

Maryborough Market Update

1st Half 2025

OVERVIEW

In Q1 2025, Maryborough* (which in this report includes Maryborough, Tinana, Granville, Maryborough West, Oakhurst); recorded a median house price of \$477,500 and a median unit price of \$312,500. This is an annual (Q1 2024 – Q1 2025) price growth of 15.1%, which presents an ideal time for owners to capitalize on their investments. House sales decreased both annually (by -29.6%) and quarterly (by -34.4%), with Q1 2025 recording the lowest number (of 107 sales) in the past 18 months. There is an undersupply of houses, which has created a buffer against higher interest rates, as evidenced by continued price growth. With a limited ready-to-sell stock entering the market, buyers must act fast.

CHANGE FROM LAST YEAR HALF YEAR



| | | |
|--------------------|---|---|
| HOUSE SALES | ↓ | ↓ |
| HOUSE MEDIAN PRICE | ↑ | ↑ |
| HOUSE RENTAL PRICE | ↑ | ↑ |

MARKET CONDITIONS



SALES

\$477K

MEDIAN PRICE
Q1 2025



AVERAGE DAYS

49

ON MARKET Q1 2025



RENTALS

\$510

MEDIAN PRICE
Q1 2025



AVERAGE DAYS

17

ON MARKET Q1 2025

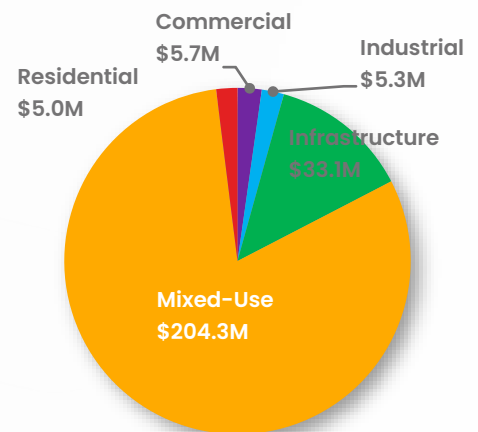
MARKET HOUSE PRICE COMPARISON

| Suburbs | 2023 | 2024 | 2025* | 2023-2025* % Growth |
|------------------|-----------|-----------|-----------|------------------------|
| Granville | \$372,500 | \$404,000 | \$460,000 | 23.49% |
| Maryborough | \$375,000 | \$430,000 | \$460,000 | 22.67% |
| Maryborough West | \$417,500 | \$680,000 | - | 62.87% (2024) |
| Oakhurst | \$687,500 | \$760,000 | \$747,500 | 8.73% |
| Tinana | \$570,000 | \$550,000 | \$650,000 | 14.04% |



FUTURE DEVELOPMENTS

Maryborough will see approximately **\$253.4M of new projects commence construction in 2024 to 2027.**



A focus on mixed-use projects stimulate economic growth and create local jobs opportunities. This will have a spill-over impact on the real estate market, in the form of higher demand for housing.

A key mixed-use project is Prescare Health & Aged Care Hub (\$200.0M). This will construct an integrated aged care facility with independent living units, residential care, respite centre & central facility building. This will attract a new demographic to the area, as well as create local jobs.

Between 2024 and 2027, only two residential projects are planned for construction: 326 Pallas Street Units (4 units) and Diana & Edward Streets Units (10 units), which plans to add 14 ready-to-sell units to the market.

With very little new residential projects stand-alone houses and townhouses continue to be in short supply. Due to this, house prices are likely to keep on rising throughout 2025.

