



**Coolum Beach**  
**Property Factsheet**  
**1st Half 2019**





## MARKET CONDITIONS

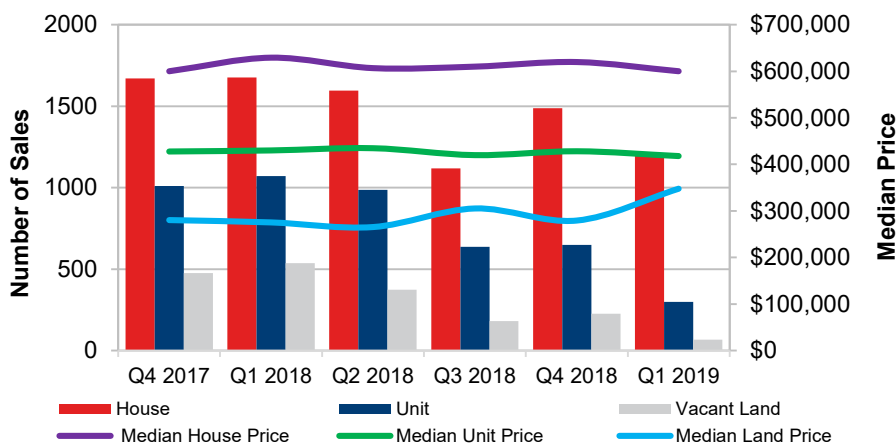
Coolum Beach\* recorded a median house price of \$679,000 and \$433,200 for units in Q1 2019. This is an annual (Q1 2018-Q1 2019) slight softening of -1.6% for house and a strengthening of 14.0% for units. Compared to *Coolum Beach\* 2<sup>nd</sup> half 2018 Research Factsheet*, which reported an annual (Q3 2017 – Q3 2018) median price change of 6.5% (house) and 12.7% (units), houses in Coolum Beach\* have become more affordable whilst units have strengthened in value.

In comparison, Sunshine Coast Regional Local Government (LGA) recorded a lower median house price of \$600,000 in Q1 2019, which represented an annual softening of -4.7% between Q1 2018-Q1 2019. Median unit price was \$418,000 in Q1 2019, representing an annual price softening of -2.8%. This suggest that Coolum Beach\* is a premium market compared to the LGA, both in terms of entry sales price and capital growth perspectives.

Average vendor discounting has widened for houses over the past 12 months to Q1 2019, from -3.5 % to -4.2%, showing high buyer negotiation activity. This is an ideal time for buyers to benefit from further discounts towards their property purchase. Average vendor discounting for units also significantly widened, from -2.9% in Q1 2018 to -6.3% Q1 2019. First home buyers and investors should take this opportunity to enter the market as properties are being sold well below the first list asking price.

The median rental price for both house and units strengthened over the past 12 months to Q1 2019. Houses recorded an annual strengthening of 8.3% to \$520 per week, units showing resilience at 3.1% price growth to \$400 per week. Investors are currently benefiting from low average days on the market for houses at 19 days and units at 20 days. Astute investors need to take this opportunity to enter the market, as vacancy rates in Coolum Beach\* were recorded at a low 2.0% in December 2018, well below that of Brisbane Metro vacancy rates of 3.2%.

## SUNSHINE COAST REGIONAL GROWTH



## OVERVIEW

Coolum Beach is a beachside suburb located approx. 14kms north of the heart of Sunshine Coast. Coolum Beach\* is home to approximately 14,589 people according to ABC Census 2016, which represents 10.9% growth over the past 5 years. There were no auction sales recorded in Q1 2019 in Coolum Beach\*, which indicated a preference towards private treaty sales.

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

## FUTURE DEVELOPMENTS\*\*

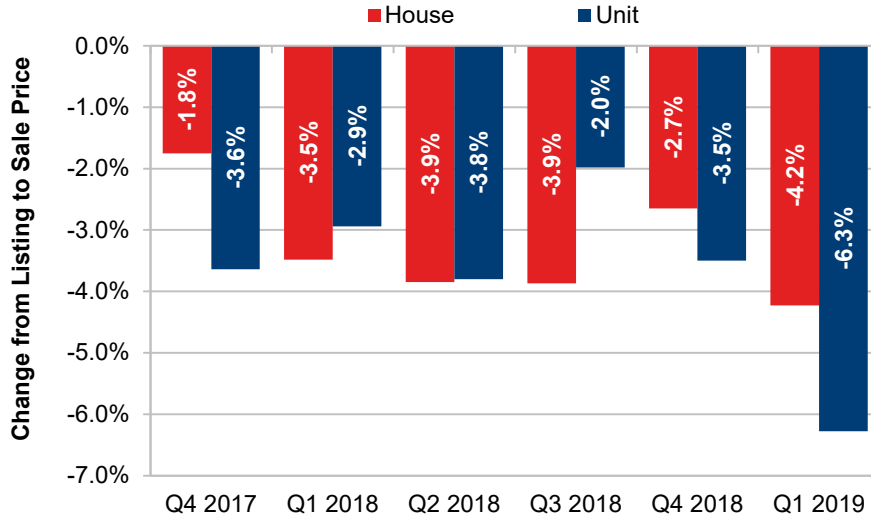
In the 1<sup>st</sup> Half of 2019, Coolum Beach\* is set to invest approx. \$38.1M in future developments. The majority (\$33.0M or 86.5%) is allocated to mixed-use projects, also followed by a small scale of industrial developments (\$3.0M or 7.9%) and infrastructure projects (\$2.1M or 5.6%). The combination of the following projects will increase liveability aspects for current residents and attract more business.

