



Southport
Property Factsheet
1st Half 2018





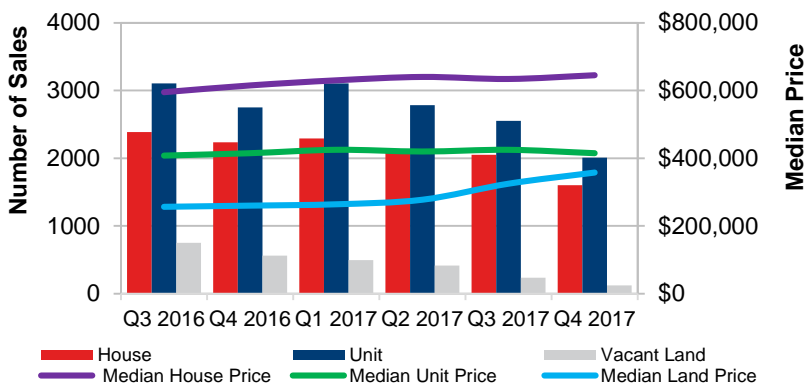
MARKET CONDITIONS

The Southport* property market recorded a median house price of \$581,750 and \$370,000 for units in Q4 2017, representing an annual price change of 4.5% and 0.1% respectively. Over the same period of time median house prices in the Gold Coast Local Government Area (LGA) have grown by 4.9% to \$645,000, while median unit prices remained stable at \$415,000. In comparison to the Gold Coast LGA, Southport provides the unique combination of a more affordable option, yet with on par (for house) or higher (for units) capital growth.

Between Q4 2016 and Q4 2017, average vendor discount for houses tightened to -4.4%, suggesting buyers are more willing to offer closer to first list asking price. The time for house owners to sell is now. Over the same period average discount for units has widened to -4.8% and average days on market has declined to 88 days. This indicates unit buyers are actively looking to secure their dream properties and sellers are slightly more willing to negotiate on first list asking price, facilitating a quicker sale turnover.

Median weekly rent in Southport* has grown by 7.1% for houses (to \$493p/w) and by 1.3% for units (to \$395p/w) over the past 12 months to Q4 2017. Low average vacancy rates of 1.5% in December 2017 is similar to that of Gold Coast Main's 1.2%, which continues to demonstrate the strong rental demand in the area,. Astute investors are benefiting from 4.4% (houses) and 4.9% (units) rental yield, similar to that of Gold Coast's Main's 4.3% (houses) and 5.4% (units).

GOLD COAST CITY REGION GROWTH



OVERVIEW

Southport, located approx. 4km north of Surfers Paradise is a central business district near the mid-point of the Gold Coast with a mix of city spice and natural beauty. The area provides an ideal location for the demographic of couples without children. At the 2016 ABS Census, Southport recorded a population of 31,908.

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

FUTURE DEVELOPMENTS**

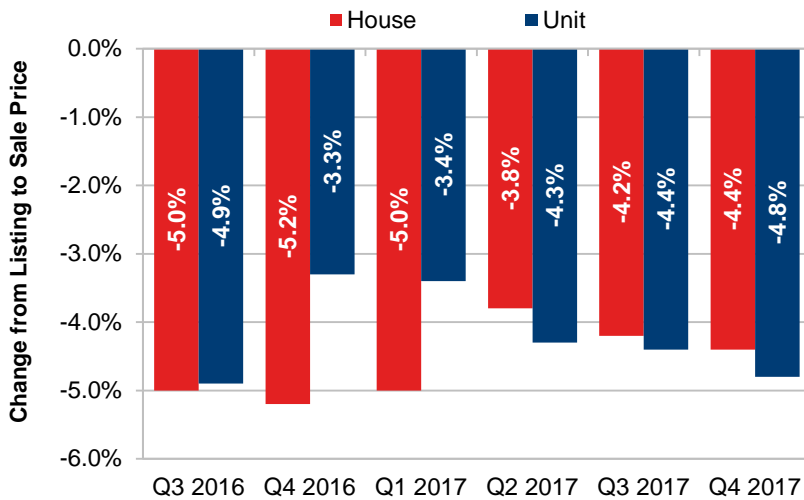
Southport* is set to see approx. \$221.8M of new projects commencing in the 1st half of 2018. Residential accounted for the majority of development value (42.9%), totaling an estimated \$95.2M. This was followed by commercial at approx. \$83.5M (37.7%), mixed-use projects (\$40.0M, or 18.0%), and infrastructure projects (\$3.1M or 1.4%).

