



Shepparton Market Update 2nd Half 2023



OVERVIEW

In Q3 2023, Shepparton* (which in this report include Kialla, Shepparton, Shepparton East, Mooroopna, Toolamba, Congupna and Tallygaroopna) recorded a median house price of \$450,000, and a median unit price of \$327,500. This represents annual (Q3 2022 – Q3 2023) softening of -2.2% for houses and 1.4% growth for units. On a quarterly basis (Q2 2023 – Q3 2023) median price softened also by -2.2% for houses and grew by 13.1% for units. There is an undersupply in the market, especially with unit stock unavailability leading to higher prices. That said there is a higher level of affordability for those looking for a house.

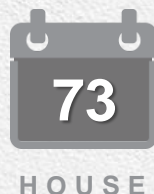
	CHANGE FROM LAST	YEAR	HALF YEAR
 House Sales		↓	↑
House Median Price		↓	↓
House Rental Price		↑	↑
 Unit Sales		↓	↓
Unit Median Price		↑	↑
Unit Rental Price		↑	↑

MARKET CONDITIONS

SALES MEDIAN PRICE Q3 2023



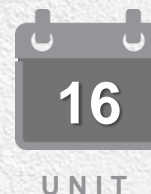
SALES AVERAGE DAYS ON MARKET Q3 2023



RENTAL MEDIAN PRICE Q3 2023

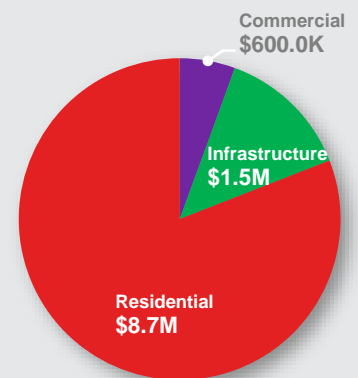


RENTAL AVERAGE DAYS ON MARKET Q3 2023



FUTURE DEVELOPMENTS

Shepparton and its surrounding area is set to see approximately **\$10.8M** worth of new projects commencing in the 2nd half of 2023.



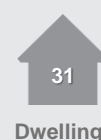
A focus on residential projects is key for the area, as it increases stock availability and will address current high demand. This benefits all home buyers, as more stock tend to ensure a more sustainable pace of price growth.

In the 2nd half of 2023 there are a number of residential dwellings are due to commence. This includes:

- 55 Riverview Drive Dwellings (\$4.3M, 17 Dwellings)
- 25 Capsian Street Dwellings (\$2.3M, 9 Dwellings)
- 9 Riverview Drive Dwellings (\$1.3M, 5 Dwellings)

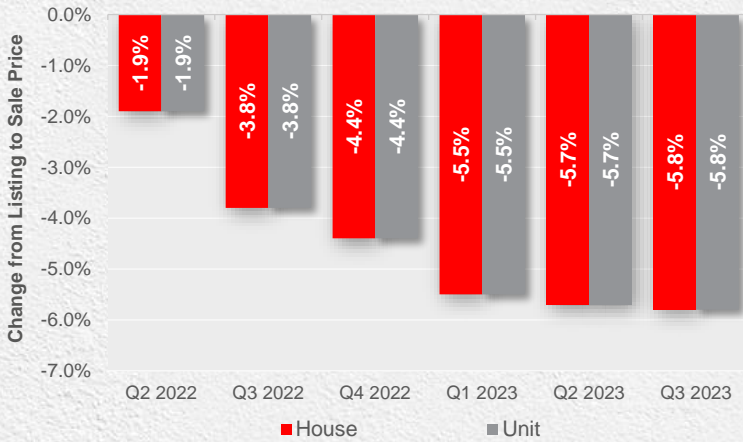
These new ready to sell dwellings will assist in alleviating supply sided issues, which will address any future demand in the area. 20 land lots are also planned, which provide options for those wishing to build.

A collation of several commercial, industrial and infrastructure projects are planned in Shepparton*. This will assist in ensuring there are more amenities in the area and add to local job creation.



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.

