

**Creswick**

Property Factsheet

1st Half 2018





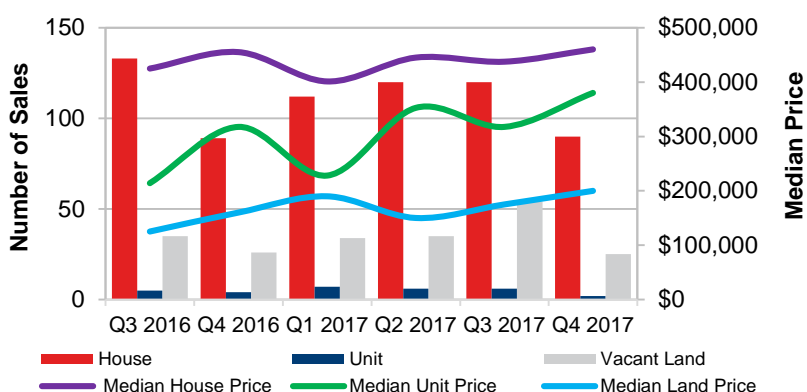
## MARKET CONDITIONS

The Creswick\* property market recorded a median house price of \$330,000 and \$125,000 for vacant land in Q4 2017, representing an annual price change of 11.9% and 25.0% respectively. Over the same period of time house prices in Hepburn Shire grew by 1.1% to \$460,000 and vacant land prices grew by 25.0% to \$200,000. Creswick property prices are well below the Hepburn Shire area, uniquely providing home owners and investors great opportunities of affordability and significant positive capital growth.

Average days to sell houses in Creswick has increased slightly over the past 12 months, currently at 65 days. Vacant land days on market has improved by 11.4% in Q4 2017, suggesting an increasingly competitive market. Average vendor discounting for houses has tightened over the past 12 months to Q4 2017, currently sitting at -4.4%. This suggests that sellers are achieving closer to their first asking price, even though buyers might be biding time to settle on their ideal homes.

Median rents in Creswick improved by 7.0% for houses over the past 12 months to Q4 2017, currently at \$305 per week. Low vacancy rates of 1.8% continue to demonstrate the strong demand in the area, especially when compared to Melbourne metro (2.1%). Astute investors are benefiting from house rental yield of 4.1%, higher than Melbourne's 2.7%. This confirms Creswick\* as a more affordable yet lucrative investment option away from the Melbourne CBD.

## HEPBURN SHIRE GROWTH



## OVERVIEW

Creswick, located 129km north west of Melbourne is 430m above sea level. A population of 3,170 was recorded in the 2016 ABS census. The area provides an ideal location for the demographic of couples with children and couples who are looking to take advantage of affordable property prices.

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

## FUTURE DEVELOPMENTS\*\*

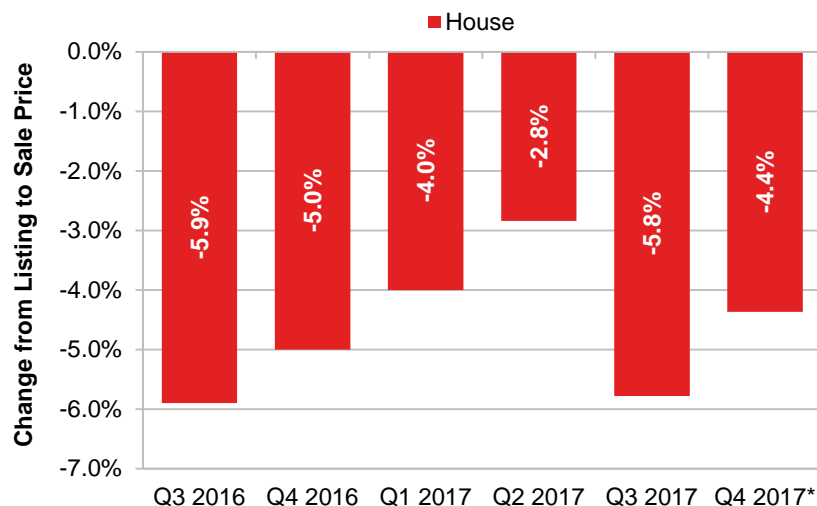
Creswick is set to see approx. \$6.9M of new projects commencing in the 1<sup>st</sup> half of 2018, with infrastructure accounting for the majority of development value (79.6%), totaling an estimated \$5.5M worth of projects. This is followed by residential developments, at approx. \$900K (13.1%), followed by commercial project at \$500K (or 7.3%).