Allura Coolum Beach (\$8.0M) is a significant Mixed Use development in Coolum Beach\*, with a development of 44 Residential lots, 44 Units and Commercial Space. Another significant Mixed Use Development is the Access Crescent Mixed Use Development (\$5.0M), which is set to construct industrial and commercial community use space.

Junction Drive Warehouse Units (\$2.5M) and Dacmar Road Warehouse (\$500K) are two major industrial developments that is set to commence construction in the 1<sup>st</sup> Half 2019. The combination of these projects will stimulate further economic growth in Coolum Beach\*, which has a positive spill-over effect on the property market in the future.

\*Coolum Beach market data and key indicators encapsulates aggregate property market conditions in the following suburbs: Coolum Beach.  
\*\*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, domain.com.au © Copyright PRDnationwide 2019.

## AVERAGE VENDOR DISCOUNT



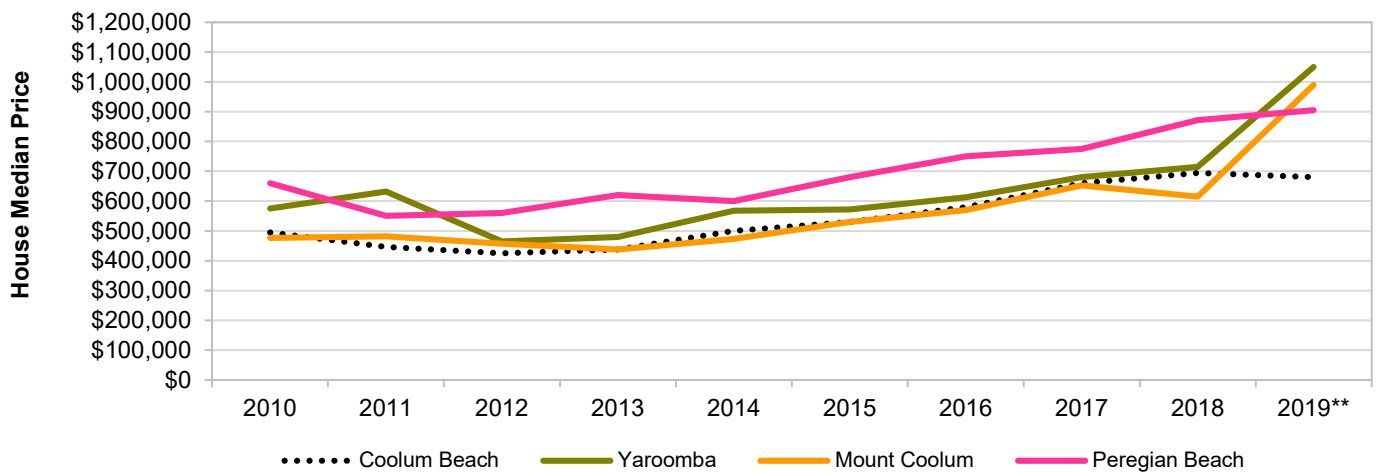
### AVERAGE VENDOR DISCOUNT

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.