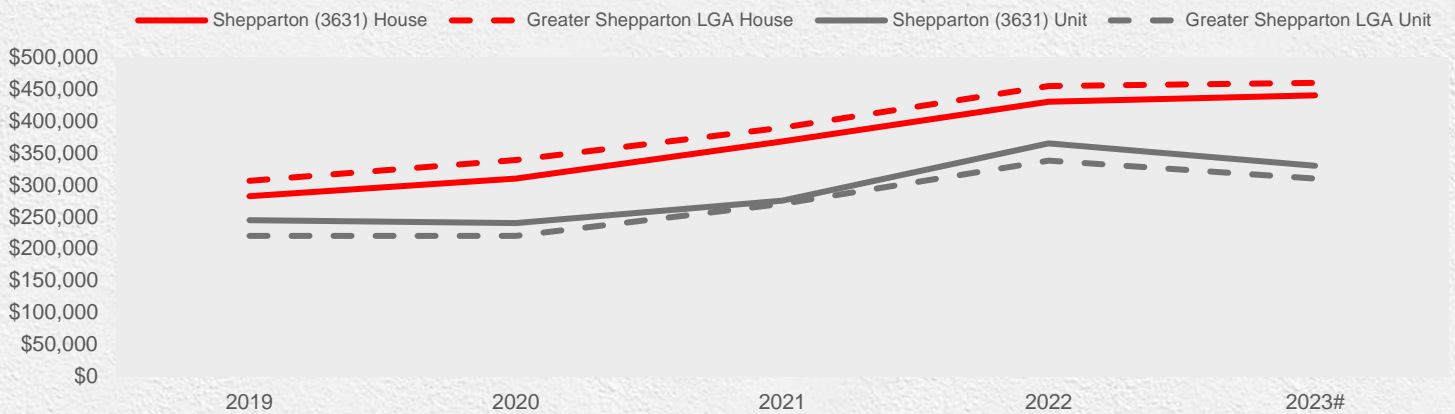


Average vendor discounts between Q3 2022 and Q3 2023 shifted to a higher discount of -5.8% for (houses) and -5.8% for units. Shepparton* market conditions favour buyers, as sellers are willing to accept below the first list price. Q3 2023 vendor discount figures have stabilised since Q1 2023, which is ideal for buyers.

The suburb of Shepparton has historically offered a more affordable market than the wider Shepparton Local Government Area (LGA) in house prices but a premium market for units. This remains the case in 2023# even with Shepparton unit prices experiencing slower price growth than in previous years.

The dominant proportion of homes sold in Shepparton* across 2023# were in the more affordable price point of less than \$450,000 (45.3%). Units on the other hand recorded a dominant premium price point of above \$300,000 (55.1%); due to unavailability of stock. There is some affordable unit opportunities, but only at 11.6% of the market.

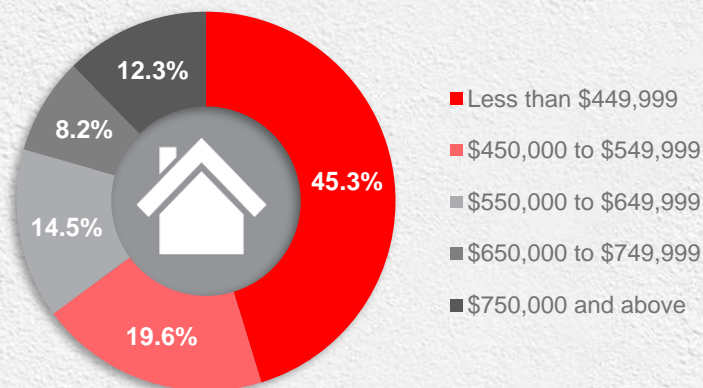
MARKET COMPARISON



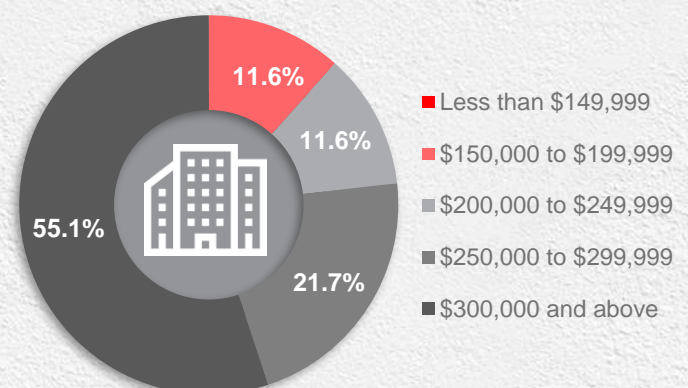
The market comparison graph provides a comparative trend for the median price of houses and units over the past 5 years. The main LGA profiled was chosen based on their proximity to the main suburb analysed, which is Shepparton.

