



Maryborough
Property Factsheet
1st Half 2018





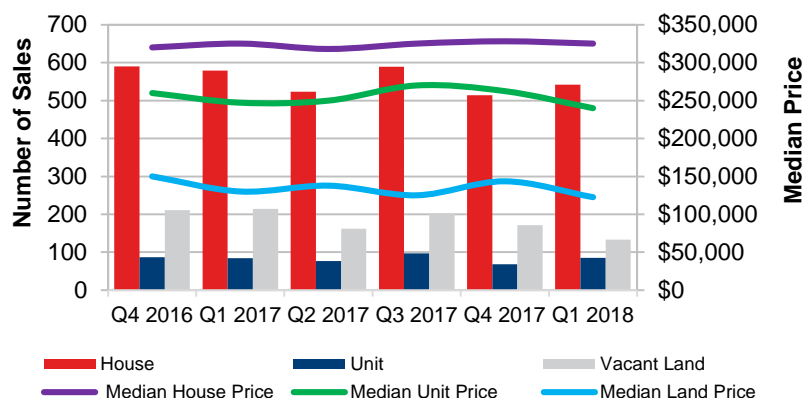
MARKET CONDITIONS

The Maryborough* property market recorded a median house price of \$195,000 in Q1 2018, which represents a softening of -1.3% over the past 12 months. Over the same time frame (Q1 2017 – Q1 2018), house prices in the Fraser Coast Region has been stable, at \$325,000 in Q1 2018. Maryborough* is a more attractive option for first home buyers, as not only can houses be secured at a more affordable price than the Region, it is currently increasing in affordability. Now is the time for buyers to enter the market and capitalise on this great opportunity.

Between Q1 2017 and Q1 2018, average vendor discounts for houses has tightened to -6.9%, which suggests that overall sellers are finalising house sales at prices closer to the first list asking price. That said, the seller's tenacity to attain the first list asking price has resulted in a slightly higher average days to sell at 108 days. Moreover, the number of houses sold in Q1 2018 has increased by 31.8%, which suggests buyers may have more options to choose from – this could also result in increased day on market. Overall the market remains in the buyers' favour as they are benefiting from increased affordability, where sellers need to adjust price expectations if wanting a quicker sale.

Weekly median rent for houses in Maryborough* has grown by 3.8% to \$270 over the past 12 months, which is positive news for house owners/investors. Over the same time period (Q1 2017 – Q1 2018), weekly median rent for units has softened by -2.4% to \$205. Currently, investors are benefiting from rental yields of 6.9% (house) and 6.1% (units), which is higher than Fraser Coast area (houses: 4.3%, units: 5.5%) and Brisbane Metro (houses: 3.8%; units 5.0%). First home property investors need to look into Maryborough* as a key area to include in their investment portfolios.

FRASER COAST REGION GROWTH



OVERVIEW

Maryborough is a city and a suburb in the Fraser Coast Region, located approx. 255 kilometres north of Brisbane. In ABS Census 2016 the suburb of Maryborough recorded a population of 15,406. The City of Maryborough recorded a population of 51,102 which is a 5.08% growth in the past 5 years. This suggest that there is ongoing demand for housing stock.

CHANGE FROM LAST	YEAR	HALF YEAR
House Sales	↑	↑
House Median Price	↓	↓
House Rental Price	↑	↑
Unit Rental Price	↓	↔

FUTURE DEVELOPMENTS**

Maryborough* has invested approximately \$31.5M into new developments in the 1st half 2018, with the majority (79.4%) being a commercial project and the rest on infrastructure projects (20.6%).

