



**Maryborough**  
**Property Factsheet**  
**1st Half 2019**





## MARKET CONDITIONS

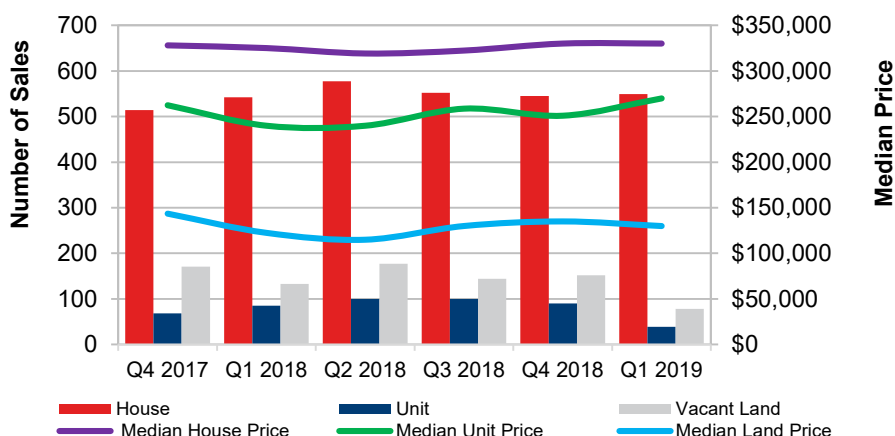
Over the past 12 months (Q1 2018 – Q1 2019) the Maryborough\* property market recorded a median house price of \$193,000 in Q1 2019, which represented a capital growth of 1.6%. When compared to the *Maryborough\* 2<sup>nd</sup> half 2018 Research Factsheet*, which reported an annual (Q3 2017 – Q3 2018) price change of -2.0%, houses in Maryborough have strengthened in value. This provides comfort to home owners, especially those who are contemplating selling their property.

In comparison, Fraser Coast Region Local Government Area (LGA) recorded a higher median house price of \$330,000 in Q1 2019, representing an annual growth of 1.5% between Q1 2018-Q1 2019. Units recorded a median price of \$270,000, representing an annual strengthening of 12.5%. This suggests that the Maryborough\* market provides more affordable options when compared to the LGA, however with slightly higher capital growth returns. This makes Maryborough\* even more attractive to those looking to invest in the wider LGA.

Average vendor discounting has slightly tightened for houses over the past 12 months to Q1 2019, from -6.9% to -6.6%. This shows the market is slightly leaning towards sellers, with high negotiation activity with buyers. This is an ideal time for sellers to benefit on final sale prices that are closer to their 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 3.0% to \$278 per week, units also have been strong at 2.3% growth to \$220 per week. Investors are currently benefiting from low average days on the market for houses at 22 days and units at 27 days. Astute investors need to take this opportunity to enter the market, as vacancy rates in Maryborough\* were recorded at a low trending 1.5% as of December 2018. Vacancy rates are well below that of Fraser Coast LGA (2.7%) and Brisbane Metro (3.2%), indicating a healthier rental demand in Maryborough\*.

## 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. Auction clearance rates in Maryborough\* was at 75.0% in Q1 2019. This is well above Fraser Coast LGA Auction clearance rate of 16.6% and that of Brisbane Metro 33.6%. This further indicates the Maryborough\* market is heading towards a healthy market as further demand increases.

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

## FUTURE DEVELOPMENTS\*\*

In the 1<sup>st</sup> Half 2019, Maryborough\* is set to invest approx. \$13.2M into new projects. The majority (\$9.2M or 69.9%) will be spent on infrastructure projects, which is followed by industrial projects (\$4.0M or 30.1%)

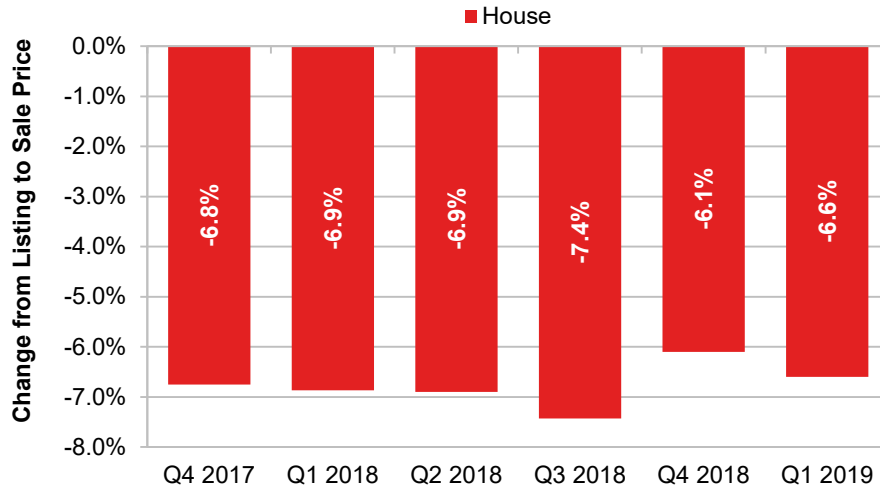
The Timber Processing Plant (\$4.0M) is a significant industrial project comprising of a new state-of-the-art automated facility that will house the advanced automated glue lamination manufacturing equipment.