A main commercial project is the Imperial Square Development (\$60.0M). This project, scheduled to commence in April 2018, will see that addition of a 19-storey building with retail and office space, designed to accommodate 420 students and 210 hotel guests.

In total, Southport plans to add 339 units / apartments and 29 townhouses in the 1st half of 2018, across 11 residential and 1 mixed-use project. A main mixed-use project is the Inspire at Broadwater Central (\$40.0M). The project is set to add 11 retail tenancies and 79 units to the Southport* market. The project is due for construction in May 2018, with anticipated completion in early-2020.

*Southport market data and key indicators encapsulates aggregate property market conditions in the following suburbs: Southport, Labrador and Biggers Waters. **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 Pricerfinder, ABS, Cordell Database. © PRDnationwide 2018.

AVERAGE VENDOR DISCOUNT



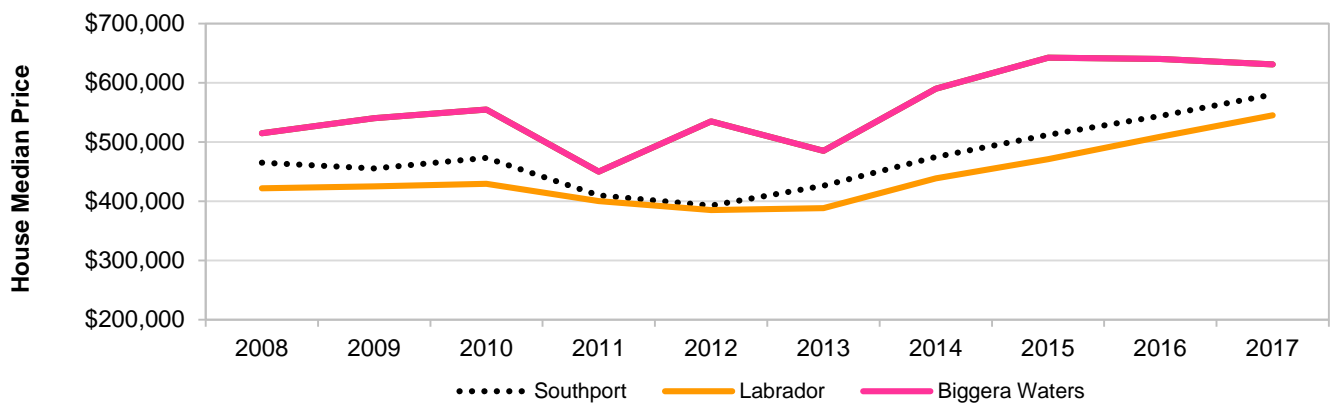
AVERAGE VENDOR DISCOUNT

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.

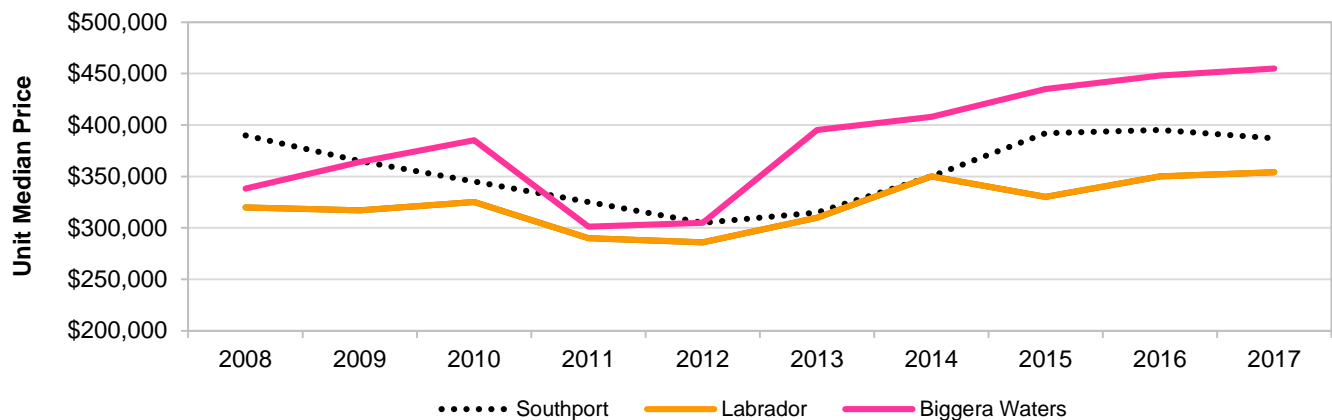
MARKET COMPARISON GRAPH

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 Southport. The main suburb is highlighted through a dotted black line graph.

