

## Hunter Valley Market Update 1<sup>st</sup> Half 2025

### OVERVIEW

In Q4 2024, Hunter Valley\* recorded a median house price of \$741,500 and a median unit price of \$535,000. This is a 12-month (Q4 2023 - Q4 2024) price growth of 6.7% for houses and softening of - 4.6% for units. Comparing Q4 2023 and Q4 2024, house sales remained stable (at 222 sales in Q4 2024) but unit sales grew by 2.9% (to 36 sales in Q4 2024). This confirms there is a highly demanded house market and an ideal time for owners to capitalise on their investments. Units have become slightly more affordable, creating an opportunity for first home buyers/ With little new ready-to-sell houses planned, buyers should act fast.

#### CHANGE FROM LAST YEAR HALF YEAR



HOUSE SALES	↔	↓
HOUSE MEDIAN PRICE	↑	↑
HOUSE RENTAL PRICE	↑	↑

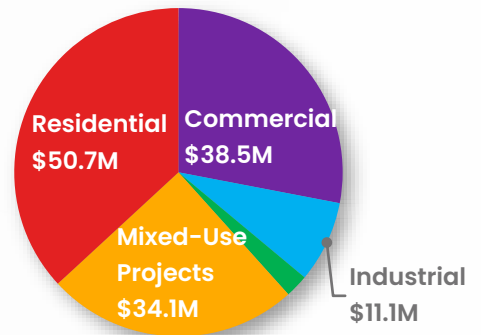


UNIT SALES	↑	↓
UNIT MEDIAN PRICE	↓	↑
UNIT RENTAL PRICE	↑	↑



### FUTURE DEVELOPMENTS

Hunter Valley<sup>£</sup> will see approximately **\$137.4 of new projects commencing construction in 2025.**



The main commercial project set to commence in 2025 is Symrise Pet Food Manufacturing Facility (\$28.5M), which will bring new jobs to the area.

Key residential projects include:

- 39 & 41 Fairfax Street (21 Units & 22 Residential Subdivisions)
- Banks Street (8 Townhouses)
- 6 Wilton Drive & Mount Vincent Road Stages 1-3 (77 Lots)
- 87 Banks Street (4 Dwellings)

Although there are several residential projects in the pipeline, this will mostly deliver land lots; which will take time to develop into ready-to-sell stock.

As there is only a small amount of ready-to-sell stock coming onto the market in 2025, this will continue to put pressure on the house market, which will likely lead to higher prices.