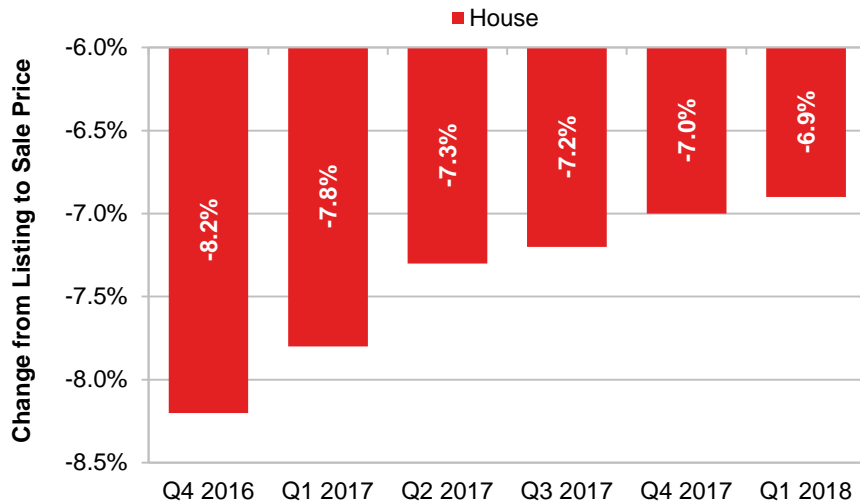
A significant commercial project is the Station Square Shopping Centre Extension (\$25.0M) which is an extension of 6,970sqm. This will include additional stores such as Target store, Coles supermarket and increasing the existing Bi-Lo store, other speciality retail tenancies and a roof top car park.

The above commercial project will further stimulate the economy of Maryborough*, by increasing transaction activity and local job growth. This will have a positive spill-over impact on the property market.

The main infrastructure project is Walker Street Roadworks (\$1.3M). This involves road construction from Stevenson street to Neptune street. Another important infrastructure project is the Bruce Highway Industrial Subdivision (\$1.1M) which involves the reconfiguration of into 11 lots in 2 stages (Stage 1 - 7 lots and stage 2 - 4 lots). These infrastructure projects are key to increasing liveability aspects for current residents and being part of a supply strategy to answer the shortage of property stock, due to population growth within the City of Maryborough.

*Maryborough market data and key indicators encapsulates aggregate property market conditions in the following suburb: Maryborough.
**Estimated values are based on construction value provided by the relevant data authority and does not reflect commercial and/or re-sale value.
Source: APM Pricerfinder, realestate.com.au. © Copyright PRDnationwide 2018.

AVERAGE VENDOR DISCOUNT



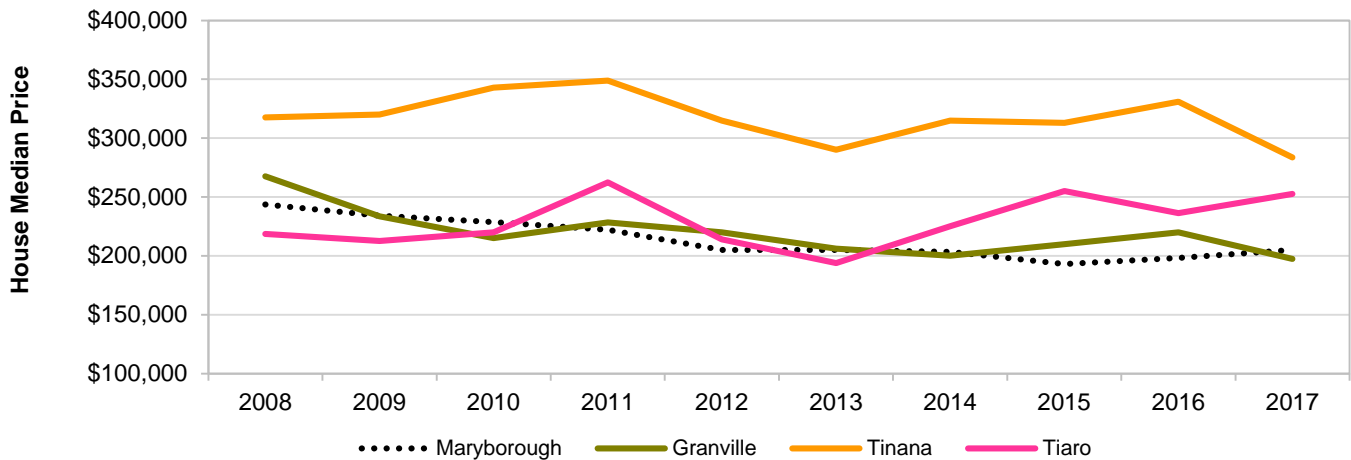
AVERAGE VENDOR DISCOUNT

Average vendor discount reflects the average percentage difference between first list price and final sold price. A lower percentage difference (closer to 0) 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 Maryborough. The main suburb is highlighted through a dotted black line graph.

