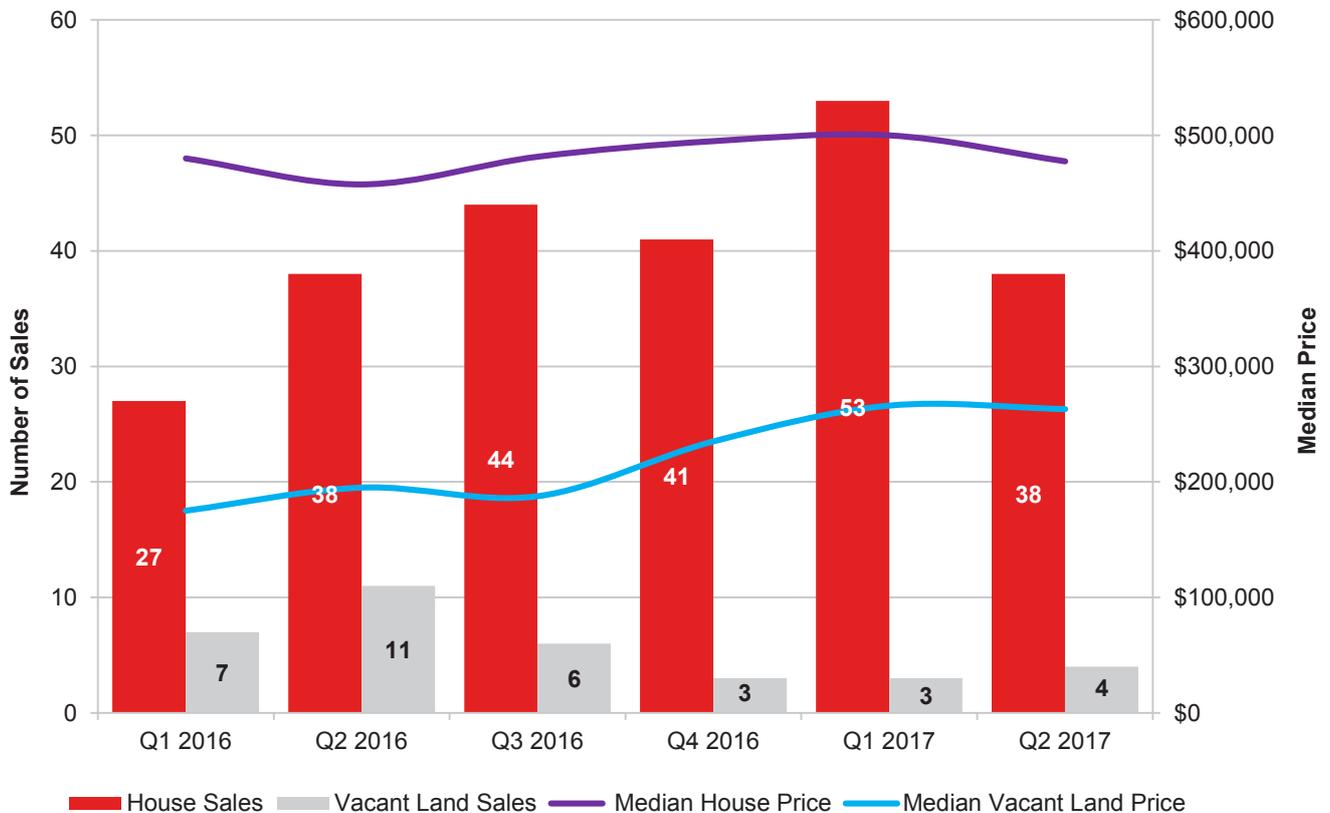
HOUSE KEY FACTS Q2 2017

Median Sale Price: \$477,500
 Annual Growth: 4.4%*
 Average Days on Market: 72
 % Change between First Listed Price and Sold Price: -5.6%

LAND KEY FACTS Q2 2017

Median Sale Price: \$263,000
 Annual Growth: 34.9%*
 Average Days on Market: N/A
 % Change between First Listed Price and Sold Price: N/A