HOUSE MARKET COMPARISON

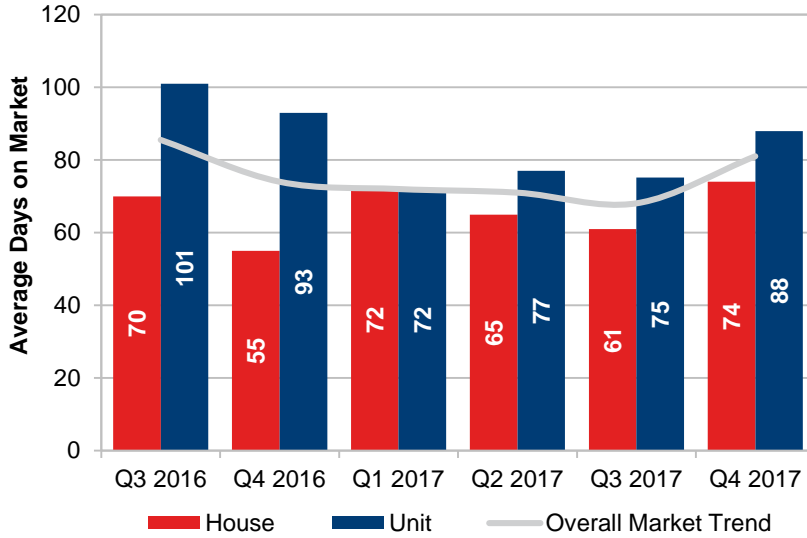


UNIT MARKET COMPARISON



*Southport market data and key indicators encapsulates aggregate property market conditions in the following suburbs: Southport, Labrador and Biggera Waters. Source: APM Pricerfinder. © PRDNationwide 2018.