An important infrastructure project in 1<sup>st</sup> half of 2018 will be the Creswick Mountain Bike Trail project with an estimated value of \$2.6M. This project will include development and construction of a pump track at Hammon Park; construction of 100kms of a new trail, signage through all trail networks, and associated civil works. This will improve liveability of current and future residents.

A key residential development project for 2018 is the Main Road Dwellings project. The project, estimated at \$900K, is set to reconfigure a lot into four lots and add three 2-storey dwellings to the Creswick market. The project is due to commence construction in June, with anticipated completion in 2019.

\*Creswick market data and key indicators encapsulates property market conditions in the following suburbs: Creswick.  
 \*\*Estimated values are based on construction value provided by the relevant data authority and does not reflect commercial and/or re-sale value. Quoted construction and completion dates are estimate only, as per relevant data authority.  
 Source: APM Pricefinder, realestate.com.au, Real Estate Institute of Victoria.  
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## AVERAGE VENDOR DISCOUNT\*



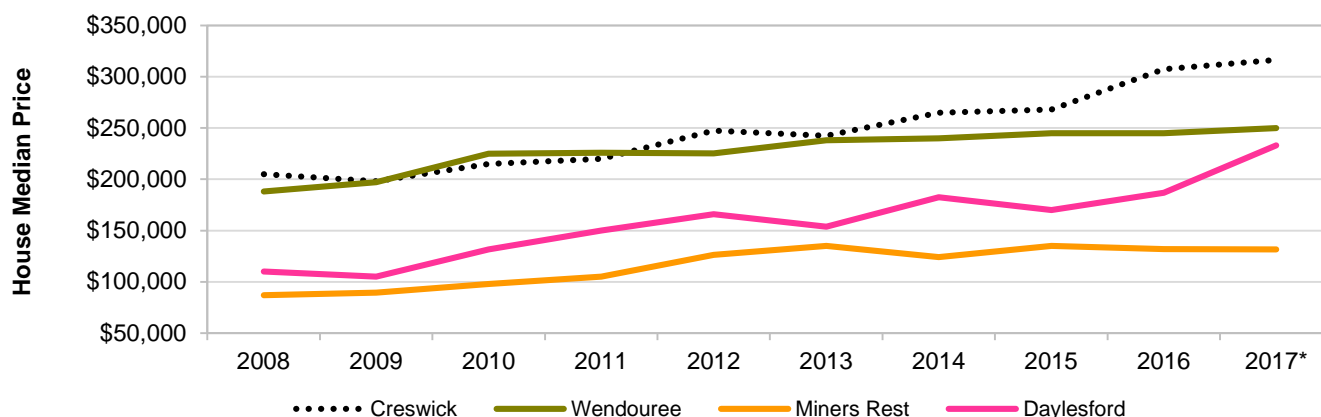
### AVERAGE VENDOR DISCOUNT

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.

