



**> Affordable & Liveable Property Guide**  
Gold Coast Metro 2nd Half 2020

# METHODOLOGY

This affordable and liveable property guide for Gold Coast Metro analyses all suburbs within a 20km radius of the Gold Coast CBD. The following criteria were considered:

- Property trends criteria** – all suburbs have a minimum of 20 sales transactions for statistical reliability purposes. Based on market conditions suburbs have either positive, or as close as possible to neutral price growth between 2019 to 2020\*.
- Investment criteria** – as of September 2020, suburbs considered will have an on-par or higher rental yield than Gold Coast Metro, and an on-par or lower vacancy rate.
- Affordability criteria** – identified affordable and liveable suburbs have a median price below a set threshold. This was determined by adding percentage premiums to the Queensland (QLD) average home loan, which was \$414,426\*\* as of Q2 2020. Premiums of 53% for houses and -2% for units were added, which were below those required to reach Gold Coast Metro's median prices (62% for houses and 7% for units). This places the suburbs below Gold Coast's median prices, meaning that the suburbs identified within this report are more affordable for buyers.
- Development criteria** – suburbs identified must have a high total estimated value of future project development for the 2nd half of 2020, as well as a higher proportion of commercial and infrastructure projects. This ensures the suburbs show signs of sustainable economic growth, in turn positively affecting the property market.
- Liveability criteria** – all identified suburbs have low crime rates, availability of amenities within a 5km radius (i.e. schools, green spaces, public transport, shopping centres and health care facilities), and an unemployment rate on-par or lower in comparison to the QLD average (as determined by the Department of Jobs and Small Business, June Quarter 2020 release).

# RECENT TOP PERFORMERS

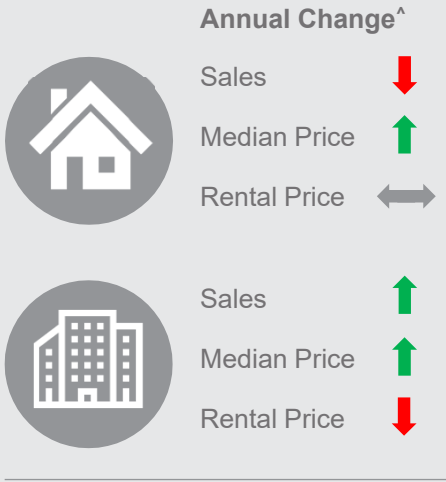
Area	Suburb	Type	Median Price 2019	Median Price 2020*	Price Growth	Projects 2020***
Inner	Surfers Paradise	House	\$1,500,000	\$1,755,000	17.0%	\$185.2M
	Surfers Paradise	Unit	\$384,000	\$402,000	4.7%	\$185.2M
North	Helensvale	House	\$619,000	\$660,000	6.6%	\$38.5M
	Upper Coomera@	Unit	\$384,000	\$402,000	4.7%	\$2.8M
South	Currumbin Waters	House	\$707,000	\$775,000	9.6%	\$51.5M
	Palm Beach	Unit	\$556,000	\$625,000	12.4%	\$31.2M
West	Nerang	House	\$460,000	\$479,000	4.1%	\$628.3M
	Nerang	Unit	\$325,000	\$342,000	5.2%	\$628.3M

# OVERVIEW

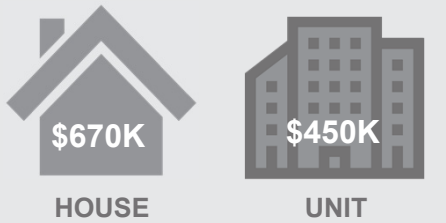
Median property prices in Gold Coast Metro increased by 1.5% for houses to \$670,000 from 2019 to 2020\* and increased by 3.4% for units to \$450,000. Limited stock and high demand have been the major drivers in median price growth for houses, proving resilient throughout COVID-19. The Gold Coast Metro property market has continued to show steady price growth over the past five years, creating confidence. Resilience in median unit price growth indicates excess stock continues to be absorbed, with supply partly halted due to COVID-19. An estimated \$3.6B of projects are planned in the 2nd half of 2020, with a focus on commercial and residential. Commercial projects stimulate the economy, creating local jobs pre and post-construction. This will attract a wider demographic to the Gold Coast, thus pushing housing demand. New residential stock will help cater to this, creating a vibrant market whilst ensuring sustainable price growth.

\*Median price quoted captures sale transactions from 1st January 2020 to 30th September 2020, or Q1 2020 – Q3 2020. \*\*Average home loan figure is derived from June Quarter 2020 Housing Affordability Report by the Real Estate Institute of Australia (REIA) and Adelaide Bank. \*\*\*Project development is based on aggregate of estimated construction value for residential, commercial, industrial, mixed-use and infrastructure projects scheduled to commence in the 2nd half of 2020 as stated by the relevant data authority. ^Annual Change is reflective of median price change from Q3 2019 to Q3 2020. Figures displayed in infographics are for the period Q3 2020, except for median sale price, which is reflective of 1st January 2020 to 30th September 2020, or Q1 2020 – Q3 2020. @ Unit sales in Upper Coomera may include townhouses due to dataset limitations. Source: APM Pricefinder, REIA, SQM Research, Cordell Connect, Department of Jobs and Small Business. © PRD Real Estate 2020.

