



# Ashmore Market Update 2nd Half 2021



## OVERVIEW

In Q2 2021, Ashmore\* recorded a median house price of \$704,000, and a median unit price of \$420,000. This represents annual (Q2 2020 – Q2 2021) median price growth of 15.6% for houses and 28.1% for units. Between Q2 2020 – Q2 2021 total sales increased for houses, by 40.0% (to 70 sales), but slightly slowed by -2.2% for units (to 44 sales). This is a clear indication of increased consumer confidence, with real returns on investment in the house market as price growth is accompanied by higher sale numbers. There is a slight undersupply in the unit market, thus an ideal time to transact.

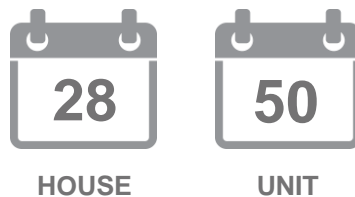
	CHANGE FROM LAST	YEAR	HALF YEAR
	House Sales	↑	↓
	House Median Price	↑	↑
	House Rental Price	↑	↑
	Unit Sales	↓	↓
	Unit Median Price	↑	↑
	Unit Rental Price	↑	↑

## MARKET CONDITIONS

### SALES MEDIAN PRICE Q2 2021



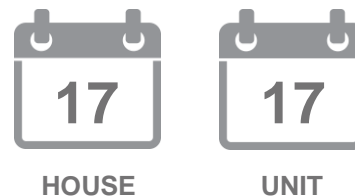
### SALES AVERAGE DAYS ON MARKET Q2 2021



### RENTAL MEDIAN PRICE Q2 2021

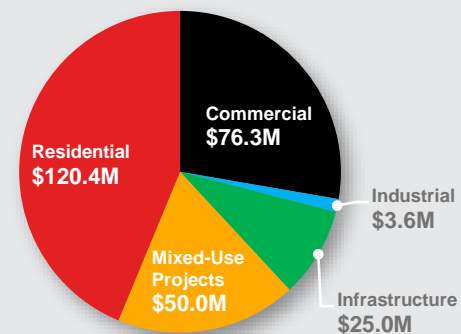


### RENTAL AVERAGE DAYS ON MARKET Q2 2021



## FUTURE DEVELOPMENTS

Ashmore\* is set to see approximately **\$275.3M** worth of new projects commencing in the 2nd half of 2021.



These projects will stimulate economic growth and create large employment opportunities in Ashmore\*, which will have a positive spill-over impact on the real estate market. New housing stock is necessary to cater to the current high demand, to ensure sustainable price growth.

A major commercial project in the 2<sup>nd</sup> half of 2021 is the White Street Development (\$60.0m). This will construct a 25 storey serviced apartments building. A total of \$120.4M of residential projects is planned, adding 12 townhouses and 490 units/apartments. A key residential project in the 2<sup>nd</sup> half of 2021 is the Queen Street Units (\$56.5M, 175 units). Other projects include: Queen Street Apartments (\$29.1M, 97 apartments) and Minnie & Allan Streets Apartments (\$11.7M, 39 apartments). New and innovative housing stock that are ready-to-sell is needed, to ensure demand is catered for. There is an absence in stand-alone dwellings in the project pipeline, which gives current house-owners a chance to capitalise on their investment.



