



Southport Market Update 1st Half 2022



OVERVIEW

In Q4 2021, Southport* recorded a median house price of \$882,500, and a median unit price of \$476,500. This represents annual (Q4 2020 – Q4 2021) median price growth of 28.1% for houses and 20.6% for units. Between Q4 2020 – Q4 2021 total house sales remained stable, at 132 sales, whereas unit sales increased by 33.2% (to 751 sales). Owner occupiers and down-sizers can benefit from real returns on capital investment, as median price growth is alongside higher or stable number of sales. The ready-to-sell house market is still undersupplied, thus now is the time to transact.

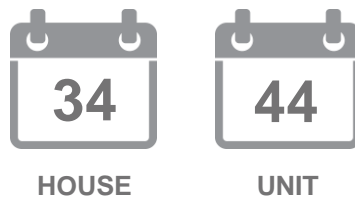
	CHANGE FROM LAST	YEAR	HALF YEAR
	House Sales	↔	↓
	House Median Price	↑	↑
	House Rental Price	↑	↑
	Unit Sales	↑	↑
	Unit Median Price	↑	↑
	Unit Rental Price	↑	↑

MARKET CONDITIONS

SALES MEDIAN PRICE Q4 2021



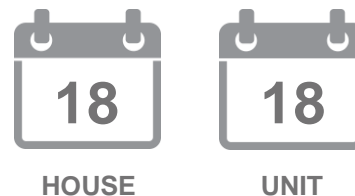
SALES AVERAGE DAYS ON MARKET Q4 2021



RENTAL MEDIAN PRICE Q4 2021

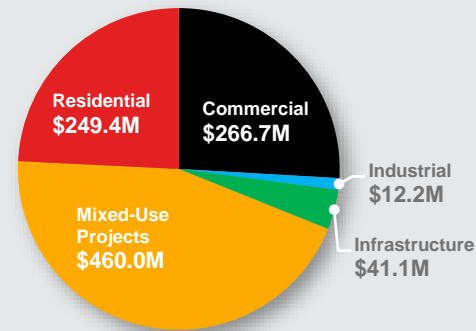


RENTAL AVERAGE DAYS ON MARKET Q4 2021



FUTURE DEVELOPMENTS

Southport* is set to see approximately **\$1.0B** worth of new projects commencing in the 1st half of 2022.



A strong focus on mixed-use and residential projects will provide much needed housing stock, creating a more sustainable price growth. It will also create new employment opportunities during the construction phase.

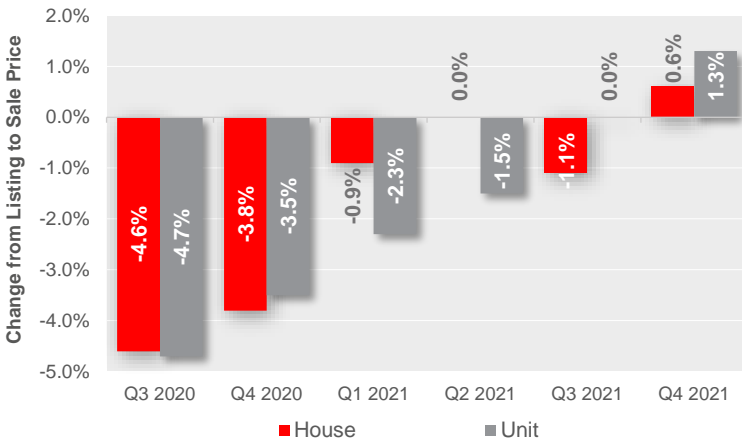
A main mixed-use project in the 1st half of 2022 is Nerang and Cougal Street Mixed Use Development (\$400.0M). This will construct a 17 storey mixed use building with 145 apartments & boutique 200 room hotel in Southport*.

A total of \$249.4M of residential projects is planned, adding 1776 units/apartments, 79 townhouses and 8 dwellings in the Southport* area. Key projects include: Queen Street Units (\$56.5M, 175 units), Eve Residences (\$50.0M, 157 apartments), Back Street Units (\$18.0M, 38 units), and Isola Apartments Labrador (\$16.0M, 55 apartments).



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.