# GOLD COAST METRO



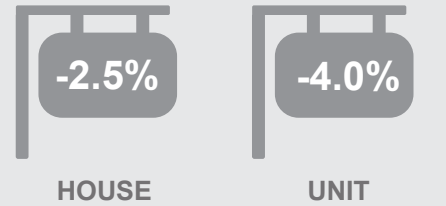
# MEDIAN SALE PRICE



# AVERAGE DAYS TO SELL



# AVERAGE VENDOR DISC.



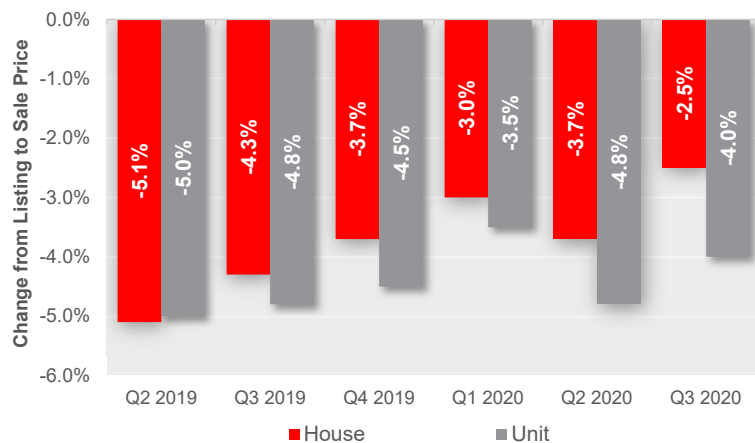
# MEDIAN RENTAL PRICE



# AVERAGE DAYS TO LET



## AVERAGE VENDOR DISCOUNT

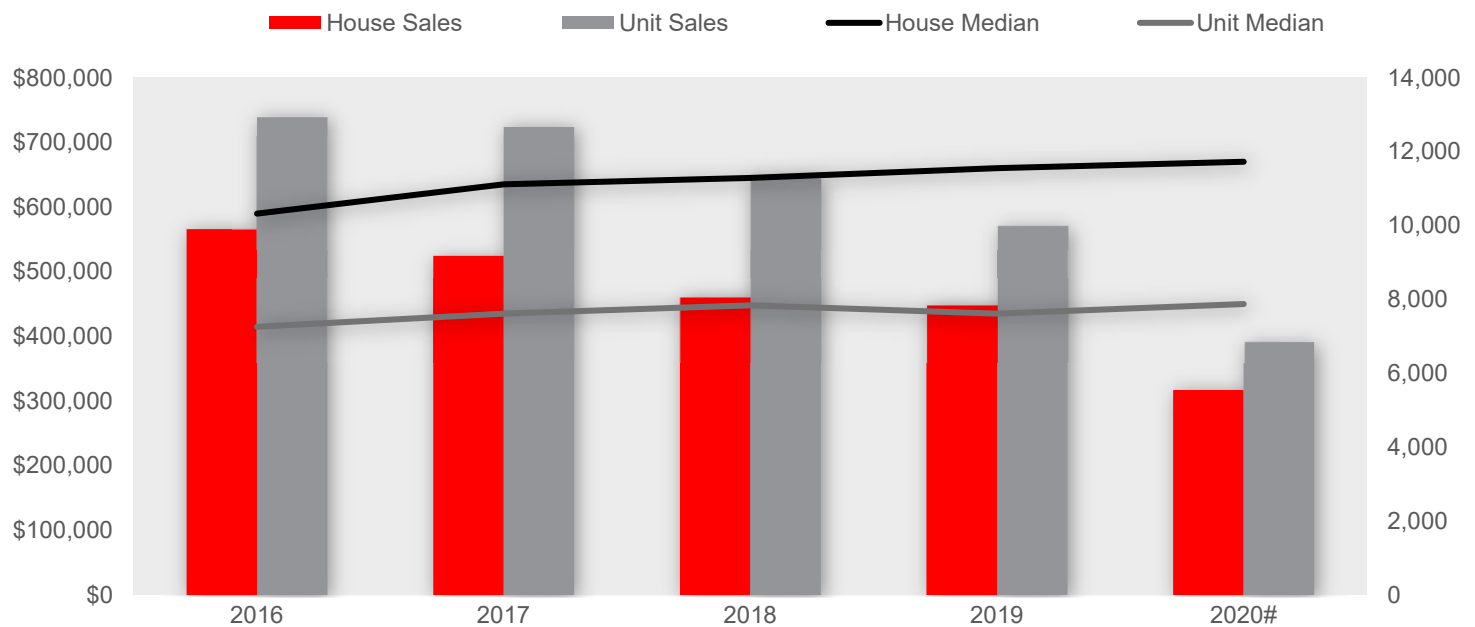


## KEY COMMENTS

Average vendor discounts between Q3 2019 and Q3 2020 have tightened for both property types, to -2.5% for houses and -4.0% for units. This indicates that Gold Coast's Metro market provides unique opportunities. Sellers can achieve a final sale price closer to their first list price, whilst buyers can still benefit from a discount.