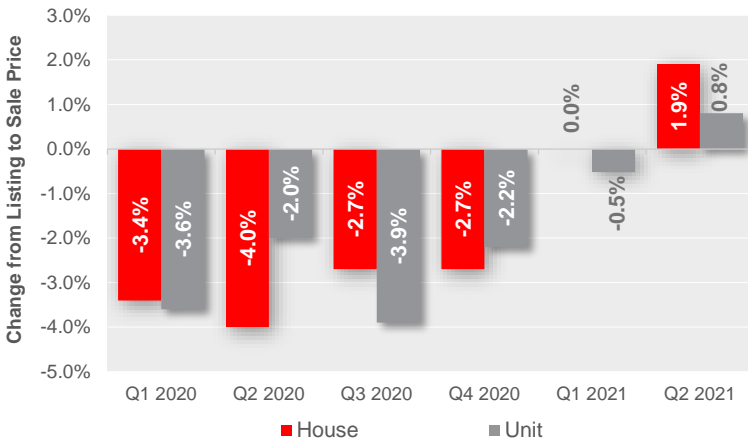
490 Units/  
Apartments



12  
Townhouses

# 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.

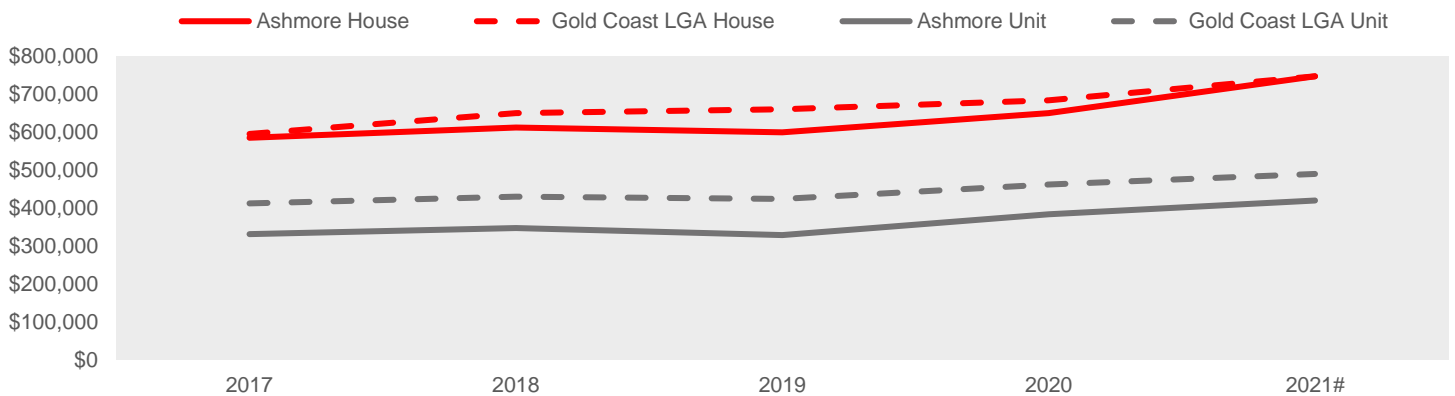


Average vendor discounts between Q2 2020 and Q2 2021 have swung to a premium for both property types, of 1.9% for houses and 0.8% for units. Ashmore\* has now shifted to favour vendors, where buyers must offer above the initial listing price. Now is the time for vendors to achieve premium results.

The suburb of Ashmore has historically been more affordable than Gold Coast Main Local Government Area (LGA) in both house and unit median prices. However in 2021# Ashmore median house prices have risen up to become on par with the LGA.

The dominant proportion of homes sold in Ashmore\* across 2021^ were in the premium price bracket of above \$750,000 (32.7%). Units recorded a dominant price point within the lower price segment of \$250,000 to \$350,000 (31.3%). Ashmore\* continues to show a growing premium housing market. Affordable options do exist, however limited and mostly in the units market.

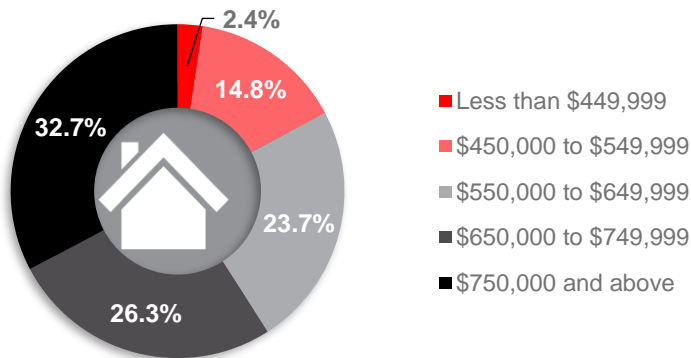
## MARKET COMPARISON



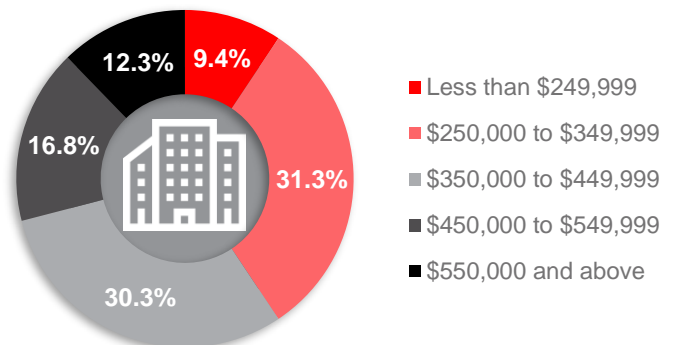
The market comparison graph provides a comparative trend for the median price of houses and units over the past 5 years. The main LGA profiled was chosen based on their proximity to the main suburb analysed, which is Ashmore.

