



# MAROUBRA MARKET UPDATE 2nd Half 2019



## OVERVIEW

In Q3 2019, Maroubra\* recorded a median house price of \$1,670,000, and a median unit price of \$817,750. This represents annual (Q3 2018 – Q3 2019) median price softening of -8.1% for houses and -6.8% for units. At the same time total house sales improved by 2.5% to 81 sales, whilst unit sales remained unchanged at 138 sales. Increased buyer activity suggests confidence is returning to Maroubra\*, which should lift price growth in the near future.

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

## MARKET CONDITIONS

### SALES MEDIAN PRICE Q3 2019



### SALES AVERAGE DAYS ON MARKET Q3 2019



### RENTAL MEDIAN PRICE Q3 2019

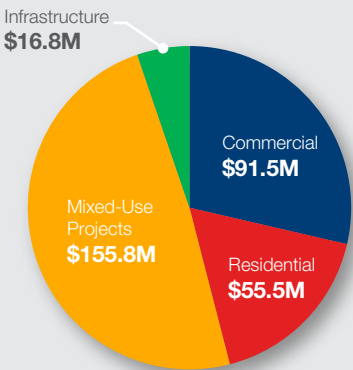


### RENTAL AVERAGE DAYS ON MARKET Q3 2019



## FUTURE DEVELOPMENTS

Maroubra\* is set to see approximately **\$155.8M worth of new projects commencing in the 2<sup>nd</sup> half of 2019.**



Strong investment across commercial and mixed-use projects will create local employment opportunities through increased business activity. This should increase demand for housing, which will have a positive spill-over effect on the property market.

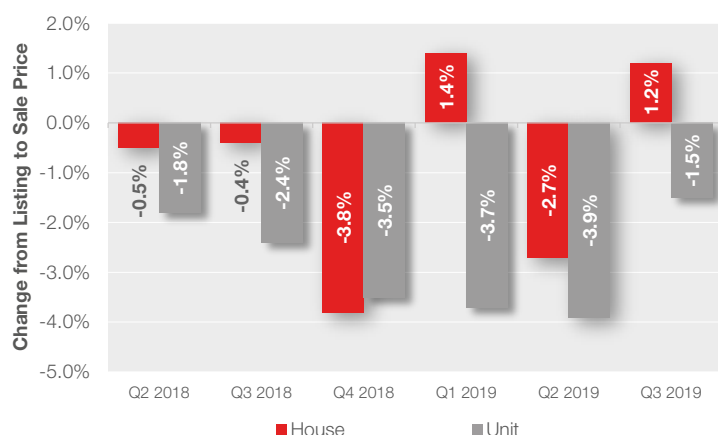
A main commercial project over the 2<sup>nd</sup> half 2019 period is the South Sydney Rugby League Club Heffron Park (\$32.0M). The project is set to construct a new community centre and high performance centre of excellence. Pagewood Green Urban Block 5C (\$155.8M) is a key mixed-use project that will deliver 515 units and retail tenancies across a total of four 21-storey buildings.



\*Maroubra market data and key indicators encapsulates aggregate property market conditions within the postcodes 2035 and 2036.  
\*\*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 Pricer, Cordell Connect database. © Copyright PRDnationwide 2019.

## AVERAGE VENDOR DISCOUNT\*

Average vendor discount reflects the average percentage difference between the first list price and final sold price. A lower percentage difference (closer to 0.0%) suggests that buyers are willing to purchase close to the first asking price of a property.