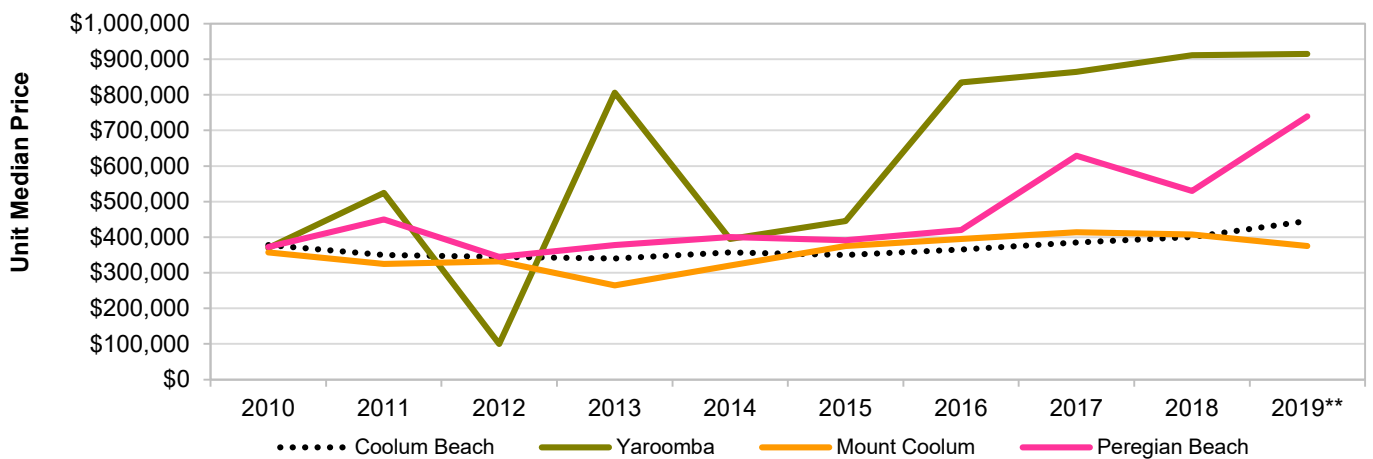
### MARKET COMPARISON GRAPH

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

## HOUSE MARKET COMPARISON



## UNIT MARKET COMPARISON

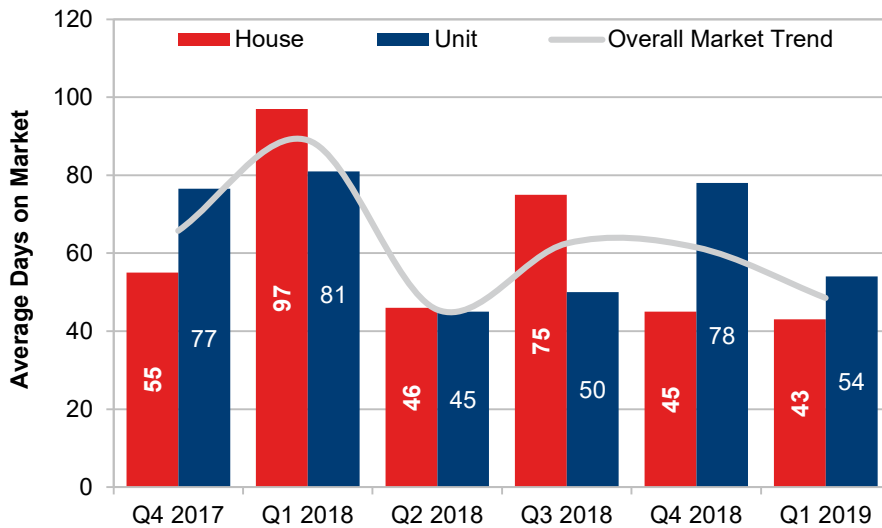


\*Coolum Beach market data and key indicators encapsulates aggregate property market conditions in the following suburbs: Coolum Beach.

\*\*2019 data is representative of sales up to and inclusive of 31<sup>st</sup> March 2019, or end of Q1 2019.

Source: APM Pricerfinder. © Copyright PRDnationwide 2019.