## PRICE BREAKDOWN 2021^

### HOUSES SOLD



### UNITS SOLD

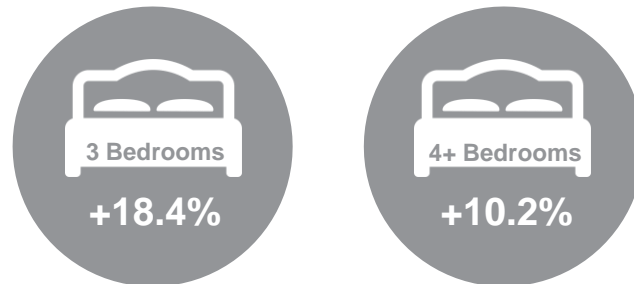


## RENTAL GROWTH 2021€

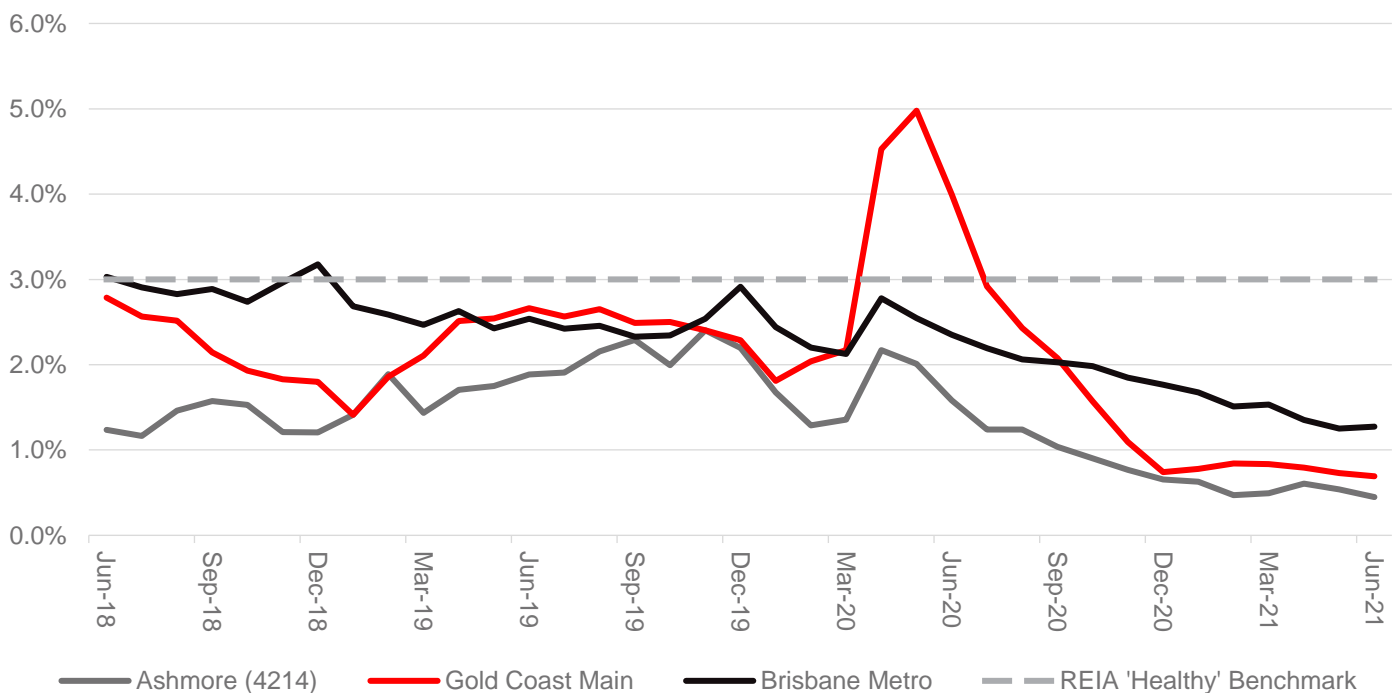
In June 2021, house rental yields in Ashmore<sup>€</sup> were recorded at 4.5%. In the 12 months to Q2 2021, the median house rental price increased by 13.0% to reach \$650 per week, while average days on the market significantly declined by -39.3% (to 17 days). These figures indicate a surge in investment returns, inviting astute investors to enter the market.

3 bedroom houses have provided investors with +18.4% rental growth annually<sup>€</sup>, with a median rent of \$580 per week.