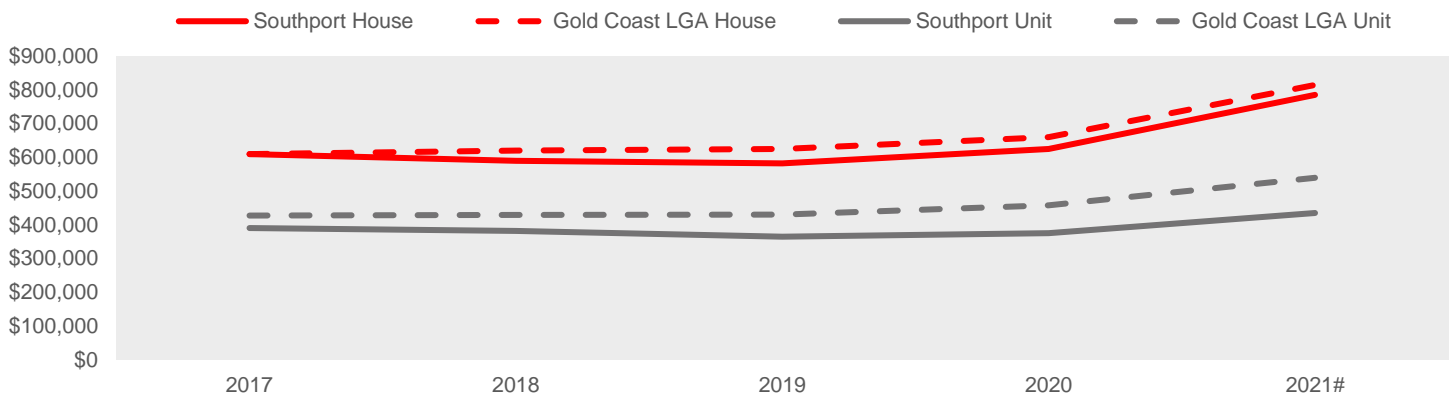


Average vendor discounts between Q4 2020 and Q4 2021 have swung to a premium for both property types, to 0.6% for houses and 1.3% for units. Southport* market conditions have now shifted to favour sellers, where buyers must offer above the first listing price.

The suburb of Southport has historically been affordable compared to the wider Gold Coast Local Government Area (LGA) in both house and unit median prices. This said, 2021# has seen a return to parity for house prices in Southport with the wider Gold Coast, while units continue to present a discounted market.

The dominant proportion of homes sold in Southport* across 2021^ were in the premium price bracket of \$900,000 and above (25.0%). Units recorded a dominant price point of below \$349,000 (28.6%). There is a reasonably healthy balance of stock available at different price points, with affordable stock available. A premium market is growing, particularly for houses.

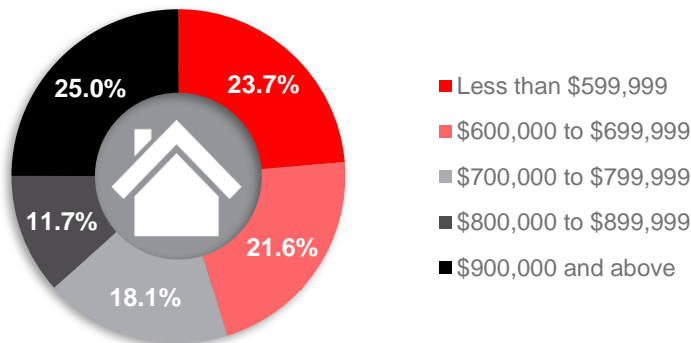
MARKET COMPARISON



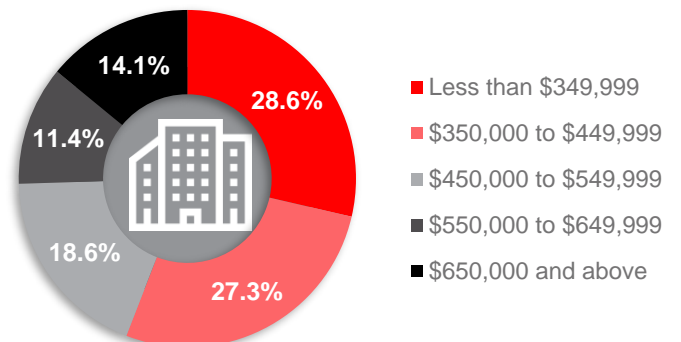
The market comparison graph provides a comparative trend for the median price of houses and units over the past 5 years. The main LGA profiled are chosen based on their proximity to the main suburb analysed, which is Southport.