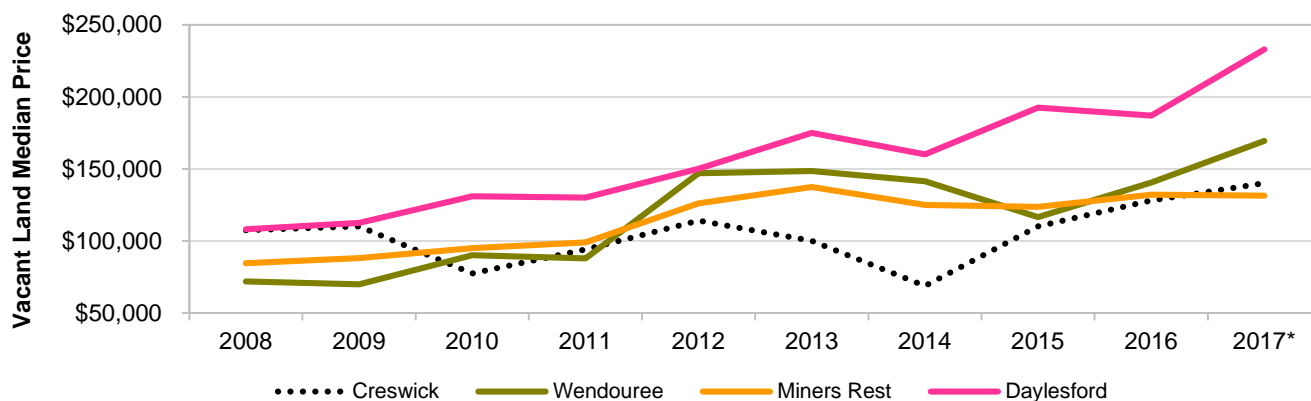
### MARKET COMPARISON GRAPH

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

## HOUSE MARKET COMPARISON

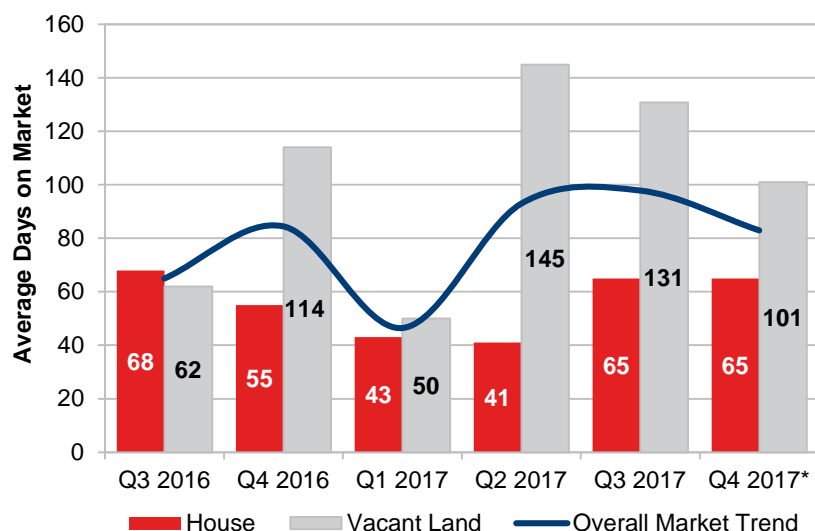


## VACANT LAND MARKET COMPARISON



\*Creswick market data and key indicators encapsulates property market conditions in the following suburbs: Creswick.  
Source: APM Pricerfinder, realestate.com.au, Real Estate Institute of Australia. © Copyright PRDnationwide 2018.