AVERAGE DAYS ON MARKET**



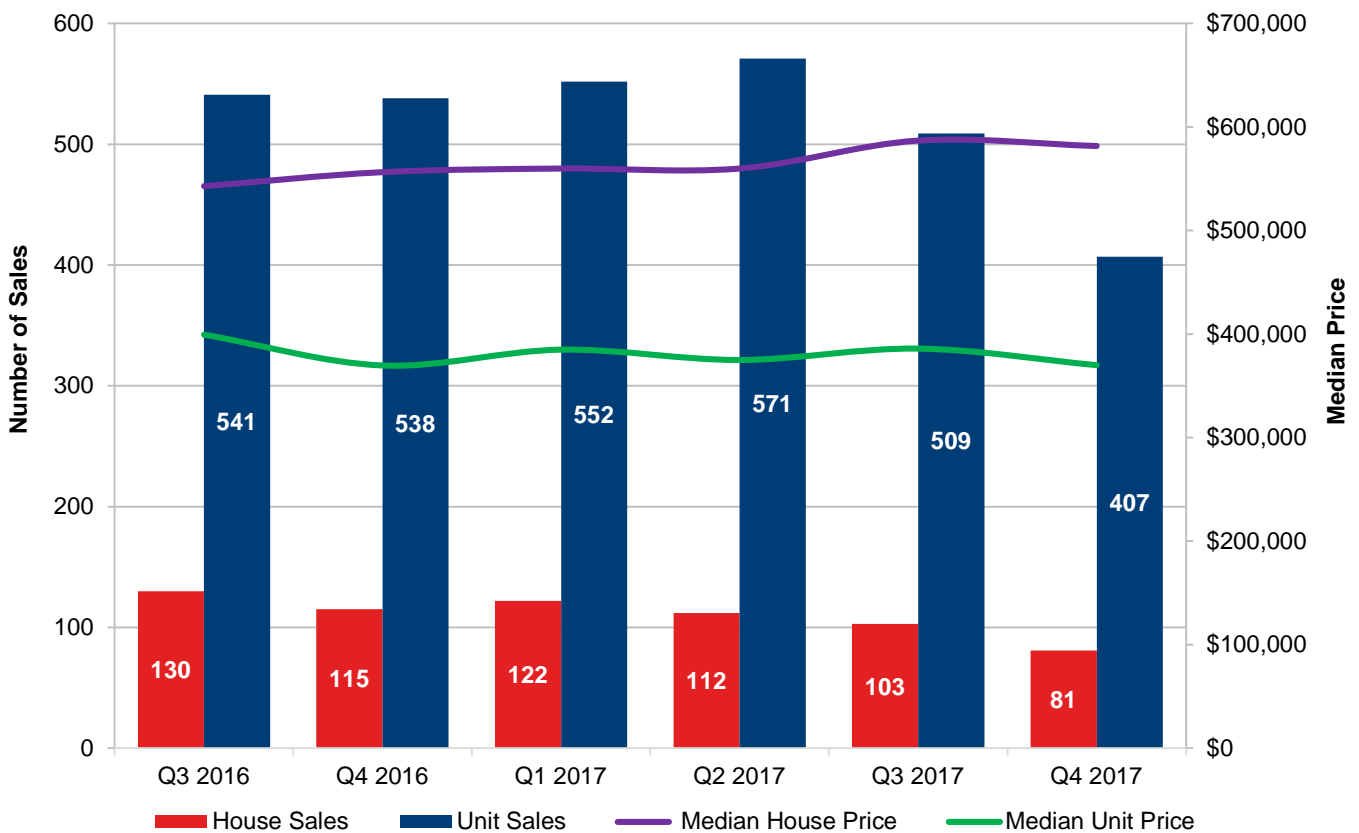
HOUSE KEY FACTS Q4 2017

Median Sale Price: \$581,750
 Annual Growth: 4.5%*
 Average Days on Market: 74
 % Change between First Listed Price and Sold Price: -4.4%

UNITS KEY FACTS Q4 2017

Median Sale Price: \$370,000
 Annual Growth: 0.1%*
 Average Days on Market: 88
 % Change between First Listed Price and Sold Price: -4.8%

SALES AND MEDIAN PRICE**

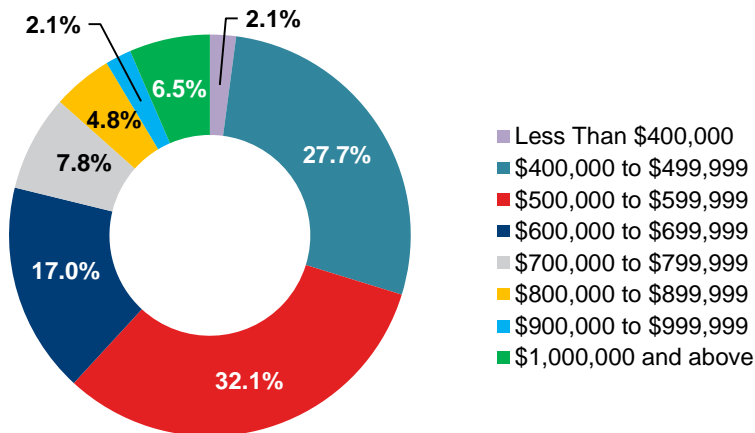


*Annual growth represents price growth for property transactions between Q4 2016 to Q4 2017 (inclusive).

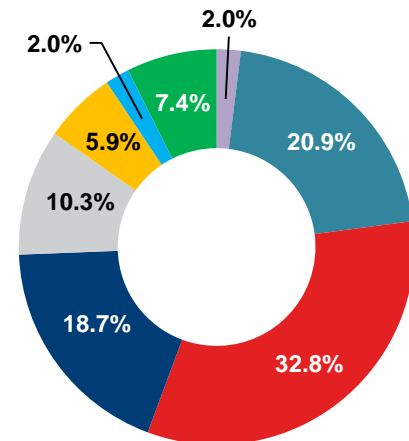
**Southport market data and key indicators encapsulates aggregate property market conditions in the following suburbs: Southport, Labrador and Biggera Waters. Source: APM Pricefinder. © PRDnationwide 2018.