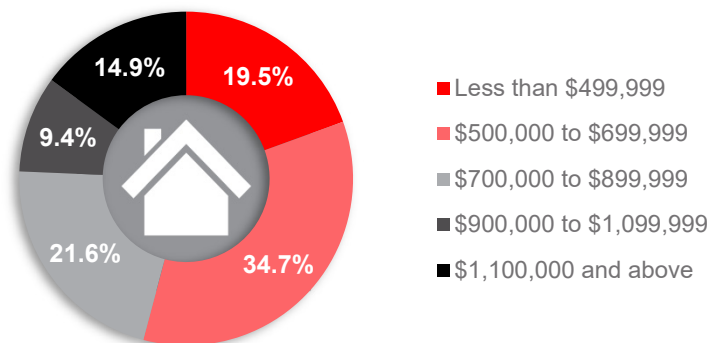
The dominant proportion of houses sold in Gold Coast Metro in 2020# were in the lower-middle price bracket of \$500,000 to \$700,000 (34.7%). Units saw high buyer activity in the premium price bracket of \$600,000 and above (26.9%). There is a relatively high percentage of sales in the lowest to middle price bracket in Gold Coast Metro, providing excellent opportunities for first home buyers compared with Sydney and Melbourne.

## MARKET PERFORMANCE

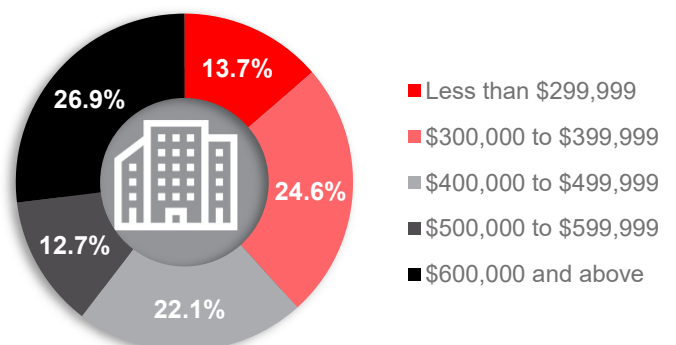


## PRICE BREAKDOWN 2020#

### HOUSES SOLD

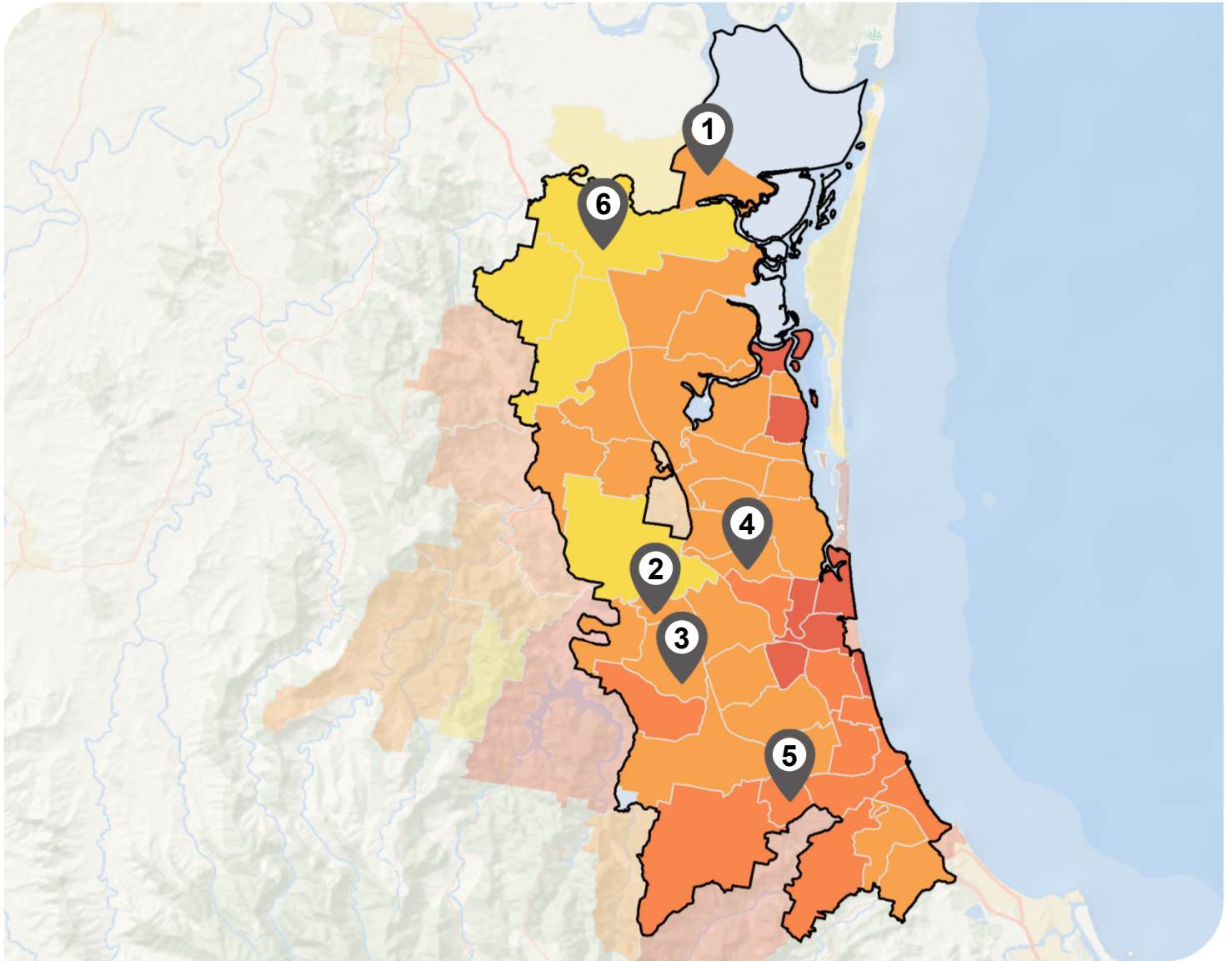


### UNITS SOLD





## GOLD COAST METRO MEDIAN HOUSE PRICE 2020\* 20KM FROM CBD



### LEGEND

	Data not available
