



Maryborough
Property Factsheet
2nd Half 2018





MARKET CONDITIONS

The Maryborough* property market recorded a median house price of \$205,000 in Q3 2018, a softening of -2.0% over the past 12 months (Q3 2017 – Q3 2018). Compared to the *Maryborough* 1st half 2018 Research Factsheet*, which reported an annual (Q1 2017 – Q1 2018) price change of -1.3% houses, there is a relatively stable trend. This provides confidence to current home owners, as their house value and potential capital growth remains stable.

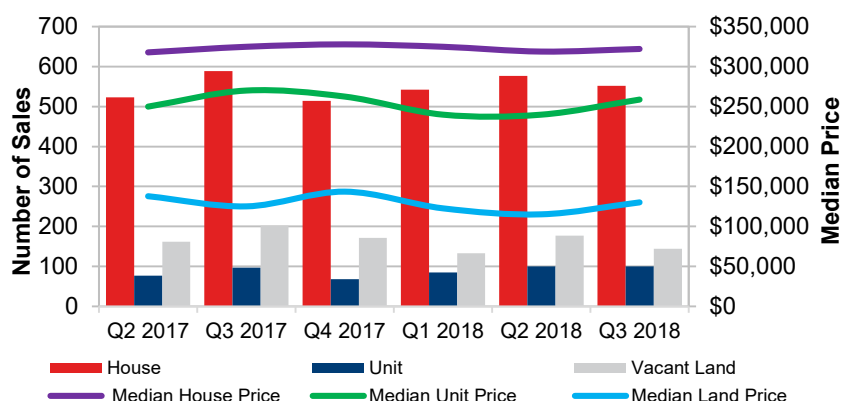
Over the past 12 months between 2017 – 2018*** all individual suburbs focused upon in this report have experienced positive growth, except for Tiaro. Granville has proven to show high and consistent median price growth, both over the past 12 months between 2017 – 2018* at 14.1% and over the past 24 months between 2016-2018* at 3.0%.

Median house prices in the Fraser Coast Region has remained relatively stable between Q3 2017 – Q3 2018, at \$322,250 in Q3 2018. Maryborough* provides more affordable housing options when compared to the wider Region.

Between Q3 2017 and Q3 2018, average vendor discounting for houses has widened from -7.2% to -8.4%. Buyers are purchasing at final sale prices less than the first list asking price, good news for first home buyers.

Weekly median rent for houses in Maryborough increased by 5.8% to \$275 over the past 12 months. Investors are benefiting from rental yields of 5.2% (house) and 5.8% (units), higher than Fraser Coast area (houses: 4.6%, units: 5.3%) and greater than Brisbane Metro (houses: 3.8%; units 5.0%). Maryborough* is an ideal market for first time investors as it is affordable with high rental yields.

FRASER COAST REGION GROWTH



OVERVIEW

Maryborough is a city and suburb in the Fraser Coast Region of Queensland, approx. 255kms north of Brisbane and closely tied to its neighbouring city of Hervey Bay. According to ABS Census 2016 35.7% of private dwellings in Maryborough were rented, slightly higher than the Queensland average of 34.2% and an improvement from the 34.3% reported in 2011. This is good news for those looking to invest in the area.

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

FUTURE DEVELOPMENTS**

Maryborough* has invested approximately \$57.5M into new developments in 2018, with the majority (99.0%) being spent on infrastructure development, followed by commercial (\$600K or 1.0%) projects.