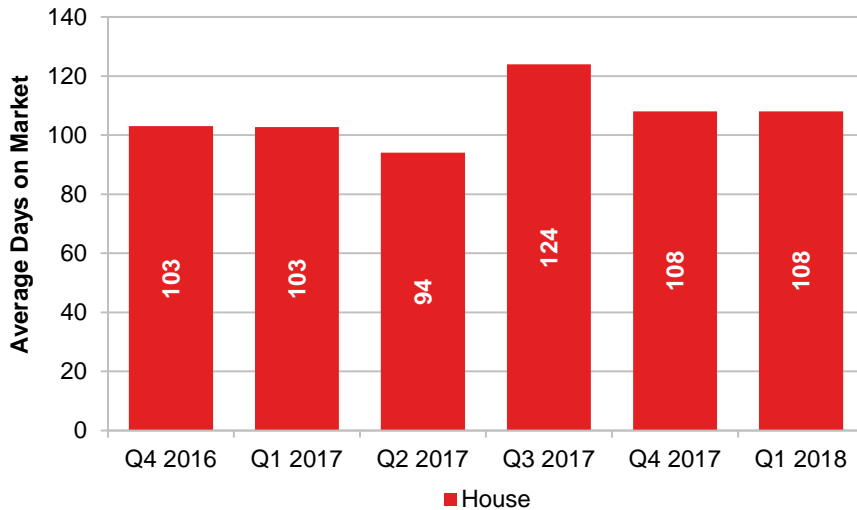
HOUSE MARKET COMPARISON



HOUSE MARKET GROWTH COMPARISON

Suburbs	2015	2016	2017	2015 - 2017 % Growth
Maryborough	\$193,000	\$198,150	\$205,000	6.2%
Granville	\$210,000	\$220,000	\$197,500	-6.0%
Tinana	\$313,000	\$331,000	\$283,500	-9.4%
Tiaro	\$255,000	\$236,250	\$252,500	-1.0%