## AVERAGE NUMBER OF DAYS ON THE MARKET\*\*



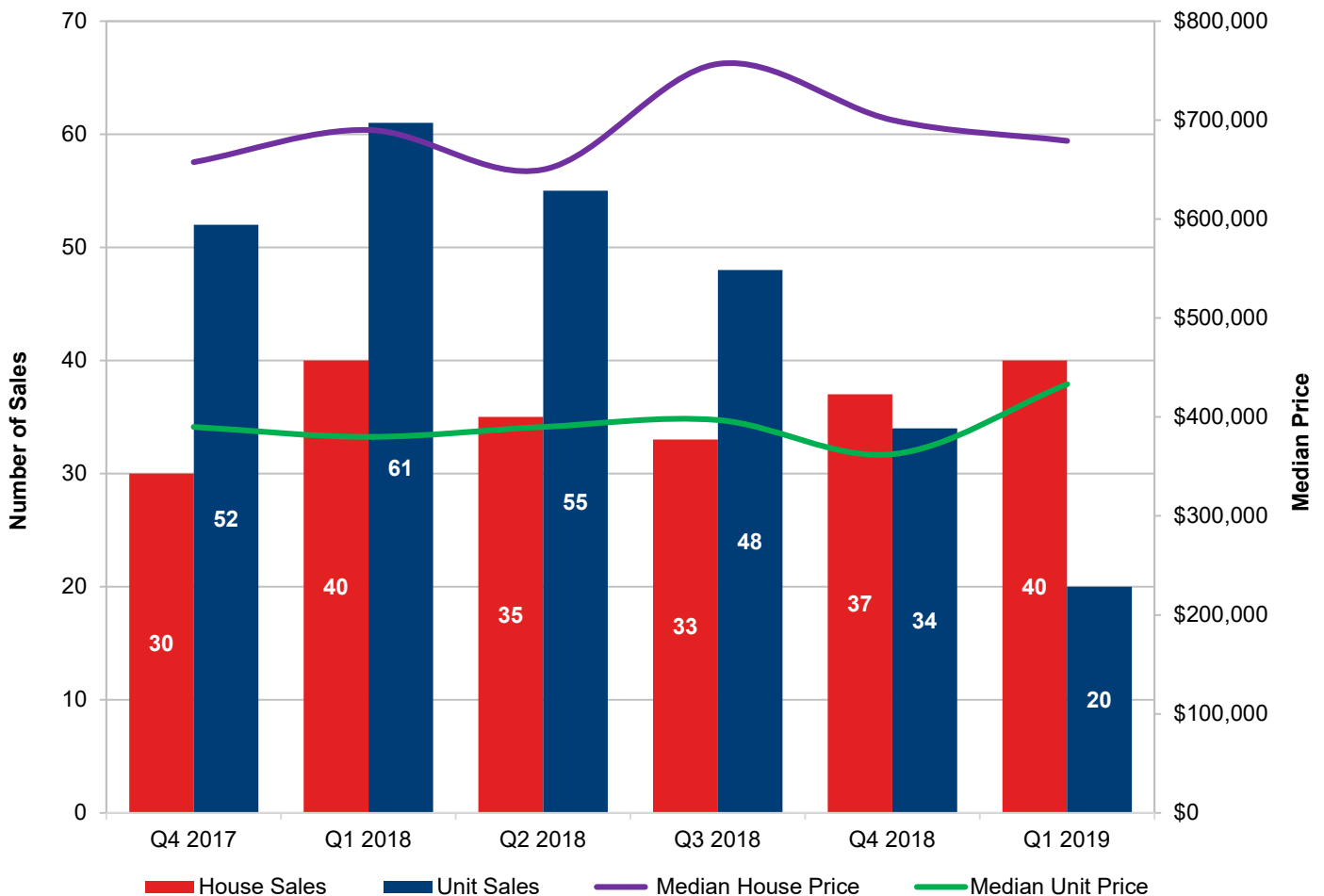
### HOUSE KEY FACTS Q1 2019

Median Sale Price: \$679,000  
 Annual Growth: -1.6%\*  
 Average Days on Market: 43  
 % Change between First Listed Price and Sold Price: -4.2%

### UNIT KEY FACTS Q1 2019

Median Sale Price: \$433,200  
 Annual Growth: 14.0%\*  
 Average Days on Market: 54  
 % Change between First Listed Price and Sold Price: -6.3%

## SALES AND MEDIAN PRICE\*\*

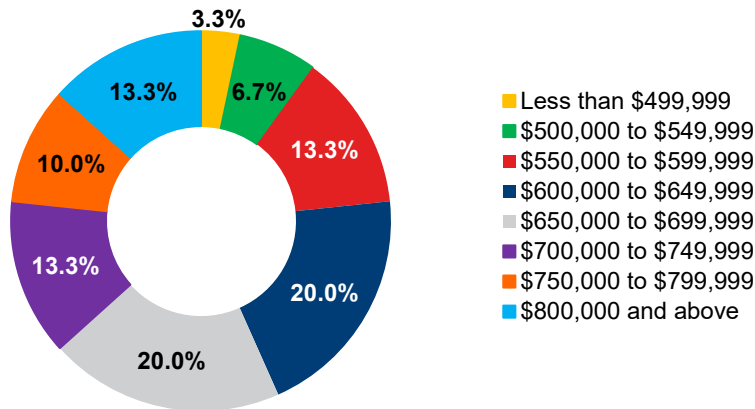


\*Annual growth represents price growth for property transactions between Q1 2018 to Q1 2019 (inclusive).

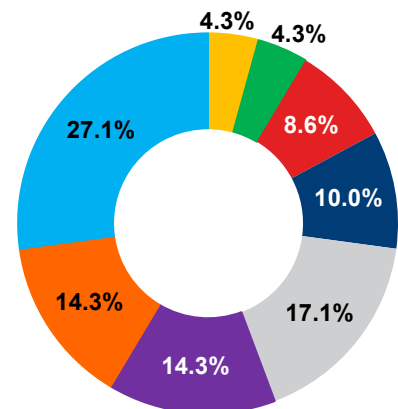
\*\*Coolum Beach market data and key indicators encapsulates aggregate property market conditions in the following suburbs: Coolum Beach.  
 Source: APM Pricefinder, realestate.com.au, SQM Research. © Copyright PRDNationwide 2019.