Major infrastructure projects commencing in 1<sup>st</sup> Half 2019 are: Maryborough Hospital (\$5.0M), March Street Floating Pontoon (\$1.4M), Maryborough Landfill Facility (\$800K), Richmond Lane Road Works (\$672K), Maryborough City Hall Auditorium (\$500K), Repa Works North (\$434K) and Repa Works West (\$404K).

The combination of these projects will improve the liveability aspect for current residents in Maryborough\* and signal to others that it is an area open for business. This will have a positive spill-over effect on the property market in the near future.

\*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, domain.com.au © Copyright PRDnationwide 2019.

## AVERAGE VENDOR DISCOUNT\*



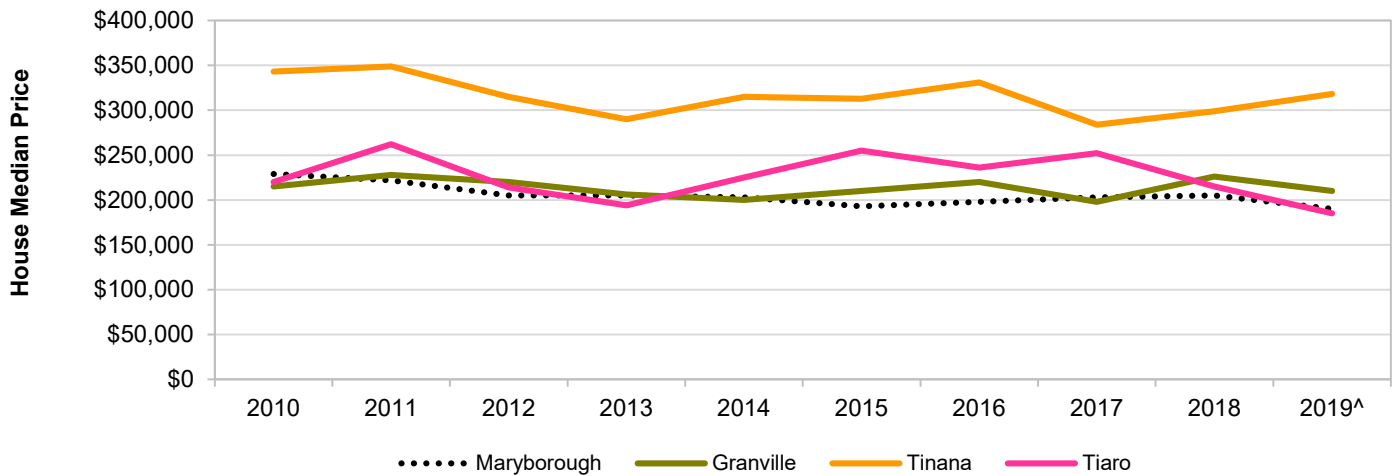
### AVERAGE VENDOR DISCOUNT

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

## HOUSE MARKET COMPARISON

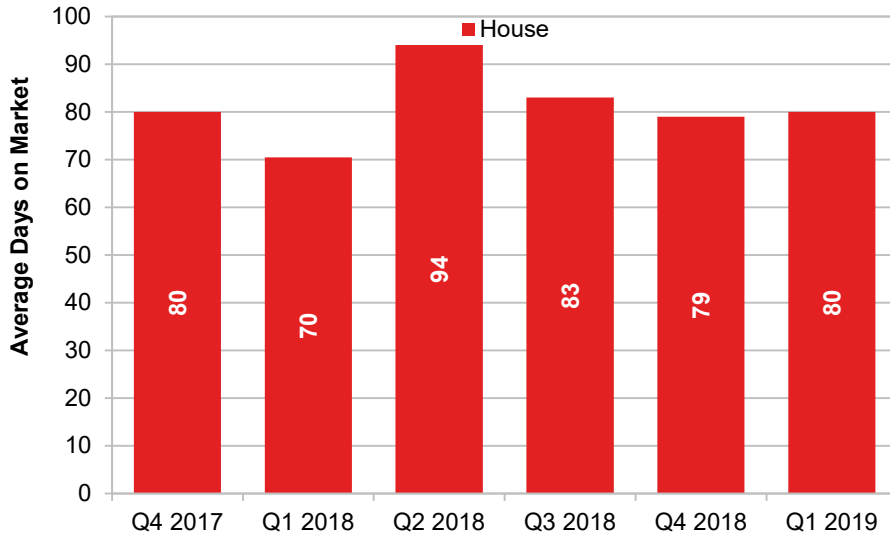


## HOUSE MARKET GROWTH COMPARISON

Suburbs	2017	2018	2019^	2018 – 2019^	2017 – 2019^
				% Growth	% Growth
Maryborough	\$205,000	\$200,000	\$193,000	-3.5%	-5.9%
Granville	\$197,500	\$225,500	\$210,000	-6.9%	6.3%
Tinana	\$283,500	\$298,500	\$318,250	6.6%	12.3%
Tiaro	\$252,500	\$217,250	\$185,000	-14.8%	-26.7%

\*Maryborough market data and key indicators encapsulates aggregate property market conditions in the following suburb: Maryborough.  
^2019 data is representative of unit sales up to and inclusive of 31<sup>st</sup> March 2019, or end of Q1 2019.  
Source: APM Pricefinder. © Copyright PRDnationwide 2019.

