



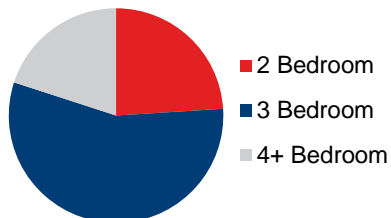
Ballarat

Rental and Investment Report 1st Half 2018

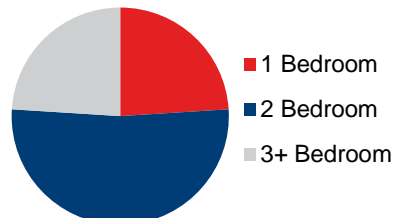


INVESTMENT ANALYSIS

HOUSE



UNIT



HOUSE KEY FACTS Q4 2017

Median Rent Price: \$320 per week
Suburb Rental Yield: 4.0%
Average Days on Market: 31
Bedroom Breakdown:
2 Bed: 24%, 3 Bed: 56%, 4+ Bed: 20%

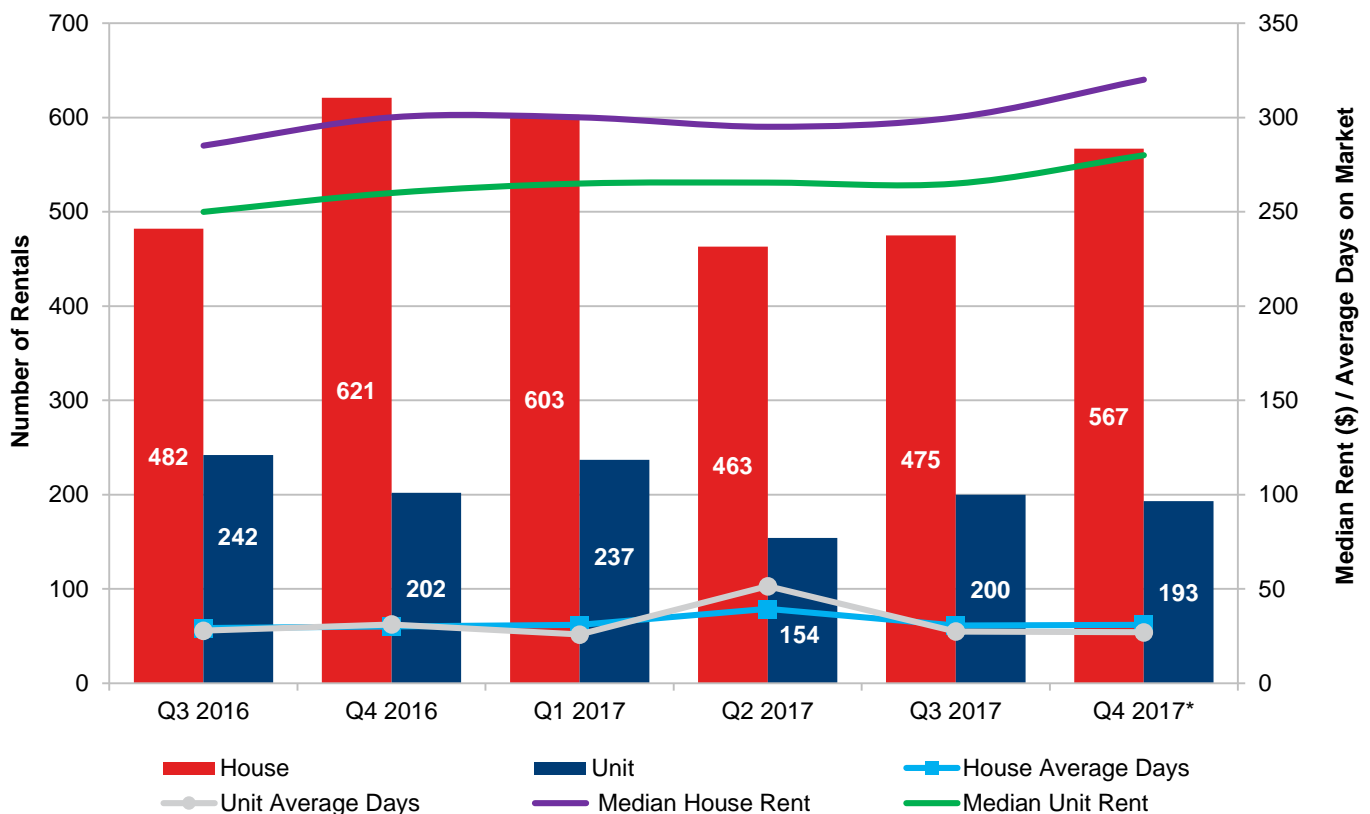
UNIT KEY FACTS Q4 2017

Median Rent Price: \$280 per week
Suburb Rental Yield: 5.0%
Average Days on Market: 27
Bedroom Breakdown:
2 Bed: 24%, 3 Bed: 52%, 4+ Bed: 24%

KEY COMMENTS

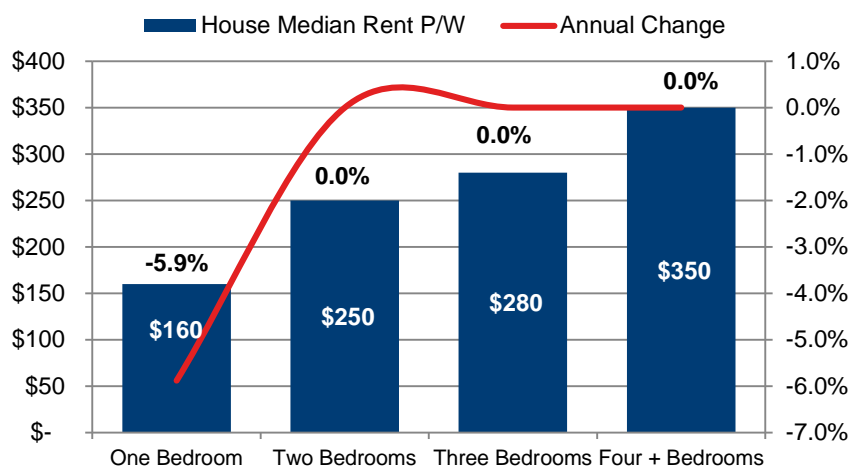
The Ballarat** rental market performed well over the past 12 months to Q4 2017. Interest is high with 1,072 online visits per property, above the Victorian average of 893. Ballarat is experiencing median rent increases for both houses (\$320 p/w) and units (\$280 p/w) by 6.7% and 7.7% respectively. Ballarat** has a low vacancy rate of 2.0% and average days listed for houses (31 days) and units (27 days). Astute investors are benefiting from rental yields of 4.0% (house) and 5.0% (units).

MEDIAN RENT AND AVERAGE DAYS ON MARKET**



Disclaimer: *Q4 2017 and 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). **Ballarat rental market data encapsulates aggregate property market conditions in the 3350 postcode. Source: APM Pricerfinder, realestate.com.au, SQM Research, Rental Tenancy Authority of Victoria