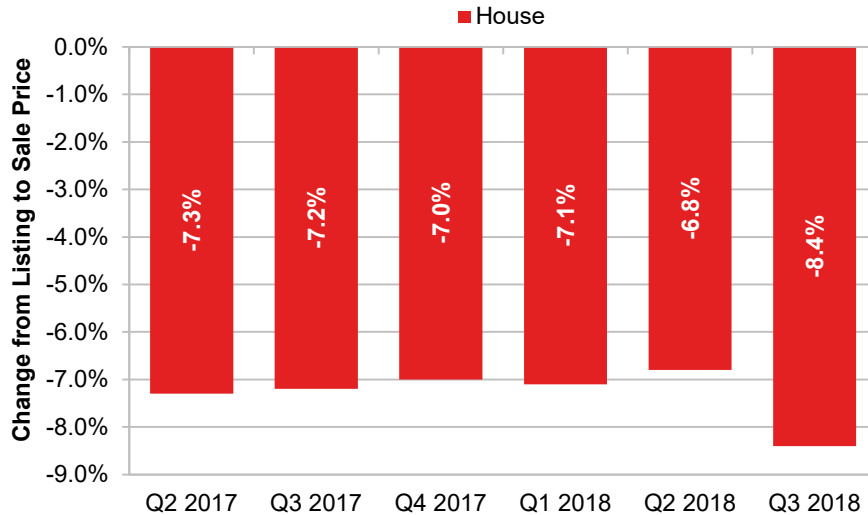
Key significant infrastructure projects are Bruce Highway Gympie – Maryborough Roadworks (\$20.0M) and the Woco Creek Overtaking lanes (\$15.0M). These projects will add extra over taking lanes, wider centreline treatments, provision of safety barriers and upgrades to busy intersections. This will increase the area's connectivity to other major business hubs and improve the commute experience for current residents.

Another major infrastructure project is the redevelopment of Maryborough Hospital (\$14.3M). This project will deliver great opportunities for the city as it attracts a new demographic into the area and create employment opportunities. Infrastructure spending, particularly when it improves lifestyle and access to the area, will led to significant flow-on benefits to residential real estate growth.

In 2019 two just-announced key projects will have a significant impact on the Maryborough Greater Region: a \$42.0M expansion to the Hyne Timber facility and a new \$60.0M Munitions Factory.

*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.
***2018 includes sales data from Q1 – Q3 2018 only.
Source: APM Pricerfinder, realestate.com.au. © Copyright PRDnationwide 2018.