	\$0 - \$500,000
	\$500,000 - \$800,000
	\$800,000 - \$1,000,000
	\$1,000,000 - \$2,000,000
	\$2,000,000+
	20km from CBD
	Translucent colours for <20 sales

### GOLD COAST AFFORDABLE & LIVEABLE SUBURBS RENTAL YIELD

Suburb		House	Suburb		Unit
1	Jacobs Well	4.5%	4	Ashmore	5.7%
2	Carrara	4.3%	5	Reedy Creek	5.9%
3	Worongary	4.0%	6	Pimpama	5.4%

## RENTAL GROWTH 2020€

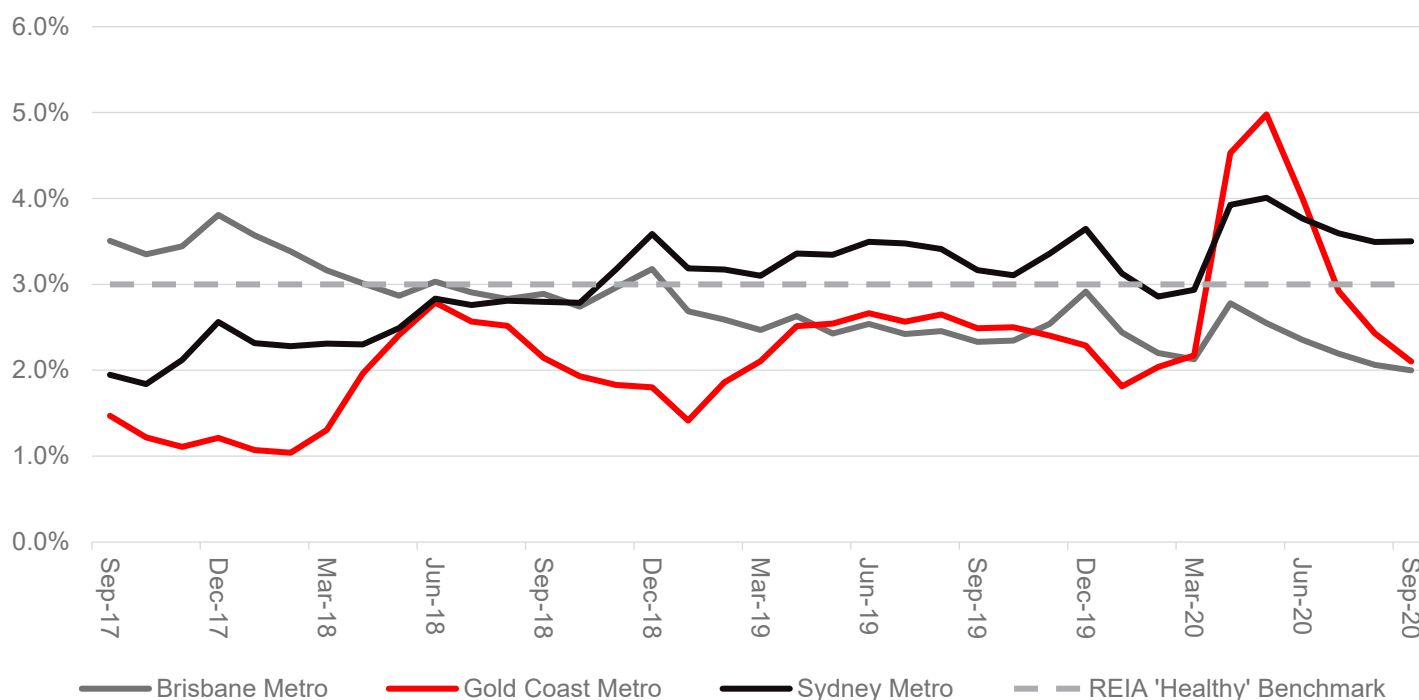
In September 2020, house rental yields in Gold Coast Metro were recorded at 4.0%. In the 12 months to Q3 2020, the median house rental price was stable at \$530 per week, however average days on the market declined by -30.8% (to just 18 days). Overall, the Gold Coast Metro rental house market has remained resilient throughout COVID-19.