39 Units/  
Apartments



15  
Townhouses



16  
Dwellings



149 Lots



### MARKET CONDITIONS

MEDIAN PRICE  
Q4 2024



\$741K



\$535K

SALES

AVERAGE DAYS  
ON MARKET Q4 2024



HOUSE



UNIT

MEDIAN PRICE  
Q4 2024



\$620



\$500

RENTALS

AVERAGE DAYS  
ON MARKET Q4 2024



HOUSE

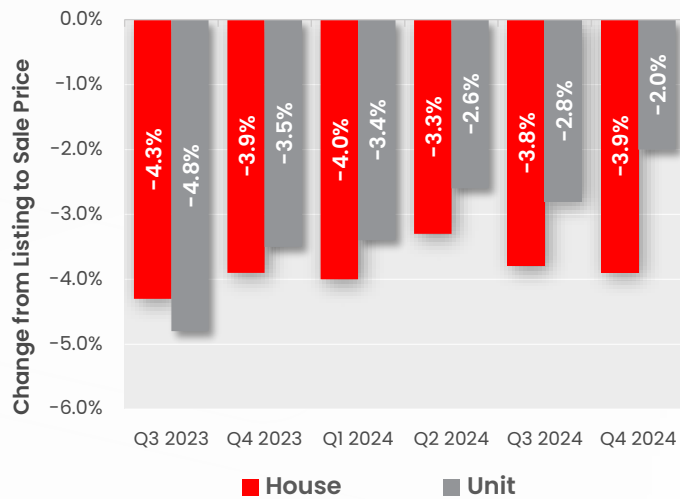


UNIT

%

## 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.



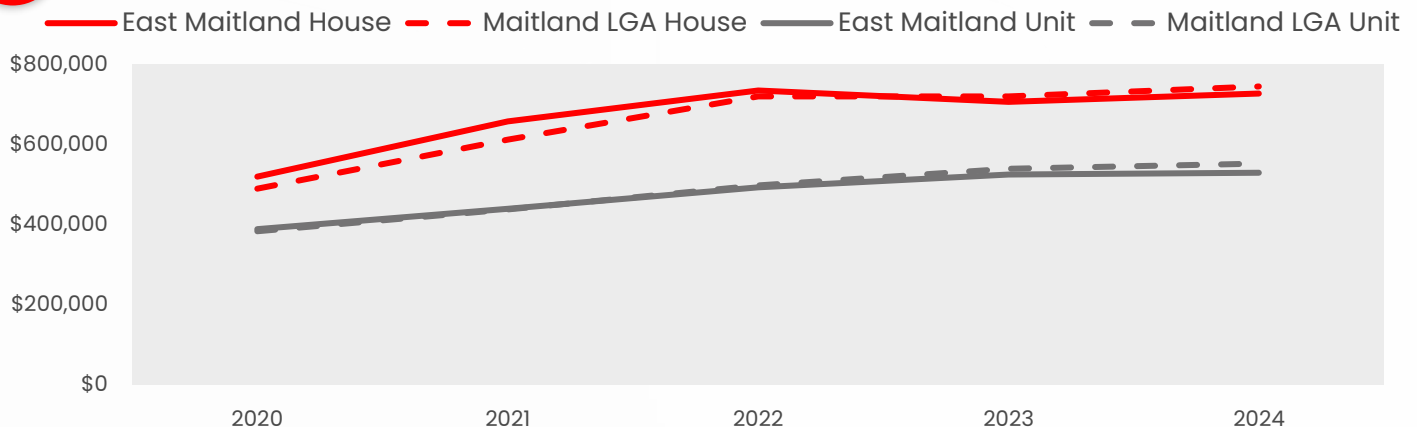
Average vendor discounts between Q4 2023 and Q4 2024 have remained stable at -3.9% for houses; but tightened to -2.0% for units. The peak discount period has passed for houses (in Q3 2023). Market conditions in Hunter Valley\* still favour buyers, with sellers willing to accept below first listed prices. With unit discounts tightening, now is an ideal time to take advantage of discounts while they last.

The suburb of East Maitland has been on par with the wider Maitland (LGA) in house median prices for the last 3 years and in unit median prices for 5 years. This continued to be the case in 2024, for both property types; as East Maitland and wider LGA sees more stable price growth.

Most of the homes sold in Hunter Valley\* across 2024 were in the middle-priced bracket of \$700,000 and \$799,999 (\$27.3%) for houses and in the premium bracket of \$600,000 and above (38.0%) for units. Affordable options are available, 15.0% of houses sales are less than \$599,999 and 9.9% of unit sales are less than \$449,999. Looking across all price brackets for houses and units, there is a sizeable percentage sold within each. This suggests there is a home for every budget in Hunter Valley\*.



## MARKET COMPARISON

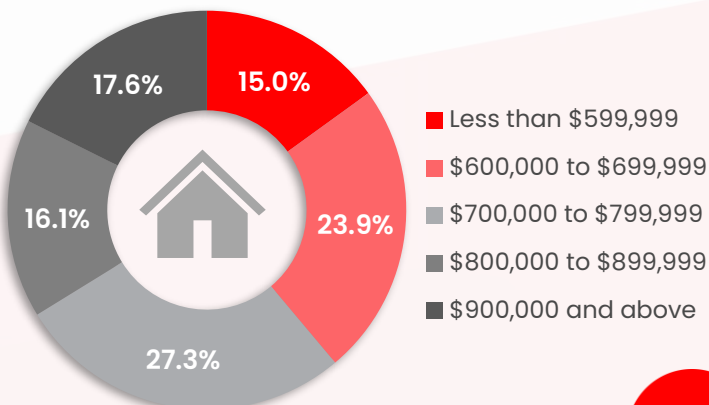


The market comparison graph provides a comparative trend for median price of houses and units over the past 5 years. The main LGA chosen was based on their proximity to the main suburb analysed, which is East Maitland.

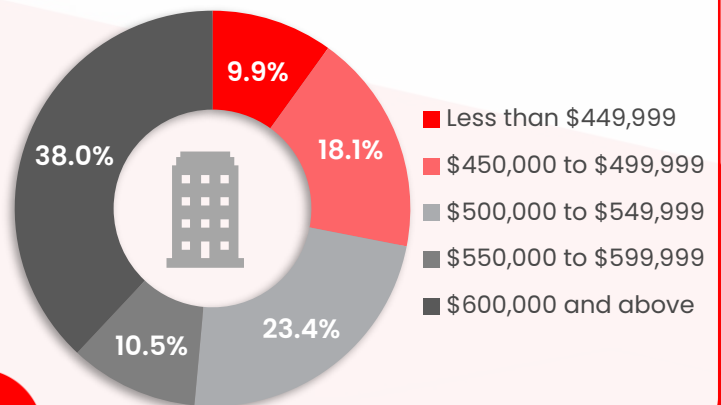
\$

## PRICE BREAKDOWN 2024

### HOUSES SOLD



### UNITS SOLD



PRD.