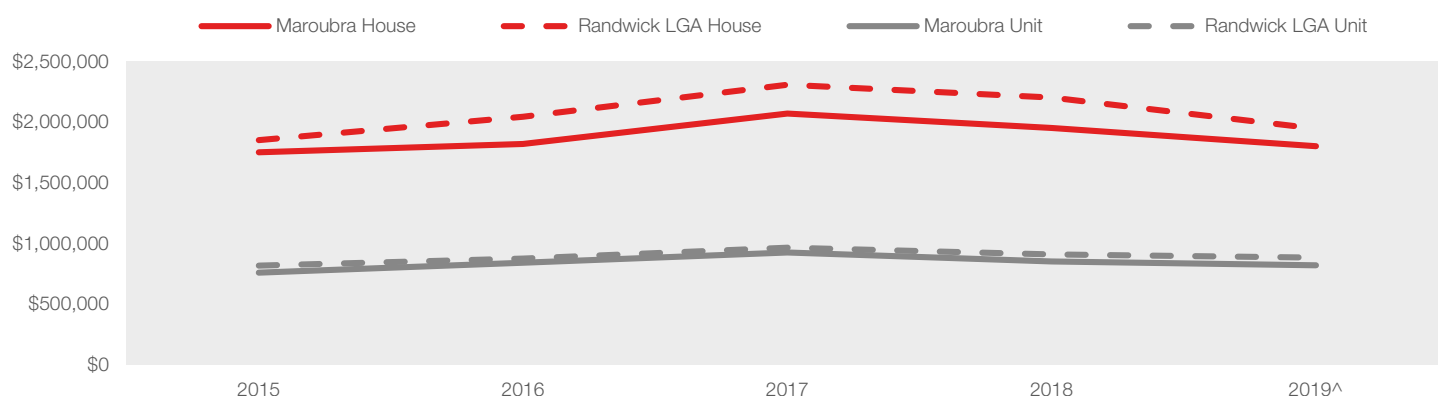
## KEY COMMENTS

Average vendor discounts between Q3 2018 and Q3 2019 have swung to a 1.2% premium for houses and tightened to -1.5% for units. Market conditions in Maroubra\* have now shifted to favour house owners, where sellers are achieving sales above their initial listing price. This makes now an ideal time to sell houses in Maroubra\*.

The suburb of Maroubra has historically been a more affordable suburb within the Randwick Local Government Area (LGA) for both houses and units. This continues to be the case in 2019<sup>^</sup>, which shows the value on offer in the suburb of Maroubra within the context of the wider LGA.

The dominant proportion of houses sold in Maroubra\* across 2019<sup>^</sup> were priced above \$1,100,000 (28.4%), while units recorded a dominant upper-end price point of \$600,000-\$700,000 (26.0%). This reveals an appetite for premium stock in Maroubra\*, however there is a relatively even spread across price ranges, catering for buyers of different budgets.

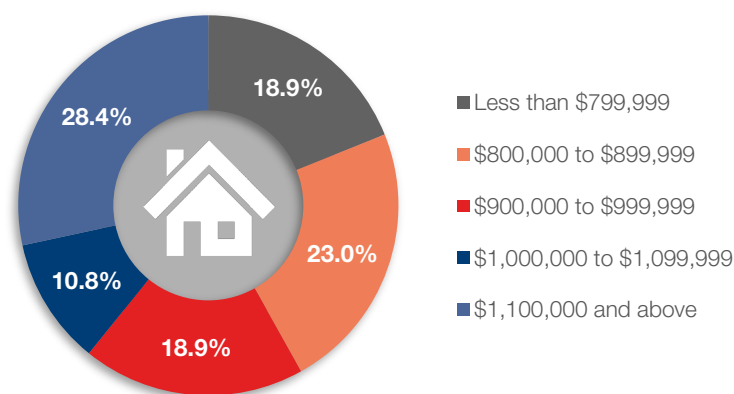
## MARKET COMPARISON



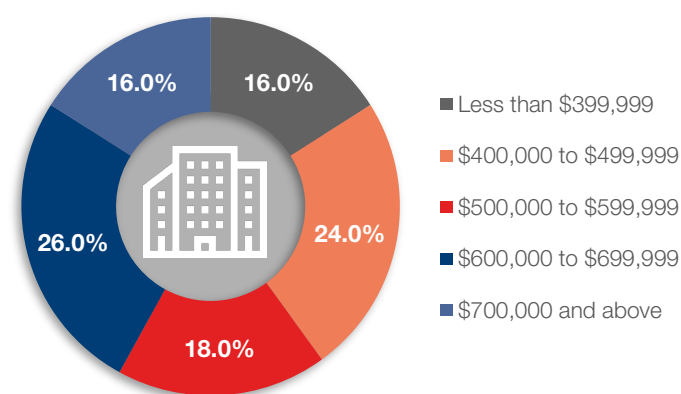
The market comparison graph provides a comparative trend for the median price of houses and units over the past 5 years. The main LGA profiled were chosen based on their proximity to the main suburb analysed, which is Maroubra.