## SALES PRICE POINT COMPARATIVE ANALYSIS

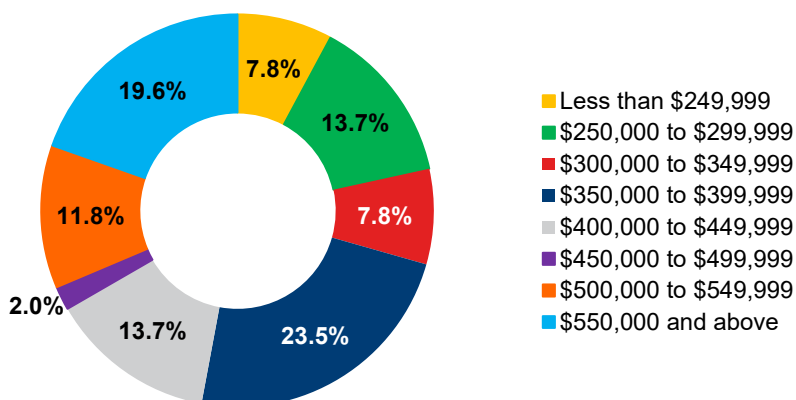
### HOUSE PRICE POINT 2017



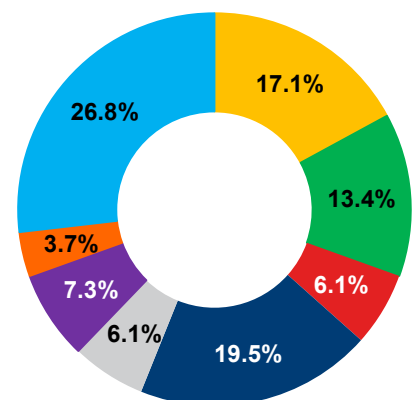
### HOUSE PRICE POINT 2018



### UNIT PRICE POINT 2017



### UNIT PRICE POINT 2018



#### KEY IMPLICATIONS - HOUSE

The largest proportion of house sales activity in 2018 was primarily within the highest bracket of \$800K and above. This price bracket has increased in sales activity from 13.3% in 2017 to 27.1% in 2018. This suggests that there is a high buyer activity and interest in the premium market. Thus despite a softening of -1.6% in median price growth between Q1 2018-Q1 2019, there is ample opportunity for sellers offering niche products.

All price brackets below \$650K experienced a significant decrease in sales activity, from a total of 43.3% in 2017 to 27.2% in 2018. This indicates that affordable options in Coolum Beach\* are rapidly diminishing, thus first home buyers and investors need to act quickly.

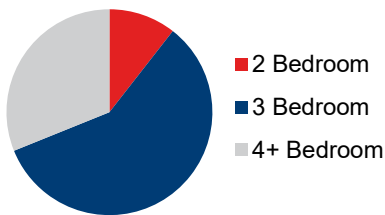
#### KEY IMPLICATIONS - UNIT

The dominant proportion of units sold in Coolum Beach\* in 2018 was mostly within the \$550K and above price segment, increasing from 19.6% in 2017 to 26.8% in 2018. This is not surprising considering the 14.0% growth in median price between Q1 2018 – Q1 2019.

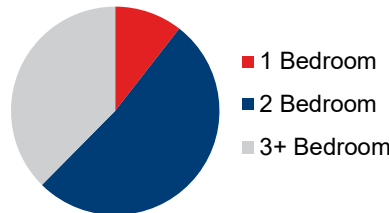
The lower price bracket of less than \$249K has also strengthened in sales activity, from 7.8% in 2017 to 17.1% in 2018. This suggests that the Coolum Beach\* unit market provides ample of opportunities for both buyers within the premium markets and lower end price bracket segments, which brings comfort to first home buyers in a growing market.

## INVESTMENT ANALYSIS

### HOUSE



### UNIT



### HOUSE KEY FACTS Q1 2019

**Median Rent Price:** \$520 per week  
**Rental Yield:** 3.9%  
**Average Days on Market:** 19  
**Bedroom Breakdown:**  
 2 Bed: 10%, 3 Bed: 59%, 4+ Bed: 31%