PRICE BREAKDOWN 2023#

HOUSES SOLD



UNITS SOLD

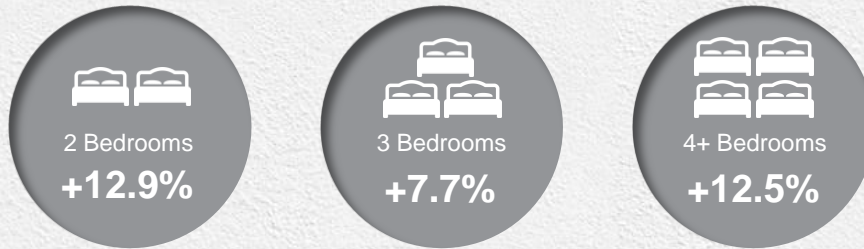


RENTAL GROWTH 2023€

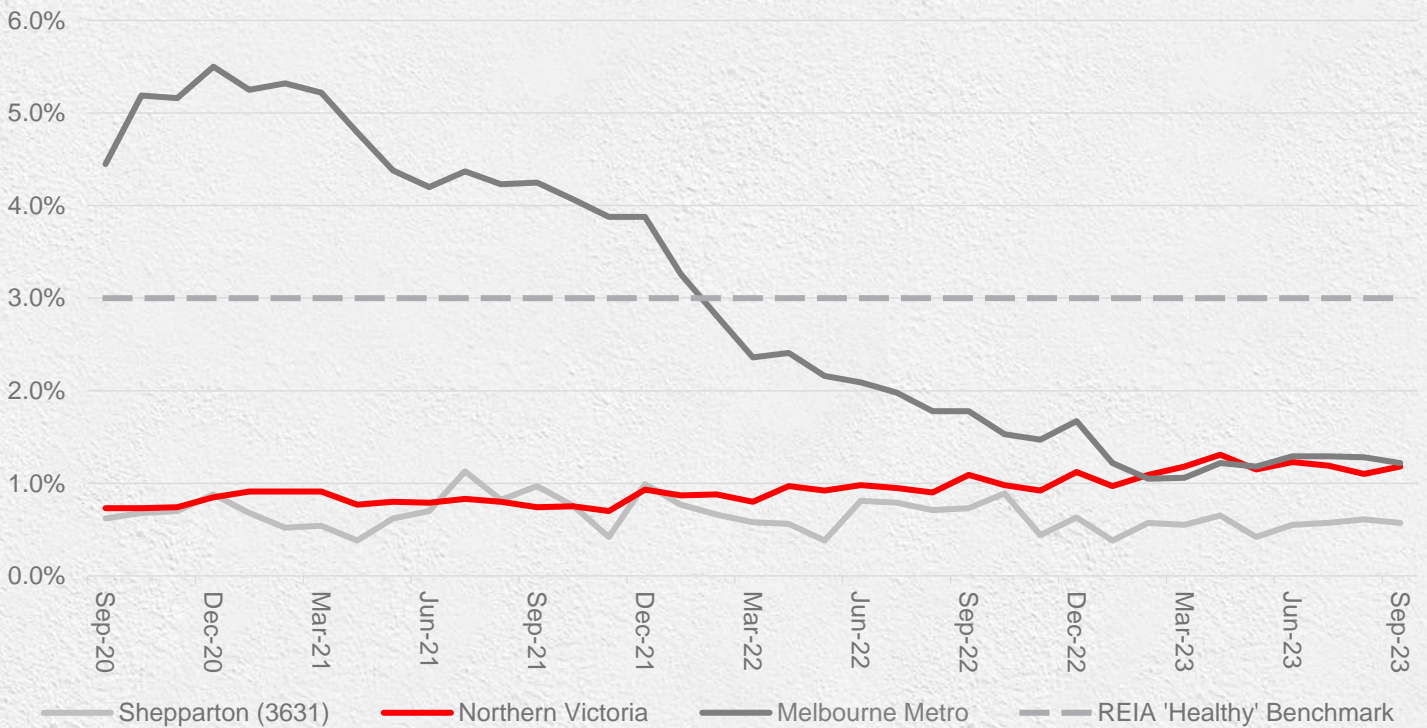
House rental yields in Shepparton* was 4.6% in September 2023, higher than Northern Victoria (3.7%) and Melbourne Metro (2.9%). This was paired with a 10.0% increase in median house rental price in the past 12 months to Q3 2023, however with a lower number of houses rented (down by -13.1% to 193 houses). This suggests an undersupply in the house rental market, creating an attractive and affordable investment opportunity when compared to Melbourne Metro.