## RENTAL GROWTH 2025€

House rental yields in Hunter Valley<sup>‡</sup> was 3.6% as of December 2024, slightly below Maitland LGA(3.9%) but higher than Sydney Metro (2.7%). That said, median house rental price increased by 6.9% in the past 12 months to Q4 2024, to sit at \$620 per week. The number of housed rented increased as well, by 5.4% (to 216 houses in Q4 2024). This indicates a highly-demanded and competitive house rental market in Hunter Valley<sup>‡</sup>, which is beneficial to investors.

2-bedroom houses have provided investors with +8.6% rental growth annually, achieving a median rent of \$480 per week.

Hunter Valley<sup>‡</sup> recorded a vacancy rate of 1.2% in December 2024, below the Maitland LGA average of 1.5% and Sydney Metro's 2.1%. Vacancy rates have fluctuated in the past 12 months but have ultimately declined slightly, which indicate a tighter rental market. Furthermore, a 1.2% vacancy rate is well below the Real Estate Institution of Australia's healthy benchmark of 3.0%, indicating quicker occupancy of rental properties in Hunter Valley<sup>‡</sup> market. This creates a conducive environment for investors, especially with a more affordable unit market in Q4 2024.

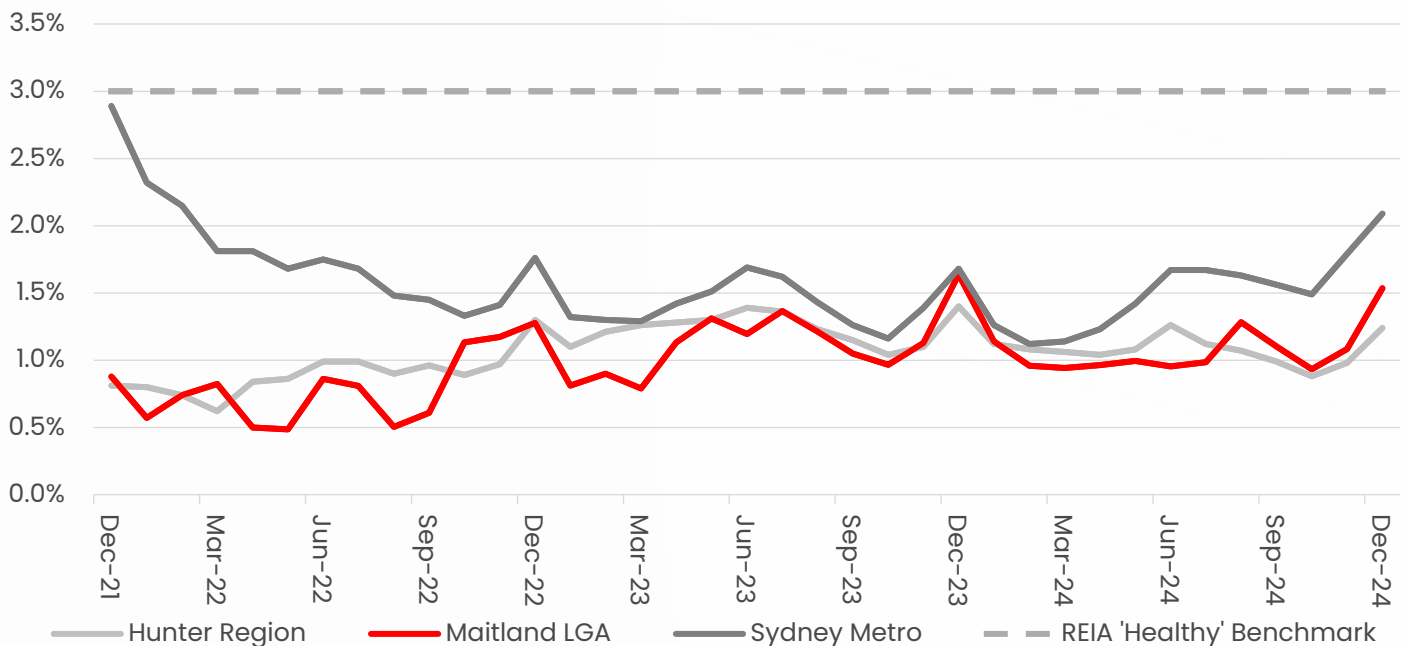
 2 BEDROOMS  
**+8.6%**

 3 BEDROOMS  
**+7.5%**

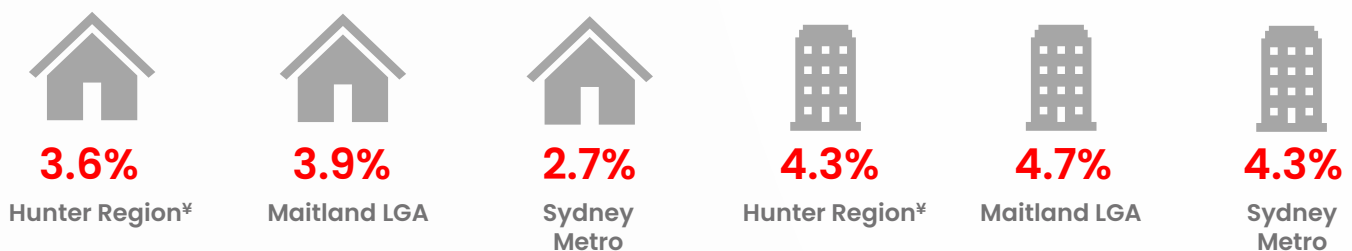
 4 BEDROOMS  
**+4.0%**



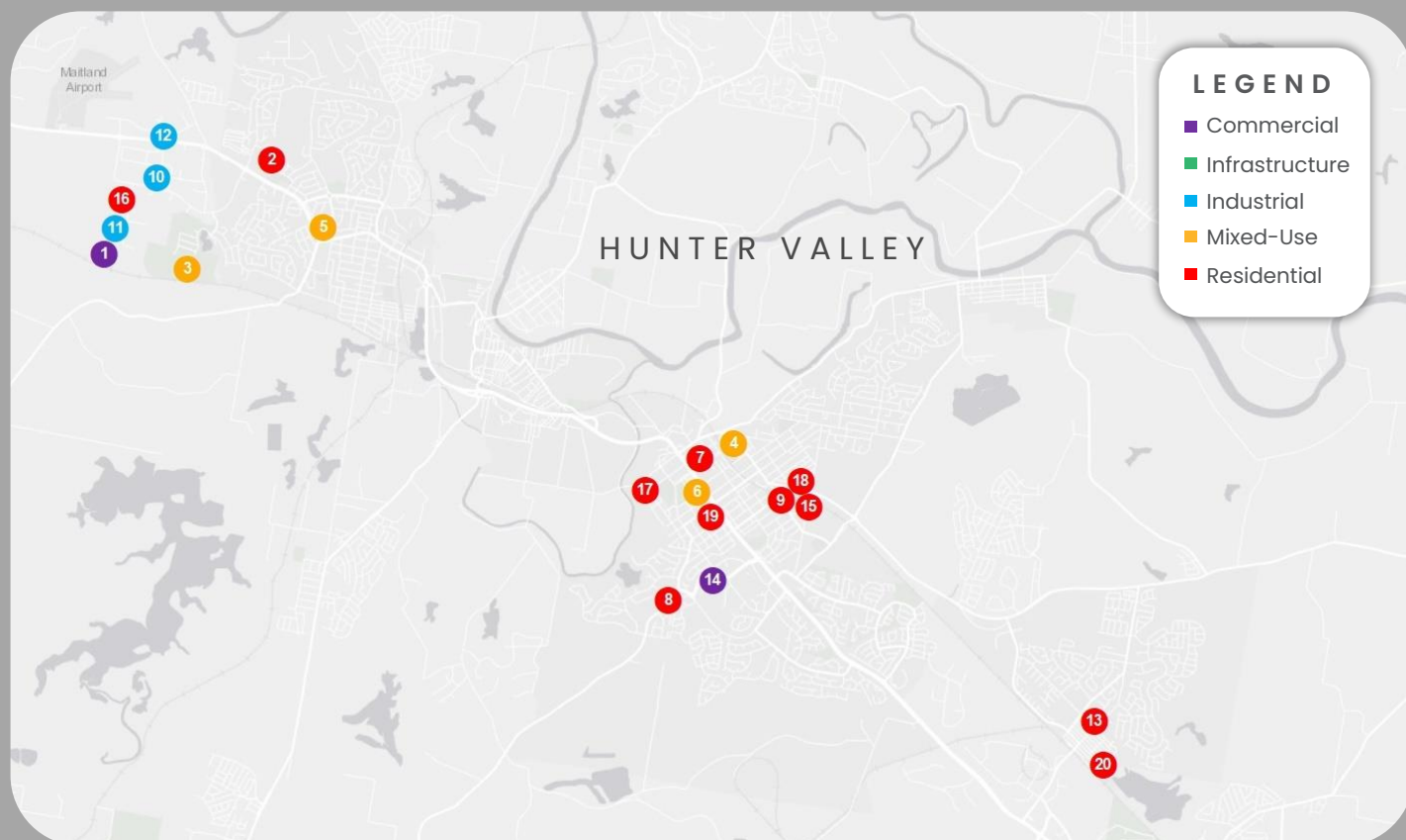