AVERAGE VENDOR DISCOUNT*



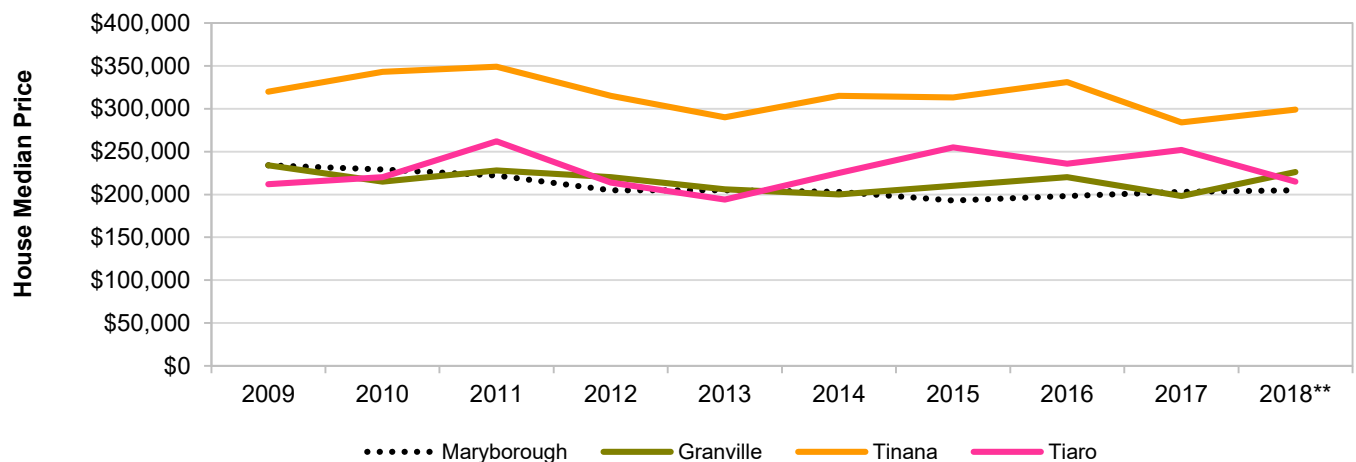
AVERAGE VENDOR DISCOUNT

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

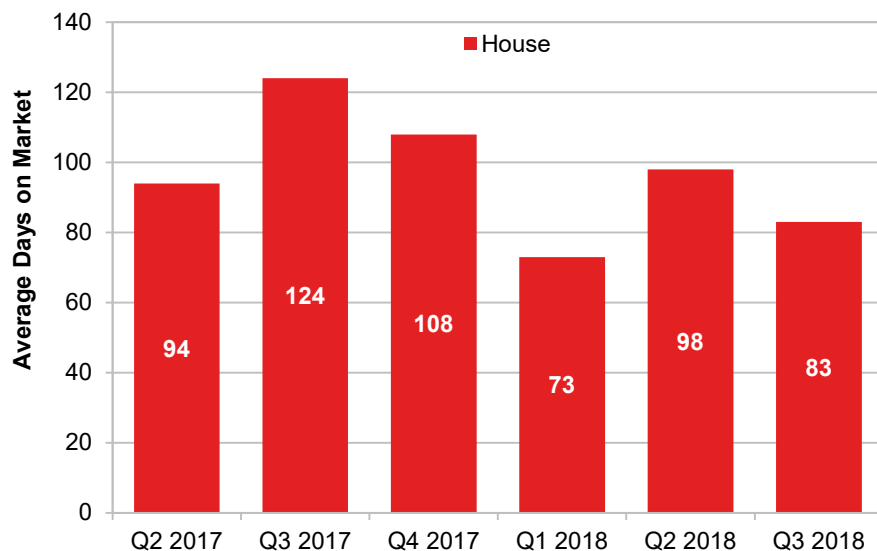
Suburbs	2016	2017	2018	2017 - 2018 % Growth	2016 - 2018 % Growth
Maryborough	\$198,000	\$203,000	\$205,000	1.0%	3.5%
Granville	\$220,000	\$198,000	\$226,000	14.1%	3.0%
Tinana	\$331,000	\$284,000	\$299,000	5.3%	-10.0%
Tiaro	\$236,000	\$252,000	\$215,000	-14.7%	-9.0%

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

**2018 includes sales data from Q1 – Q3 2018 only.

Source: APM Pricefinder. © Copyright PRDnationwide 2018.

