

Southport Market Update 1st Half 2024



OVERVIEW

In Q4 2023, Southport* recorded a median house price of \$1,062,500, and a median unit price of \$585,000. This represents annual (Q4 2022 – Q4 2023) growth of 19.4% (houses) and 6.4% (units). During this time total sales increased for houses, by 11.5% (to 87 sales), and declined for units, by -9.3% (to 438 sales). In the past quarter (Q3 – Q4 2023), median price for houses continue to grow, by 15.5%, but declined for units, by -3.3%. This suggests a highly demanded house market, thus not an ideal time for owners to capitalise on their investment. There is now a slightly more affordable unit market, creating an opportunity for first home buyers.

CHANGE FROM LAST YEAR HALF YEAR



	YEAR	HALF YEAR
HOUSE SALES	↑	↓
HOUSE MEDIAN PRICE	↑	↑
HOUSE RENTAL PRICE	↑	↑

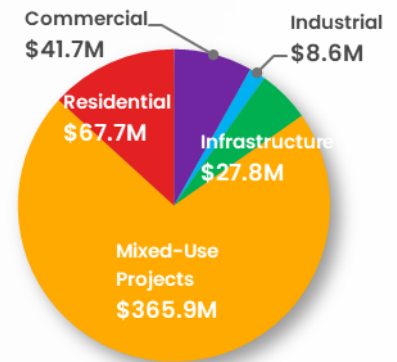


UNIT SALES	↓	↓
UNIT MEDIAN PRICE	↑	↑
UNIT RENTAL PRICE	↑	↔



FUTURE DEVELOPMENTS

Southport is set to see approximately **\$511.7M of new projects commencing in the 1st half of 2024.**



These projects will stimulate local economic growth and create more jobs in Southport. This will impact on the real estate market, in the form of higher demand for housing.

A total of approximately \$365.9M of mixed-use and \$67.7M of residential projects are planned. This will add 27 townhouses and 839 units/apartments.

A main mixed-use project in the 1st half of 2024 is 100 Marine Parade & Railway Street Development (\$100.0M). The project will add 349 units in a 45-story residential tower and retail tenancies.

Other key residential projects include:

- Marine Quarter Stage 2 – Scenic Tower (158 units)
- 41-45 & 46-48 Minnie & 46-48 Allan Streets Townhouses (25 Townhouses)

Most of the new ready-to-sell stock are units. With unit prices currently more affordable this is good news for unit buyers. That said the absence in ready-to-sell houses will push up prices even further in the future.


839 Units/
Apartments


27
Townhouses



MARKET CONDITIONS

MEDIAN PRICE
Q4 2023


\$1.06M

SALES


\$585K

AVERAGE DAYS
ON MARKET Q4 2023


65
HOUSE


45
UNIT

MEDIAN PRICE
Q4 2023


\$750

RENTALS


\$620

AVERAGE DAYS
ON MARKET Q4 2023

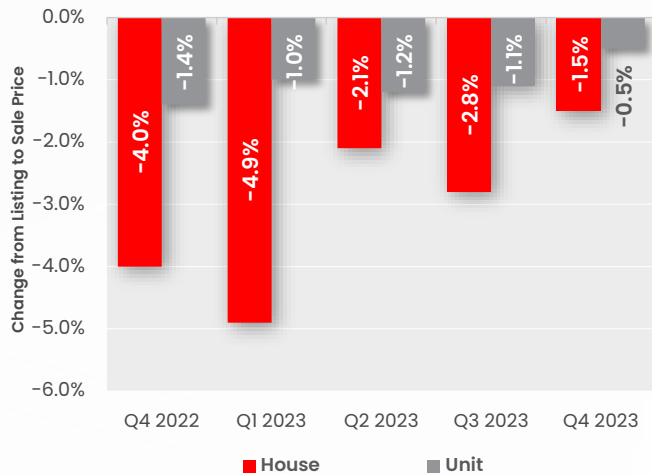

20
HOUSE


17
UNIT



AVERAGE VENDOR DISCOUNT*

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.