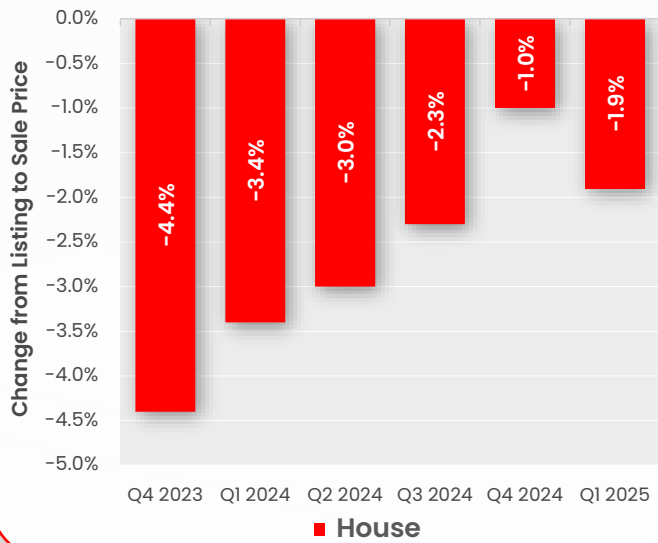


**14 Units/
Apartments**



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.



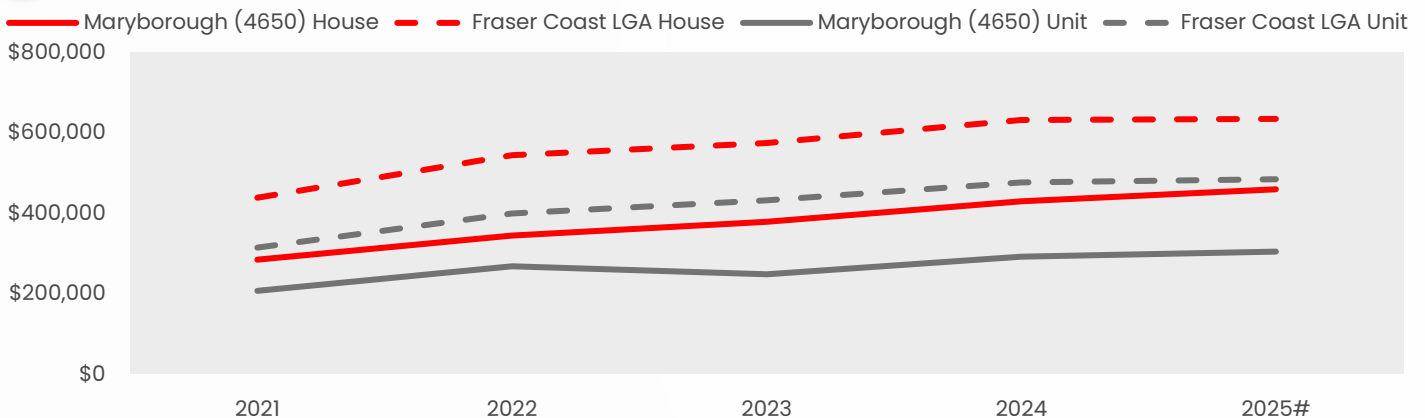
Average vendor discounts between Q1 2024 and Q1 2025 have tightened to -1.9% for houses. While the house market still favours buyers, as sellers are still willing to accept below initial listing prices, momentum is gradually shifting toward sellers – evident through Q4 2024 and Q1 2025 recording the tightest discount seen in the past 18 months. Thus, buyers who are looking to enter the market need to act fast.

The suburb of Maryborough has historically offered a more affordable option compared to the wider Fraser Coast Local Government Area (LGA), in both house and unit median prices for the past 5 years. 2025[#] saw the trend continue, even with the LGA seeing a slower price growth.

The dominant price point in Maryborough* has shifted from the more affordable of \$300,000-\$399,999 in 2023 (36.6% of sales) to the middle-price bracket of \$400,000-\$499,999 in 2024/25 (31.8% of sales). The premium market of \$600,000+ has also increased, from 16.4% to 18.5%, which is in line with median price growth for houses. Thus, owners can benefit from their investment. The most affordable price bracket of below \$299,999 has declined for 11.5% in 2023 to only 4.4% in 2024/25, confirming that now is the time for buyers to act.