AVERAGE DAYS ON MARKET**



HOUSE KEY FACTS Q1 2018

Median Sale Price: \$195,000

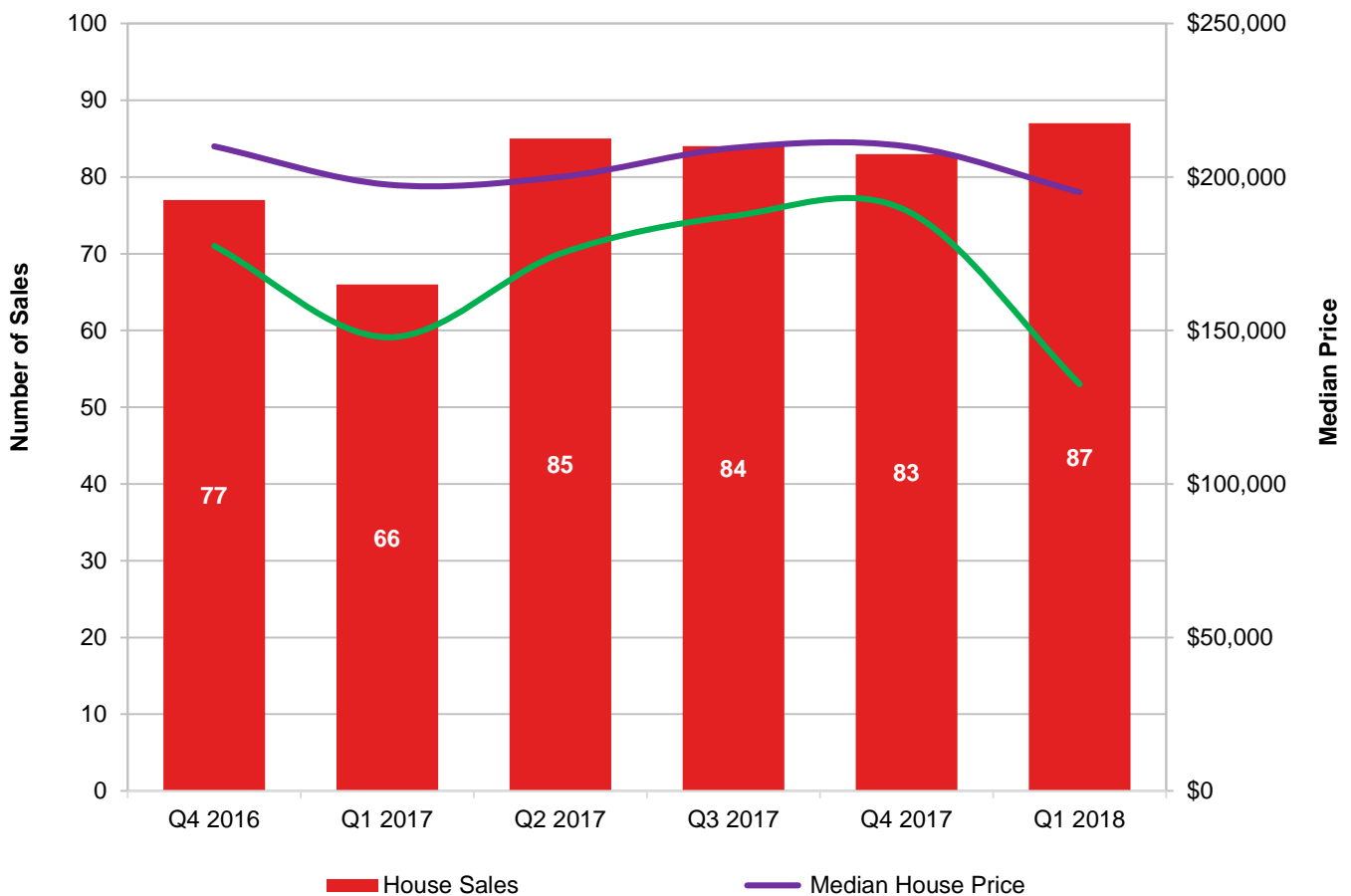
Annual Growth: -1.3%*

Average Days on Market: 108

% Change between First Listed Price and Sold Price: -6.9%



SALES AND MEDIAN PRICE**



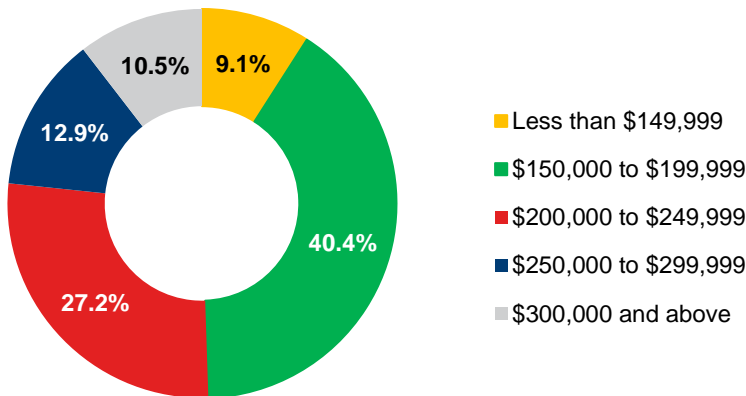
*Annual growth represents price growth for property transactions between Q1 2017 to Q1 2018 (inclusive).

**Maryborough market data and key indicators encapsulates aggregate property market conditions in the following suburb: Maryborough.

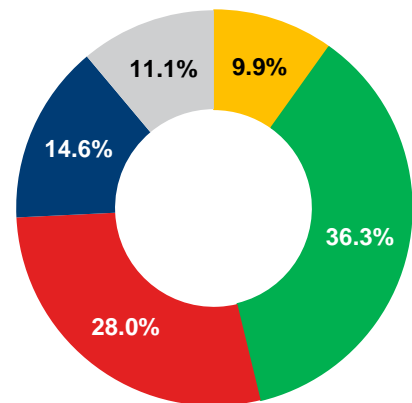
Source: APM Pricefinder, realestate.com.au, SQM Research. © Copyright PRDnationwide 2018.