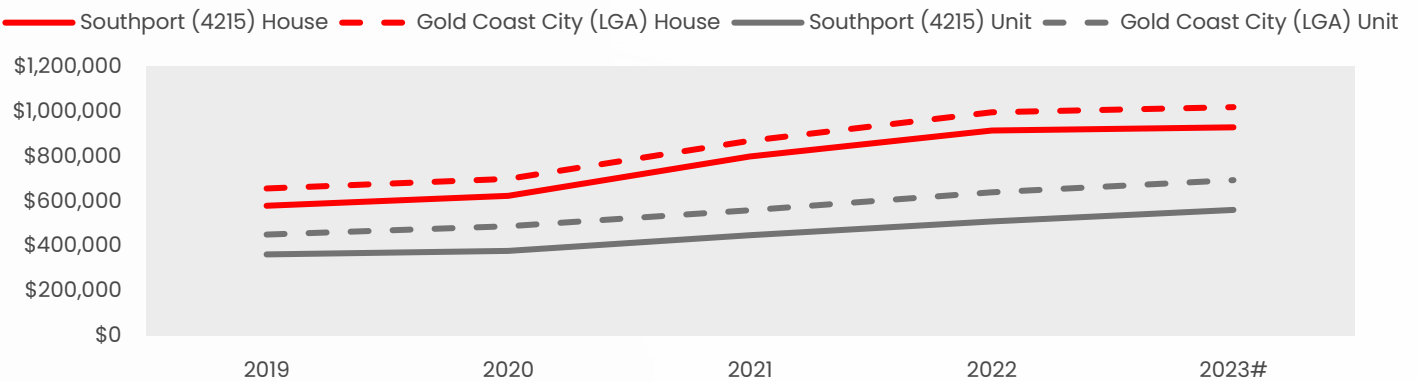
Average vendor discounts between Q4 2022 and Q4 2023 have tightened, to -1.5% for houses and -0.5% for units. There is a shift in market dynamics, one that still favour buyers, but shifting closer to a seller's market. Buyers now need to offer closer to the first list price. The peak of a discount has passed for houses in Q1 2023 and units in Q4 2022, thus those looking for a discount must act fast.

The suburb of Southport has historically provided a more affordable market than Gold Coast Local Government Area (LGA) in both house and unit median prices for the past 5 years. 2023# saw this pattern continue, even with a slower price growth in both the suburb and the LGA.

The dominant proportion of homes sold in Southport* across 2023# were in the premium price bracket above \$1,000,000 (45.9%). Units also recorded most sales in the premium market, of above \$700,000 (30.8%). The two most affordable price brackets are still available, more so for units (28.5%) than houses (21.5%). That said these price brackets have continue to shrink, thus opportunities for first home buyers are becoming limited.



MARKET COMPARISON



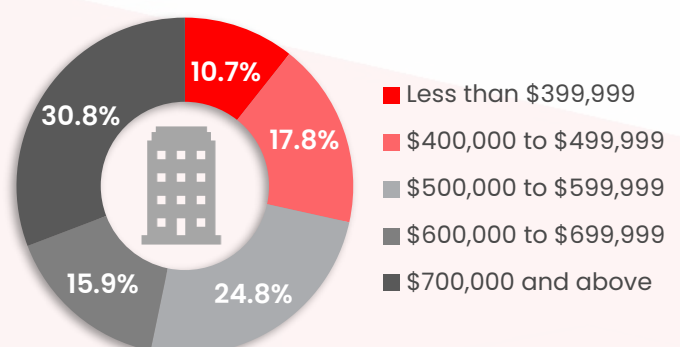
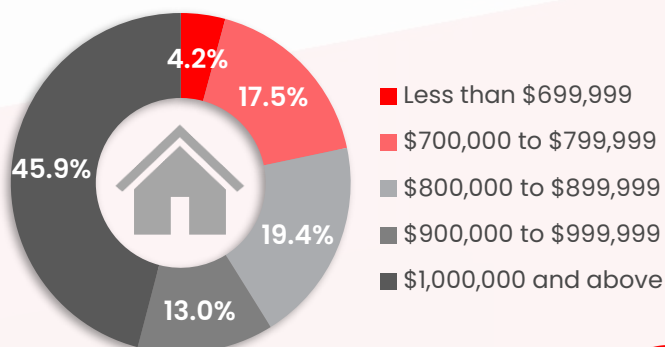
The market comparison graph provides a comparative trend for median price of houses and units over the past 5 years. The main LGA chosen was based on their proximity to the main suburb analysed, which is Southport.