AVERAGE NUMBER OF DAYS ON THE MARKET**

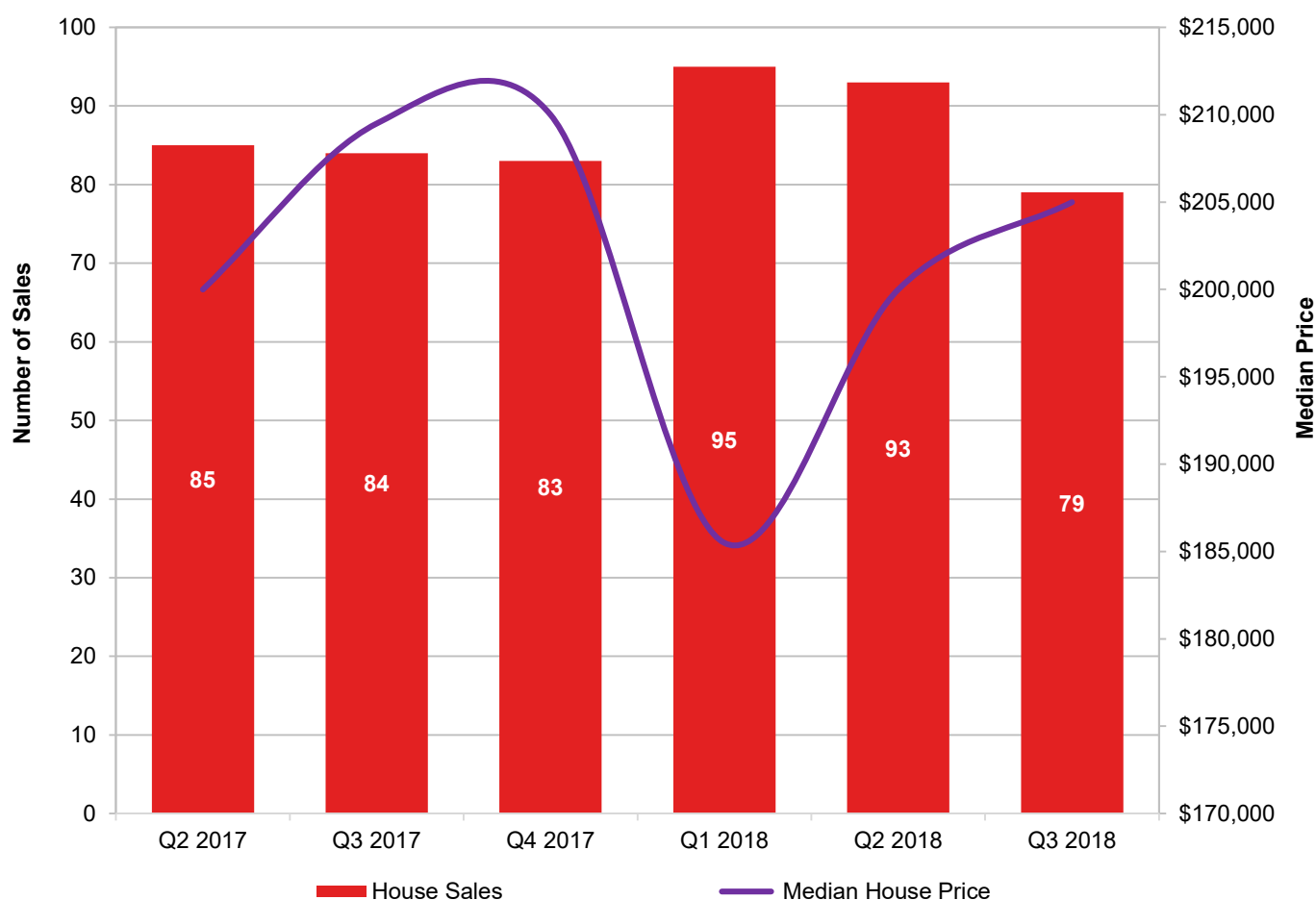


HOUSE KEY FACTS Q3 2018

Median Sale Price: \$205,000
Annual Growth: -2.0%*
Average Days on Market: 83
% Change between First Listed Price and Sold Price: -8.4%



SALES AND MEDIAN PRICE**



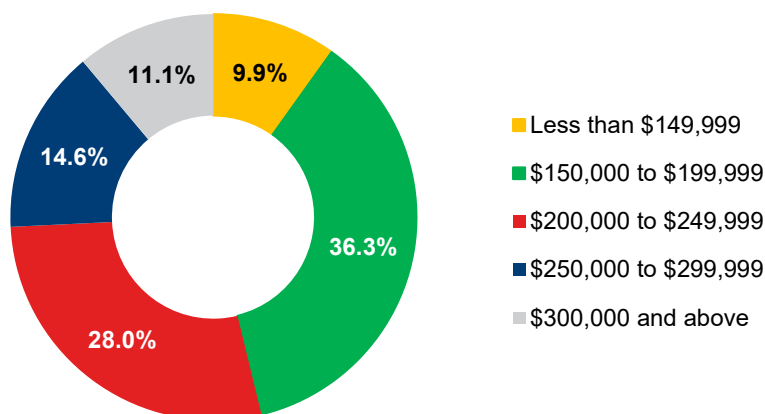
*Annual growth represents price growth for property transactions between Q3 2017 to Q3 2018 (inclusive).

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

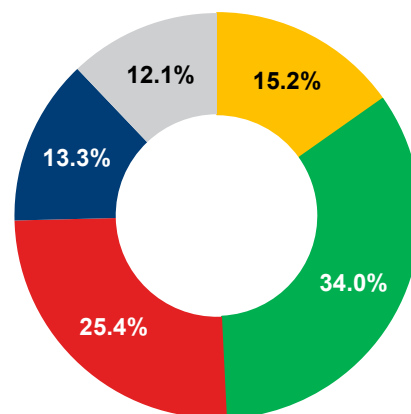
Source: APM Pricefinder, realestate.com.au, SQM Research. © Copyright PRDnationwide 2018.