3+ bedroom units recorded the highest annual rental growth (of +2.1%) to reach \$490 per week. A softening in median unit rental prices were felt mostly in the 1 and 2 bedroom markets. This suggests a trend in households taking opportunity in the larger unit rental market, due to the need for more space as working from home becomes a norm.

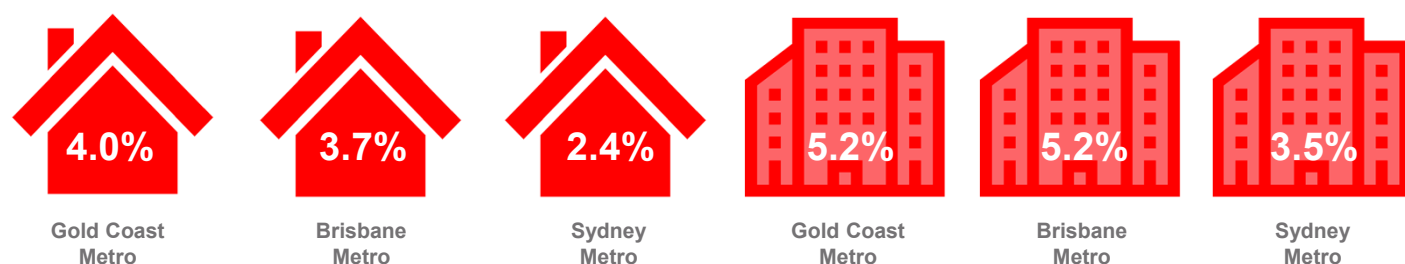
In September 2020, Gold Coast Metro recorded a low vacancy rate of 2.1%, below Sydney Metro (3.5%) and on-par with Brisbane Metro (2.0%). The vacancy rate in Gold Coast Metro sits well below the Real Estate Institute of Australia's healthy benchmark of 3.0%, declining sharply post-COVID-19's peak effects in May 2020. Gold Coast Metro's vacancy rate has recovered to an even lower level than pre-COVID-19 (2.3% in December 2019), which is good news for investors.



## RENTAL VACANCY RATES 2020



## RENTAL YIELD 2020\$



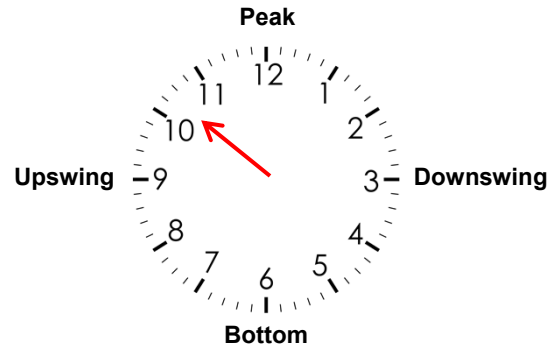
€ Annual rental growth is a comparison between 2019 and 2020 (01/01/2020 – 30/09/2020) house median rent figures.

\$ Rental yields shown are as reported at September 2020.

Source: APM Pricer, SQM Research. © Copyright PRD Real Estate 2020.

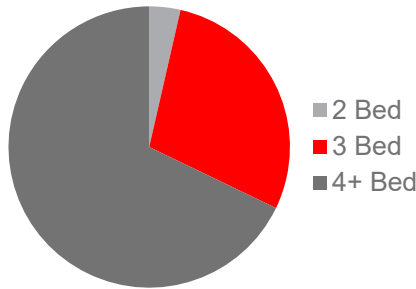


## PROPERTY CLOCK - HOUSES



## AFFORDABLE & LIVEABLE HOUSE SUBURBS

### JACOBS WELL 4208

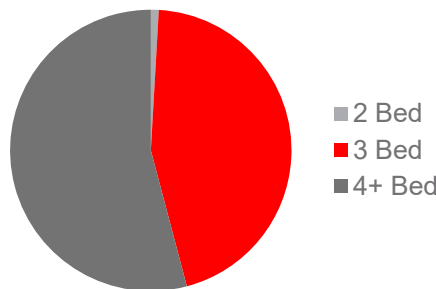


Located about **19.3km** from the Gold Coast CBD.