MARKET COMPARISON

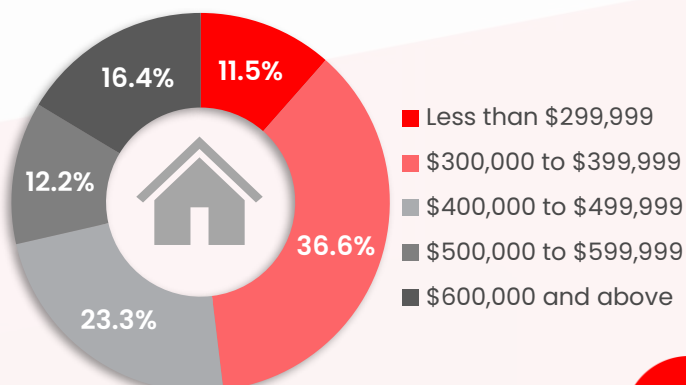


The market comparison graph provides a comparative trend for median price of houses and units over the past 5 years. The main LGA chosen was based on their proximity to the main suburb analysed, which is Maryborough.

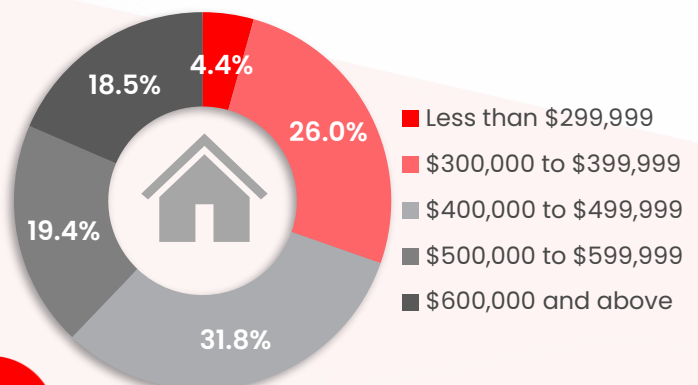


PRICE BREAKDOWN 2023-2025[#]

HOUSES SOLD - 2023



HOUSES SOLD - 2024/25





RENTAL GROWTH 2025€

House rental yield in Maryborough[‡] was 4.2% as of February 2025, higher than the Fraser Coast LGA (3.8%) and Brisbane Metro (3.2%). This is paired with a 6.7% growth in median house rental price in the past 12 months to Q1 2025, at \$510 per week. The number of houses rented also increased, by 21.4% (to 68 houses in Q1), suggesting a highly-demanded and competitive house rental market in Maryborough[‡]. This is extremely beneficial to investors.

4+ bedroom houses have provided investors with +8.1% rental growth annually, achieving a median rent of \$562 per week.

Maryborough[‡] recorded a vacancy rate of 0.6% in February 2025, below the Fraser Coast LGA average and Brisbane Metro's 1.0%. Vacancy rates have increased slightly in the past 12 months due to investors re-entering to the market. That said a 0.6% vacancy rate is significantly lower than the Real Estate Institute of Australia's healthy benchmark of 3.0%, thus quicker occupancy of rental properties. This suggests a conducive and sustainable environment for investors, even if the house median sale price (thus entry price) has increased in the past 12 months o Q1 2025.