## AVERAGE DAYS ON MARKET\*\*



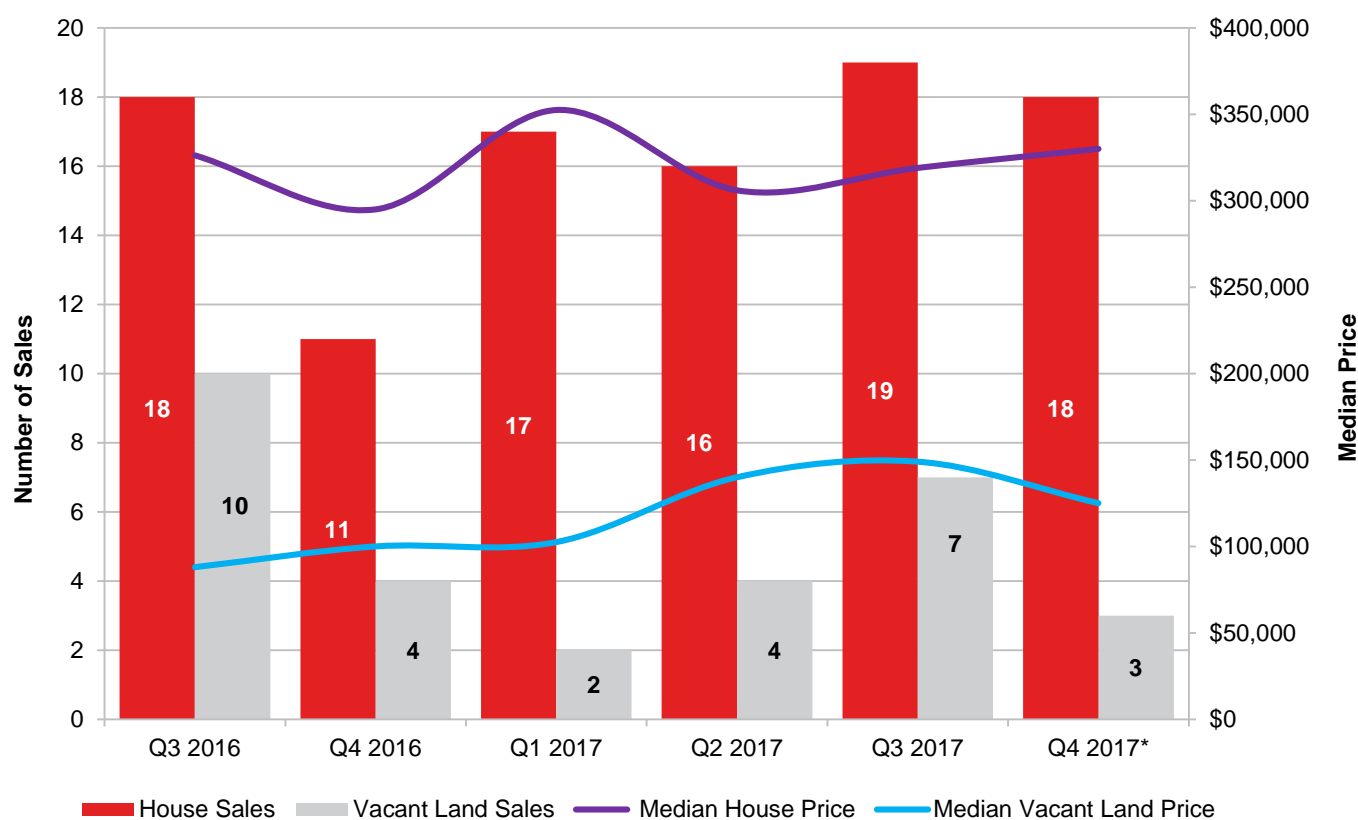
### HOUSE KEY FACTS Q4 2017

Median Sale Price: \$330,000  
Annual Growth: 11.9%\*\*\*  
Average Days on Market: 65  
% Change between First Listed Price and Sold Price: -4.4%

### LAND KEY FACTS Q4 2017

Median Sale Price: \$125,000  
Annual Growth: 25.0%\*\*\*  
Average Days on Market: 101  
% Change between First Listed Price and Sold Price: -9.1%

## SALES AND MEDIAN PRICE\*\*



\*Q4 2017 data represents data from both Normal sales (i.e. settled sales transactions derived from Government sources) and Agents Advice sales (i.e. sales transactions not derived from Government sources).

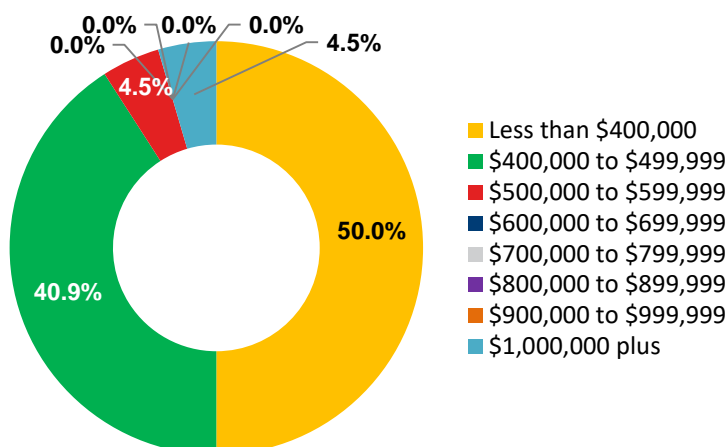
\*\*Creswick market data and key indicators encapsulates aggregate property market conditions in the following suburbs: Creswick.

\*\*\*Annual growth represents price growth for property transactions between Q4 2016 to Q4 2017 (inclusive).

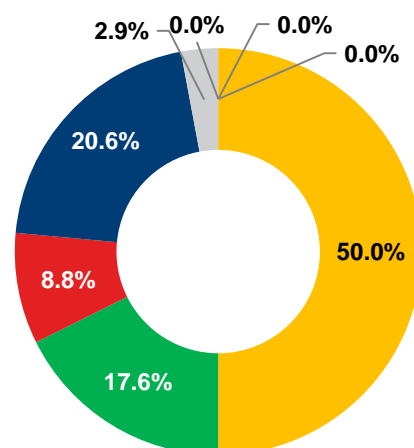
Source: APM Pricefinder, realestate.com.au, SQM Research, Real Estate Institute of Victoria, Hepburn Shire Council. © Copyright PRDnationwide 2018.