RENTAL PERFORMANCE 2017*



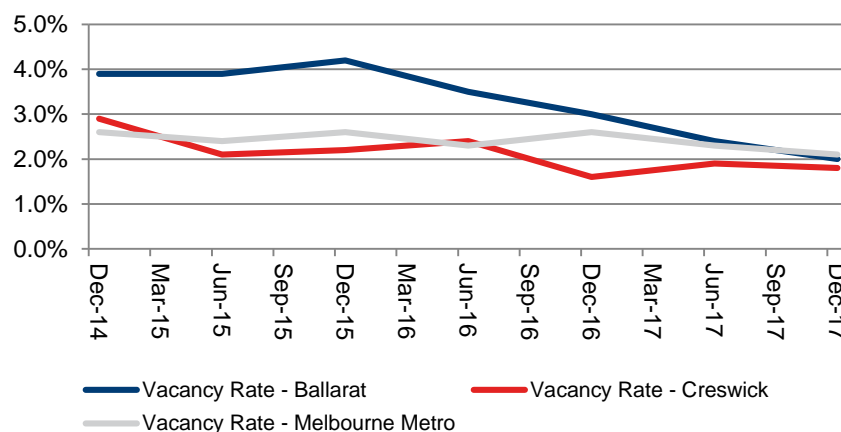
KEY COMMENTS

Rental performance in Ballarat was stable across each segment of the housing market from 2016 to 2017. One bedroom houses proved to be the exception, which softened by -5.9%.

Over the same period of time, there was no increase in rents across two bedroom, three bedroom houses, or houses with four or more bedrooms.

The housing rental market is consistently commanding great rental returns. Houses with four or more bedrooms commanded \$350 per week and three bedroom houses recorded \$280 per week.

VACANCY RATES 2017



KEY COMMENTS

The vacancy rate in Ballarat has trended downwards over the past 2 years, currently at 2.0% in Q4 2017. This suggests that available rental properties are increasingly being absorbed by the market, and that there is high demand.

Ballarat vacancy rate has consistently performed better than Melbourne's vacancy rate, suggesting it is an attractive option for investors who are looking beyond the traditional Melbourne market.

RENTAL YIELD 2017

Suburb/ Postcode/ LGA	House Rental Yield	Unit Rental Yield
Ballarat	4.0%	5.0%
Creswick	4.1%	4.2%
Wendouree	4.6%	5.3%
Melbourne Metro	2.7%	3.8%

KEY COMMENTS

Ballarat's rental yields prove to be strong (4.0% for house and 5.0% for unit), as they were positioned well above the Melbourne metro region in Q4 2017 at 2.7% and 3.8% respectively.

Strong rental yields, combined with low and downwardly trending vacancy rates offer sustainable investment returns.

*Rental performance graph represents aggregate house median rent price in suburbs within 3350 postcode. Annual change is a comparison between 2016 and 2017 median rent figures.
Source: APM Pricefinder, SQM Research, ABS Census 2016.

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

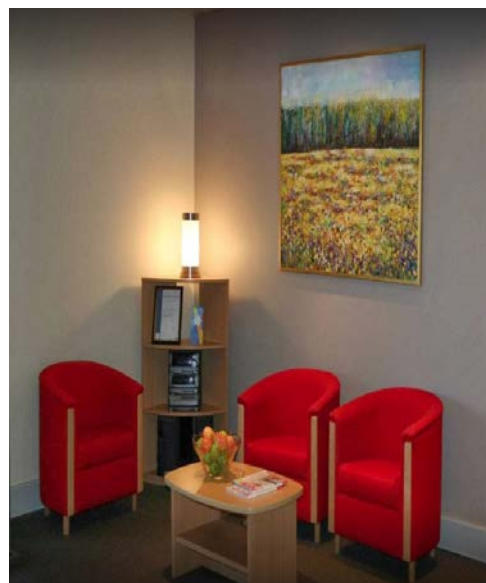
Skilled in deriving macro and micro quantitative information from multiple credible sources, we partner with clients to provide strategic advice and direction regarding property and market performance. We have the added advantage of sourcing valuable and factual qualitative market research in order to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

Michael Darken
Investment Advisor

PRDnationwide Ballarat
51 Lydiard Street South
Ballarat VIC 3350
Australia

T +61 3 5331 1111
F +61 3 5331 5778
M +61 408 853 284
E michaeld@prdballarat.com.au
PRD.com.au/ballarat

Sell Smarter!

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



**YOUR HOME OF
PROPERTY
KNOWLEDGE**