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

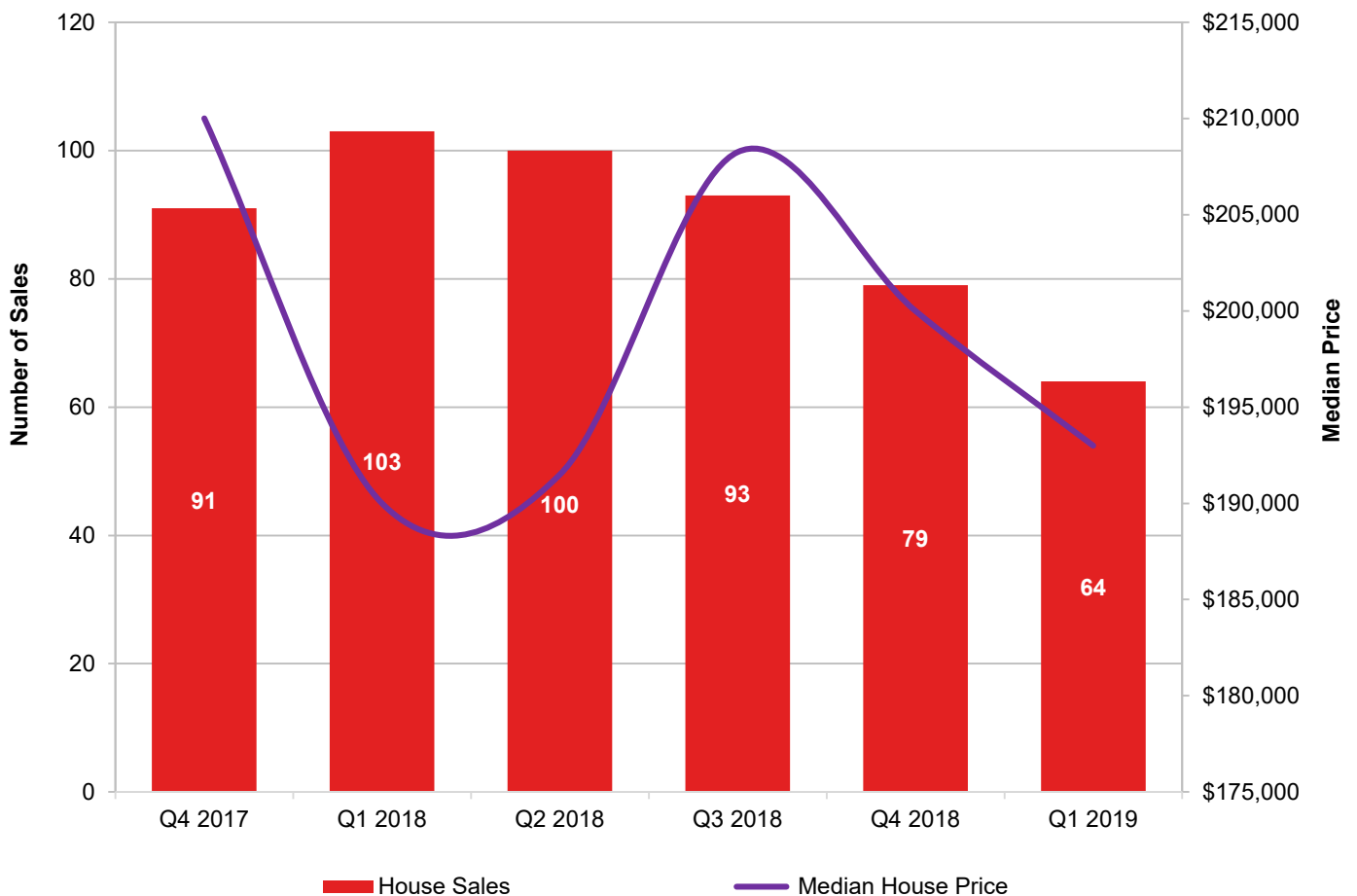


### HOUSE KEY FACTS Q1 2019

**Median Sale Price:** \$193,000  
**Annual Growth:** 1.6%\*  
**Average Days on Market:** 80  
**% Change between First Listed Price and Sold Price:** -6.6%



## SALES AND MEDIAN PRICE\*\*

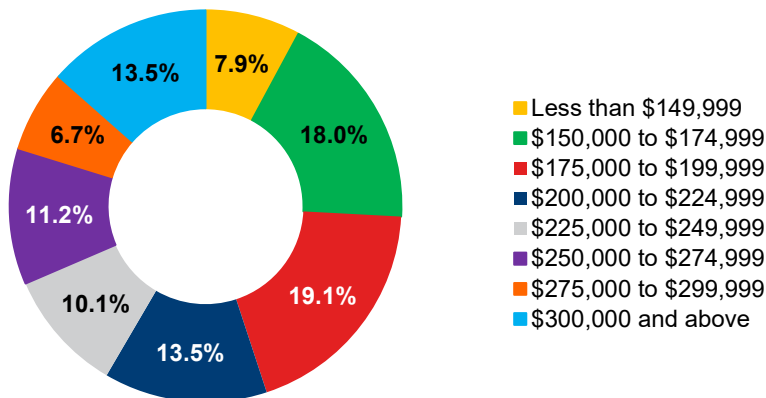


\*Annual growth represents price growth for property transactions between Q1 2018 to Q1 2019 (inclusive).

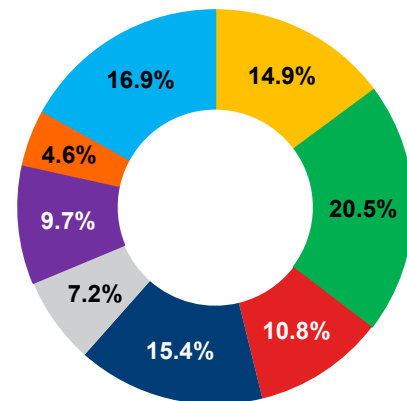
\*\*Maryborough market data and key indicators encapsulates aggregate property market conditions in the following suburb: Maryborough. Source: APM Pricerfinder, realestate.com.au, SQM Research. © Copyright PRDnationwide 2019.