## SALES PRICE POINT ANALYSIS

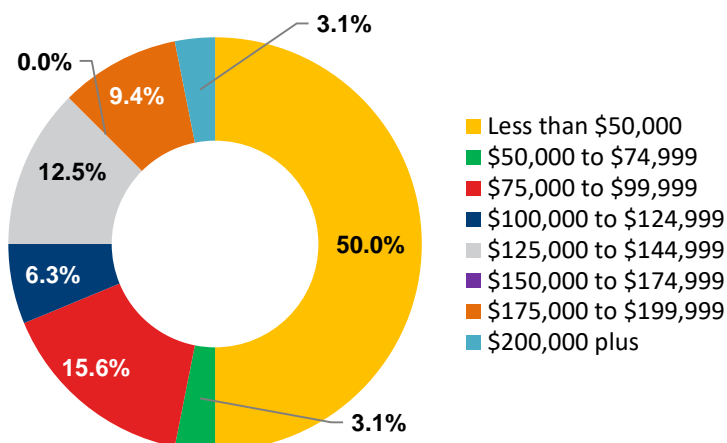
### HOUSE PRICE POINT 2016



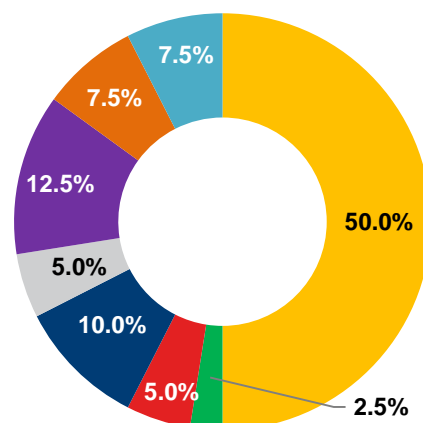
### HOUSE PRICE POINT 2017



### LAND PRICE POINT 2016



### LAND PRICE POINT 2017



#### KEY IMPLICATIONS - HOUSE

The housing market in Creswick experienced a major shift in the price structure of houses being sold in 2017 compared to the same period in 2016. While the majority of houses being sold are still below the \$400K price point, the \$400K-\$500K price segment was halved and the \$500K-\$600K price segment almost doubled.

Over the same time period houses in the \$600K-\$700K price segment expanded significantly, opening up a new price bracket that was not evident in 2016. This points to the high quality of housing stock entering the Creswick market and thus providing new and attractive investment opportunities for owner occupiers and investors alike.

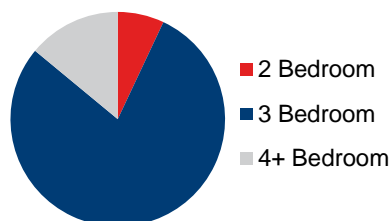
#### KEY IMPLICATIONS - LAND

The highest proportion of land being sold in Creswick in 2017 continued to be in the less than \$50K price bracket, suggesting affordable options exist for those eager to enter the market. Since 2016 the \$75K-\$100K price bracket for land sales tripled, while land sales within price segments \$125K-\$150K and above \$200K both doubled.

The Creswick land market experienced expansion with additional access to the \$150K-\$175K price segment compared to land sales during 2016. This points to a more competitive land market where more buyers are prepared to purchase vacant land and accept the associated costs to construct their dream homes.