Median House Price **\$525,000**  
 • 2 Bed Median Price **\$439,000\***  
 • 3 Bed Median Price **\$495,000\***  
 • 4+ Bed Median Price **\$559,000**

Jacobs Well is located north of the Gold Coast CBD and is the most affordable of the three affordable and liveable suburbs chosen. From 2019 to 2020 median house prices grew by 3.1%\*\* , suggesting continued growth into the future. Jacobs Well recorded a low vacancy rate of 0.4%, well below Gold Coast Metro's 2.1%. This indicates a healthier rental demand, in turn making it highly conducive for investment. Jacobs Well ticks many liveability boxes as it is close to schools, medical centres, public transport, shops, and is also home to the Calypso Bay Golf Course. About \$19.5M^ of projects are planned in the 2nd half of 2020, with a key focus on residential projects. This will help first home buyers, through accessing Federal and State government grants.

### CARRARA 4211

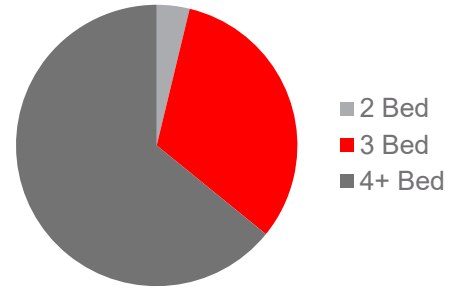


Located about **5.6km** from the Gold Coast CBD.

Median House Price **\$590,000**  
 • 2 Bed Median Price **\$507,000\***  
 • 3 Bed Median Price **\$524,000**  
 • 4+ Bed Median Price **\$645,000**

Carrara, located south of the Gold Coast CBD, is an exceptional suburb that ticks many liveability boxes. It is the closest affordable and liveable suburb to the CBD, and with a current market softening of -2.3%\*\* (from 2019 to 2020) now is an opportunity for first home buyers to act. Carrara is an investment hotspot, with average house rental yields of 4.3%, above Gold Coast Metro's 4.0%. This is in conjunction with a very low vacancy rate of 0.5%, well below Gold Coast Metro's 2.1%. An estimated \$57.0M^ worth of projects are planned in the 2nd half of 2020, with a focus on mixed-use projects. A major project is Nielsens Road Units & Restaurant (\$50.0M), which will construct 270 units, 2 swimming pools, an internal recreation area, and a restaurant.

### WORONGARY 4213



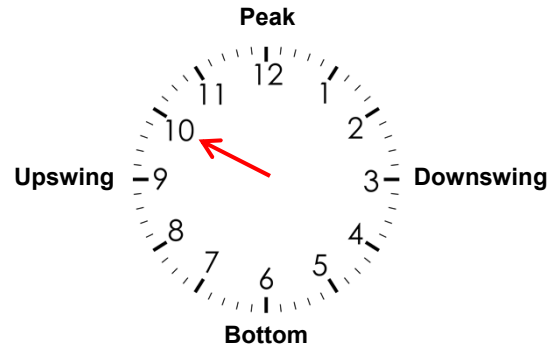
Located about **8.3km** from the Gold Coast CBD.

Median House Price **\$636,000**  
 • 2 Bed Median Price **\$502,000\***  
 • 3 Bed Median Price **\$510,000\***  
 • 4+ Bed Median Price **\$769,000**

Worongary recorded a steady median house price growth from 2019 to 2020\*\* amidst COVID-19. This suggests there is still room for price growth in the area, despite having the highest median of the three chosen suburbs. Investors are benefiting from rental yields of 4.0%, on-par with Gold Coast Metro. Worongary recorded a record low vacancy rate of 0.4% in September 2020, well below Gold Coast Metro (2.1%). This indicates a healthier rental demand. Worongary is close to the Nerang shopping centre, Mudgeeraba State School, Robina Hospital and the M1 Highway. Pacific View Estate Master-planned Community (\$500.0M) is a key commercial project that will create a community/residential development for between 8,000 to 10,000 people, creating around 3,500 residences set across 6 precincts.

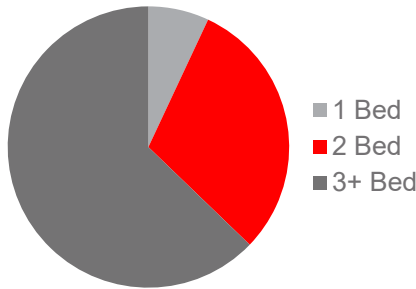


## PROPERTY CLOCK - UNITS



## AFFORDABLE & LIVEABLE UNIT SUBURBS

### ASHMORE 4214

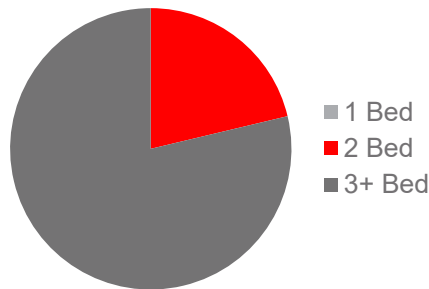


Located about **2.5km** from the Gold Coast CBD.