HOUSE SALES PRICE POINT COMPARATIVE ANALYSIS*

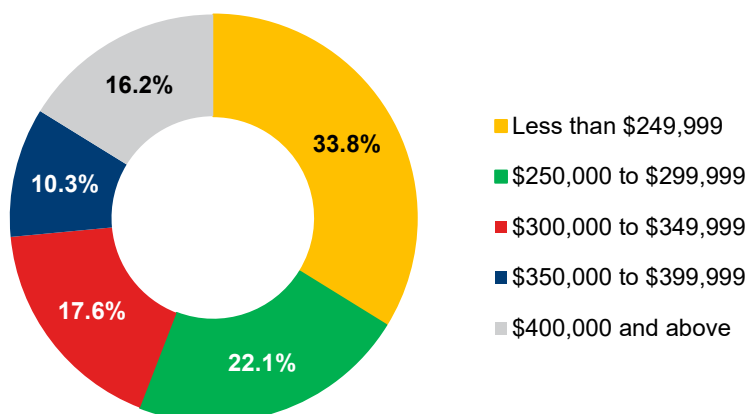
MARYBOROUGH 2017



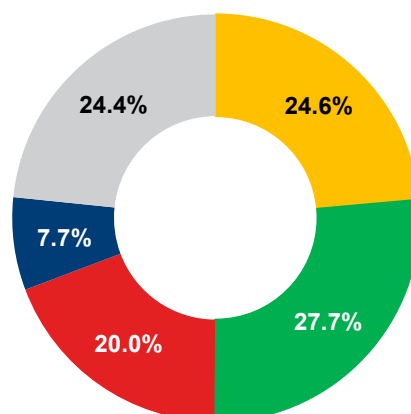
MARYBOROUGH 2018



TINANA 2017



TINANA 2018



KEY IMPLICATIONS – MARYBOROUGH

The price point structure of Maryborough's* housing market has remained relatively stable between 2017-2018*, with minor adjustments in within each price bracket.

The highest proportion of houses sold in Maryborough* in 2018 remained in the \$150K- \$200K bracket, at 34.0%. This price segment has softened in activity compared to 2017, at 36.3% . Interestingly the lowest price bracket in the market, of less than \$150K, has increased in sales activity from 9.9% in 2017 to 15.2% in 2018. This is reflective of the -2.0% cooling in the Maryborough* house market over the past 12 months to Q3 2018. Now is an ideal opportunity for first home buyers to enter the market and secure a property in an astounding location.

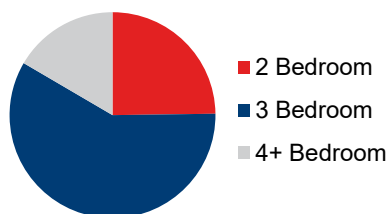
KEY IMPLICATIONS - TINANA

The Tinana house market reflects more premium pricing compared to Maryborough*. It is a market for every buyer as there is versatility within each price segment. In 2018, the majority of sales were split relatively equal between the less than \$250K and the \$250K-299K price bracket, at 24.6% and 27.7% respectively.

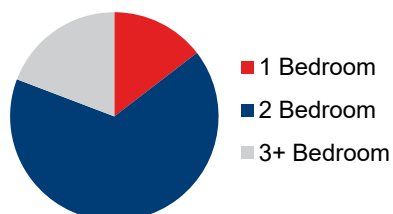
Interestingly the higher price segment of \$400K and above has experienced an increase in sales activity, from 16.2% in 2017 to 24.4% in 2018. This suggests sellers in Tinana are able to sell their property at great prices. Rental yields in Tinana are currently at 5.7% vacancy rate is at a low 2.7% (both as of June 2018). This makes Tinana an ideal market for investors to purchase in.

INVESTMENT ANALYSIS

HOUSE



UNIT



HOUSE KEY FACTS Q3 2018

Median Rent Price: \$275 per week
 Rental Yield: 5.2%
 Average Days on Market: 20
 Bedroom Breakdown:
 2 Bed: 25%, 3 Bed: 58%, 4+ Bed: 17%