## INVESTMENT ANALYSIS HOUSE



### HOUSE KEY FACTS Q4 2017

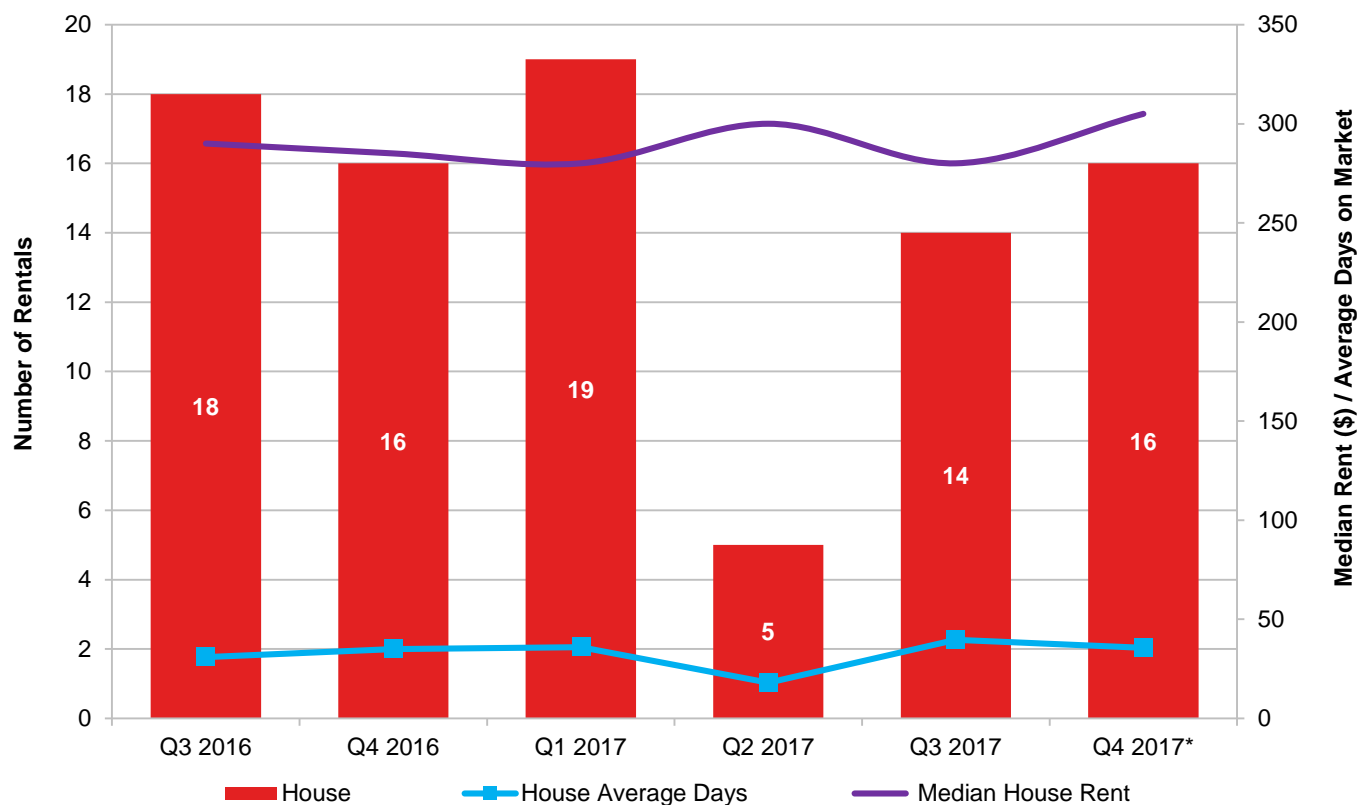
Median Rent Price: \$305 per week  
Suburb Rental Yield: 4.1%  
Average Days on Market: 36  
Bedroom Breakdown:  
2 Bed: 7%, 3 Bed: 79%, 4+ Bed: 14%



### KEY COMMENTS

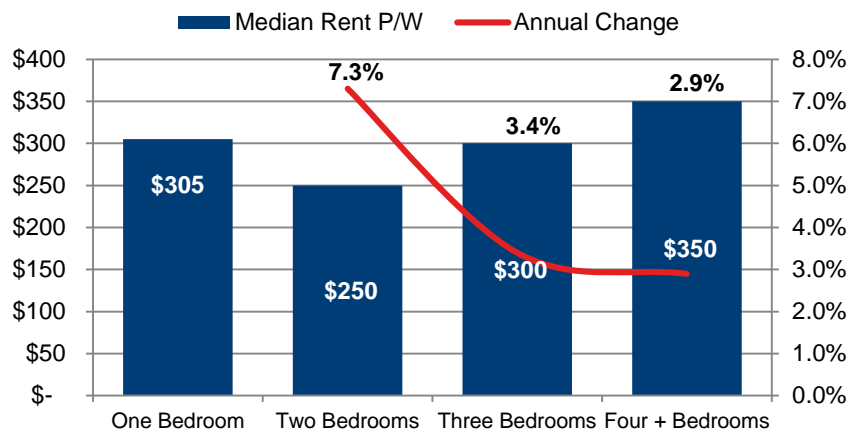
Interest in Creswick\* and its surrounding suburbs is recorded at 523 online visits per property. Median rent for houses saw an increase over the past 12 months to Q4 2017. The number of houses rented between Q4 2016 to Q4 2017 has remained stable, suggesting a balanced rental demand. Vacancy rates are currently at 1.8%, lower than that of Melbourne's 2.1%. This indicates a stronger level of rental demand, which creates a conducive condition for sustainable investment returns.