# HOUSE SALES PRICE POINT COMPARATIVE ANALYSIS\*

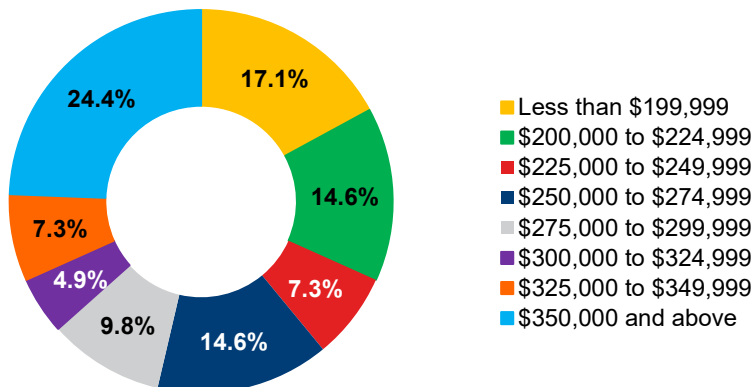
## MARYBOROUGH 2017



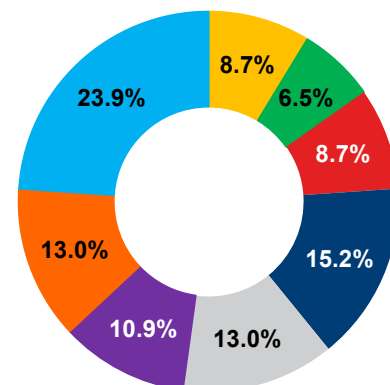
## MARYBOROUGH 2018



## TINANA 2017



## TINANA 2018



### KEY IMPLICATIONS – MARYBOROUGH

In 2018 the highest proportion of house sales activity in Maryborough\* was within the lower price segment of \$150K-\$174K. This price bracket increased in sales activity from 18.0% in 2017 to 20.5% in 2018, further indicating high buyer activity on affordable properties.

Higher end price bracket of \$300K and above have also increased in sales activity, from 13.5% in 2017 to 16.9% in 2018. This is not surprising considering the 1.6% price growth between Q1 2018-Q1 2019. The mid-range price of \$200-\$225K have also strengthened in activity, from 13.5% in 2017 to 15.4% in 2018. Overall this suggests that the Maryborough\* market has ample of opportunities for every buyers' budget criteria.

### KEY IMPLICATIONS - TINANA

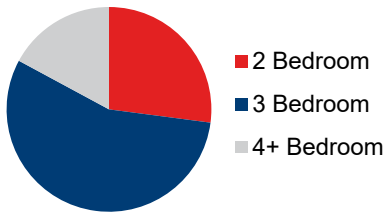
When compared to Maryborough\*, the Tinana house market reflects a more premium pricing. In 2018 the highest proportion of sales activity in Tinana remains within the highest bracket of \$350K and above, at 23.9%. This indicates high buyer activity within the higher brackets, which benefits owners who are looking to put their house on the market.

Similar to Maryborough\* the Tinana mid-range price of \$250-\$275K have increased in activity, from 14.6% in 2017 to 15.2% in 2018. The lowest price bracket of less than \$199K has decreased in sales activity from 17.1% in 2017 to 8.7% in 2018. First home buyers need to act fast as affordable options in Tinana are slowly diminishing.

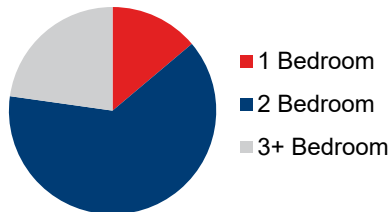
\*Price point market data and key indicators encapsulates aggregate property market conditions in the suburb of Maryborough and Tinana only. For comparative purposes annual house sales are between entire 2017 and 2018. Source: APM Pricerfinder. © Copyright PRDnationwide 2019.

## INVESTMENT ANALYSIS

### HOUSE



### UNIT



### HOUSE KEY FACTS Q1 2019

Median Rent Price: \$278 per week  
 Rental Yield: 5.2%  
 Average Days on Market: 22  
 Bedroom Breakdown:  
 2 Bed: 27%, 3 Bed: 55%, 4+ Bed: 18%

