

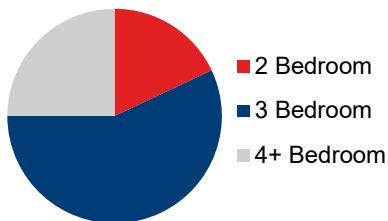


Ballarat
Rental and Investment
2nd Half 2018

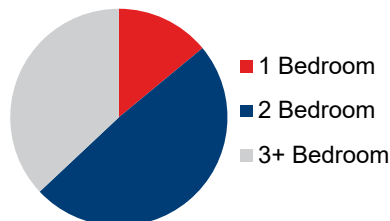


INVESTMENT ANALYSIS

HOUSE



UNIT



HOUSE KEY FACTS Q3 2018

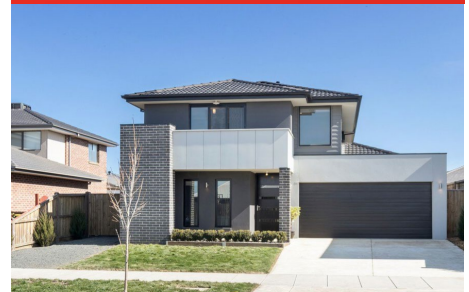
Median Rent Price: \$320 per week
 Rental Yield: 5.6%
 Average Days on Market: 23
 Bedroom Breakdown:
 2 Bed: 18%, 3 Bed: 57%, 4+ Bed: 25%

UNIT KEY FACTS Q3 2018

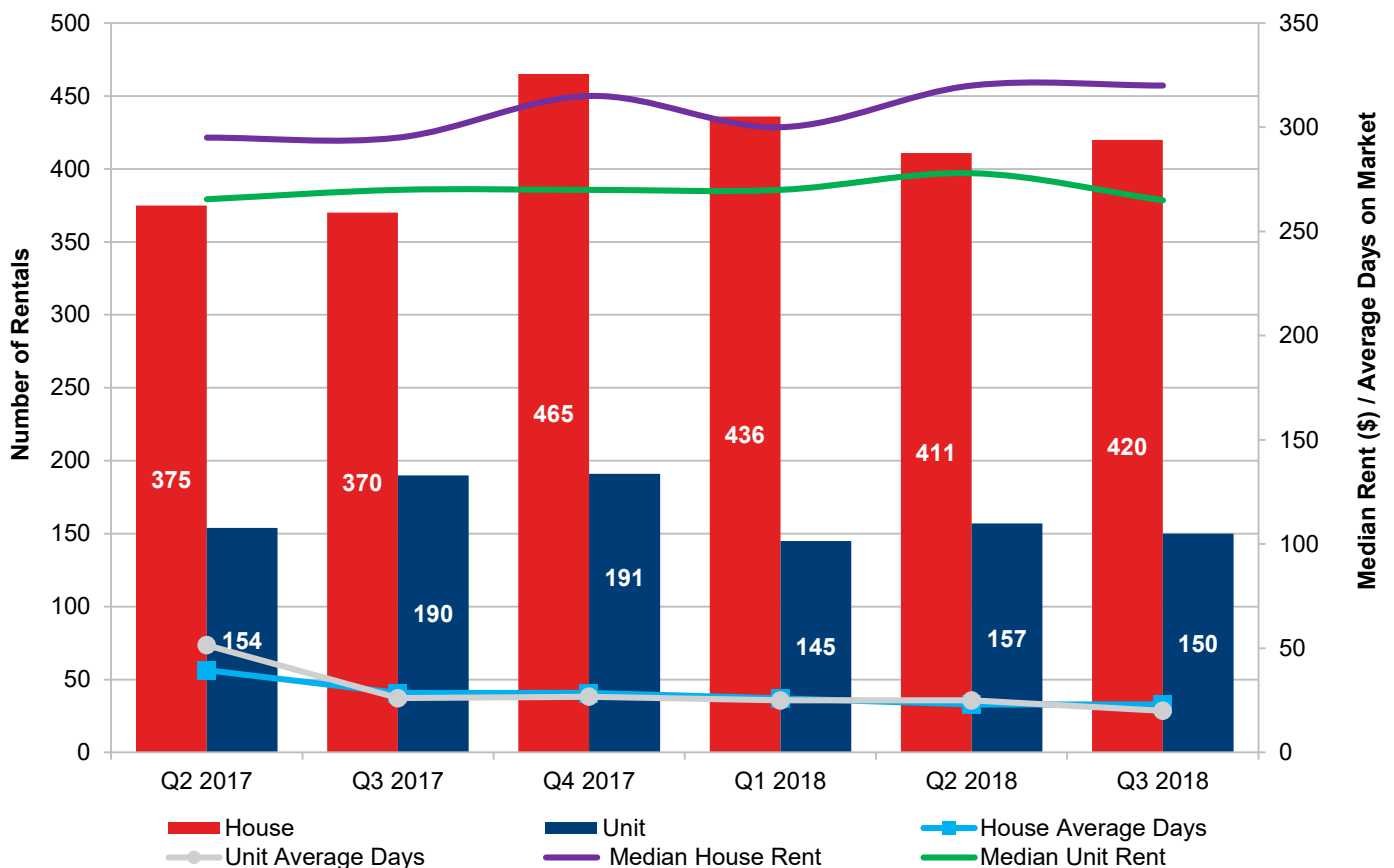
Median Rent Price: \$265 per week
 Rental Yield: 4.1%
 Average Days on Market: 20
 Bedroom Breakdown:
 1 Bed: 14%, 2 Bed: 49%, 3+ Bed: 37%

KEY COMMENTS

The Ballarat* rental market continues to serve investors well, particularly for houses. Median house rental price increased by 8.5% over the past 12 months to Q3 2018, to \$320 per week. During this time the number of houses rented also increased, by 13.7%. This suggests real growth in investment returns and that median rental price increase was not due to a scarcity in the market. Average days on market for both house and units have decreased, by -19.4% and -23.3% respectively, which suggests that there is a quick uptake of rental properties. This is good news for investors looking for an alternative investment options.