UNIT KEY FACTS Q3 2018

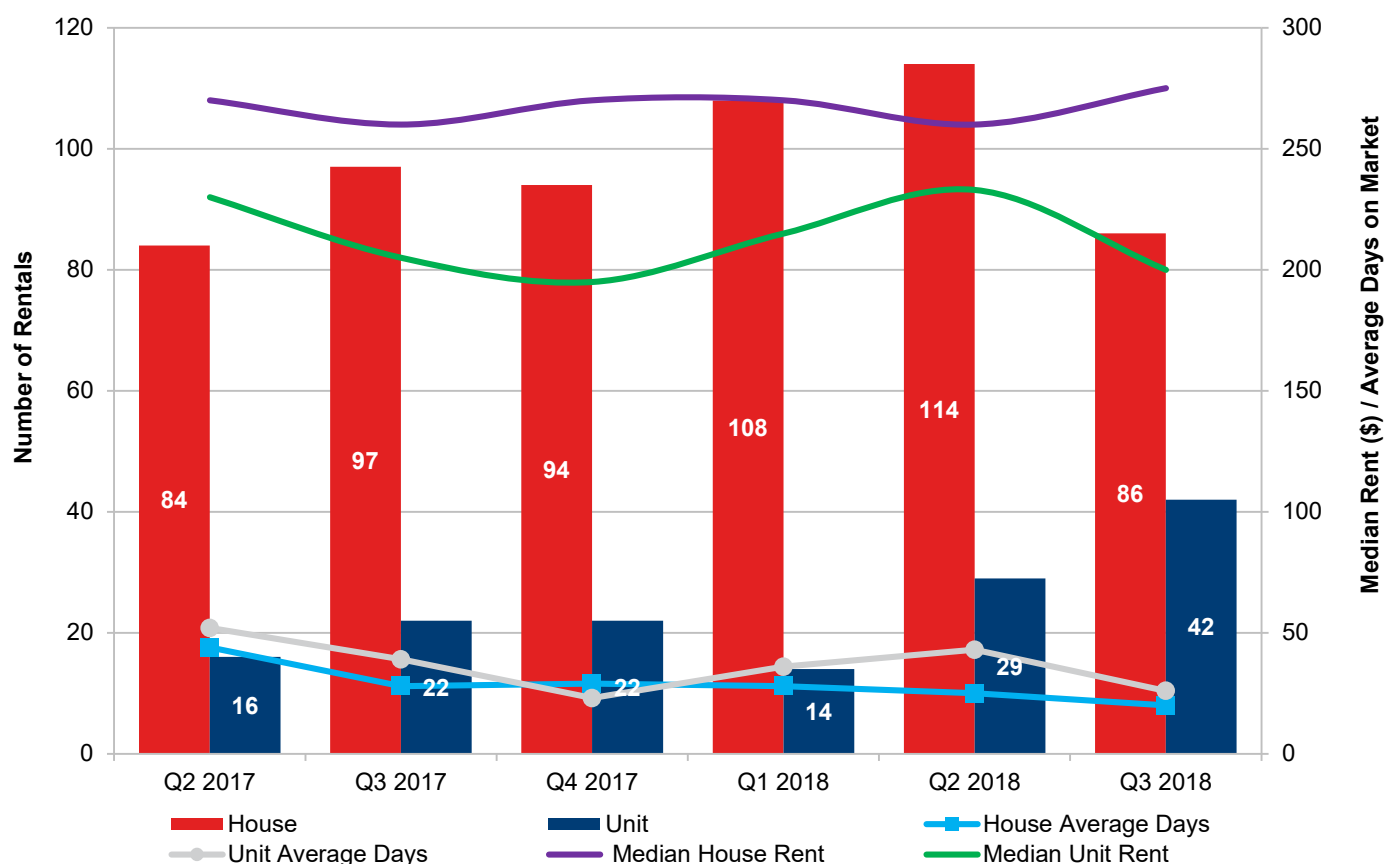
Median Rent Price: \$200 per week
 Rental Yield: 5.8%
 Average Days on Market: 26
 Bedroom Breakdown:
 1 Bed: 15%, 2 Bed: 66%, 3+ Bed: 19%

KEY COMMENTS

Rental demand for houses in Maryborough* have softened over the past 12 months to Q3 2018, by -11.0%. During this time median house rental price increased by 5.8%, indicating there is room for investors to enter the market and satisfy demand. The number of units rented increased by a significant 91.0% for during this time, and median unit rental price decreased by -2.4%. Thus there is an oversupply of units. That said houses and units have low average days on the market, at 20 and 26 days respectively, which suggests quick rental returns. Now is the time for investors to enter the market and take advantage of high demand.

