



Brighton Market Update

2nd Half 2022



OVERVIEW

In Q2 2022, Brighton* recorded a median house price of \$504,000 and a median unit price of \$505,750. This represents annual (Q2 2021 – Q2 2022) median price growth of 12.5% for houses and 23.4% for units. Total sales between Q2 2021 – Q2 2022 suggest different speeds, decreasing by -43.0% (to 45 sales) for houses and increasing by 12.5% (to 18 sales) for units. The Brighton* market remain confident, with stock in high demand. Units suggest real returns on investment, with an increase in both median price and sales. The house market is undersupplied, benefitting owners looking to sell.

	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 2022



SALES AVERAGE DAYS ON
MARKET Q2 2022



RENTAL MEDIAN PRICE
Q2 2022

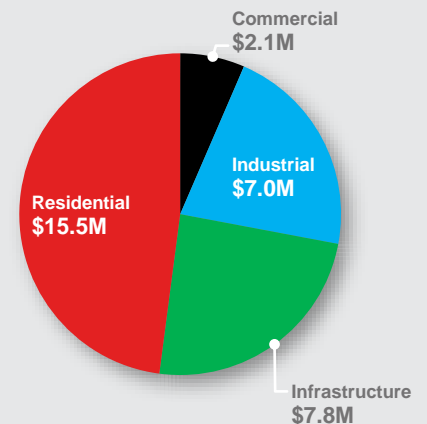


RENTAL AVERAGE DAYS ON
MARKET Q2 2022



FUTURE DEVELOPMENTS

Brighton is set to see approximately **\$32.4M** worth of new projects commencing in the 2nd half of 2022.



These projects will stimulate economic growth and create large employment opportunities in Brighton. This will have a spill-over impact on the real estate market. In the form of higher demand for property.

A main residential project over the 2nd half of 2022 is the Fisher Drive Units and Residential Subdivision (\$10.45M). The project is set to add 10 lots and 40 apartments to Brighton*. The injection of new units should assist in providing much needed supply to Brighton.

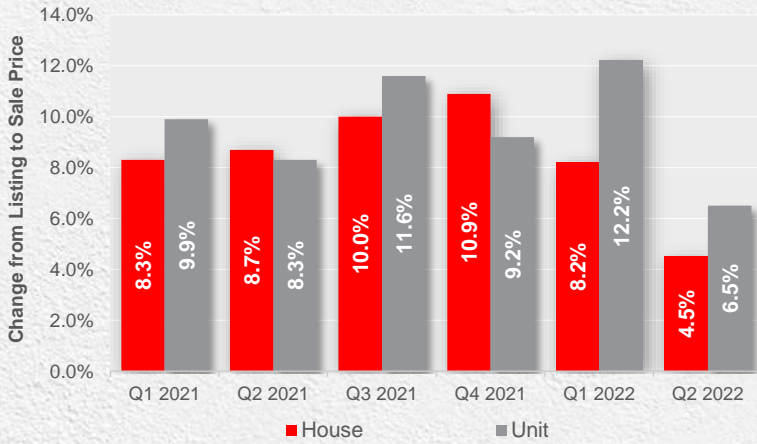
That said new ready-to-sell stand alone houses remain absent from the development pipeline. With the current demand this will maintain median house price growth in the upwards trajectory.

The Greenbank's Road Industrial Subdivision (\$3.0M) is a significant industrial project that will allow the area's industrial expansion through the addition of 30 lots.



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.