PRICE BREAKDOWN 2023#

HOUSES SOLD

UNITS SOLD





RENTAL GROWTH 2023

House rental yields in Southport* has softened to 4.0% as of December 2023. This was due to median house rental price growing by 4.2% in the past 12 months to Q4 2023, significantly lower than median house sale price growth (of 19.4%). That said Southport* house rental yield is still on par with Gold Coast Main (4.0%) and above Brisbane Metro (3.6%). This suggest a resilient house rental market. Units saw an 8.8% increase in median rental price (to \$620 per week) and the number of units rented (by 4.9%). This suggest a highly demanded unit rental market.

4-bedroom houses provided investors with +8.6% rental growth annually, of \$950 per week.

Southport* recorded a vacancy rate of 0.4% in December 2023, well below the Gold Coast City LGA average (1.0%) and Brisbane Metro (1.2%). Vacancy rates in Southport* slightly fluctuated in the past 12 months but remained at a very low level. This suggests quicker rental occupancy in Southport* and overall high rental demand. This creates a conducive environment for investors, especially with unit prices becoming more affordable in the past quarter (Q3 – Q4 2023).

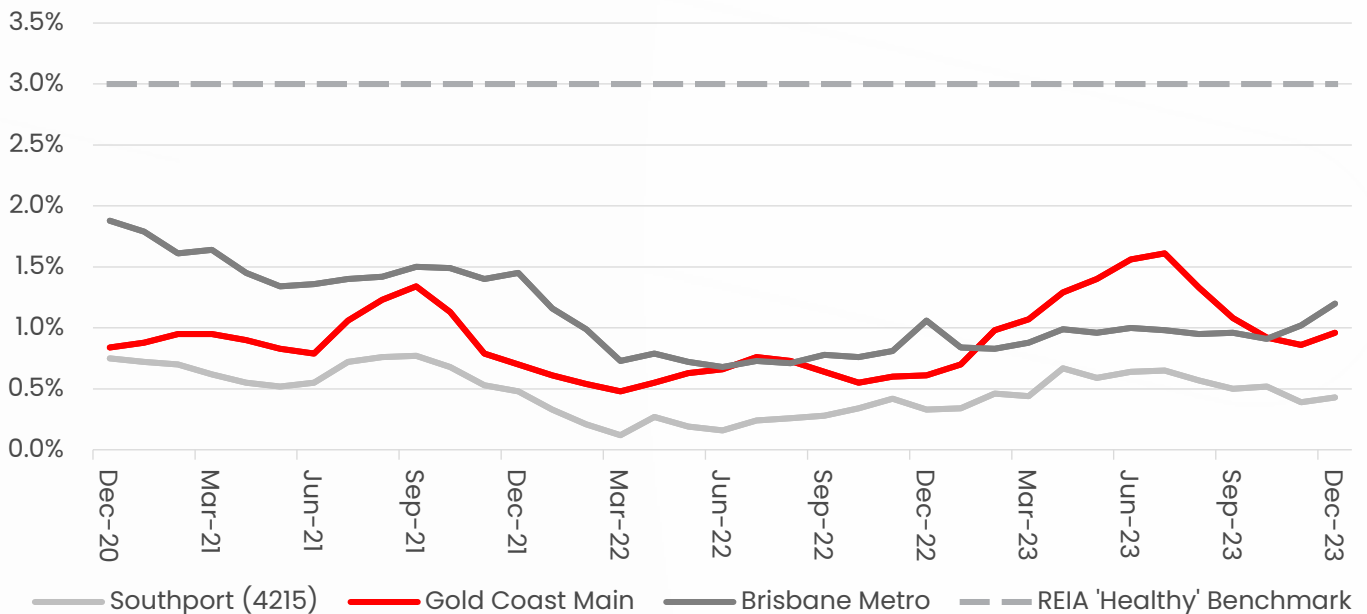
2 BEDROOMS
+8.2%

3 BEDROOMS
+1.4%

4 BEDROOMS
+8.6%



RENTAL VACANCY RATES 2023



RENTAL YIELD 2023§



4.0%

Southport*



4.0%

Gold Coast Main



3.6%

Brisbane Metro



5.7%

Southport*



4.9%

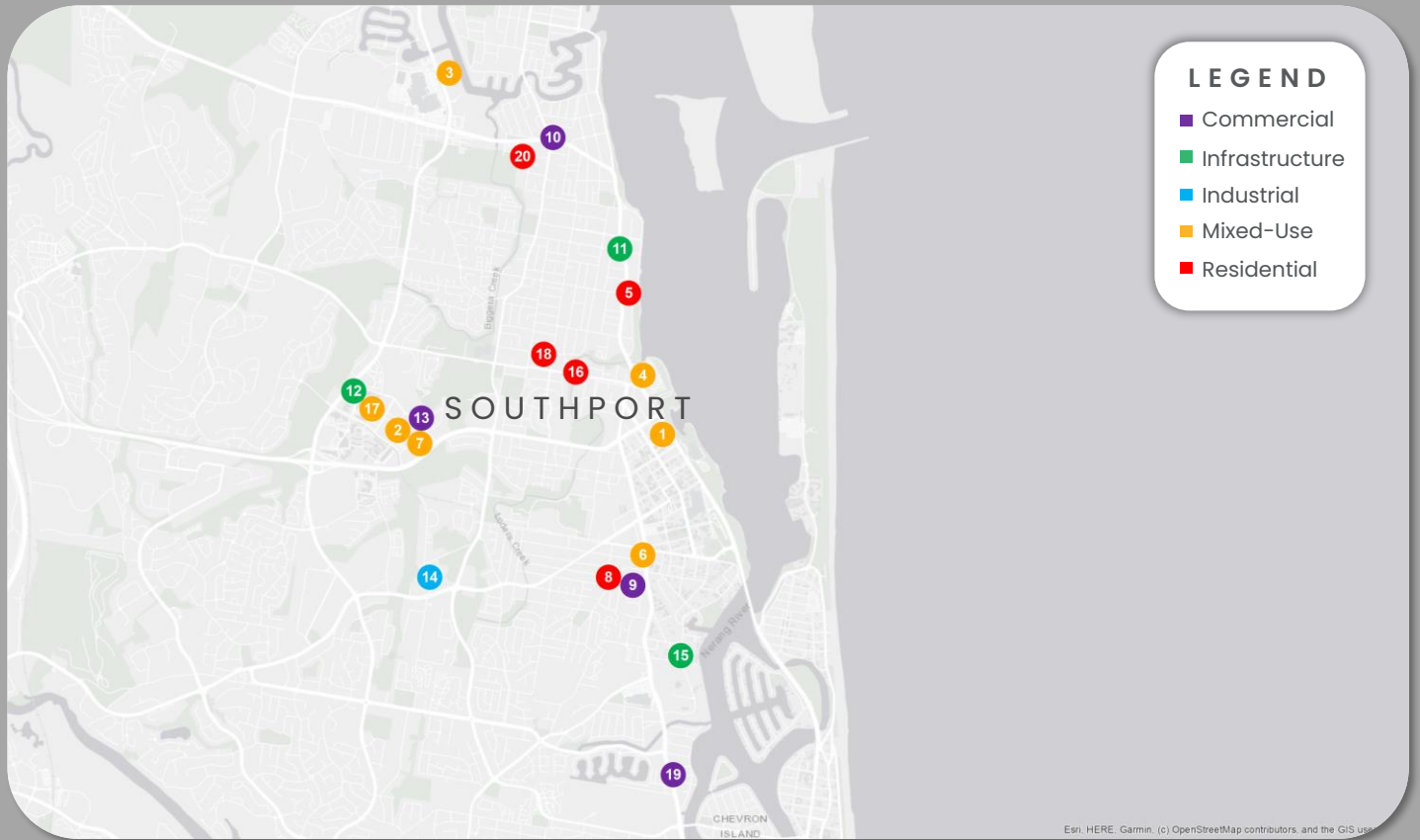