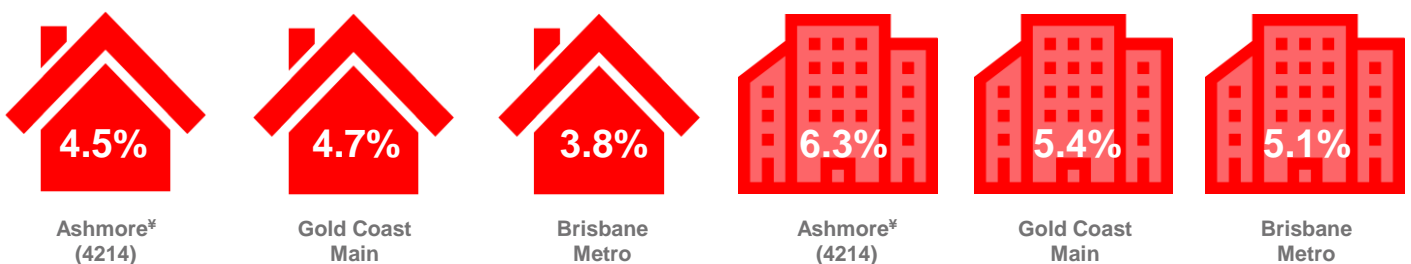
Also in June 2021, Ashmore<sup>€</sup> recorded a vacancy rate of 0.4%, below that of Gold Coast Main (0.7%) and well below Brisbane Metro (1.3%). Vacancy rates in Ashmore<sup>€</sup> have continued to decline and remain well below the Real Estate Institute of Australia's healthy benchmark of 3.0%, as the economy recovers from COVID-19. There is a sustainable healthy rental demand and investors can be confident of a conducive investment environment in Ashmore<sup>€</sup>.