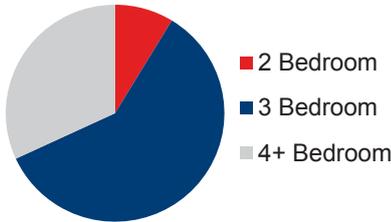
SALES AND MEDIAN PRICE



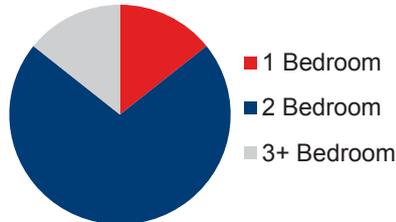
*Annual growth represents price growth for property transactions between Q1 2016 to Q2 2017 (inclusive).
 Source: APM Pricer, Real Estate Institute of Victoria, Macedon Ranges Shire Council.

RENTAL MARKET ANALYSIS

HOUSE



UNIT



HOUSE KEY FACTS Q2 2017

Median Rent Price: \$390 per week
 Suburb Rental Yield: 3.5%
 Average Days on Market: 27
 Bedroom Breakdown:
 1-2 Bed: 9%, 3 Bed: 59%, 4+ Bed: 32%

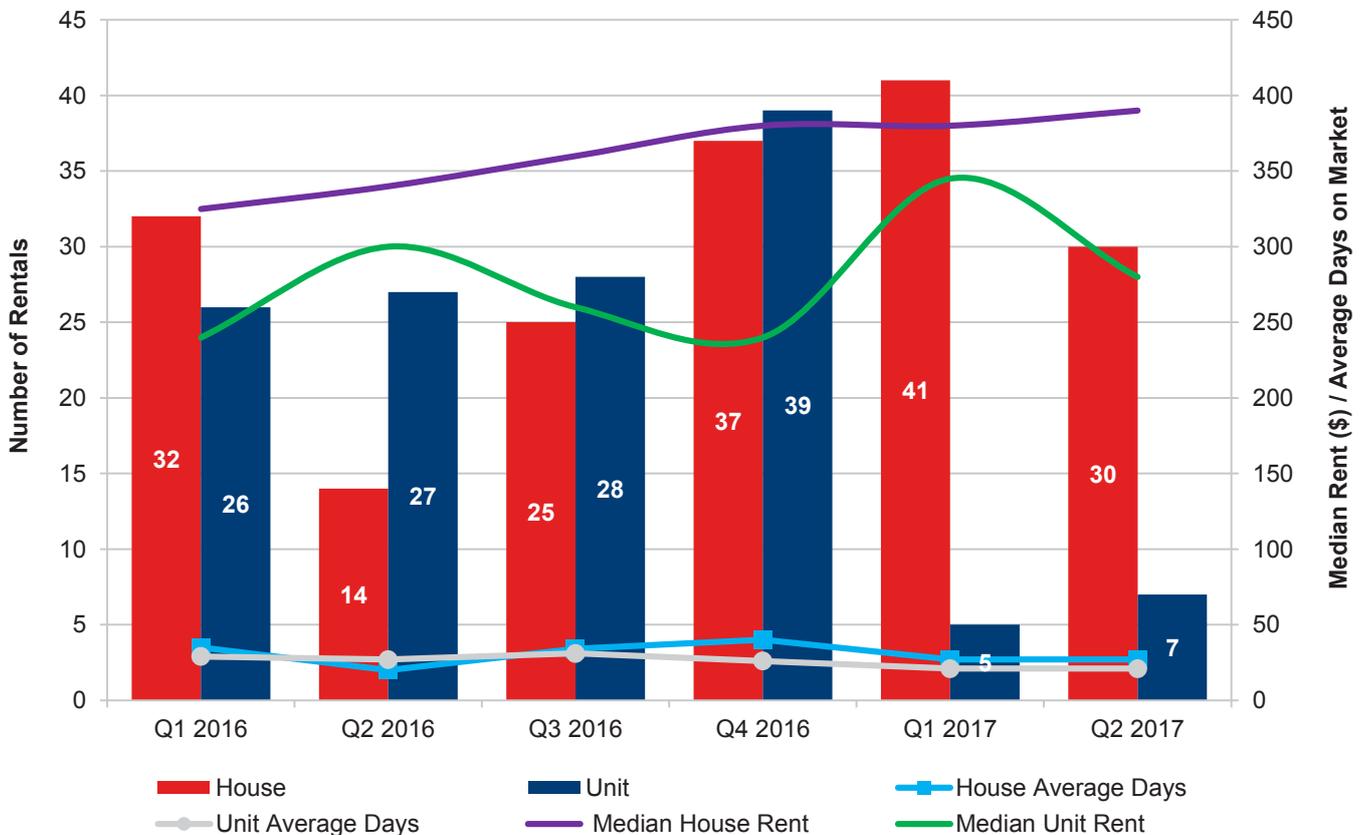
UNITS KEY FACTS Q2 2017

Median Rent Price: \$280 per week
 Suburb Rental Yield: 7.6%