## PRICE BREAKDOWN 2019<sup>^</sup>

### HOUSES SOLD



### UNITS SOLD



## RENTAL GROWTH 2019\*

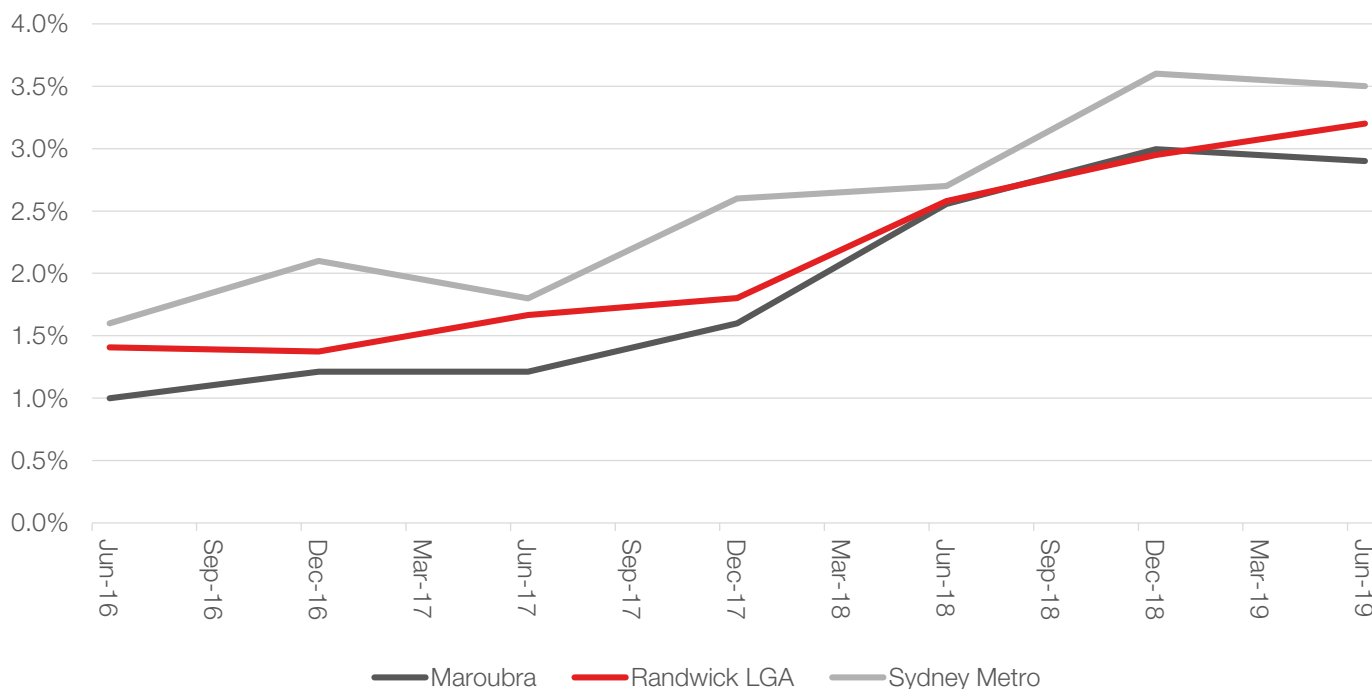
Over the past 12 months, house rental yields in Maroubra\* increased slightly to reach 2.9% in June 2019, a rate on-par with Sydney Metro's 2.9%. This suggests the house rental market is in a relatively healthy position, as does the increased demand for rental properties in Maroubra\* across the same time period (up by 24.0% in the 12 months to Q3 2019).

2 and 3 bedroom houses provided investors with stable returns annually, with median rents of \$670 and \$850 per week.