2 bedroom houses have provided investors with +12.9% rental growth annually, achieving a median rent of \$350 per week.

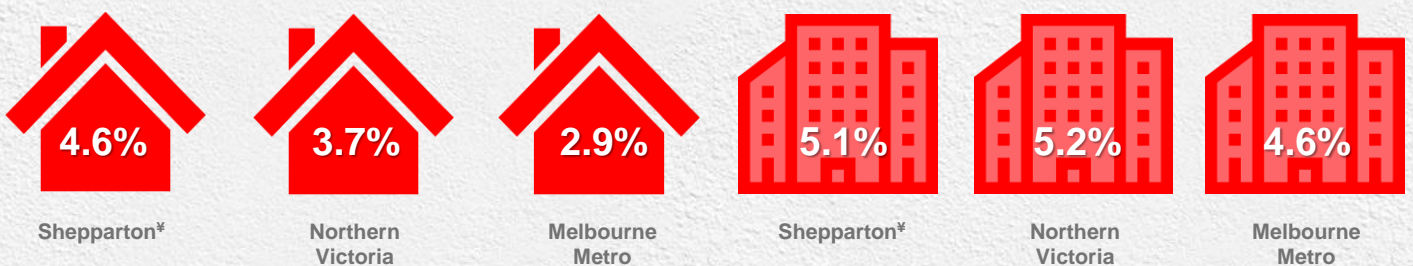
Shepparton* recorded a vacancy rate of 0.6% in September 2023, which is slightly below Melbourne Metro's 1.2% average. Vacancy rates in Shepparton* have held steady over the past 12 months, indicating stability in its rental demand and quicker rental occupancy. These key indicators create a conducive and sustainable environment for investors, despite the current increase in median sale prices of property in the past 12 months and quarter.