Median Unit Price	<b>\$377,000</b>
• 1 Bed Median Price	<b>\$220,000*</b>
• 2 Bed Median Price	<b>\$330,000*</b>
• 3+ Bed Median Price	<b>\$420,000</b>

Ashmore is the closest affordable and liveable suburb for units to the Gold Coast CBD. From 2019 to 2020 median unit prices grew strongly, by 13.6%\*\*. An average unit rental yield of 5.7% (as of September 2020) is above Gold Coast Metro's (5.2%) and has attracted many investors into the area. Ashmore's vacancy rates sits at a low 1.0%, lower than Gold Coast Metro's 2.1%. There is a healthier rental demand in Ashmore, which is highly conducive for investment. Ashmore ticks many liveability boxes, being well-served by amenities such as medical centres, schools, shops, public transport options and parks. A total of \$450.0K<sup>^</sup> of development is planned in the 2nd half of 2020, which includes constructing an upgrade to the existing Ashmore Tavern.

### REEDY CREEK 4227

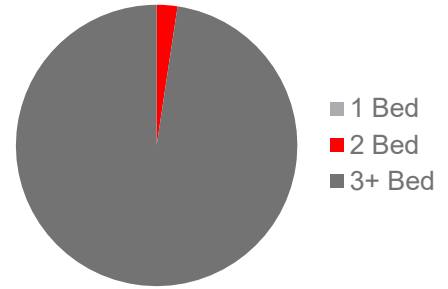


Located about **14.2km** from the Gold Coast CBD.

Median Unit Price	<b>\$381,000</b>
• 1 Bed Median Price	<b>N/A</b>
• 2 Bed Median Price	<b>\$352,000*</b>
• 3+ Bed Median Price	<b>\$385,000</b>

Reedy Creek is located south of Gold Coast CBD, and has an attractive median unit price whilst ticking all the liveability and mobility factors such as schools, parks, public transport options, and a large shopping centre (Stockland Burleigh Heads Shopping Centre). Investors benefited from attractive unit rental yields of 5.9%, above Gold Coast Metro's 5.2%. The area also recorded a low vacancy rate of 1.3%, much lower than Gold Coast Metro's 2.1%. This makes Reedy Creek an ideal suburb for investment. Approximately \$1.5M<sup>^</sup> worth of development is planned for the 2nd half of 2020, with a main focus on residential projects. A key project is the Laceflower Court Townhouses (\$1.5M<sup>^</sup>), adding 5x three-bedroom townhouses in 5 separate buildings.

### PIMPAMA 4209



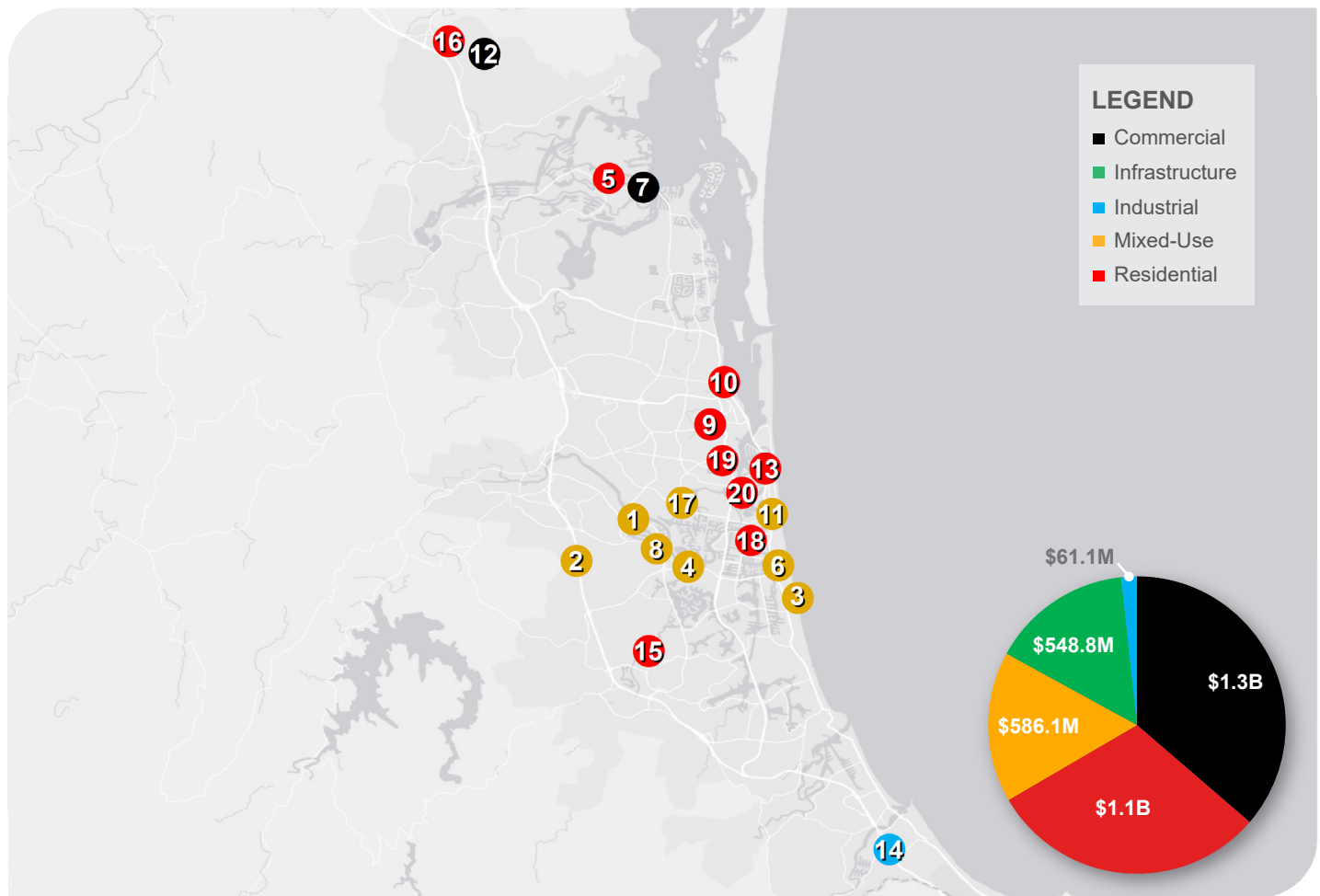
Located about **16.4km** from the Gold Coast CBD.