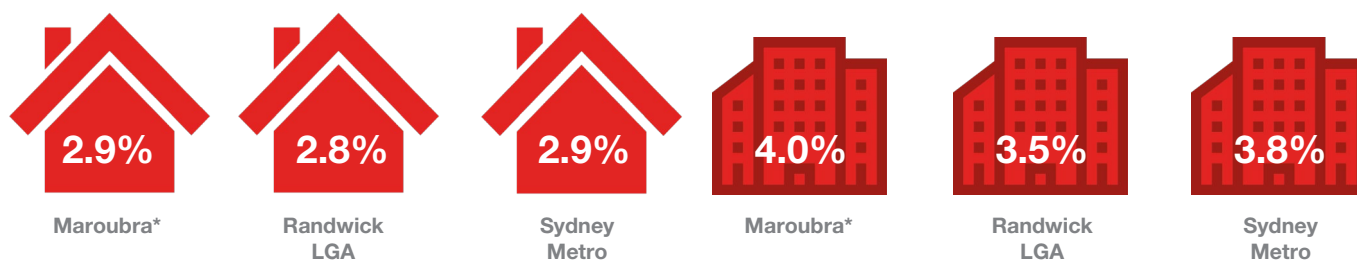
Maroubra\* recorded a vacancy rate of 2.9% in June 2019, which signifies a slight decline over the past 6 months. This is notably lower than Sydney Metro's 3.5%, confirming there is a healthier rental demand in Maroubra\*.



## RENTAL VACANCY RATES 2019



## RENTAL YIELD 2019^

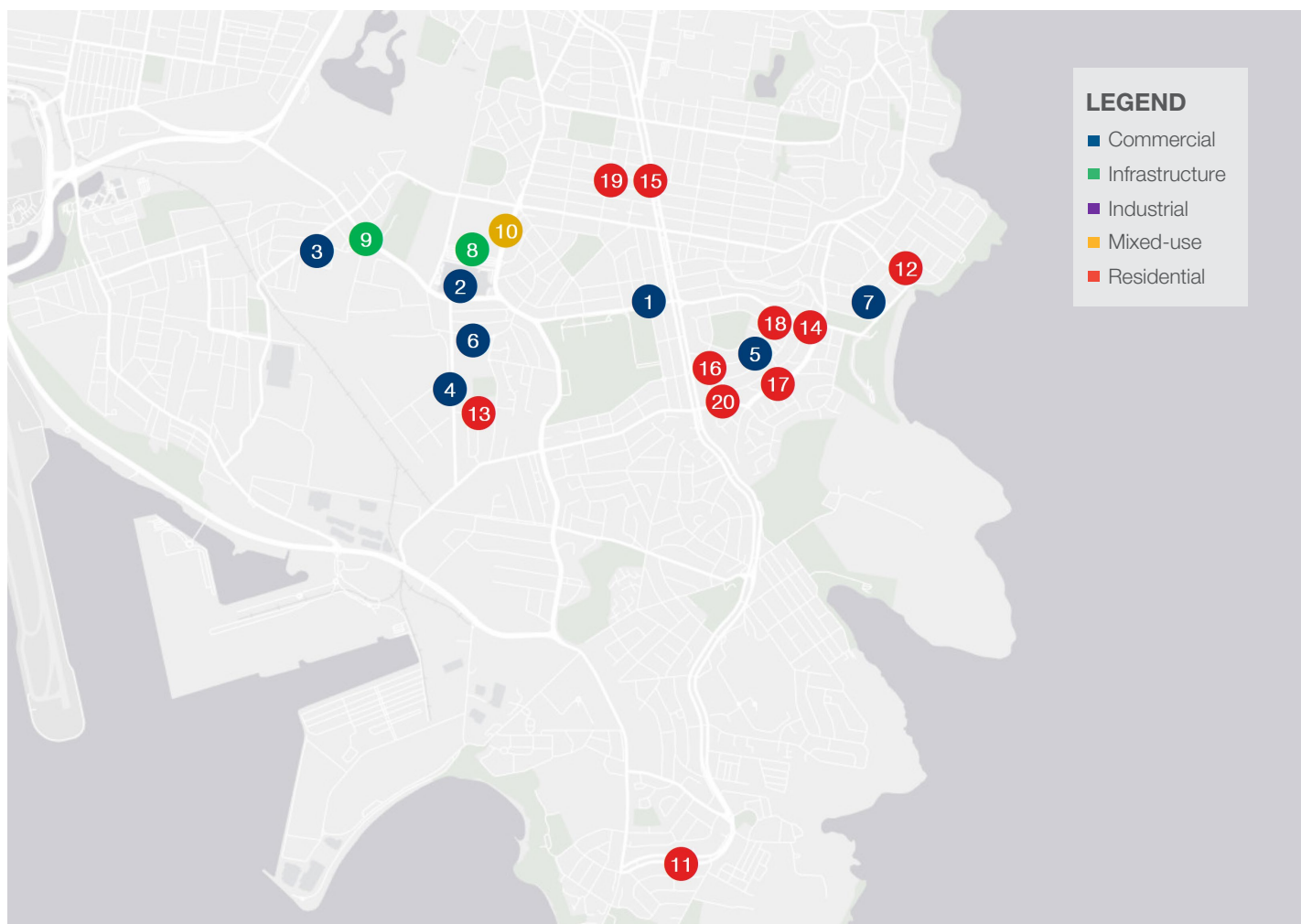


\*Rental performance graph represents aggregate house median rent prices within the postcodes 2035 and 2036. Annual rental growth is a comparison between 2018 and 2019 (Q1 – Q3) house median rent figures.