PRICE BREAKDOWN 2021^

HOUSES SOLD



UNITS SOLD



RENTAL GROWTH 2021€

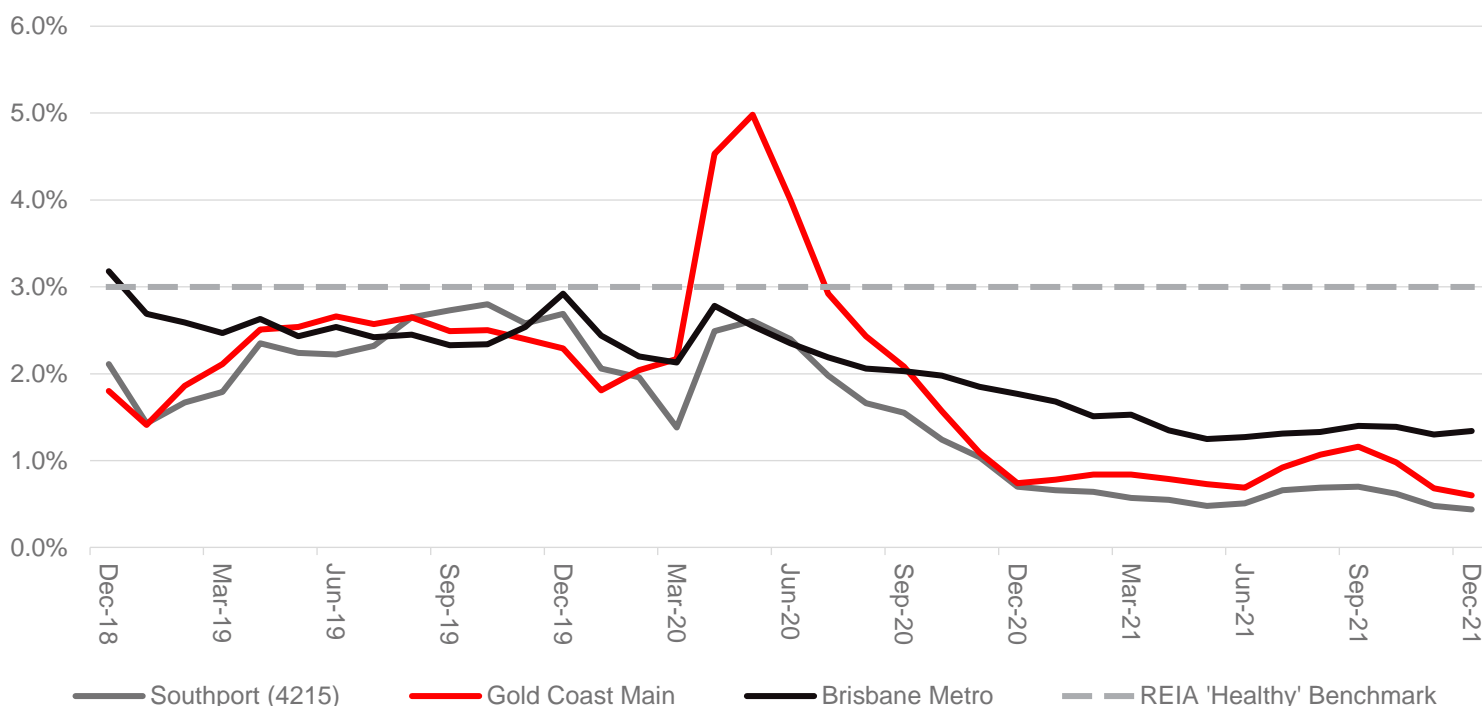
In December 2021, house rental yields in Southport* were recorded at 4.2%. In the 12 months to Q4 2021, the median house rental price increased by 21.6% to reach \$620 per week, while average days on the market declined by -5.3% (to 18 days); thus indicating a resilient rental market.

3 bedroom houses have provided investors with +16.7% rental growth annually€, with a median rent of \$572 per week.