### UNIT KEY FACTS Q1 2019

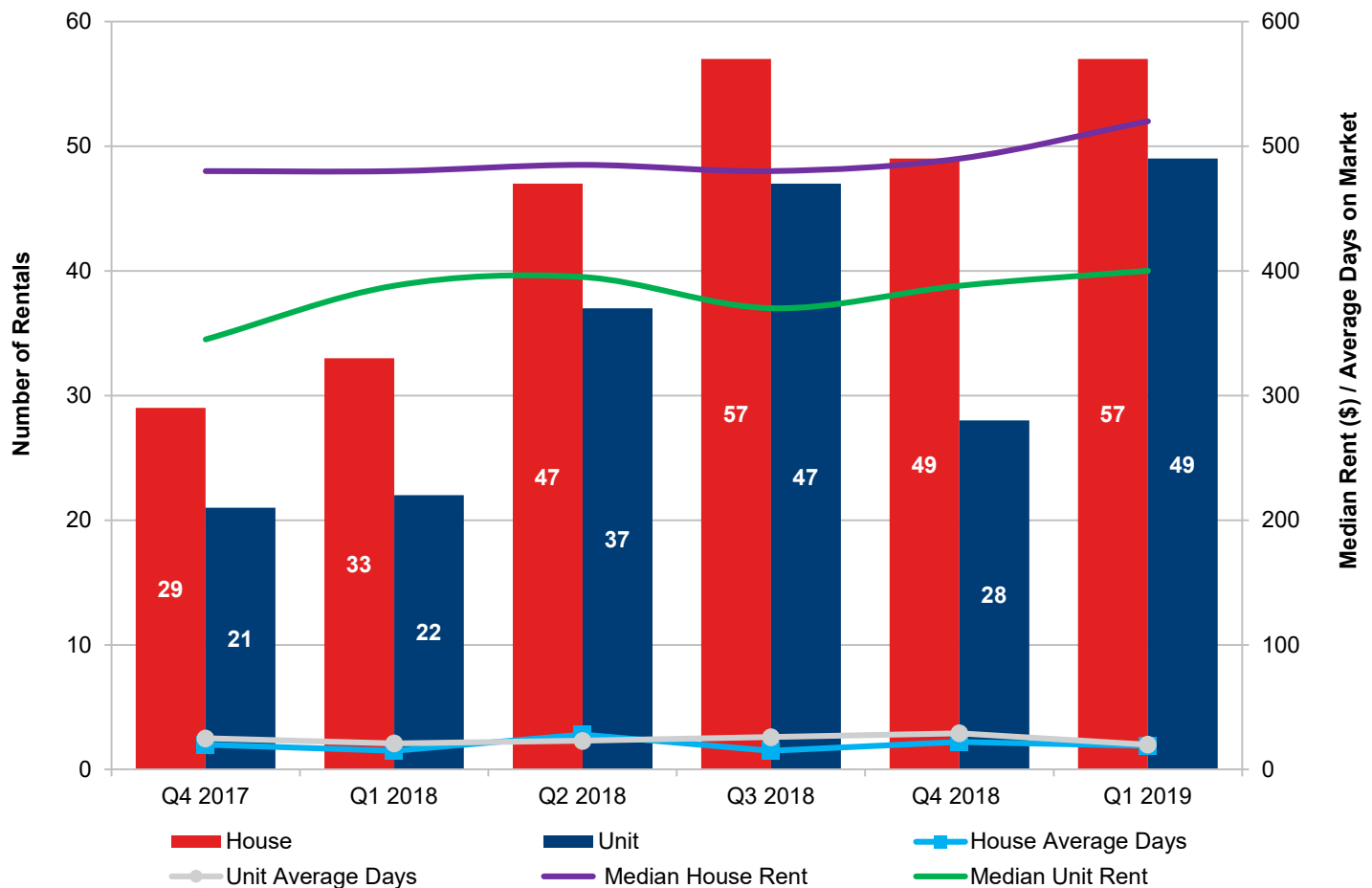
**Median Rent Price:** \$400 per week  
**Rental Yield:** 4.6%  
**Average Days on Market:** 20  
**Bedroom Breakdown:**  
 1 Bed: 11%, 2 Bed: 52%, 3+ Bed: 37%



### KEY COMMENTS

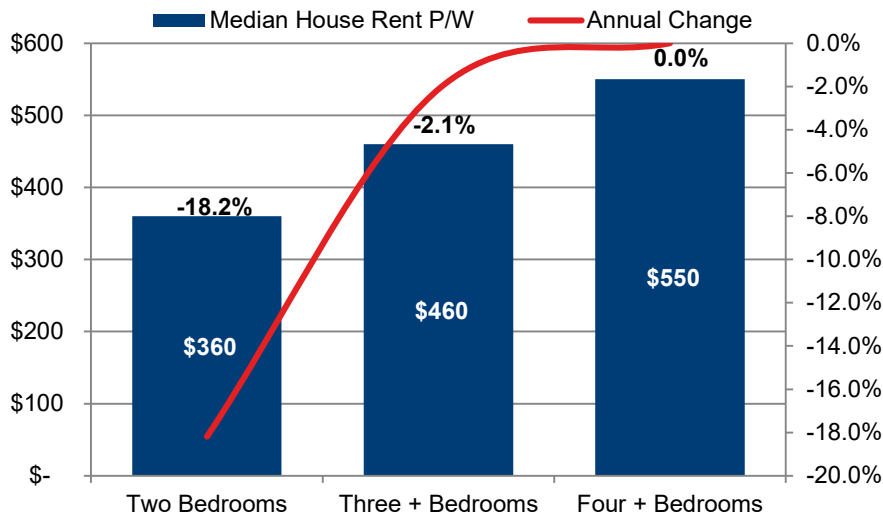
Coolum Beach\* recorded an average of 565 online visits per property, well above the Queensland average (378), indicating a high demand market. Rental demand has increased between Q1 2018- Q1 2019 for both house (72.7%) and units (122.7%). During this time median house rent prices strengthened by 8.3% to \$520 per week, indicating a high rental demand and increase in real returns, and not a price increase due to an undersupply in the market. The same can be said for the unit rental market, as despite a significant increase in the number rented the median unit rent price increased by 3.1% to \$400 per week.

## MEDIAN RENT AND AVERAGE DAYS ON MARKET\*



\*Coolum Beach market data and key indicators encapsulates aggregate property market conditions in the following suburbs: Coolum Beach.  
 Source: APM Pricefinder, realestate.com.au, SQM Research. © Copyright PRDnationwide 2019.