SALES PRICE POINT ANALYSIS*

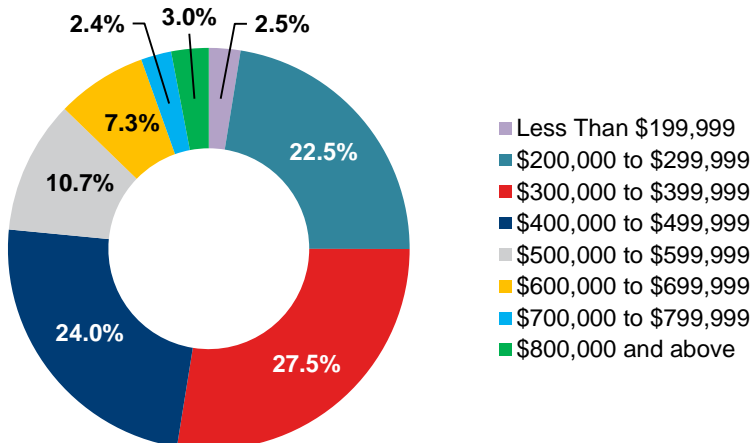
HOUSE PRICE POINT 2016



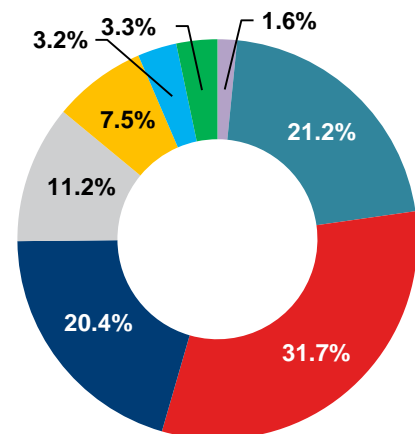
HOUSE PRICE POINT 2017



UNIT PRICE POINT 2016



UNIT PRICE POINT 2017



KEY IMPLICATIONS - HOUSE

The main proportion of houses being sold in Southport* in 2017 continues in the \$500K-\$600K price bracket (32.8%), however increasing slightly from 32.1% (in 2016). There has been a decrease in the number of sales within the lower price brackets (\$400k and below) and an increase in the number of sales within higher priced brackets (\$600k and above). This suggests a shift towards a higher price range, as per the reported 4.5% median sales price growth over the past 12 months.

Now is the time for first home buyers to secure available affordable options in the area, as prices are set to continue on an upward trend.

KEY IMPLICATIONS - UNIT

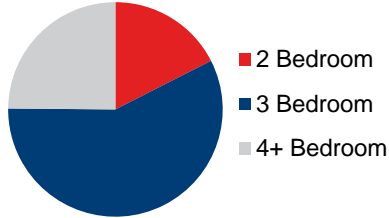
The unit market experienced minor percentage changes in sales within most price segments, indicating a small shift in price structures between 2016 and 2017.

The dominant proportion of units being sold in Southport* property market remain within the \$300K-\$400K price segment, increasing from 27.5% to 31.7% in 2017. The largest shift has occurred in the \$400K-\$500K price bracket, decreasing from 24.0% to 20.4% in 2017, suggesting a correction within this particular price point. The \$200K - \$300K price bracket has decreased from 22.5% to 21.2% - which has contributed to the increase in the \$300K-\$400K market, in line with the reported 0.1% median price annual growth.

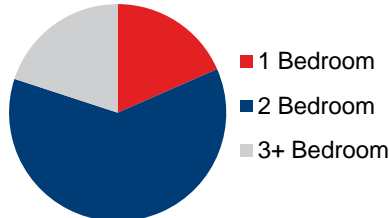
*Southport market data and key indicators encapsulates aggregate property market conditions in the following suburbs: Southport, Labrador and Biggera Waters. Source: APM Pricerfinder. © PRDnationwide 2018.

INVESTMENT ANALYSIS

HOUSE



UNIT



HOUSE KEY FACTS Q4 2017

Median Rent Price: \$493 per week
 Suburb Rental Yield: 4.4%
 Average Days on Market: 27
 Bedroom Breakdown:
 2 Bed: 18%, 3 Bed: 58%, 4+ Bed: 25%