## MEDIAN RENT AND AVERAGE DAYS ON MARKET\*



\*Disclaimer: Creswick market data and key indicators encapsulates aggregate property market conditions in the following suburbs: Creswick.  
Source: APM Pricefinder, realestate.com.au, SQM Research, Rental Tenancy Authority of Victoria. © Copyright PRDNationwide 2018.

## RENTAL PERFORMANCE 2017\*



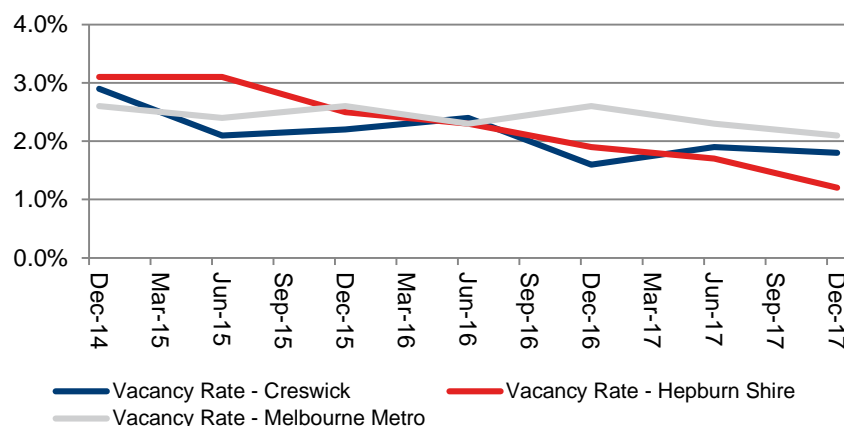
### KEY COMMENTS

Creswick rental yields prove to be strong (4.1% for house and 4.2% for unit), as they were positioned well above the Melbourne metro region in Q4 2017 of 2.7% and 3.8% respectively.

2 Bedroom houses provide the highest annual rental growth at 7.3%, currently at \$250 per week in Q4 2017.

Creswick's vacancy rate is at 1.8% in December 2017 and has trended downwards over the past 3 years, consistently performing better than Melbourne's (2.1%) vacancy rate. This suggests Creswick is an attractive option for investors who are looking beyond the Melbourne market.