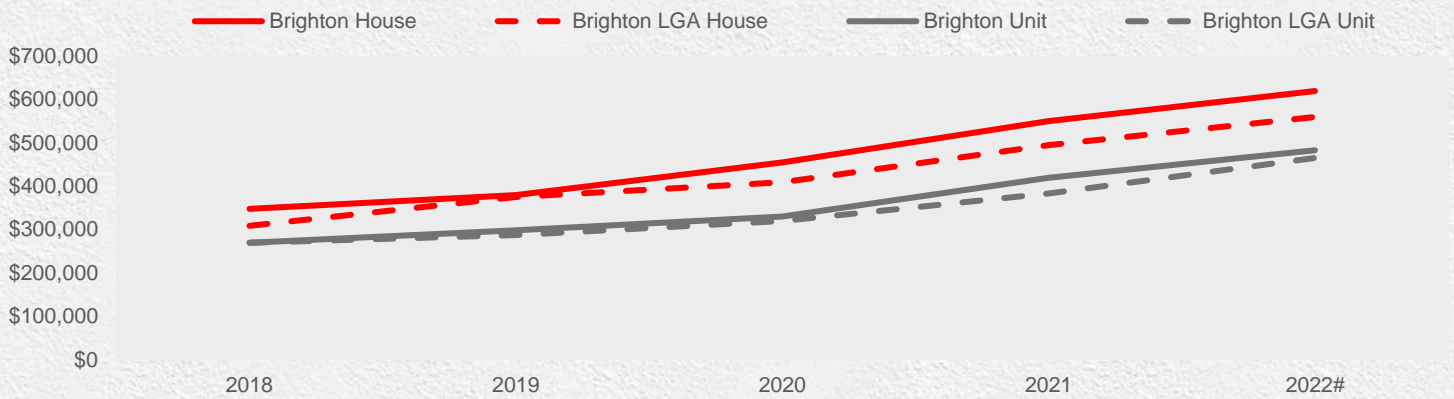


Average vendor discounts between Q2 2021 and Q2 2022 have rapidly shifted for both property types, to a lower premium of 4.5% for houses and 6.5% for units. Market conditions in Brighton* still favour vendors, as buyers must offer above the initial listing price. However this is at a lower percentage compared to the previous quarters, which is also advantageous to buyers.

The suburb of Brighton has historically outperformed the wider Brighton Local Government Area (LGA) in both house and unit median prices. This continued to be the case in 2022#, with houses trending toward a more premium market.

The dominant proportion of homes sold in Brighton* across 2022# were in the premium price point of above \$650,000 (30.2%). Units also recorded a dominant premium price point of above \$500,000 (28.2%). There are affordable options available, more so for units, but this has continued to decline in the past 18 months.

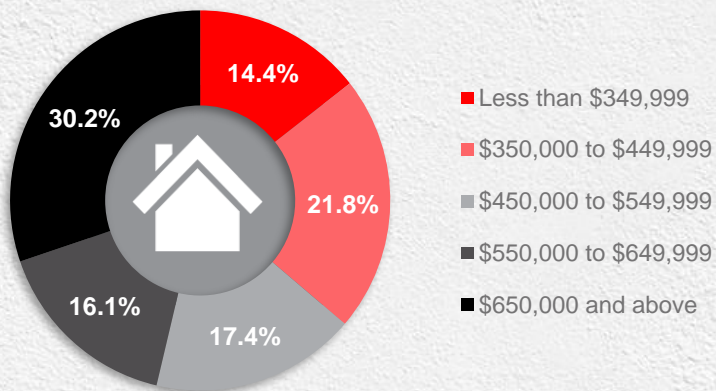
MARKET COMPARISON



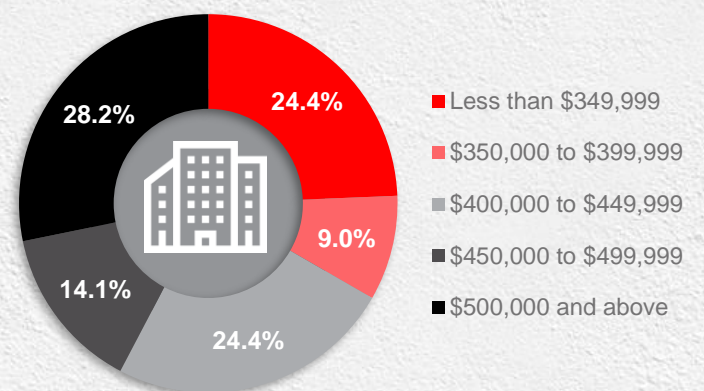
The market comparison graph provides a comparative trend for the median price of houses and units over the past 5 years. The main LGA profiled was chosen based on their proximity to the main suburb analysed, which is Brighton.