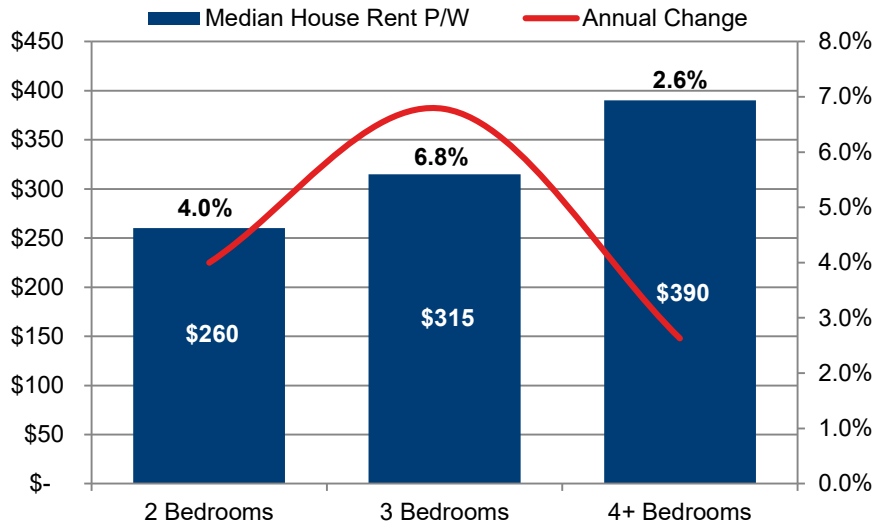


MEDIAN RENT AND AVERAGE DAYS ON MARKET*



*Ballarat market data and key indicators encapsulates aggregate property market conditions in the following postcode: 3350. Source: APM Pricerfinder, realestate.com.au, SQM Research. © Copyright PRDnationwide 2018.

RENTAL PERFORMANCE 2018*



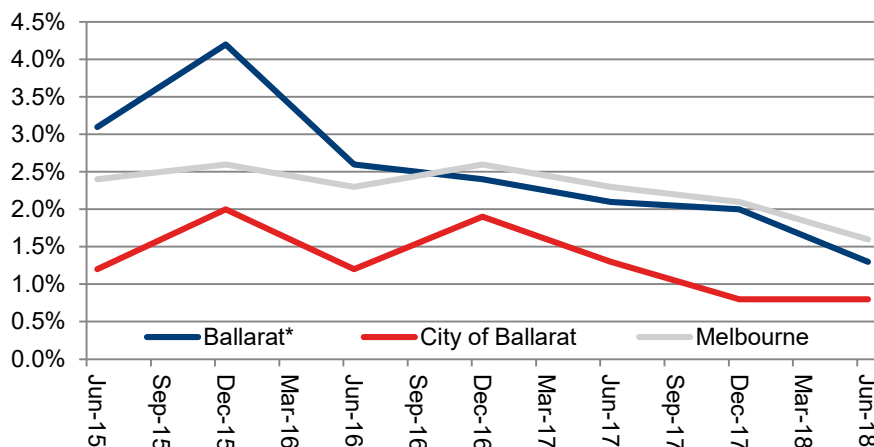
KEY COMMENTS

Rental returns are particularly strong in Ballarat*, at 3.9% (house) and 4.4% (units) respectively. This is well above that of Melbourne Metro's rental yields of 2.7% (house) and 3.9% (units).

3 bedroom houses provide the highest annual rental growth at 6.8%, with a median price of \$315 per week.

Vacancy rates in Ballarat were 1.3% in June 2018, a record low over the past 3 years. Vacancy rates in Ballarat have trended downwards, suggesting a healthy rental demand. Furthermore Ballarat* vacancy rates are lower than Melbourne Metro, which confirms it as an investment hotbed.

VACANCY RATES 2018



RENTAL YIELD 2018

Suburb/Postcode/LGA	House Rental Yield	Unit Rental Yield
Ballarat*	3.9%	4.4%
City of Ballarat	4.2%	4.8%
Melbourne Metro	2.7%	3.9%

KEY HOUSING DEMOGRAPHICS

	Ballarat (3350)	Ballarat City LGA	Victoria
Median weekly rent	\$250	\$250	\$325
Family households	1,173	25,249	1,495,290
Single or lone person households	812	11,378	521,828
Worked full time	1,409	25,472	1,670,556
Worked part time	1,014	16,673	920,875
Occupied private dwellings	2,172	38,446	2,112,699
Unoccupied private dwellings	410	4,506	278,629

*Rental performance graph represents aggregate house median rent prices in the following postcode: 3350. Annual change is a comparison between 2017 and 2018 median rent figures. Source: APM Pricerfinder, SQM Research, ABS Census 2016. © 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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