



Maidstone Market Update 1st Half 2020



OVERVIEW

In Q1 2020, Maidstone* recorded a median house price of \$714,000, and median unit price of \$635,000. This represents annual (Q1 2019 – Q1 2020) median price softening of -4.8% for houses and a growth of 30.8% for units. Between Q1 2019 – Q1 2020 total sales increased by 38.5% for houses (to 18 sales) and by 43.8% for units (to 23 sales). The Maidstone* property market is resilient, evident through the increase in demand for both property types. Maidstone* is a great place to invest in and benefit from future capital gains.

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

FUTURE DEVELOPMENTS

The Maidstone* area is set to see approximately **\$44.1M worth of new projects commencing in the 1st half of 2020.**



A large focus on residential projects is ideal for Maidstone*, particularly as there has been a significant increase in both house and unit sales over the past 12 months. New housing stock will replenish current designs and will answer current demand, which will assist in ensuring a sustainable level of price growth that remains affordable for local residents.

MARKET CONDITIONS

SALES MEDIAN PRICE Q1 2020



SALES AVERAGE DAYS ON MARKET Q1 2020



HOUSE



UNIT

RENTAL MEDIAN PRICE Q1 2020



RENTAL AVERAGE DAYS ON MARKET Q1 2020



HOUSE



UNIT

A total of \$44.1M of residential projects will add 160 dwellings and 14 townhouses. A key residential project in the 1st half 2020 period is the Hampstead Park Estate (\$40.0M). This project will add 157 dwellings to the Maidstone* market. Other key residential projects include: Richelieu Street Dwellings (\$950K, 3 dwellings), Ballarat Road Townhouses (\$990K, 3 townhouses), and Dunedin Street Townhouses (\$800K, 4 townhouses).



14
Townhouses



160
Dwellings

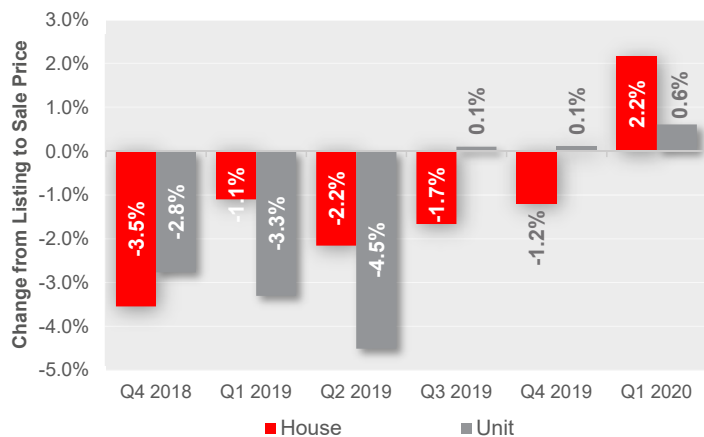
*Maidstone market data and key indicators encapsulates aggregate property market conditions within the suburb Maidstone.

**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 Pricefinder, Cordell Connect database. © Copyright PRD 2020.

AVERAGE VENDOR DISCOUNT* KEY COMMENTS

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.