 Average Days on Market: 21
 Bedroom Breakdown:
 1 Bed 14%, 2 Bed: 71%, 3+ Bed: 14%

KEY COMMENTS

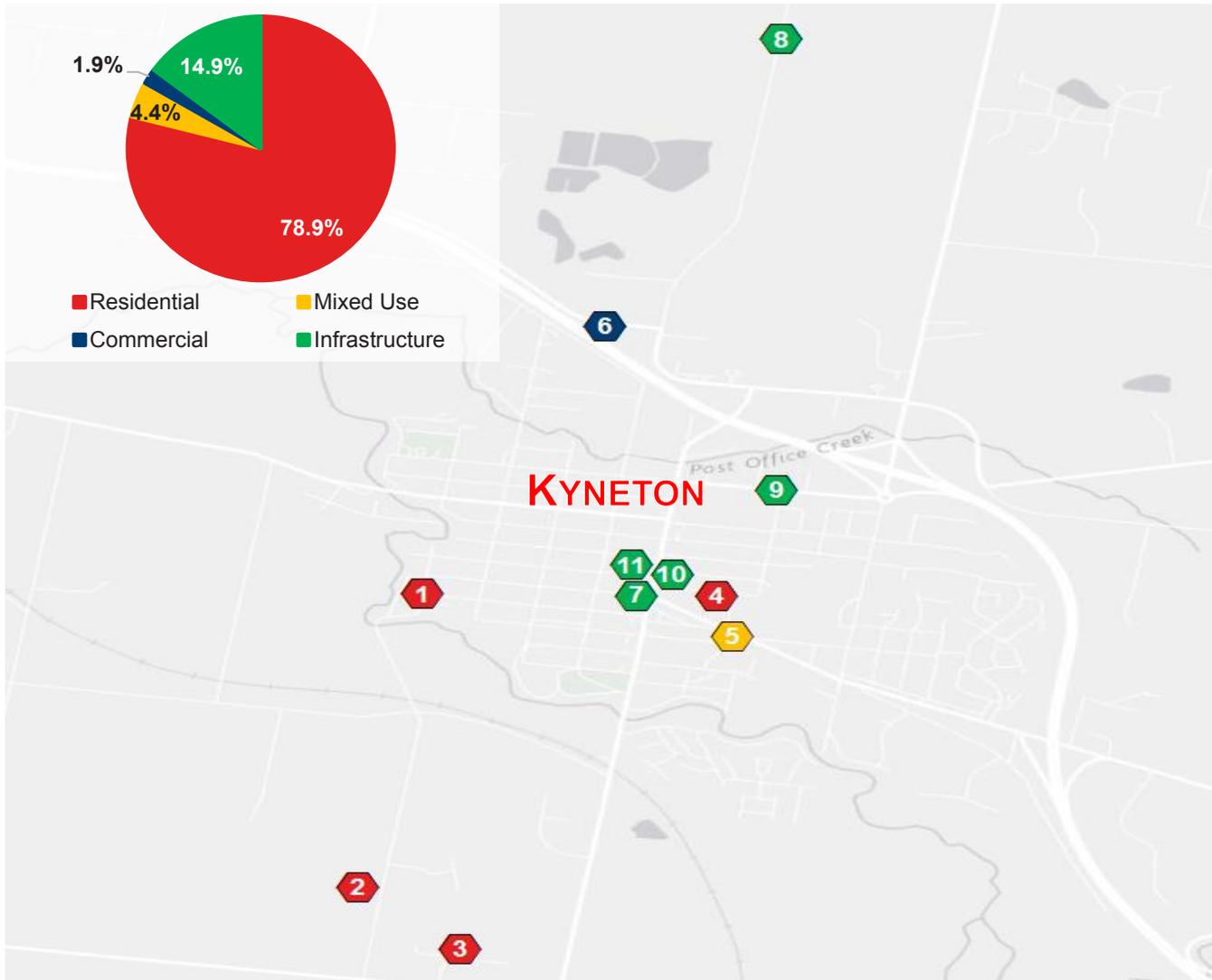
Weekly median rent for both houses (\$390) and units (\$280) in Kyneton have increased steadily over the past 18 months. Vacancy rate is sitting at 0.8%, lower than that of Melbourne (2.3%). Rental investments are achieving solid returns of 3.5% (house) and 7.6% (unit), where units have significantly higher yields than Melbourne's (4.3%) yields. This indicates strong demand for rental properties, thus providing positive conditions for investors exploring markets other than capital city hubs.