### UNIT KEY FACTS Q1 2019

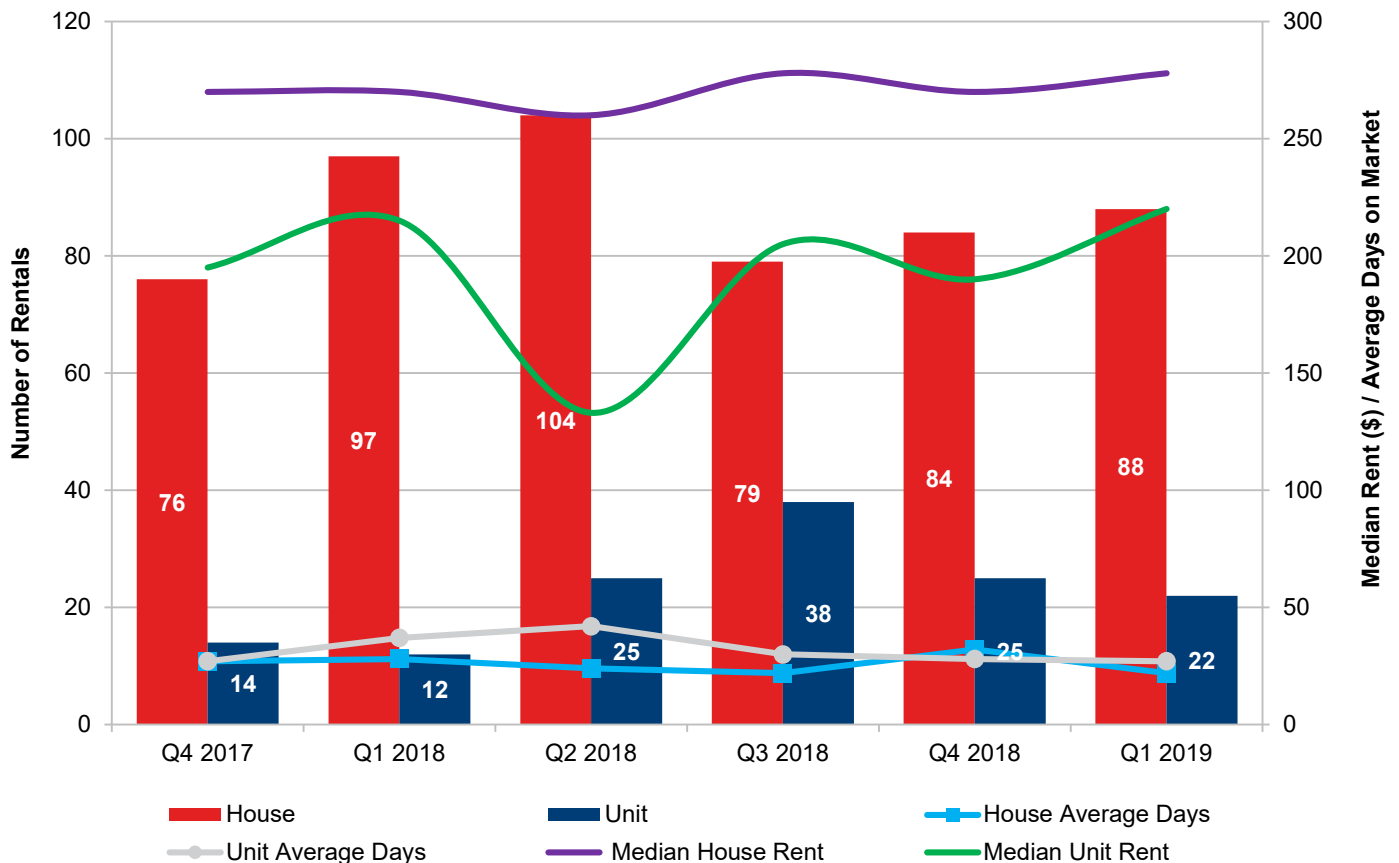
Median Rent Price: \$220 per week  
 Rental Yield: 5.9%  
 Average Days on Market: 27  
 Bedroom Breakdown:  
 1 Bed: 14%, 2 Bed: 63%, 3+ Bed: 23%

### KEY COMMENTS

Median rent prices have strengthened over the past 12 months to Q1 2019, by 3.0% to \$278 per week for houses and by 2.3% to \$220 per week for units. During this timeframe the number of houses rented have declined slightly, which suggest an undersupply in the market and room for more house investment. The number of units rented have almost doubled, suggesting there is a real increase in rental returns and not one due to an undersupply. The Maryborough\* rental market continue to serve investors well, with low average days on market for both house (22 days) and units (27 days), ensuring quicker returns.