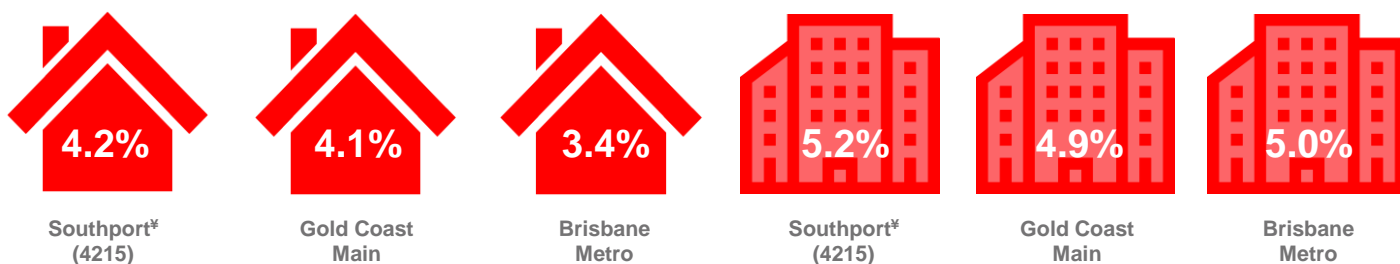
Also in December 2021, Southport* recorded a vacancy rate of 0.4%, below that of Gold Coast LGA (0.6%) and Brisbane Metro (1.3%). Vacancy rates in Southport* have trended below 1.0% for the past 12 months and remain well below the Real Estate Institute of Australia's healthy benchmark of 3.0%, even throughout COVID-19 conditions. This confirms there is still a healthy rental demand and investors can be confident of a conducive investment environment in Southport*.