PRICE BREAKDOWN 2022#

HOUSES SOLD



UNITS SOLD



RENTAL GROWTH 2022€

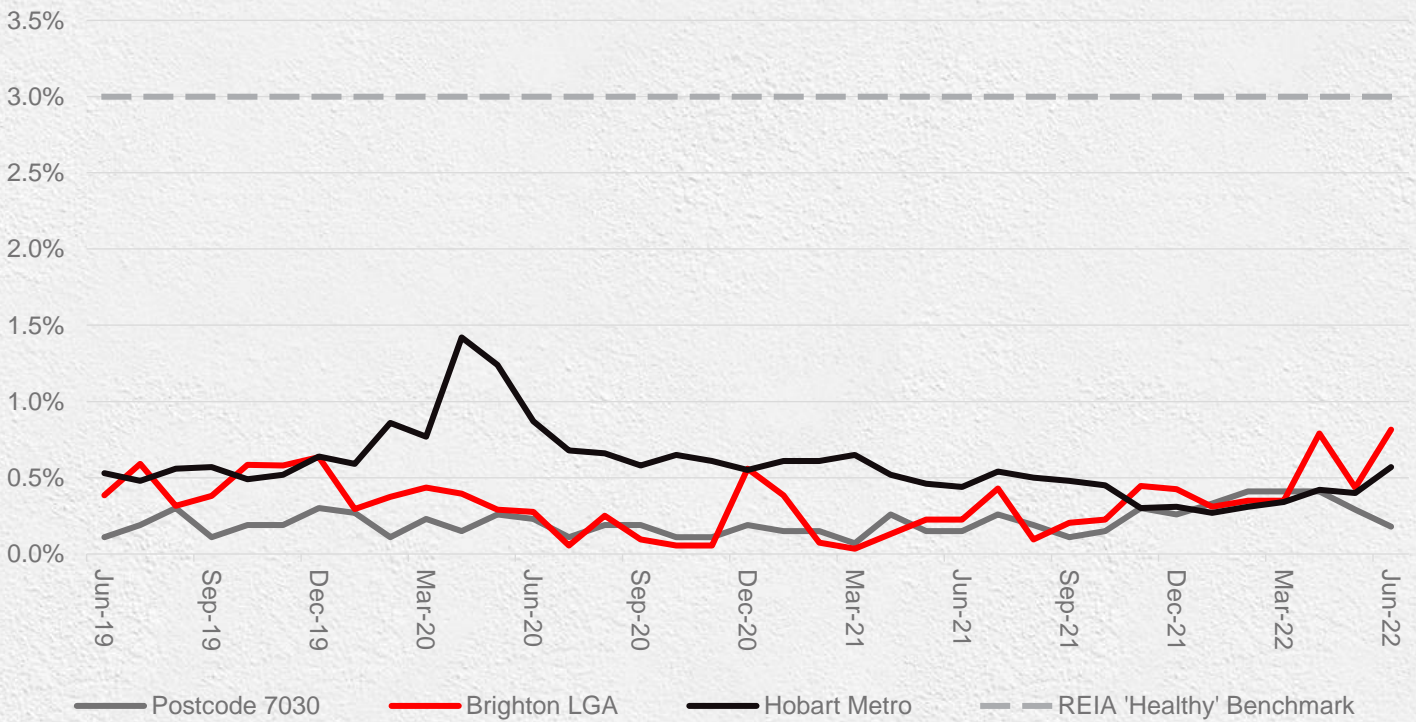
Over the past 12 months, house rental yields in Brighton* softened to sit at 5.3% in June 2022. This is due to median house rental price growing at 4.8% between Q2 2021-Q2 2022, lower than median house sale price growth (12.5%). However there is high demand for rental properties, up by 27.1% to 61 rentals in the 12 months to Q2 2022, and average days on market have declined by -18.2%. Combined this counteracts a softer rental yield, which is good news for investors.

2 bedroom houses have provided investors with +20.1% rental growth annually, achieving a median rent of \$430 per week.