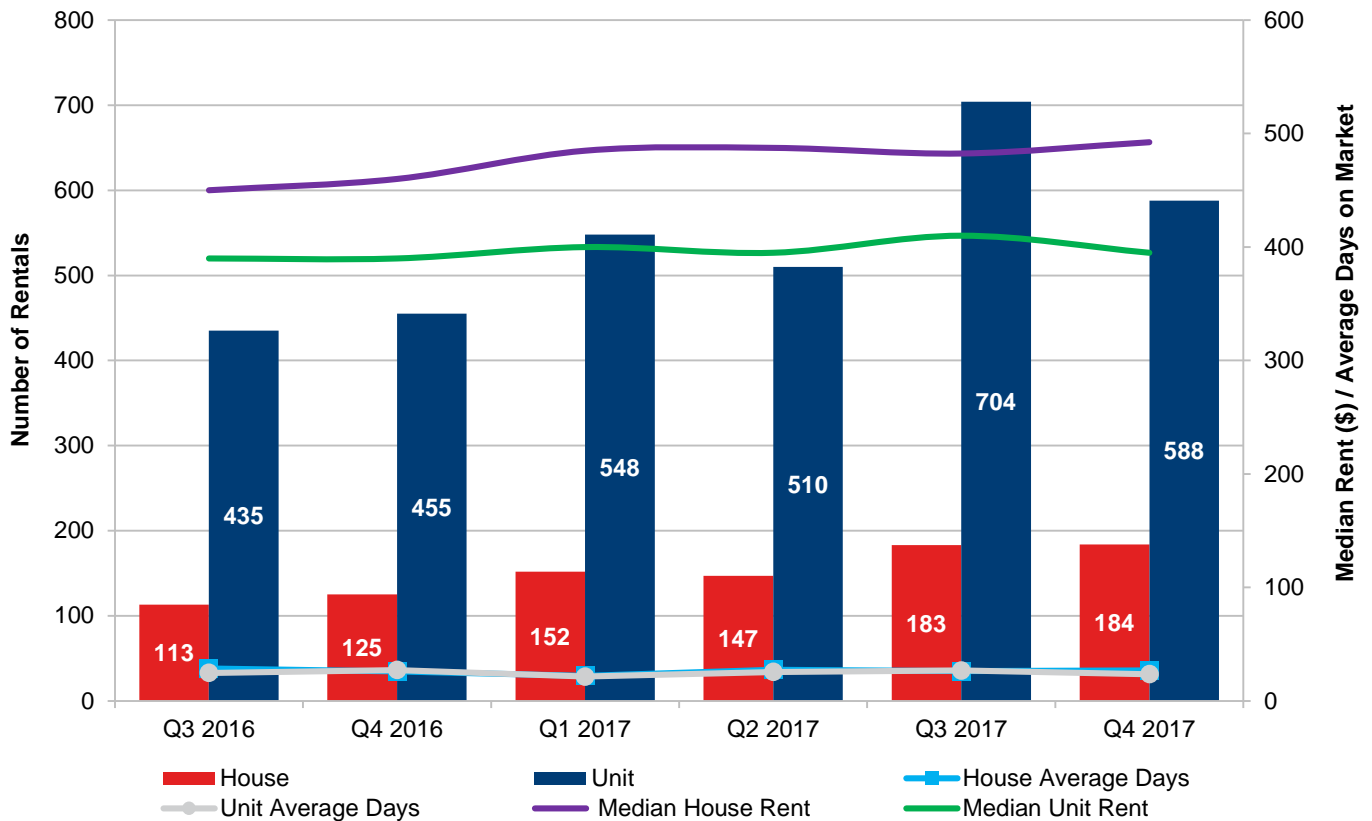
UNITS KEY FACTS Q4 2017

Median Rent Price: \$395 per week
 Suburb Rental Yield: 4.9%
 Average Days on Market: 24
 Bedroom Breakdown:
 1 Bed: 18%, 2 Bed: 62%, 3+ Bed: 20%

KEY COMMENTS

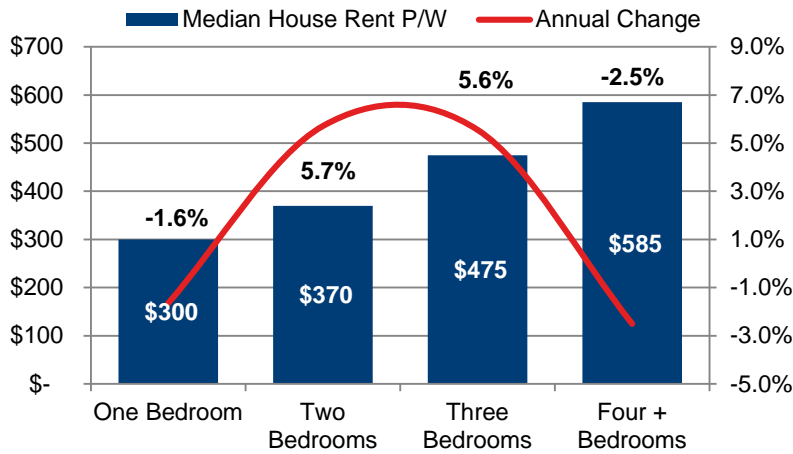
Interest in Southport* is recorded at an average of 255 online visits per property in March 2018, which suggests a stable level of interest over the past 12 months. The number of rented properties has increased by 47.2% for houses and 29.2% for units) over the past 12 months to Q4 2017, yet weekly median rental prices have also grown by 7.1% to \$493 for houses and 1.3% to \$395 for units. This suggest a real increase in demand (for rental properties) and investment value for astute investors.