HOUSE SALES PRICE POINT COMPARATIVE ANALYSIS

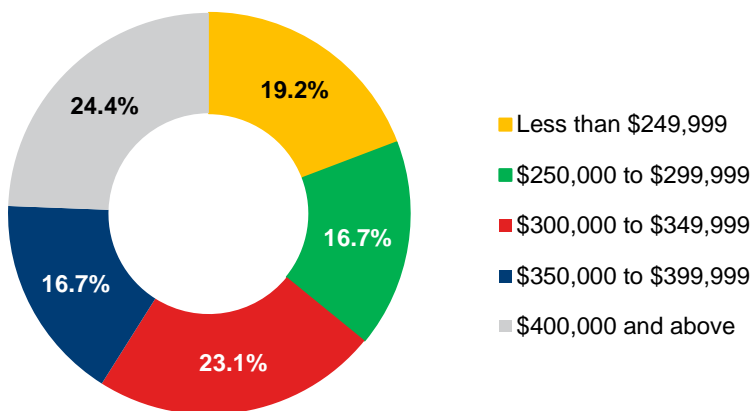
MARYBOROUGH 2016



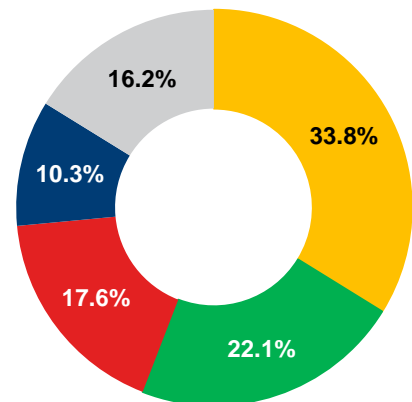
MARYBOROUGH 2017



TINANA 2016



TINANA 2017



KEY IMPLICATIONS – MARYBOROUGH

The proportion of houses being sold in Maryborough is primarily in the \$150K - \$200K price segment, which decreased from 40.4% in 2016 to 36.3% in 2017. Apart from the 4.1% decrease in sales in this price bracket, the house market has not seen big changes in price structure. All price segments of house sales for \$200K and above experienced a slight increase during the 2017, which signals demand in the higher priced bracket. This is good news for sellers despite the -1.3% softening in price.

House market in Maryborough provide a highly lucrative opportunity for investors - a high rental yield (houses: 6.9%), a very low in vacancy rate of 0.5%, and lower entry price point to Fraser Coast and Brisbane Metro areas.

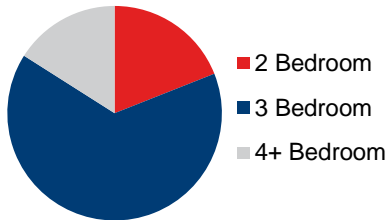
KEY IMPLICATIONS - TINANA

The Tinana house market is a premium to Maryborough and it has seen quite a large change over the 12 months, becoming more affordable market for first home buyers. In 2016, the majority of sales were in the \$400K and above price bracket, however in 2017 this has shifted to \$250K and below price bracket. Those with this price budget are now able to access larger proportion of the market, from 19.2% in 2016 to 33.8% in 2017.

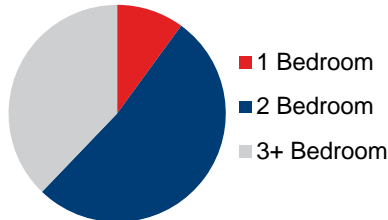
Further, all price segments of house sales above \$300K in Tinana have experienced partial decreases during the 2017 which suggests the need for more quality stock in the near future. Rental yield in Tinana is currently at 6.1% for houses and vacancy rate is low at 1.9%.

INVESTMENT ANALYSIS

HOUSE



UNIT



HOUSE KEY FACTS Q1 2018

Median Rent Price: \$270 per week
Rental Yield: 6.9%
Average Days on Market: 23
Bedroom Breakdown:
 2 Bed: 19%, 3 Bed: 65%, 4+ Bed: 16%