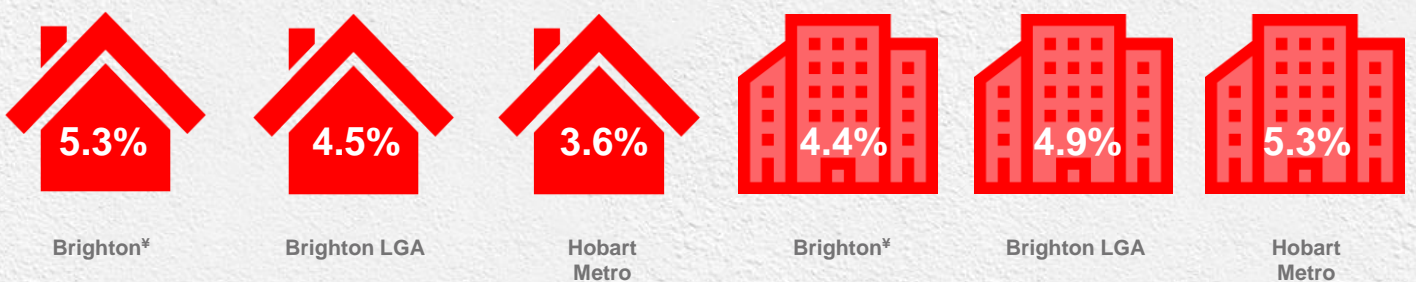
Brighton* (postcode 7030) recorded a vacancy rate of 0.2% in June 2022, which is below Hobart Metro's 0.6% average. Vacancy rates in Brighton* have held relatively steady over the past 12 months, trending below 0.5% still. This indicates stability in rental demand and thus rental income cash flow. These key rental indicators create a conducive and sustainable environment for investors, despite the increase in median sale prices of property over the past 12 months.