MEDIAN RENT AND AVERAGE DAYS ON MARKET



Source: APM Pricer, realestate.com.au, SQM Research, Real Estate Institute of Victoria, Macedon Ranges Shire Council.

PROJECT DEVELOPMENT MAP 2016 - 2017*



Location	Project	Type	Estimated Value**	Commence Date***
1	Simpson Street Residential Development (Former Kyneton Hospital Site) (64 Townhomes; 5 Units)	Residential	\$14,500,000	22/11/2017
2	112 Harpers Lane Subdivision (4 Lots)	Residential	N/A	N/A
3	Tilwinda Estate Residential Subdivision (33 Lots)	Residential	N/A	N/A
4	Market Street Residential Development (22 Units; 4 Townhomes)	Residential	N/A	N/A
5	High Street Mixed Use Development (2 Units)	Mixed use	\$800,000	03/01/2017
6	Kyneton Crane Hire	Commercial	\$350,000	11/01/2016
7	Kyneton Railway Station (car park extension)	Infrastructure	\$1,250,000	01/10/2017
8	Redesdale Road Reconstruction	Infrastructure	\$420,000	04/04/2016
9	Beauchamp Street Road Reconstruction	Infrastructure	\$300,000	12/12/2016
10	Coliban Reservoirs Revegetation Works - Kyneton	Infrastructure	\$200,000	11/04/2016
11	Kyneton Office and Town Hall	Infrastructure	\$560,000	12/20/2017

*Disclaimer: Project development map showcases a sample of projects only, due to accuracy of addresses provided by the data provider for geocoding purposes.

**Estimated value is the value of construction costs provided by relevant data authority, it does not reflect the project's sale/commercial value. N/A estimated values are due to information not disclosed by associated developers/builders/owners.

***Commencement date quoted for each project is an approximate only, as provided by the relevant data authority, PRDnationwide does not hold any liability to the exact date in which each project commences and/or is completed. N/A commencement dates are due to information not disclosed by associated developers/builders/owners.

Source: Cordell Database, ESRI ArcGIS, Victoria Department of Environment, Land, Water and Planning, Macedon Ranges Shire Council.

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 INCLUDE:

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

**Helen Jens, Director
PRDnationwide Kyneton**

2 High Street
Kyneton VIC 3444
Australia

T +61 3 5422 2127

F +61 3 5422 1804

M +61 404 834 926

E helenj@prdkyneton.com.au

www.prd.com.au/kyneton

Sell Smarter!

**Over 40 Years of Leading
Property Industry Research**

Contact us:

PRDnationwide Corporate Head Office

P +61 7 3229 3344

E info@prd.com.au

Address:

GPO Box 2750

Brisbane QLD 4001

PRD.com.au