## RENTAL VACANCY RATES 2025



## RENTAL YIELD 2025§



# PROJECT DEVELOPMENT MAP 2025<sup>A</sup>



#	Project <sup>f</sup>	Type	Estimated Value <sup>g</sup>	Commence Date <sup>h</sup>
1	Symrise Pet Food Manufacturing Facility	Commercial	\$28,560,000	12/12/2025
2	39 & 41 Fairfax Street Units & Residential Subdivision (21 Units/22 Residential Subdivisions)	Residential	\$14,300,000	10/12/2025
3	Principle Living – Rutherford (Seniors Housing Villas/Community Centre)	Mixed-Use	\$13,226,125	28/11/2025
4	Maitland Gaol Redevelopment (Restaurant/Office/Shops)	Mixed-Use	\$8,880,361	3/11/2025
5	Club Maitland – Altns & Addns (Club/Bowling Greens)	Mixed-Use	\$6,968,448	5/05/2025
6	10A Park Street Group Home & Community Building (Group Home/Community Building)	Mixed-Use	\$5,001,600	15/07/2025
7	Banks Street Townhouses (8 Townhouses)	Residential	\$4,646,150	6/11/2025
8	6 Wilton Drive & Mount Vincent Road Residential Subdivision Stages 1-3 (77 Residential Subdivision)	Residential	\$4,477,589	29/12/2025
9	39-41 Raymond Terrace Units (8 Units)	Residential	\$3,320,878	22/10/2025
10	176 Racecourse Road Warehouses	Industrial	\$3,144,612	25/11/2025
11	64 Gardiner Street Warehouse	Industrial	\$2,980,830	7/11/2025
12	37 Mustang Drive Industrial Units	Industrial	\$2,940,000	27/11/2025
13	22 Eurimbla Street Units (8 Units)	Residential	\$2,749,686	16/05/2025
14	28 Mitchell Drive Greenhills Medical Centre Conversion	Commercial	\$2,428,006	8/10/2025
15	47 Raymond Terrace Road Units (7 Units)	Residential	\$2,210,000	4/11/2025