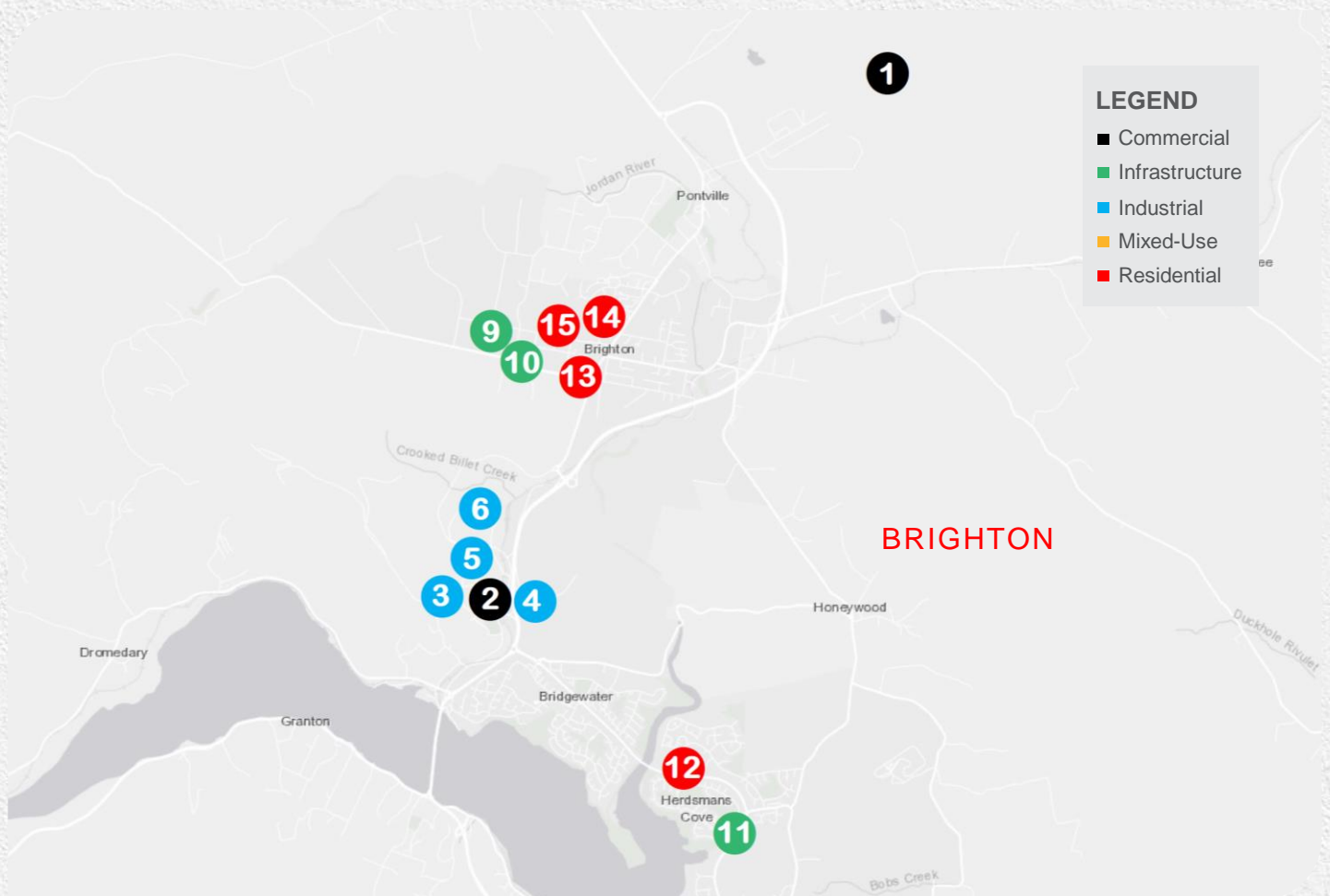
RENTAL VACANCY RATES 2022



RENTAL YIELD 2022§



TOP DEVELOPMENTS MAP 2nd HALF 2022^A



Location	Project [£]	Type	Estimated Value ^µ	Commence Date ^ψ
1	Tasmanian Botanics	Commercial	\$1,500,000	18/11/2022
2	Bridgewater Substation Depot	Commercial	\$600,000	15/12/2022
3	Greenbanks Road Industrial Subdivision	Industrial	\$3,000,000	05/07/2022
4	12 Woodrieve Road Warehouse Facility	Industrial	\$1,650,000	16/12/2022
5	Tyreright Brighton	Industrial	\$1,500,000	29/11/2022
6	Horticultural & Landscape Supplies	Industrial	\$800,000	13/08/2022
7	Lots 974 & 975 Scott Road Dwellings & Residential Subdivision Centacare Evolve Housing	Infrastructure	\$4,000,000	18/10/2022
Not Mapped	Ulverstone & Tea Tree Level Crossing Surface Renewals 2021	Infrastructure	\$1,000,000	08/11/2022
9	Tasmanian Rail Network Culvert Relining Works	Infrastructure	\$1,000,000	07/08/2022
10	Elderslie Road Roadworks	Infrastructure	\$950,000	09/09/2022
11	East Derwent Highway Roadworks	Infrastructure	\$850,000	03/11/2022
12	Fisher Drive Units & Residential Subdivision (40 Units, 10 Lots)	Residential	\$10,450,000	18/10/2022
13	Morrison Street Units (14 Units)	Residential	\$3,750,000	21/11/2022
14	Racecourse & Brighton Roads Residential Subdivision (21 Lots)	Residential	\$950,000	02/12/2022
15	19 Burrows Avenue Residential Subdivision Huntingfield Developments (8 Lots)	Residential	\$360,000	06/12/2022

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.



Natalie Gray

Director

+61 417 344 822

nataliegray@prdhobart.com.au



Rychelle Kay

Director

+61 488 074 240

rychellekay@prdhobart.com.au



PRD Hobart

P +61 3 6231 0400

F +61 3 6273 0825

141 Murray Street
Hobart TAS 7000

PRD.com.au/hobart

REFERENCES

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

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

2022 encapsulates sales transactions for 1H 2022 (01/01/2022 – 30/06/2022) only.

€ Annual rental growth is a comparison between 1H 2021 (01/01/2021 – 30/06/2021) and 1H 2022 (01/01/2022 – 30/06/2022) house median rent figures.

¥ Brighton market data encapsulates aggregate property conditions within the postcode of 7030.

§ Rental yields shown are as reported as of June 2022.

⌘ 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 Brighton Local Government Area (LGA).

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.

Disclaimer: PRD does not give any warranty in relation to the accuracy of the information contained in this report. If you intend to rely upon the information contained herein, you must take note that the information, figures and projections have been provided by various sources and have not been verified by us. We have no belief one way or the other in relation to the accuracy of such information, figures and projections. PRD will not be liable for any loss or damage resulting from any statement, figure, calculation or any other information that you rely upon that is contained in the material.

Prepared by PRD Research. © All medians and volumes are calculated by PRD Research. Use with written permission only. All other responsibilities disclaimed. © Copyright PRD 2022.