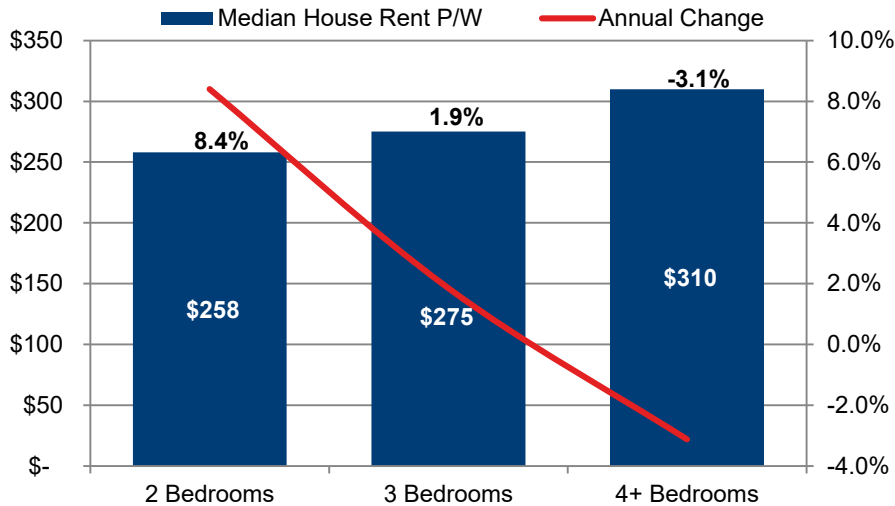


## MEDIAN RENT AND AVERAGE DAYS ON MARKET\*



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

## RENTAL PERFORMANCE 2018



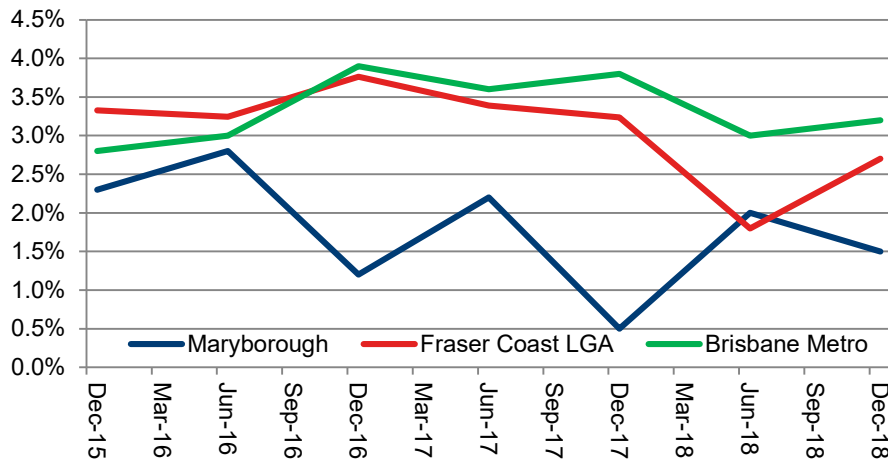
### KEY COMMENTS

Rental returns have been resilient for both property types in Maryborough\*, at 5.2% for houses and 5.9% for units. This indicates higher rental returns than Fraser Coast LGA (houses: 4.4%, units: 5.1%) and well above Brisbane Metro (houses: 3.8%; units 5.2%).

2 bedroom houses provide the highest annual rental growth, at 8.4%.

Vacancy rates in Maryborough\* have decreased from 2.0% (June 2018) to 1.5% (December 2018), which is lower than Fraser Coast LGA (2.7%) and Brisbane Metro (3.2%). Maryborough\* vacancy rates are on a downwards trend, signaling a healthier rental demand in the area

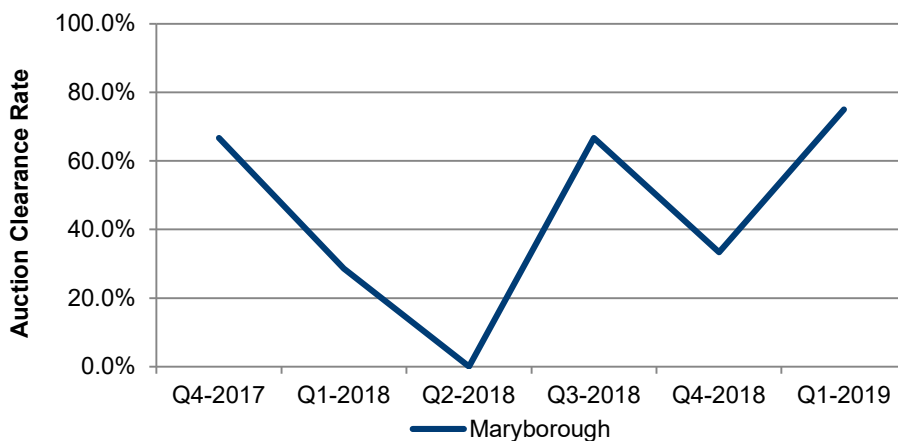
## VACANCY RATES 2018



## RENTAL YIELD 2018

Suburb/Postcode/LGA	House Rental Yield	Unit Rental Yield
Maryborough (postcode 4650)*	5.2%	5.9%
Fraser Coast LGA	4.4%	5.1%
Brisbane Metro	3.8%	5.2%

## AUCTION CLEARANCE RATES 2019\*\*



## Q1 19 COMPARISON

Suburb/Postcode/LGA	Auction Clearance Rate
Maryborough**	75.0%
Fraser Coast LGA	16.6%
Brisbane Metro^	33.6%