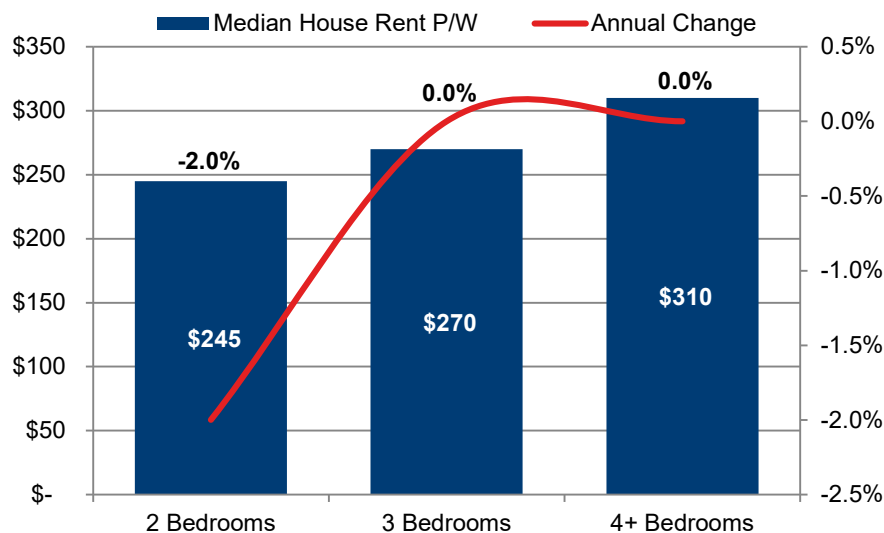


MEDIAN RENT AND AVERAGE DAYS ON MARKET*



*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*



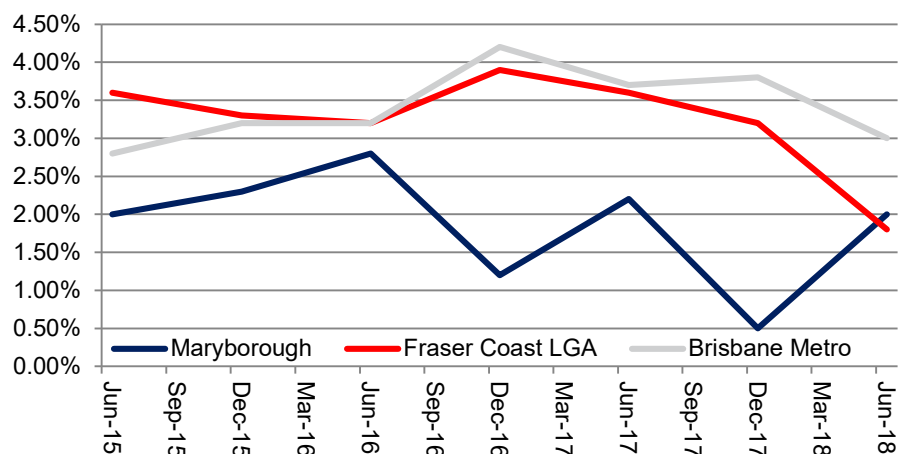
KEY COMMENTS

Rental returns in Maryborough*, are strong with 5.2% rental yield for houses and 5.8% for units. This is higher than Fraser Coast LGA (houses: 4.6%, units: 5.3%) and Brisbane Metro (houses: 3.8%; units 5.0%).

Annual rental growth for houses have come to stable level, serving both tenants and landlords well.

Vacancy rates in Maryborough* were at 2.0% in June 2018, slightly higher than Fraser Coast LGA (1.8%) and well below Brisbane Metro (3.0%). Over the past 12 months to this has declined, from 2.2%, indicating an increasingly healthy rental market.