MEDIAN RENT AND AVERAGE DAYS ON MARKET*



*Disclaimer: Southport market data and key indicators encapsulates aggregate property market conditions in the following suburbs: Southport, Labrador and Biggera Waters. Source: APM Pricerfinder, realestate.com.au, SQM Research. © PRDnationwide 2018.

RENTAL PERFORMANCE 2017*



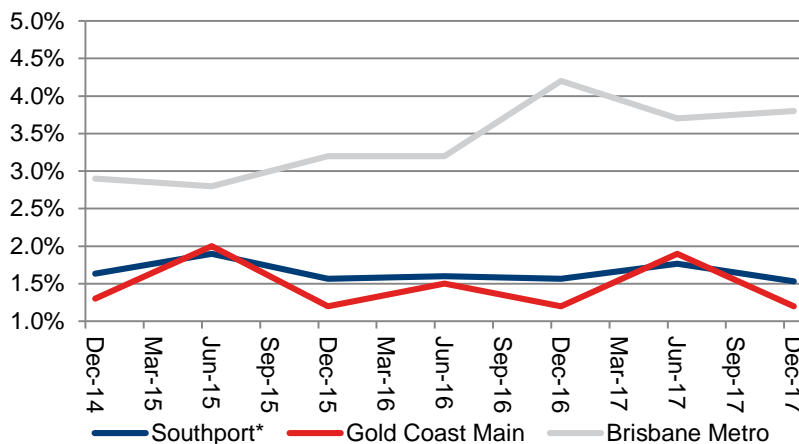
KEY COMMENTS

Two bedroom houses provide the highest annual rental growth at 5.7% (\$370p/w) in 2017. This is followed closely with 3 bedroom houses which recorded an annual rental growth of 5.6% (\$475p/w).

Southport* house rental yield is exceedingly strong, at 4.4% in December 2017. This is above Gold Coast Main (4.3%) and Brisbane Metro area (3.8%).

Southport* average vacancy rates are at 1.5% in December 2017. It has trended down since September 2017 in line with Gold Coast – however in stark contrast to Brisbane Metro. This further confirms Southport* as an investment hotbed and one that investors need to capitalize on.

VACANCY RATES 2017



RENTAL YIELD 2017

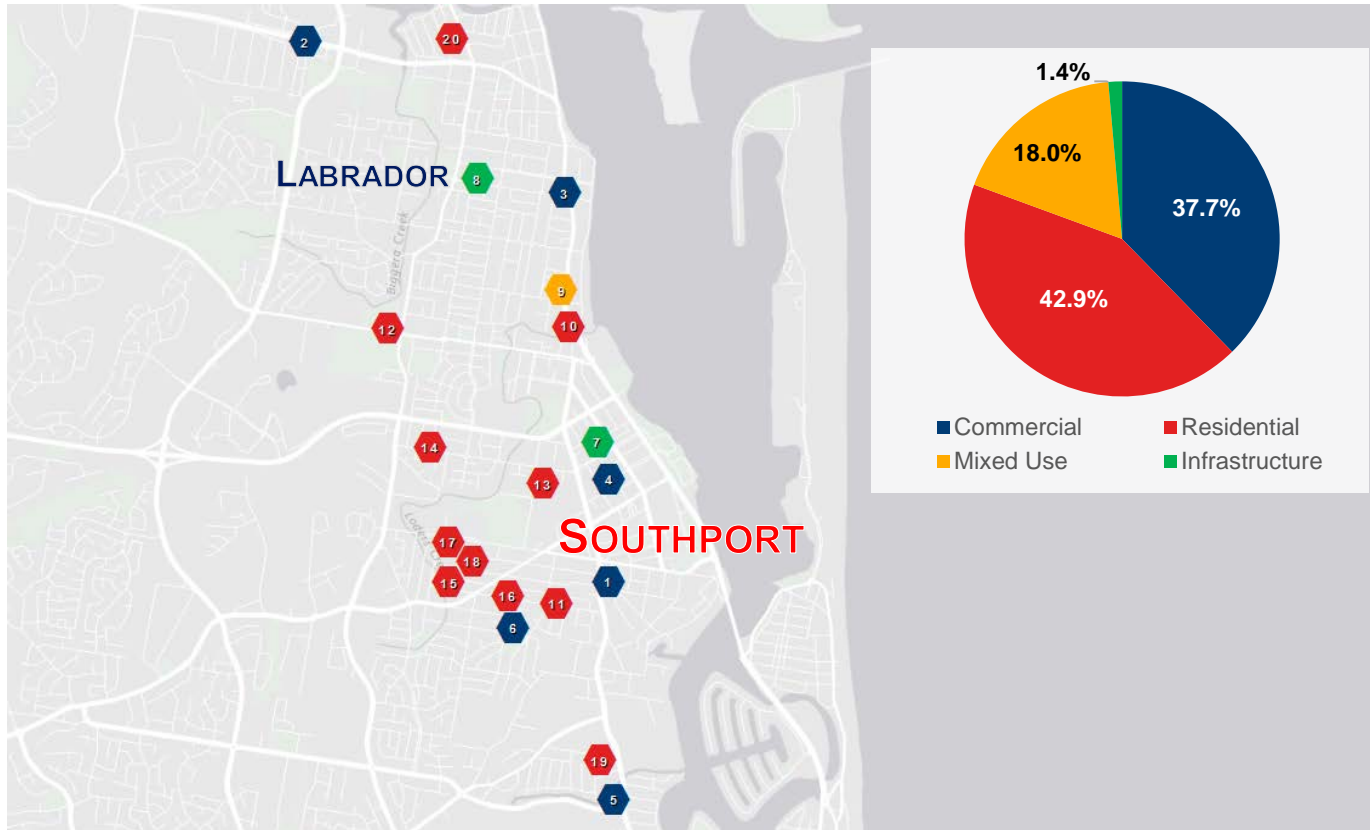
Suburb/ Postcode/ LGA	House Rental Yield	Unit Rental Yield
Southport*	4.4%	4.9%
Gold Coast Main	4.3%	5.4%
Brisbane Metro	3.8%	5.0%