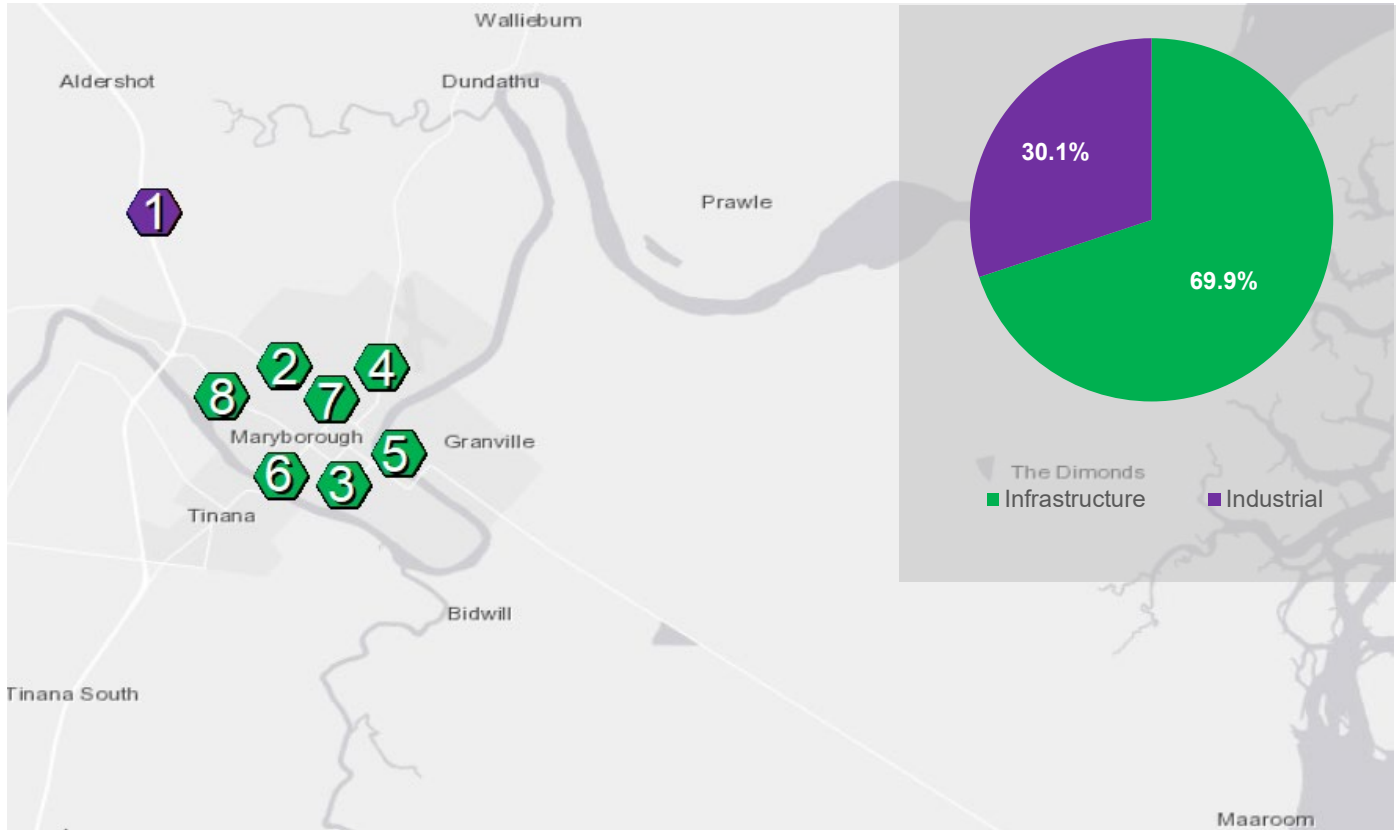
\*Rental performance graph represents aggregate house median rent prices in the following suburb: Maryborough. Annual change is a comparison between 2017 and 2018 median rent figures. Rental yield and vacancy rate represents data in postcode 4650.

\*\*Auction Clearance rates for Maryborough are for all residential auctions held in the following suburb: Maryborough.

^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	Type	Estimated Value**	Commence Date***
1	Timber Processing Plant	Industrial	\$4,000,000	17/06/2019
2	Maryborough Hospital	Infrastructure	\$5,000,000	27/05/2019
3	March Street Floating Pontoon	Infrastructure	\$1,467,000	04/03/2019
4	Maryborough Landfill Facility	Infrastructure	\$800,000	15/03/2019
5	Richmond Lane Roadworks	Infrastructure	\$672,000	28/01/2019
6	Maryborough City Hall Auditorium	Infrastructure	\$500,000	31/03/2019
7	Repa Works North	Infrastructure	\$434,000	10/02/2019
8	Repa Works West	Infrastructure	\$404,000	10/02/2019

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

\*\*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.



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