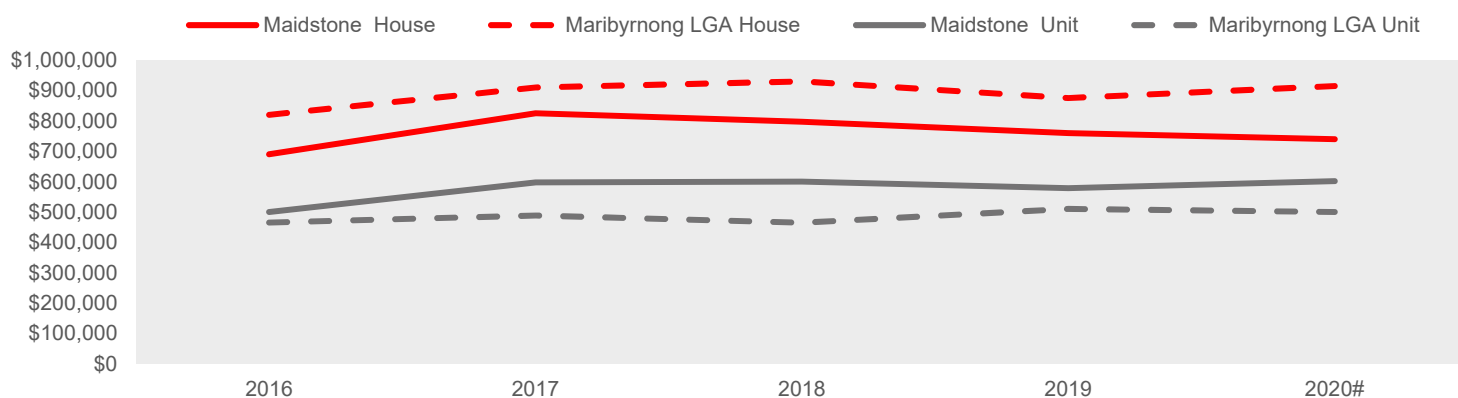


Average vendor discounting between Q1 2019 and Q1 2020 has swung to a premium of 2.2% (houses) and 0.6% (units). Market conditions in Maidstone* have shifted to favouring vendors, where buyers need to offer closer to first listing price. There are signs of market recovery, with the inclusion of increase in demand.

The suburb of Maidstone has continued to present a more affordable market in comparison to the wider Maribyrnong Local Government Area (LGA), in regards to house median prices. On the other hand, units is a more premium market when compared to the LGA.

The dominant proportion of houses sold in Maidstone* across 2019[^] were in the highest price bracket of \$850K and above (33.8%). Units recorded similar buyer trend within the higher price segment of \$600K to \$699K (24.6%). Vendors are expected to achieve great capital gains within their property transactions.

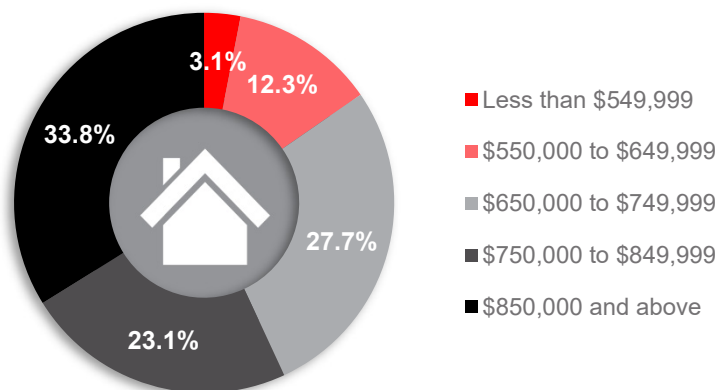
MARKET COMPARISON



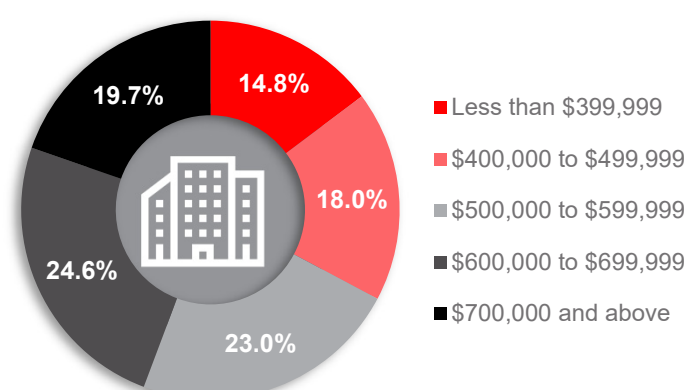
The market comparison graph provides a comparative trend for the median price of houses and units over the past 5 years. The main LGA profiled was chosen based on their proximity to the main suburb analysed, which is Maidstone.