Gold Coast Main



5.2%

Brisbane Metro

PROJECT DEVELOPMENT 1st HALF MAP 2024^A



#	Project [£]	Type	Estimated Value ^µ	Commence Date ^ψ
1	100 Marine Parade & Railway Street Mixed Use Development (349 Units)	Mixed-use	\$100,000,000	2024-06-25
2	Griffith University Gold Coast Campus Adapt Facility (office & commercial)	Mixed-use	\$80,000,000	2024-06-03
3	Harbour Shores Biggera Waters Units & Retail Stage 2 (230 Units)	Mixed-use	\$70,000,000	2024-05-24
4	Marine Quarter Stage 2 - Scenic Tower (158 Units)	Mixed-use	\$50,000,000	2024-03-25
5	Isola Labrador Apartments (55 Apartments)	Residential	\$40,000,000	2024-04-08
6	Ferry Centre Mixed Use Development (office and retail)	Mixed-use	\$30,000,000	2024-04-01
7	North Star Healthcare Innovation Hub (commercial and office)	Mixed-use	\$30,000,000	2024-03-04
8	41-45 & 46-48 Minnie & 46-48 Allan Streets Townhouses (25 Townhouses)	Residential	\$14,000,000	2024-06-04
9	Minnie Street Social Housing Units	Commercial	\$13,000,000	2024-04-22
10	Biggera Water Social Housing Units	Commercial	\$11,911,005	2024-03-25
11	126 Frank Street Social Housing Units (QLD Government)	Infrastructure	\$8,477,172	2024-01-08
12	Gold Coast University Hospital - Gynaecology Unit Remodel (QLD Government)	Infrastructure	\$8,000,000	2024-04-29
13	Griffith University Gold Coast - G12 Super Lab	Commercial	\$7,500,000	2024-03-18
14	5 Bailey Crescent Self Storage Units	Industrial	\$7,000,000	2024-03-01