UNIT KEY FACTS Q1 2018

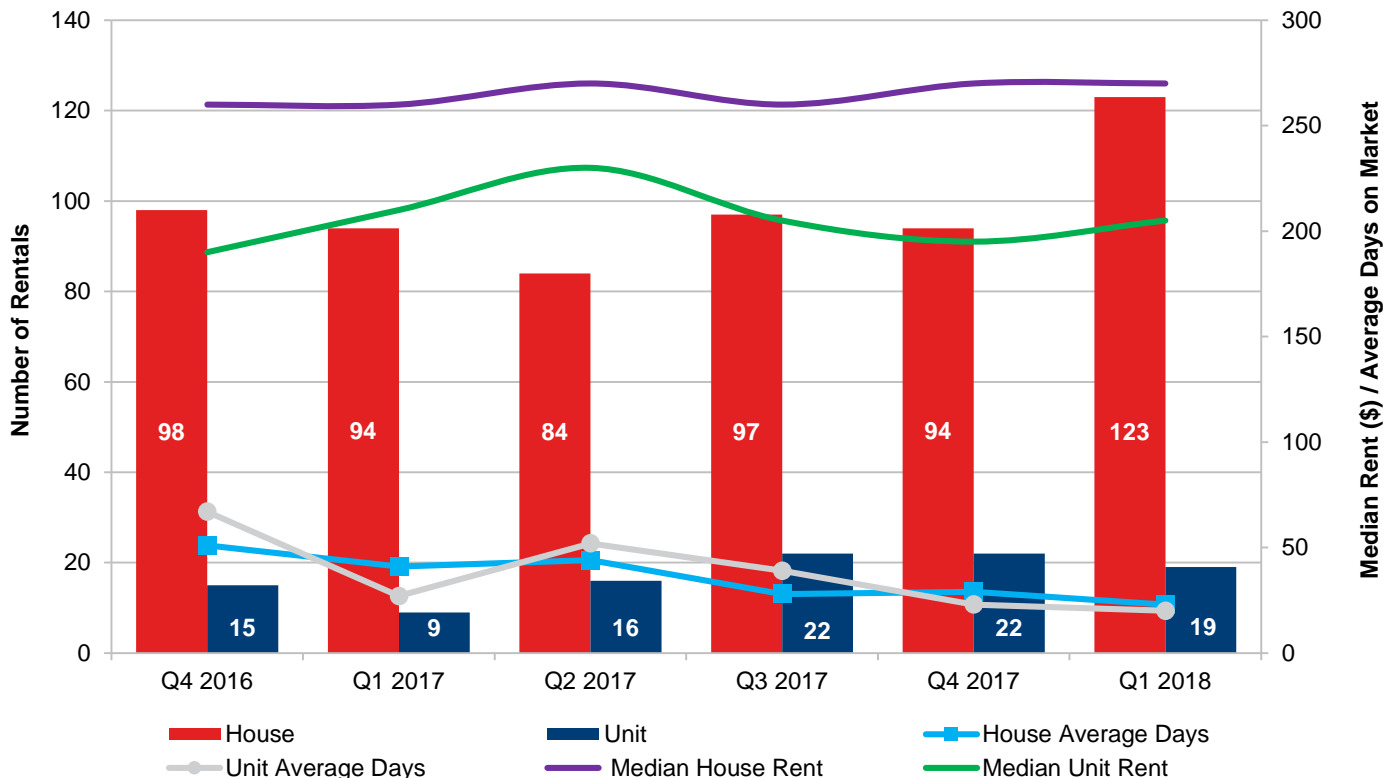
Median Rent Price: \$205 per week
Rental Yield: 6.1%
Average Days on Market: 20
Bedroom Breakdown:
 1 Bed: 11%, 2 Bed: 78%, 3+ Bed: 11%

KEY COMMENTS

Rental demand has increased significantly over the past 12 months to Q1 2018 with the number of houses rented increasing by 30.9%. At the same time weekly median rent grew by 3.8% growth to \$270. This signify a real increase in demand for houses in Maryborough* and investment value of investors. The number of rented units has increased by over 100% which shows another property type that is ripe for investment. Average days on market has remained low for both types of properties at 23 days for houses and 20 days for units. Investors need to buy now to benefit from the strong rental demand in Maryborough*.