## VACANCY RATES 2017



## RENTAL YIELD 2017

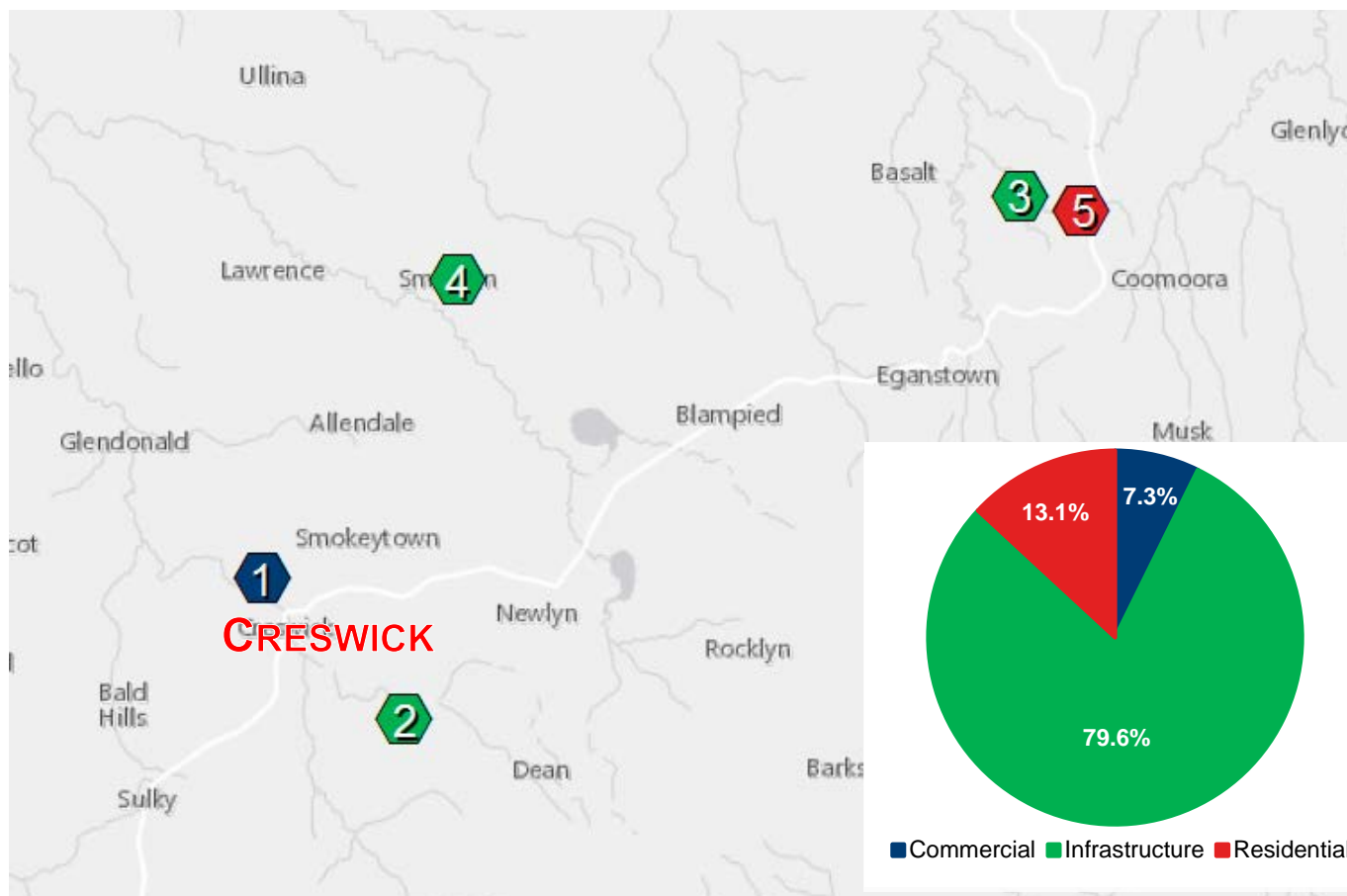
Suburb/ Postcode/ LGA	House Rental Yield	Unit Rental Yield
Creswick	4.1%	4.2%
Wendouree	4.6%	5.3%
Miners Rest	4.1%	4.1%
Daylesford	3.2%	3.9%
Western Victoria	4.7%	5.3%
Melbourne Metro	2.7%	3.8%

## KEY HOUSING DEMOGRAPHICS

	Creswick	Hepburn Shire	Victoria
Median weekly household income	\$963	\$996	\$1,042
Median monthly mortgage repayments	\$1,200	\$1,300	\$1,728
Unemployed	6.7%	5.2%	6.6%
Professionals	14.2%	19.1%	23.3%
Owned outright	37.1%	43.8%	32.3%
Owned with mortgage	35.6%	34.4%	35.3%
Rented	20.1%	17.2%	28.7%

\*Rental performance graph represents aggregate house median rent price in the following suburbs: Creswick. Annual change is a comparison between 2016 and 2017 median rent figures. There were no recorded rental transaction for 1 bedroom house in 2016, hence, annual change could not be calculated.  
Source: APM Pricerfinder, SQM Research, ABS Census 2016. © Copyright PRDnationwide 2018.

## PROJECT DEVELOPMENT MAP 1<sup>st</sup> HALF 2018\*



Location	Project**	Type	Estimated Value***	Commence Date****
1	Creswick Woollen Mills	Commercial	\$500,000	15/05/2018
2	Creswick Mountain Bike Trail	Infrastructure	\$2,560,000	15/01/2018
3	Hepburn Shire Council Waste to Energy System - Stage 1	Infrastructure	\$2,400,000	04/06/2018
4	Daylesford-Clunes Road Reconstruction	Infrastructure	\$500,000	01/04/2018
5	Main Road Dwellings (4 units)	Residential	\$900,000	25/06/2018

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

\*\*Projects refers to the top developments within the suburbs of Creswick

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

\*\*\*\*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.

Source: Cordell Database, ESRI ArcGIS, Department of Environment, Land, Water and Planning Victoria, Hepburn Shire Council. © Copyright PRDNationwide 2018.



## 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

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