VACANCY RATES 2018*



RENTAL YIELD 2018

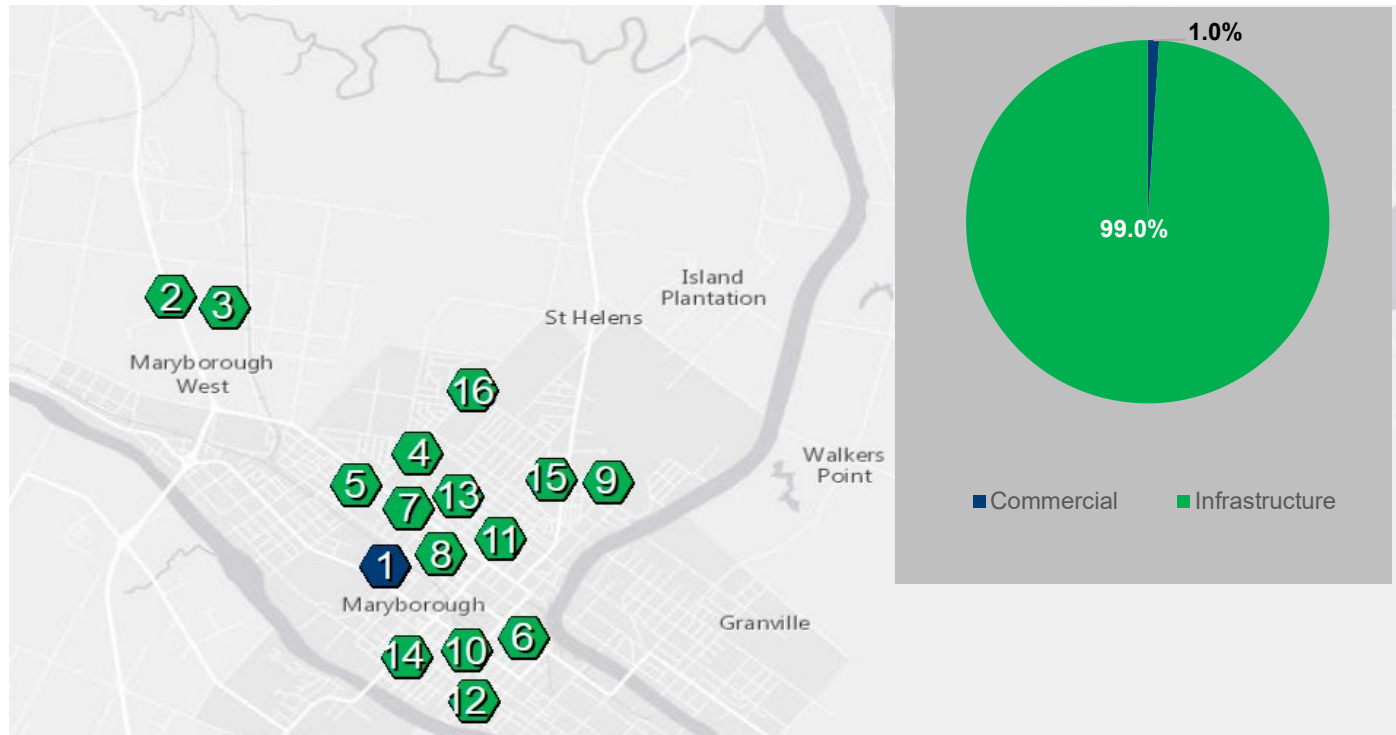
Suburb/ Postcode/ LGA	House Rental Yield	Unit Rental Yield
Maryborough*	5.2%	5.8%
Fraser Coast LGA	4.6%	5.3%
Brisbane Metro	3.8%	5.0%

KEY HOUSING DEMOGRAPHICS

	Maryborough	Fraser Coast LGA	Queensland
Median weekly rent	\$240	\$265	\$330
Family households	13,467	27,099	1,189,859
Single or lone person households	5,079	10,476	389,076
Worked full time	9,110	18,000	1,333,193
Worked part time	5,904	12,327	691,751
Occupied private dwellings	19,215	38,991	1,656,828
Unoccupied private dwellings	2,638	5,027	195,570

*Rental performance graph represents aggregate house median rent prices in the following suburbs: Maryborough. Annual change is a comparison between Q1-Q3 2017 and Q1-Q3 2018 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 - 2018*



Location	Project	Type	Estimated Value**	Commence Date***
1	Carriers Arms Hotel Motel	Commercial	\$600,000	21/05/2018
2	Bruce Highway (Gympie - Maryborough) Roadworks	Infrastructure	\$20,000,000	07/12/2018
3	Woco Creek Overtaking Lanes	Infrastructure	\$15,000,000	02/12/2018
4	Maryborough Hospital	Infrastructure	\$10,000,000	10/11/2018
5	Maryborough Hospital	Infrastructure	\$4,301,000	11/06/2018
6	Maryborough CBD Revitalisation	Infrastructure	\$1,500,000	15/10/2018
7	Walker Street Roadworks	Infrastructure	\$1,325,000	22/01/2018
8	Queens Park	Infrastructure	\$927,000	22/01/2018
9	Maryborough Landfill Facility	Infrastructure	\$883,000	15/01/2018
10	QBCC Maryborough Office	Infrastructure	\$850,000	05/02/2018
11	North Street Car Park	Infrastructure	\$400,000	05/03/2018
12	Richmond Lane Roadworks	Infrastructure	\$400,000	06/12/2018
13	Tooley & Churchill Street Roadworks	Infrastructure	\$371,000	03/04/2018
14	Tooley Street Roadworks	Infrastructure	\$350,000	13/11/2018
15	Maryborough Landfill	Infrastructure	\$335,000	15/01/2018
16	Faye Smith Wetlands	Infrastructure	\$300,000	06/08/2018

*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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