PRICE BREAKDOWN 2019[^]

HOUSES SOLD



UNITS SOLD

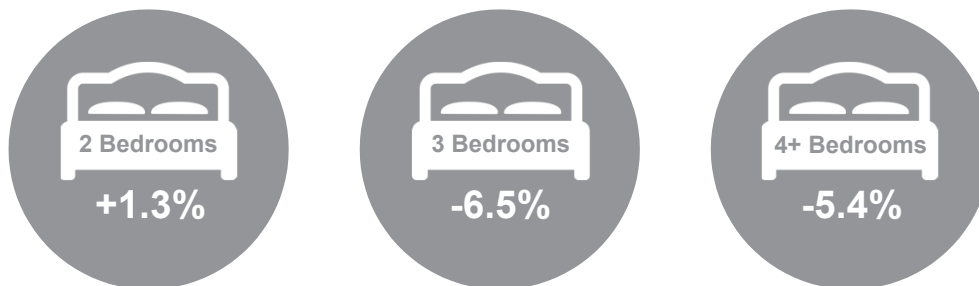


RENTAL GROWTH 2019*

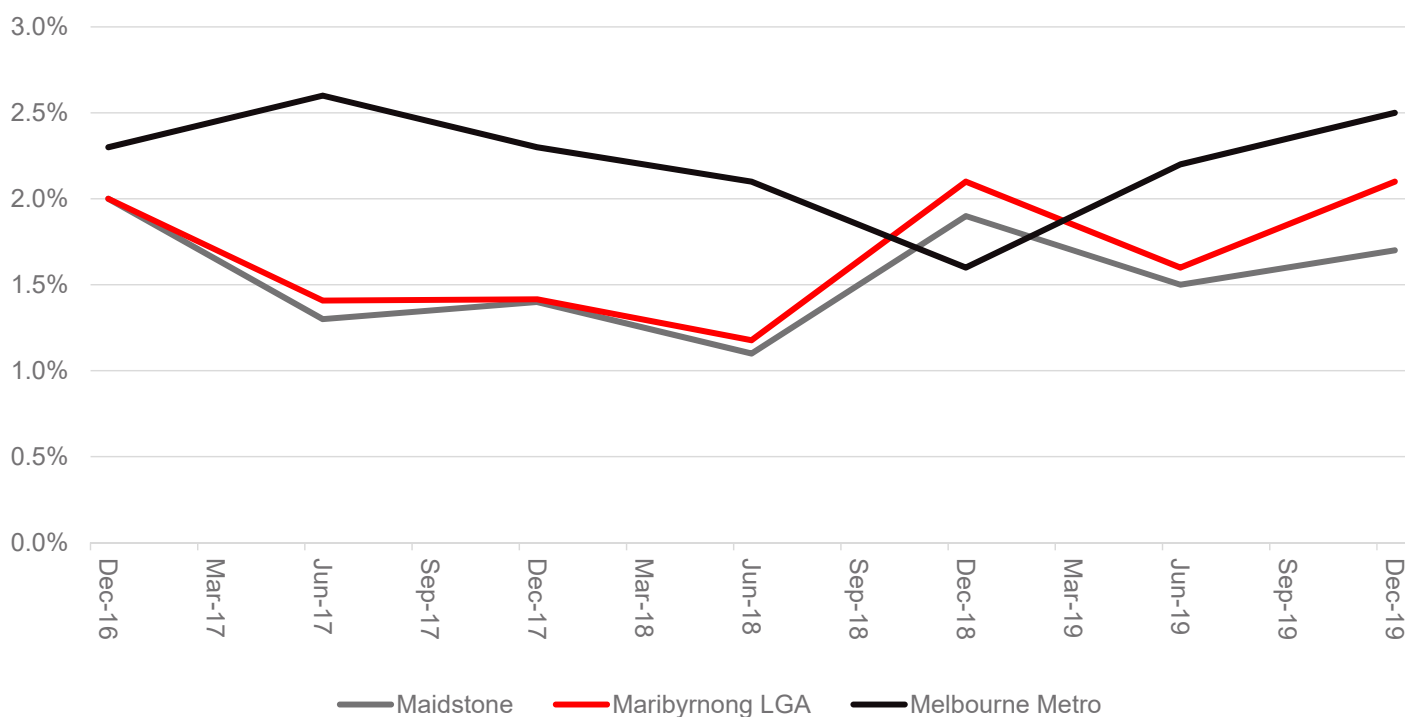
House rental yields in Maidstone* were recorded at 3.1% in December 2019, which is above Melbourne Metro rental yield of 2.8%. The house rental market is at a strong healthy position, particularly when combined with the increased rental demand over the past 12 months to Q1 2020, by 4.5%.