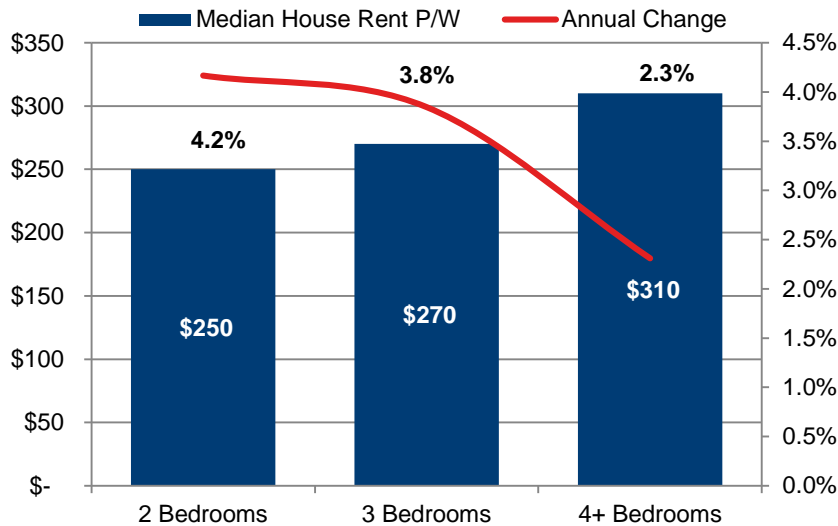


MEDIAN RENT AND AVERAGE DAYS ON MARKET*



*Disclaimer: Maryborough market data and key indicators encapsulates aggregate property market conditions in the following suburb: Maryborough. Source: APM Pricerfinder, realestate.com.au, SQM Research. © Copyright PRDnationwide 2018.

RENTAL PERFORMANCE 2017*



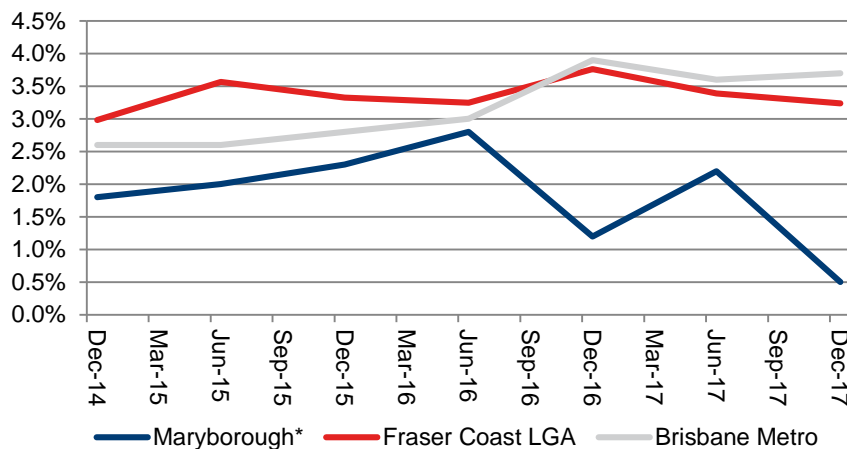
KEY COMMENTS

Rental returns are particularly strong in Maryborough* with 6.9% rental yield for houses and 6.1% for units. This is higher than Fraser Coast (houses: 4.3%, units: 5.5%) and Brisbane Metro (houses: 3.8%; units 5.0%).

3+ bedroom houses provide the highest annual rental growth at 3.8%, currently at \$270 per week.

Vacancy rate in Maryborough* was very low, at 0.5% (December 2017) and has trended down since June 2016. This is in contrast to Brisbane Metro's and Fraser Coast's vacancy rates trend, confirming Maryborough* as an investment hotbed.