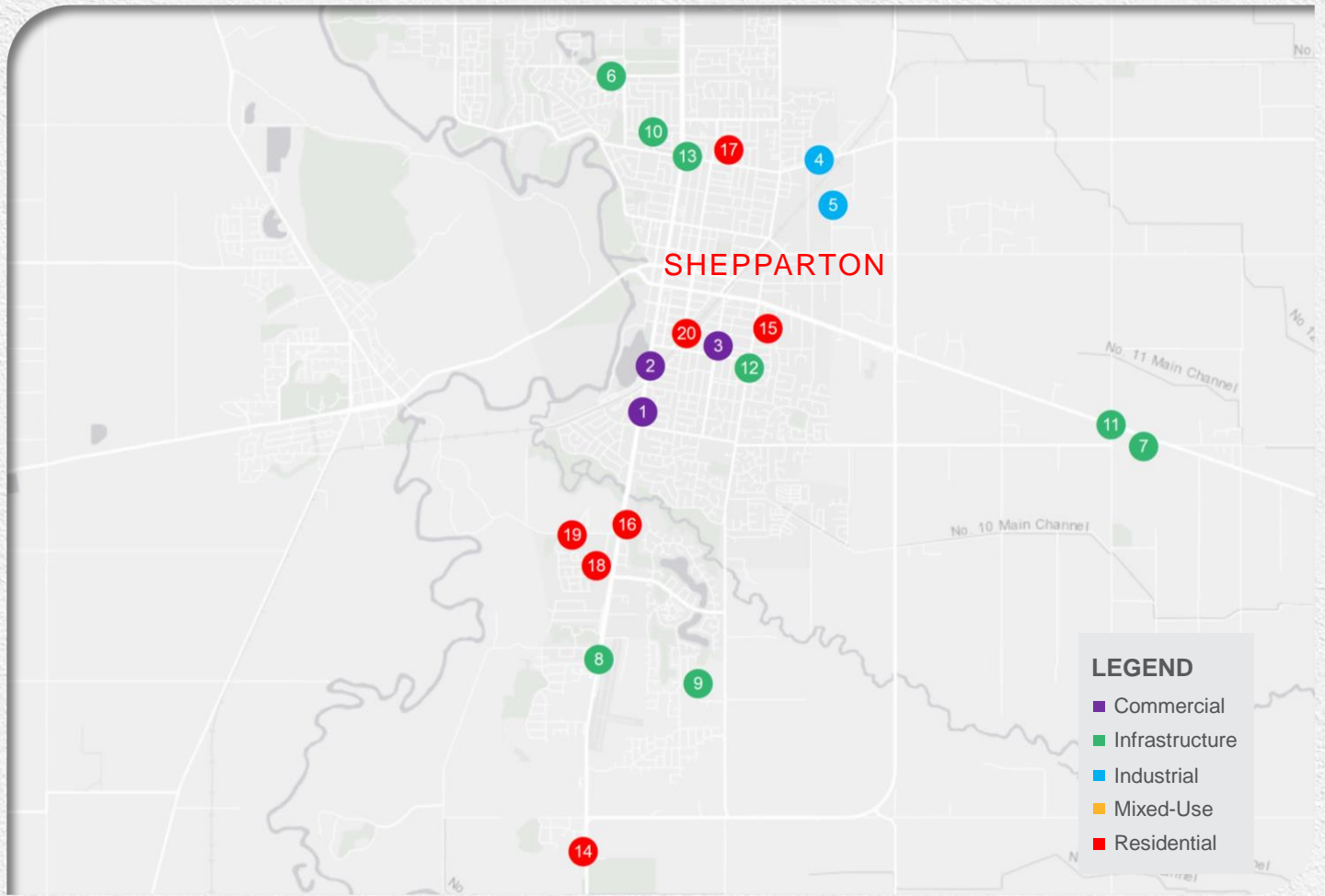
RENTAL VACANCY RATES 2023



RENTAL YIELD 2023\$



TOP DEVELOPMENTS MAP 2nd HALF 2023[Ⓐ]



Location	Project [Ⓔ]	Type	Estimated Value [Ⓜ]	Commence Date [Ⓜ]
1	7-eleven Service Station Shepparton	Commercial	\$5,000,000	12/11/2023
2	517-523 Wyndham Street Mixed Use Development	Commercial	\$2,000,000	23/11/2023
3	69 St Georges Road Shepparton Retail Stores	Commercial	\$450,000	04/09/2023
4	39 New Dookie Road Warehouse & Office	Industrial	\$400,000	21/08/2023
5	69 & 71 Drummond Road Warehouse & Office	Industrial	\$400,000	25/07/2023
6	Verney Road School Shepparton Relocation	Infrastructure	\$24,800,000	18/11/2023
7	Midland Highway Recreational Path	Infrastructure	\$400,000	27/08/2023
8	Goulburn Valley Highway Shared Path Stage 1	Infrastructure	\$400,000	07/09/2023
9	Marlboro Drive Road Upgrade	Infrastructure	\$650,000	08/12/2023
10	68 Newton Street Units	Infrastructure	\$750,000	10/07/2023
11	Midland Highway Recreational Path	Infrastructure	\$400,000	27/08/2023
12	155-157 Swallow Street Townhouses	Infrastructure	\$3,600,000	18/12/2023
13	Greater Shepparton Youth Prevention & Recovery Care – Early Works	Infrastructure	\$1,000,000	27/10/2023
14	7615 Goulburn Valley Highway Residential Subdivision (21 Lots)	Residential	\$950,000	05/12/2023
15	148 Sobraon Street Shepparton – Dwellings (6 Dwellings)	Residential	\$1,150,000	23/10/2023
16	9 Riverview Drive Dwellings (5 Dwellings)	Residential	\$1,250,000	21/12/2023
17	43-45 Kilpatrick Avenue Units (6 Units)	Residential	\$1,500,000	02/10/2023
18	25 Caspian Street Dwellings (9 Dwellings)	Residential	\$2,250,000	16/10/2023
19	55 Riverview Drive Dwellings (17 Dwellings)	Residential	\$4,250,000	20/12/2023
20	124 Swallow Street Dwellings (4 Dwellings)	Residential	\$1,100,000	10/07/2023



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

*Shepparton market data and key indicators encapsulates aggregate property market conditions within the suburb of Kialla, Mooroopna, Toolamba, Shepparton, Shepparton East, Congupna and Tallygaroopna

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

2023 encapsulates sales transactions for Q1 to Q3 2023 (01/01/2023 – 30/09/2023) only.

€ Annual rental growth is a comparison between Q3 2022 (01/07/2022 – 30/09/2022) and Q4 2023 (01/07/2023 – 30/09/2023) median house rent figures

¥ Shepparton rental market data encapsulates aggregate property conditions within the postcode of 3631.

§ Rental yields shown are as reported as of September 2023.

⌘ 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 suburbs of Kialla, Mooroopna, Toolamba, Shepparton, Shepparton East, Congupna and Tallygaroopna

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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