2 bedroom houses provided investors with +1.3% rental growth annually, achieving a median rent of \$385 per week.

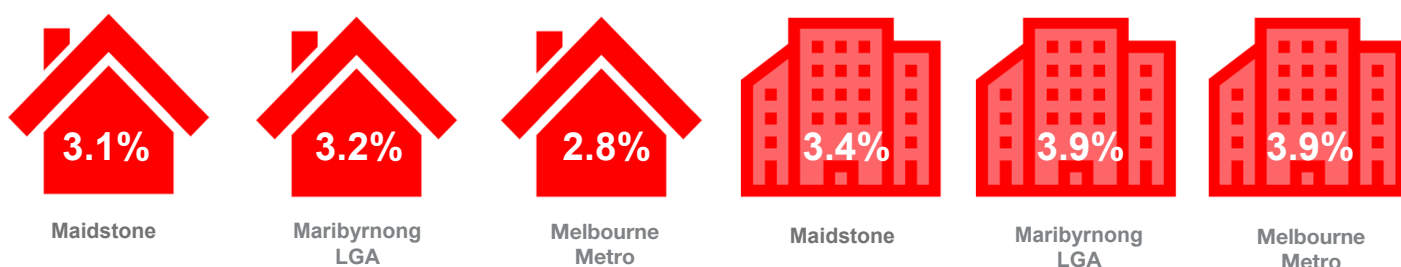
Maidstone* recorded a healthy vacancy rate of 1.7% in December 2019. This represents a declining trend over the past 12 months and continue to remain below the Real Estate Institute of Australia's healthy benchmark of 3.0%. Further, Maidstone* recorded vacancy rates below Maribyrnong LGA (2.1%) and Melbourne Metro (2.5%). This confirms there is a healthier rental demand in Maidstone*, which is good news for investors.