KEY HOUSING DEMOGRAPHICS

	Southport	Gold Coast LGA	Queensland
Median weekly household income	\$1,068	\$1,402	\$1,222
Median monthly mortgage repayments	\$1,733	\$2,000	\$1,733
Unemployed	10.4%	7.0%	7.6%
Professionals	19.8%	18.3%	19.8%
Owned outright	19.9%	26.2%	28.5%
Owned with mortgage	18.0%	33.6%	33.7%
Rented	56.2%	36.6%	34.2%

*Rental performance graph represents aggregate house median rent price in the following suburbs: Southport, Labrador and Biggera Waters. Annual change is a comparison between 2016 and 2017 median rent figures. Source: APM Pricer, SQM Research, ABS Census 2016. © PRDnationwide 2018.

PROJECT DEVELOPMENT MAP 1ST HALF 2018*



Location	Project**	Type	Estimated Value***	Commence Date****
1	Imperial Square Mixed Use Development	Commercial	\$60,000,000	30/04/2018
2	Harbour Town Eat Street Precinct	Commercial	\$10,000,000	18/04/2018
3	Evening Star Motel	Commercial	\$4,500,000	15/06/2018
4	Davenport Street Medical Centre	Commercial	\$4,000,000	18/05/2018
5	Ferry Road Office Building	Commercial	\$3,000,000	15/04/2018
6	Alicia Street Warehouse	Commercial	\$2,000,000	23/04/2018
7	Southport Transit Centre Office Upgrade	Infrastructure	\$2,000,000	04/06/2018
8	Whiting Street Units (4 Units) by QLD Government	Infrastructure	\$1,066,000	07/05/2018
9	Inspire At Broadwater Central (79 Units)	Mixed-Use	\$40,000,000	14/05/2018
10	Frank Street Apartment Building (99 Apartments)	Residential	\$50,000,000	28/05/2018
11	Minnie Street Units (95 Units)	Residential	\$20,000,000	18/05/2018
12	Pegasus Musgrave Apartments (29 Apartments)	Residential	\$6,500,000	16/04/2018
13	Shillito Street Apartments (16 Apartments)	Residential	\$4,500,000	11/06/2018
14	Johnston Street Townhouses (10 Townhouses)	Residential	\$3,000,000	16/04/2018
15	Falconer Street Apartments - Lotus Residences (12 Apartments)	Residential	\$3,000,000	12/06/2018
16	Minnie Street Apartments (9 Apartments)	Residential	\$2,700,000	10/04/2018
17	Dusq Townhouses (6 Townhouses)	Residential	\$2,000,000	18/05/2018
18	Eugaree Street Townhouses (4 Townhouses)	Residential	\$1,200,000	28/03/2018
19	Drury Avenue Units (4 Townhouses)	Residential	\$1,200,000	20/04/2018
20	Thelma Avenue Townhouses (5 Townhouses)	Residential	\$1,100,000	03/01/2018

*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 Southport, Labrador and Biggera Waters.

***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. © 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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