VACANCY RATES 2017



RENTAL YIELD 2017

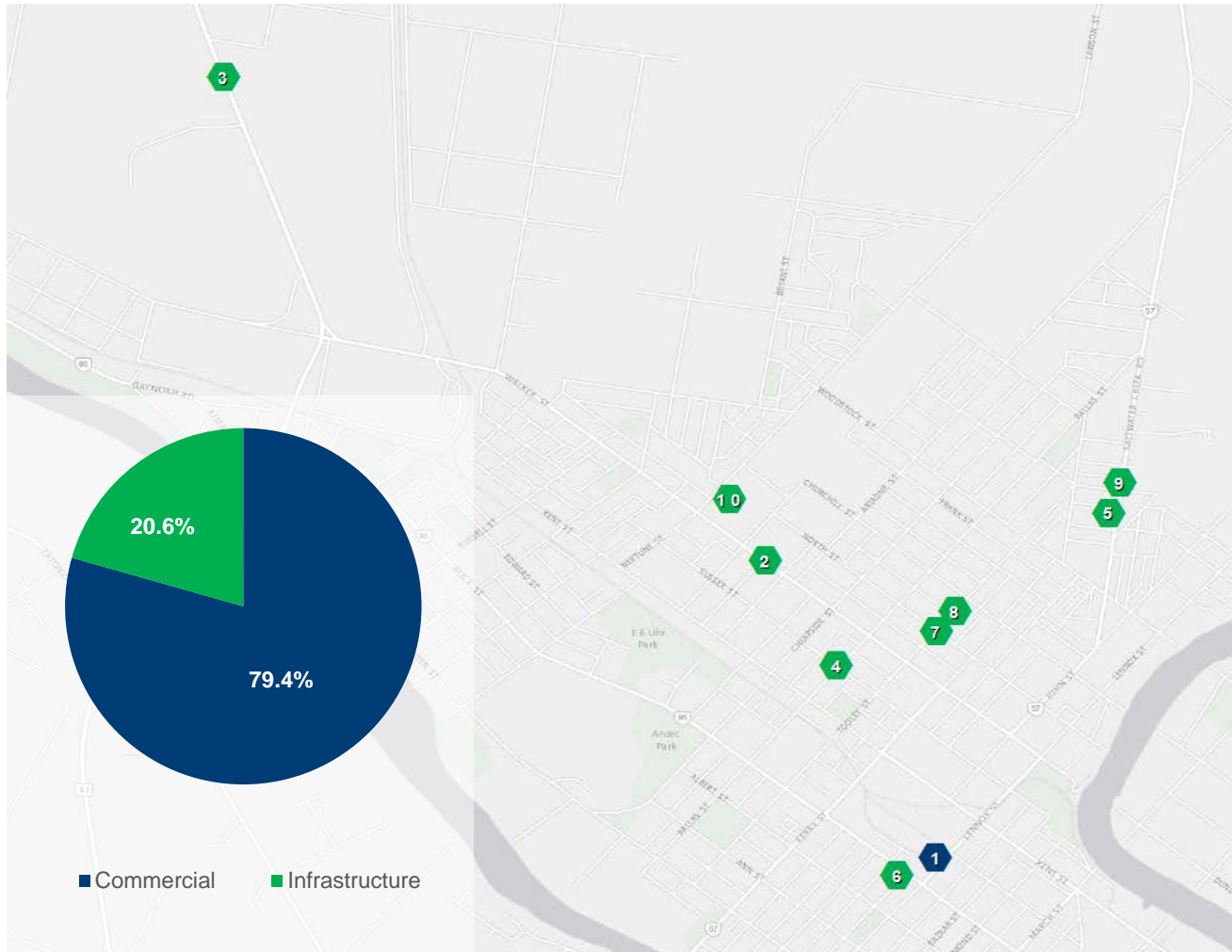
Suburb/Postcode/LGA	House Rental Yield	Unit Rental Yield
Maryborough*	6.9%	6.1%
Fraser Coast LGA	4.3%	5.5%
Brisbane Metro	3.8%	5.0%

KEY HOUSING DEMOGRAPHICS

	Maryborough	Fraser Coast LGA	Queensland
Median weekly household income	\$899	\$906	\$1,402
Median monthly mortgage repayments	\$1,300	\$1,300	\$1,773
Unemployed	12.3%	12.0%	7.6%
Professionals	13.2%	16.0%	19.8%
Owned outright	41.5%	40.7%	28.5%
Owned with mortgage	29.8%	26.4%	33.7%
Rented	24.8%	28.5%	34.2%

*Rental performance graph represents aggregate house median rent prices in the following suburbs: Maryborough. Annual change is a comparison between 2016 and 2017 median rent figures. Rental yield and vacancy rate represents data in postcode 4650. Source: APM Pricerfinder, SQM Research, ABS Census 2016. © Copyright PRDnationwide 2018.

PROJECT DEVELOPMENT MAP 1st HALF 2018*



Location	Project	Type	Estimated Value**	Commence Date***
1	Station Square Shopping Centre Extension	Commercial	\$25,000,000	07/05/2018
2	Walker Street Roadworks	Infrastructure	\$1,325,000	22/01/2018
3	Bruce Highway Industrial Subdivision	Infrastructure	\$1,100,000	10/03/2018
4	Queens Park	Infrastructure	\$927,000	22/01/2018
5	Maryborough Landfill Facility	Infrastructure	\$883,000	15/01/2018
6	QBCC Maryborough Office	Infrastructure	\$850,000	05/02/2018
7	North Street Car Park	Infrastructure	\$400,000	05/03/2018
8	Tooley & Churchill Street Roadworks	Infrastructure	\$371,000	03/04/2018
9	Maryborough Landfill	Infrastructure	\$335,000	15/01/2018
10	Maryborough Hospital	Infrastructure	\$300,000	15/06/2018

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

**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.

Source: Cordell Database, ESRI ArcGIS. © 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.



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