^Rental yields shown are as reported at June 2019.

Source: APM Pricefinder, SQM Research. © Copyright PRDnationwide 2019.

# PROJECT DEVELOPMENT MAP 2ND HALF 2019\*



| Location | Project**   | Type           | Estimated Value*** | Commence Date**** |
|----------|---|----------------|--------------------|-------------------|
| 1        | South Sydney Rugby League Club Heffron Park - Community And High Performance Centre Of Excellence | Commercial     | \$32,000,000       | 11/11/2019        |
| 2        | Westfield Eastgardens   | Commercial     | \$25,000,000       | 18/12/2019        |
| 3        | Page Street Commercial & Community Development  | Commercial     | \$19,550,000       | 20/11/2019        |
| 4        | Denison Street Industrial & Commercial Development  | Commercial     | \$9,292,000        | 18/11/2019        |
| 5        | Lexington Place Boarding House & Café   | Commercial     | \$2,426,000        | 20/09/2019        |
| 6        | Smith Street Warehouses   | Commercial     | \$1,848,000        | 14/08/2019        |
| 7        | Fenton Avenue Boarding House  | Commercial     | \$1,341,000        | 13/12/2019        |
| 8        | Bunnerong Road Public Domain Landscaping & Embellishment  | Infrastructure | \$10,775,000       | 30/09/2019        |
| 9        | Wentworth Avenue, Page & Baker Streets  | Infrastructure | \$6,000,000        | 04/11/2019        |
| 10       | Pagewood Green - Urban Block 5C (515 Units)   | Mixed-use      | \$155,835,000      | 19/08/2019        |
| 11       | Little Bay Cove Superlots 3 & 4 - Amber Terraces (66 Dwellings)                                   | Residential    | \$36,865,000       | 11/12/2019        |
| 12       | Bona Vista Avenue Units (10 Units)  | Residential    | \$2,918,000        | 04/09/2019        |
| 13       | Grace Campbell Crescent Townhouses (5 Townhouses)   | Residential    | \$2,463,000        | 17/12/2019        |
| 14       | Fitzgerald Avenue Apartments (7 Apartments)   | Residential    | \$2,263,000        | 09/09/2019        |
| 15       | Gale Road Apartments (9 Apartments)   | Residential    | \$2,170,000        | 04/11/2019        |
| 16       | Chester Avenue Townhouses (5 Townhouses)  | Residential    | \$2,020,000        | 18/08/2019        |
| 17       | New Orleans Crescent Townhouses (4 Townhouses)  | Residential    | \$1,886,000        | 12/08/2019        |
| 18       | Yorktown Parade Units (9 Units)   | Residential    | \$1,862,000        | 09/10/2019        |
| 19       | Hannan Street Townhouses (4 Townhouses)   | Residential    | \$1,621,000        | 02/07/2019        |
| 20       | Portland Crescent Townhouses (4 Townhouses)   | Residential    | \$1,425,000        | 03/08/2019        |

## 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

## OUR KNOWLEDGE

Access to accurate and objective research is the foundation of all good property decisions.

## OUR PEOPLE

Our research team is made up of highly qualified researchers who focus solely on property analysis.

## OUR SERVICES

Our research services span over every suburb, LGA, and state within Australia; captured in a variety of standard and customised products.



**Veronica Perez**, Director  
**M** +61 411 871 225  
**E** [vperez@prd.com.au](mailto:vperez@prd.com.au)

**PRD Maroubra**  
**P** +61 2 8347 0700  
**F** +61 2 8347 0555

Shop 2, 188 Maroubra Road  
Maroubra NSW 2035

[PRD.com.au/maroubra](http://PRD.com.au/maroubra)