## RENTAL PERFORMANCE 2018\*



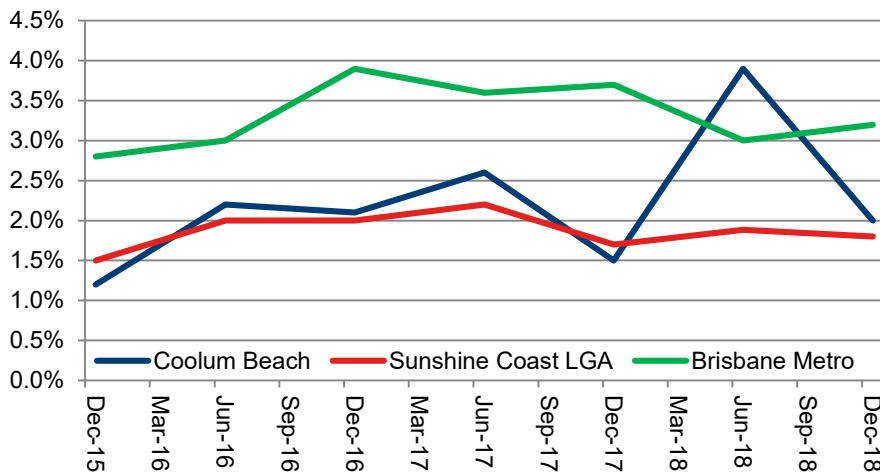
### KEY COMMENTS

Rental returns in Coolum Beach\* will continue to benefit investors, growing from 3.8% (house) and 4.5% (units) in June 2018 to 3.9% (house) and 4.6% (units) in December 2018.

4+ bedroom houses have been the most resilient, at \$550 per week over the past 12 months.

Vacancy rates in Coolum Beach\* have significantly decreased from 3.9% (June 2018) to 2.0% (December 2018). Vacancy rates are well below Brisbane Metro rate of 3.2%. Rental demand in Coolum Beach\* is heading towards a healthier market, making it an ideal time to invest in the area.

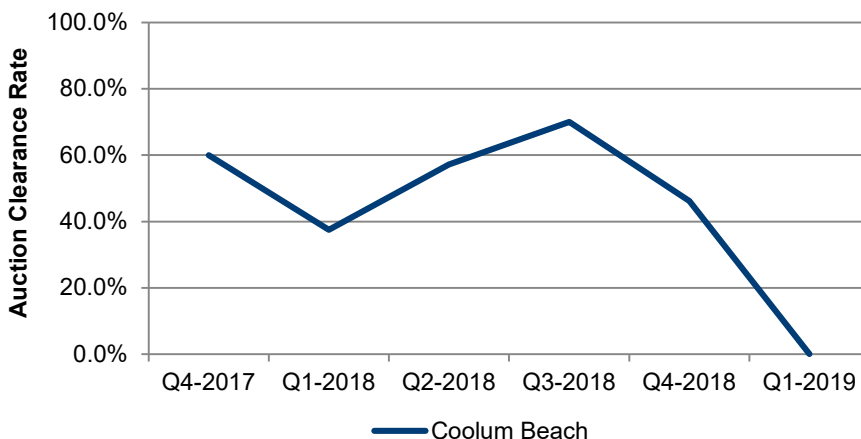
## VACANCY RATES 2018



## RENTAL YIELD 2018

| Suburb/Postcode/LGA | House Rental Yield | Unit Rental Yield |
|---------------------|--------------------|-------------------|
| Coolum Beach        | 3.9%               | 4.6%              |
| Sunshine Coast LGA  | 4.5%               | 5.0%              |
| Brisbane Metro      | 3.8%               | 5.2%              |