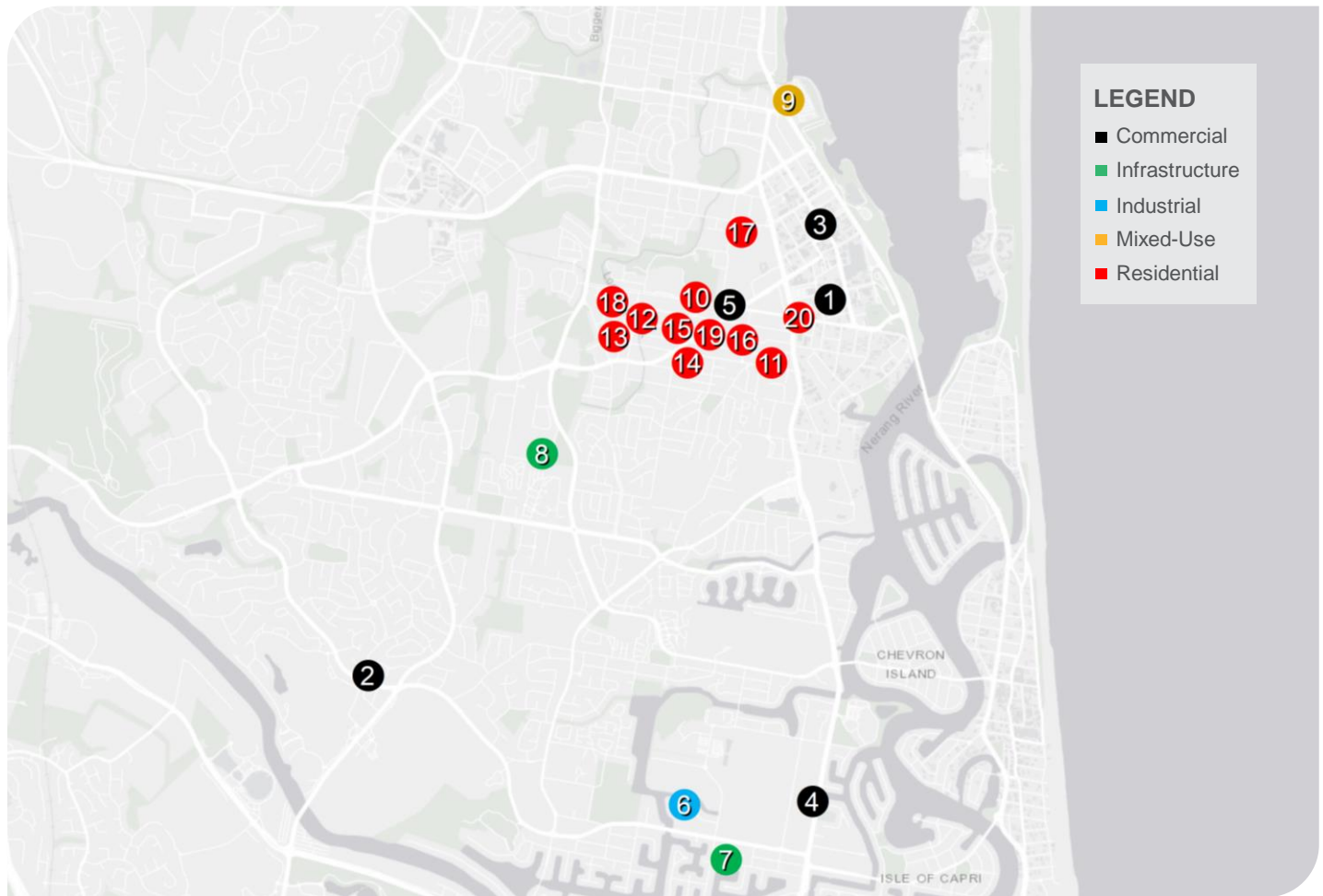
## RENTAL VACANCY RATES 2021



## RENTAL YIELD 2021§



# TOP DEVELOPMENTS MAP 2ND HALF 2021<sup>Ⓐ</sup>



Location	Project <sup>£</sup>	Type	Estimated Value <sup>Ⓜ</sup>	Commence Date <sup>Ⓜ</sup>
1	White Street Development	Commercial	\$60,000,000	08/11/2021
2	Headsmart Sports Medical Centre	Commercial	\$1,000,000	05/12/2021
3	Southport Rsl Club	Commercial	\$1,250,000	06/07/2021
4	Bundall Road Showroom/Warehouse	Commercial	\$12,000,000	19/10/2021
5	Cohort Office Building Refurbishment	Commercial	\$900,000	18/10/2021
6	Strathaird Road Industrial Development	Industrial	\$3,600,000	06/12/2021
7	Old Coach Road & Bermuda Street Roadworks	Infrastructure	\$950,000	12/08/2021
8	Gold Coast Disaster & Emergency Management Centre	Infrastructure	\$24,000,000	18/09/2021
9	Marine Quarter Stage 1- (107 Units)	Mixed-use	\$50,000,000	04/09/2021
10	Queen Street Apartments- (97 Apartments)	Residential	\$29,100,000	10/09/2021
11	Minnie & Allan Streets Apartments- (39 Apartments)	Residential	\$11,700,000	02/10/2021
12	Eugaree Street Apartments- (26 Apartments)	Residential	\$7,800,000	02/08/2021
13	Ward & Prince Streets Townhouses- (12 Townhouses)	Residential	\$3,600,000	06/10/2021
14	Minnie Street Units- (5 Units)	Residential	\$2,500,000	16/08/2021
15	Chl Housing Southport- (7 Units)	Residential	\$2,100,000	18/09/2021
16	Eugaree Street Units- (12 Units)	Residential	\$2,000,000	14/10/2021
17	Water Street Units- (10 Units)	Residential	\$1,800,000	12/07/2021
18	Prince Street Apartments- (8 Apartments)	Residential	\$1,800,000	12/10/2021
19	Minnie Street Units- (4 Units)	Residential	\$1,500,000	06/12/2021
20	Queen Street Units- (175 Units)	Residential	\$56,500,000	06/12/2021

## 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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# REFERENCES

\* Ashmore market data and key indicators encapsulates aggregate property market conditions within the suburbs of Ashmore and Molendinar.

\*\* Estimated values are based on construction value provided by the relevant data authority and does not reflect commercial and/or re-sale value.

# 2021 encapsulates sales transactions for 1H 2021 (01/01/2021 – 30/06/2021).

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€ Annual rental growth is a comparison between 1H 2020 (01/01/2020 – 30/06/2020) and 1H 2021 (01/01/2021 – 30/06/2021) house median rent figures.

¥ Ashmore market data encapsulates aggregate property conditions within the postcode of 4214.

§ Rental yields shown are as reported as of June 2021.

⌘ 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 within the suburbs of Ashmore, Benowa, Southport, and Bundall.

μ Estimated value is the value of construction costs provided by relevant data authority, it does not reflect the project's sale/commercial value.

ψ Commencement date quoted for each project is an approximate only, as provided by the relevant data authority, PRD does not hold any liability to the exact date.

Source: APM Pricerfinder, Cordell Connect database, SQM Research, Esri ArcGIS.

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