15	The Southport School Junior Administration Building & Car Park (QLD Government)	Infrastructure	\$7,000,000	2024-03-25
16	Pegasus Musgrave Apartments (29 Units)	Residential	\$6,500,000	2024-04-24
17	Gold Coast University Hospital Warehouse & M Block Office Fitout	Mixed-use	\$5,000,000	2024-03-04
18	The Huxley Apartments Labrador (8 Apartments)	Residential	\$3,000,000	2024-05-25
19	Cronin Plastic Surgery Medical Centre	Commercial	\$3,000,000	2024-01-24
20	22-24 Ashton Street Units (6 Units)	Residential	\$3,000,000	2024-03-25

Your home of the latest property market insights.

RESEARCH SERVICES

Our research services span over every suburb, LGA, and state within Australia; captured in a variety of standard and customised products, and 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.



Gerald Adam

+61 408 157 257

gerald@southportprd.com.au

GET IN TOUCH WITH US TODAY <



PRD Southport

Better People - Better Service

+61 7 5526 4442

selling@southportprd.com.au

PRD.com.au/Southport/

100/133 Scarborough Street
Southport, QLD, 4215

REFERENCES

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

** 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 all of 2023 (01/01/2023 – 31/12/2023).

€ Annual rental growth is a comparison between Q4 2022 (01/10/2022 – 31/12/2022) and Q4 2023 (01/10/2023 – 31/12/2023) house median rent figures.

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

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

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 2024.