RENTAL VACANCY RATES 2019



RENTAL YIELD 2019^



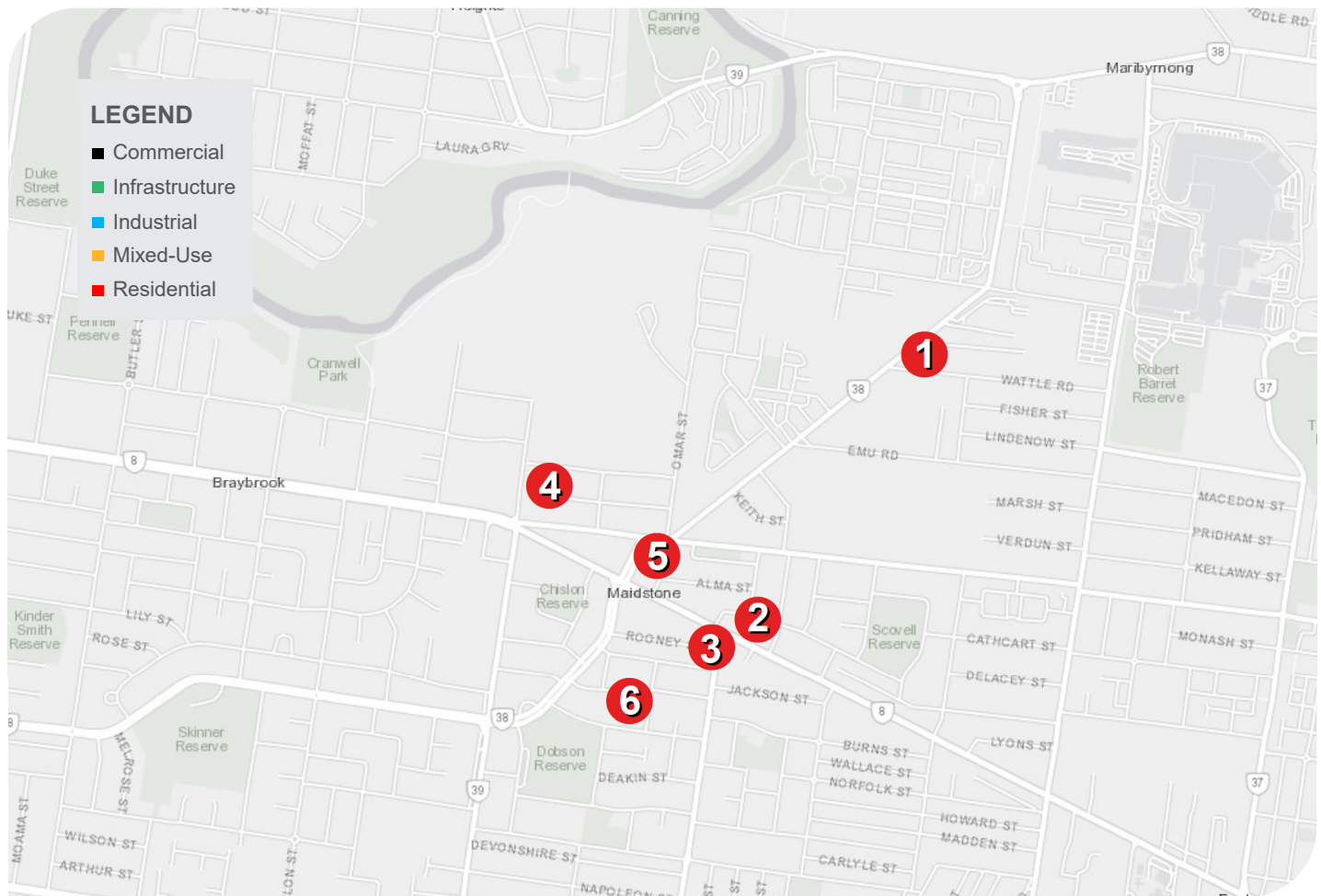
*Rental performance graph represents aggregate house median rent prices within the suburb of Maidstone.

Annual rental growth is a comparison between 2018 and 2019 house median rent figures.

^Rental yields shown are as reported at December 2019.

Source: APM Pricefinder, SQM Research. © Copyright PRD 2020.

PROJECT DEVELOPMENT MAP 1ST HALF 2020*



Location	Project**	Type	Estimated Value***	Commence Date****
1	Hampstead Park Estate- (157 Dwellings)	Residential	\$40,000,000	13/02/2020
2	Ballarat Road Townhouses- (3 Townhouses)	Residential	\$990,000	26/04/2020
3	Richelieu Street Dwellings- (3 Dwellings)	Residential	\$950,000	01/03/2020
4	Dunedin Street Townhouses-(4 Townhouses)	Residential	\$800,000	02/05/2020
5	Omar Street Townhouses- (3 Townhouses)	Residential	\$750,000	03/03/2020
6	Holland Court Townhouses- (4 Townhouses)	Residential	\$600,000	22/01/2020

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.



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