## AUCTION CLEARANCE RATES 2019\*\*

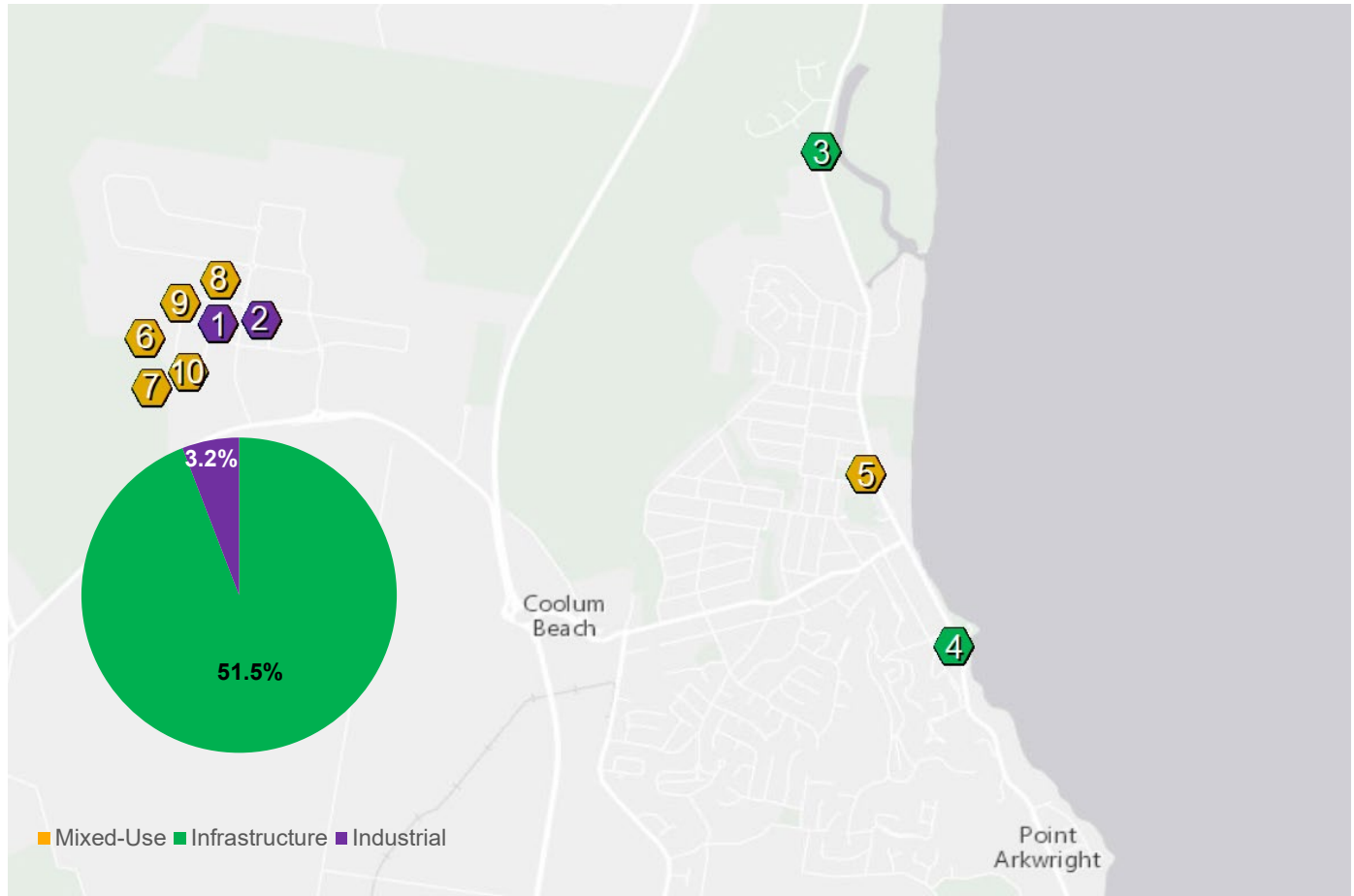


## Q1 19 COMPARISON

| Suburb/Postcode/LGA | Auction Clearance Rate |
|---------------------|------------------------|
| Coolum Beach**      | n/a                    |
| Sunshine Coast LGA  | 10.3%                  |
| Brisbane Metro^     | 33.6%                  |

\*Rental performance graph represents aggregate house median rent prices in the following suburbs: Coolum Beach. Annual change is a comparison between 2017 and 2018 median rent figures.  
 \*\*Auction Clearance rates for Coolum Beach are for all residential auctions held in the following suburbs: Coolum Beach  
 ^Capital city data obtained by accumulating Domain's weekly auction clearance results.  
 Source: APM Pricefinder, Domain, SQM Research. © Copyright PRDnationwide 2019.

## PROJECT DEVELOPMENT MAP – 1<sup>st</sup> HALF 2019\*



| Location | Project Title*  | Type           | Estimated Value** | Commence Date*** |
|----------|---|----------------|-------------------|------------------|
| 1        | Junction Drive Warehouse Units  | Industrial     | \$2,500,000       | 18/06/2019       |
| 2        | Dacmar Road Warehouse   | Industrial     | \$500,000         | 28/03/2019       |
| 3        | David Low Way Cycle Facility Job 263/C002/6   | Infrastructure | \$1,800,000       | 25/02/2019       |
| 4        | Point Perry Coastal Path & Drainage   | Infrastructure | \$350,000         | 23/04/2019       |
| 5        | Allura Coolum Beach (44 Lots, 44 Units)   | Mixed Use      | \$8,000,000       | 18/02/2019       |
| 6        | Access Crescent Mixed Use Development (Industrial, Commercial, and Community Uses – DA SPS15/0101)    | Mixed Use      | \$5,000,000       | 11/03/2019       |
| 7        | Ventura Close Mixed Use Development (Industrial, Commercial, and Community Uses)                      | Mixed Use      | \$5,000,000       | 11/03/2019       |
| 8        | Lysaght Street Mixed Use Development (Industrial, Commercial, and Community Uses – DA SPS15/0115)     | Mixed Use      | \$5,000,000       | 11/03/2019       |
| 9        | Lysaght Street Mixed Use Development Two (Industrial, Commercial, and Community Uses – DA SPS15/0120) | Mixed Use      | \$5,000,000       | 11/03/2019       |
| 10       | Access Crescent Mixed Use Development (Industrial, Commercial, and Community Uses – DA SPS15/0127)    | Mixed Use      | \$5,000,000       | 11/03/2019       |

\*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 Coolum Beach.

\*\*\*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 2019.



## 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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