Median Unit Price	<b>\$405,000</b>
• 1 Bed Median Price	<b>N/A</b>
• 2 Bed Median Price	<b>\$325,000*</b>
• 3+ Bed Median Price	<b>\$370,000</b>

Pimpama recorded a healthy median unit price growth of 1.5%\*\* from 2019 to 2020 amidst COVID-19. This suggests there is still high demand in the area, despite having the highest median price of the three chosen suburbs. Investors are benefiting from rental yields of 5.4%. Pimpama recorded a record low vacancy rate of 0.7%, well below Gold Coast Metro (2.1%), thus indicating a healthier rental demand. Pimpama is close to the Coomera shopping centre, Pimpama State School, public transport and the M1 Highway; connecting it to Brisbane and Sydney. Around \$108.8M<sup>^</sup> of development is planned in the 2nd half of 2020, with a large focus on mixed-use projects. A major mixed-use project is the \$40.0M<sup>^</sup> Gainsborough Greens Estate Precinct, constructing houses, units, and a golf course.



# PROJECT DEVELOPMENT MAP 2ND HALF 2020\*



Location	Project <sup>£</sup>	Type	Estimated Value <sup>µ</sup>	Suburb
1	Australian Legend World Theme Park & Mixed Use Development	Mixed-use	\$600,000,000	Nerang
2	Pacific View Estate Masterplanned Community	Mixed-use	\$500,000,000	Worongary
3	Destination Gold Coast - Epsilon	Mixed-use	\$500,000,000	Broadbeach Waters
4	Cypress Central Transit Orientated Mixed Development	Mixed-use	\$200,000,000	Clear Island Waters
5	Grant Avenue Units	Residential	\$140,000,000	Hope Island
6	Infinity Tower Broadbeach	Mixed-use	\$75,000,000	Broadbeach
7	Swissotel Gold Coast Hope Island	Commercial	\$60,000,000	Hope Island
8	Nielsens Road Units & Restaurant	Mixed-use	\$50,000,000	Carrara
9	Marine Quarter Stage 2	Residential	\$50,000,000	Southport
10	Marine Quarter Stage 1	Residential	\$50,000,000	Southport
11	Vista Street Mixed Use Development	Mixed-use	\$50,000,000	Surfers Paradise
12	Gainsborough Greens Estate Master Plan Community Precinct	Commercial	\$40,000,000	Pimpama
13	Acacia Avenue Units	Residential	\$40,000,000	Surfers Paradise
14	Currumbin Waters Mixed Used Development	Industrial	\$35,000,000	Currumbin Waters
15	Stadium Village	Residential	\$35,000,000	Robina
16	Gainsborough Greens Precinct 3 Stage 1	Residential	\$31,500,000	Pimpama
17	Lady Small Haven Mixed Use Facility	Mixed-use	\$30,000,000	Benowa
18	Cannes Avenue Apartments	Residential	\$28,800,000	Surfers Paradise
19	Allure On Chevron	Residential	\$27,000,000	Surfers Paradise
20	The Catalina Apartments	Residential	\$22,500,000	Surfers Paradise



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Our extensive research capability and specialised approach ensures our clients can make the most informed and financially sound decisions about residential and commercial properties.

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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, PRD 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.

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## OUR SERVICES

**Our research services span over every suburb, LGA, and state within Australia; captured in a variety of standard and customised 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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- Geographic information mapping
- Project Analysis including product and pricing recommendations
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