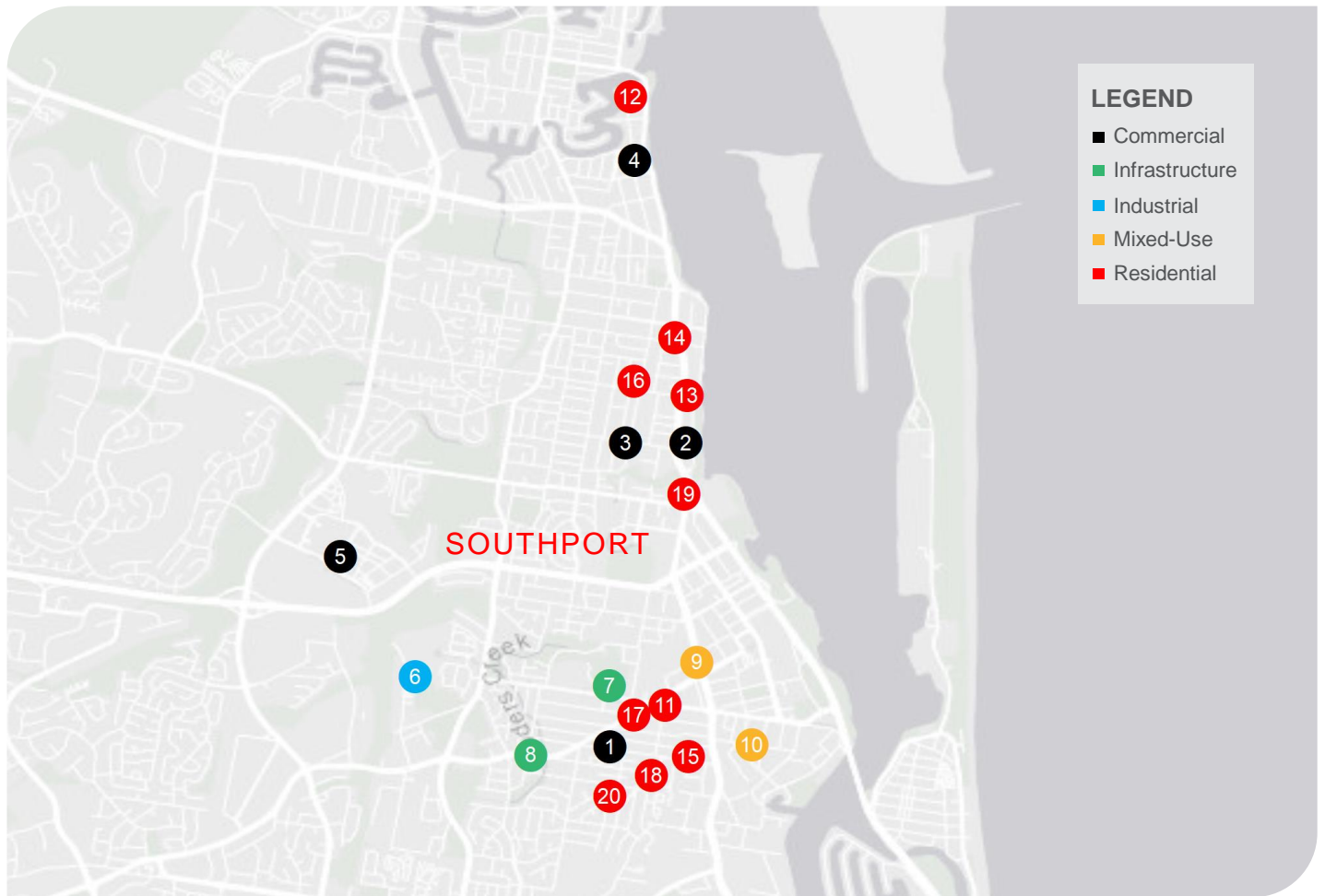
RENTAL VACANCY RATES 2021



RENTAL YIELD 2021§



TOP DEVELOPMENTS MAP 1st HALF 2022^A



Location	Project [£]	Type	Estimated Value ^µ	Commence Date ^v
1	Griffith University Gold Coast Campus Adapt Facility	Commercial	\$80,000,000	18/10/2022
2	Frank & Robert Streets Independent Living Units	Commercial	\$30,000,000	21/09/2022
3	Frank Street Apartment Building	Commercial	\$50,000,000	22/09/2022
4	Tricare Labrador Retirement Facility Stage 1	Commercial	\$40,000,000	18/07/2022
5	Infin8 Lumina	Commercial	\$40,000,000	28/11/2022
6	Bailey Crescent Self Storage Units	Industrial	\$8,000,000	28/11/2022
7	Lumina Gold Coast Health & Knowledge Precinct	Infrastructure	\$30,000,000	28/06/2022
8	Gold Coast Ambulance Operations Centre & Southport Ambulance Station	Infrastructure	\$10,200,000	01/08/2022
9	Nerang Street & Cougal Street Mixed Use Development-(1019 Apartments)	Mixed-use	\$400,000,000	12/05/2022
10	Imperial Square Regal Residences Southport-(145 Apartments)	Mixed-use	\$60,000,000	11/10/2022
11	Queen Street Units- (175 Units)	Residential	\$56,500,000	06/08/2022
12	Back Street Units- (38 Units)	Residential	\$18,000,000	05/12/2022
13	Isola Apartments Labrador- (55 Apartments)	Residential	\$16,000,000	28/08/2022
14	Frank Street Social Housing-	Residential	\$12,000,000	31/10/2022
15	Minnie & Allan Streets Apartments-(39 Apartments)	Residential	\$11,700,000	14/03/2022
16	Marine Parade Apartments- (14 Apartments)	Residential	\$8,500,000	28/11/2022
17	Queen & Pohlman Streets Community Housing Units- (40 Units)	Residential	\$8,000,000	21/08/2022
18	Minnie Street Apartments- (17 Units)	Residential	\$8,000,000	27/06/2022
19	Eve Residences- (157 Apartments)	Residential	\$50,000,000	02/05/2022
20	41-45 & 46-48 Minnie & Allan Streets Townhouses- (25 Townhouses)	Residential	\$7,500,000	11/11/2022

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

* Southport market data and key indicators encapsulates aggregate property market conditions within the suburbs Southport, Labrador, and Biggera Waters.

** 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 2021 (01/01/2021 – 31/12/2021) only.

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€ Annual rental growth is a comparison between 2020 (01/01/2020 – 31/12/2020) and 2021 (01/01/2021 – 31/12/2021) house median rent figures.

¥ Southport market data encapsulates aggregate property conditions within the postcode of 4215.

§ Rental yields shown are as reported as of December 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 suburb of Southport, Labrador, and Biggera Waters.

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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