16	20 Gardiner & Kyle Streets Residential Subdivision (21 Residential Subdivision)	Residential	\$2,030,274	23/06/2025
17	87 Banks Street Dwellings (4 Dwellings)	Residential	\$1,800,000	10/12/2025
18	33 Raymond Terrace Road Dwellings (6 Dwellings)	Residential	\$1,792,583	20/08/2025
19	63 Burg Street Units (15 Units)	Residential	\$1,729,170	10/10/2025
20	52 Glenroy Street Dwellings (3 Dwellings)	Residential	\$1,698,000	9/10/2025





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## 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

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## REFERENCES

\* Hunter Valley sales market data and key indicators encapsulates aggregate property market conditions within the suburbs of Aberglasslyn, Ashtonfield, East Maitland, Rutherford and Thornton.

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

# 2024 encapsulates sales transactions for the 2024 full year (01/01/2024 – 31/12/2024).

€ Annual rental growth is a comparison between Q4 2023 (01/10/2023 – 31/12/2023) and Q4 2024 (01/10/2024 – 31/12/2024) house median rent figures.

¥ Hunter Valley rental market data encapsulates aggregate property conditions within the postcode of 2323.

§ Rental yields shown are as reported as of December 2024.

△ 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 2320, 2321, 2322 and 2323.

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 Pricfinder, Cordell Connect database, SQM Research, Esri ArcGIS.

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