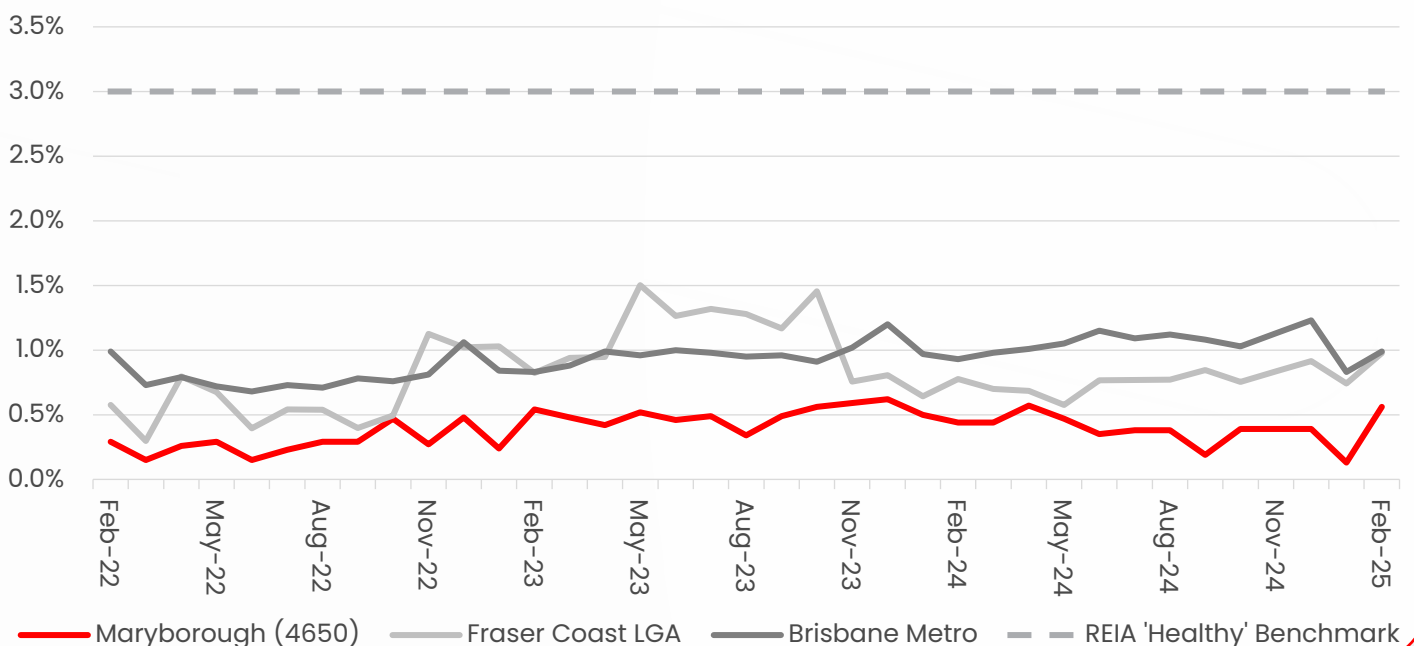
2 BEDROOMS
+6.4%

3 BEDROOMS
+6.7%

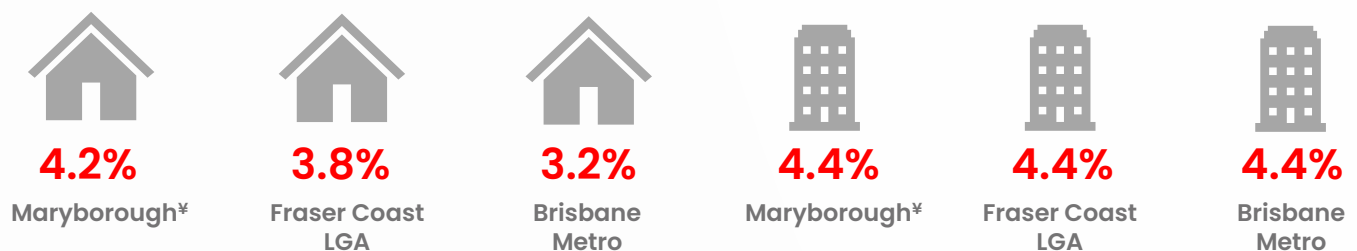
4 BEDROOMS
+8.1%



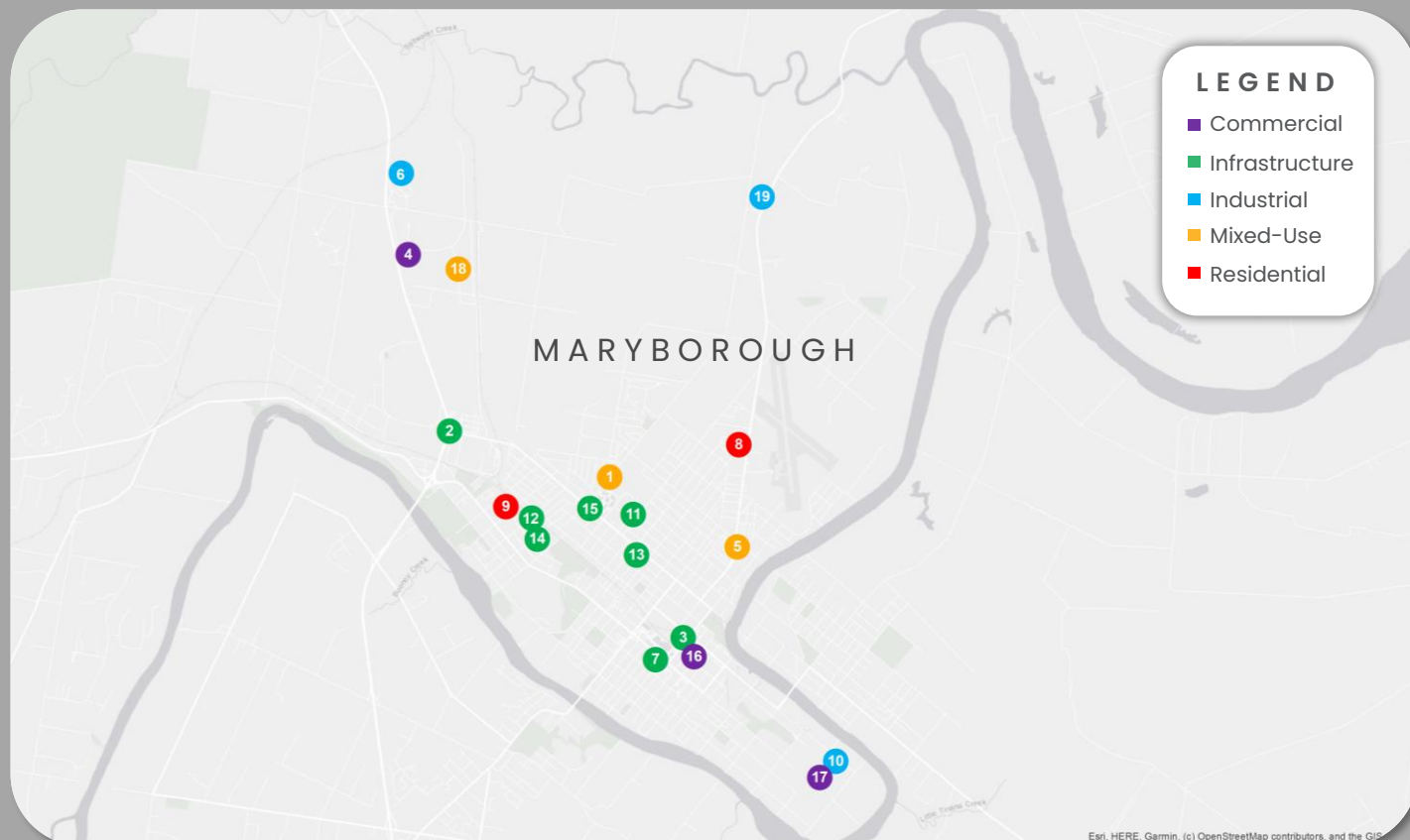
RENTAL VACANCY RATES 2025



RENTAL YIELD 2025§



PROJECT DEVELOPMENT MAP 2024-2027^A



| # | Project [£] | Type | Estimated Value ^µ | Commence Date ^ψ |
|----|---|----------------|------------------------------|----------------------------|
| 1 | Prescare Health & Aged Care Hub (Various Tenant Types) | Mixed-Use | \$200,000,000 | 22/03/2027 |
| 2 | Bruce Highway & Walker Street Intersection (State Government) | Infrastructure | \$20,000,000 | 7/12/2026 |
| 3 | Maryborough Police Station Upgrade (State Government) | Infrastructure | \$5,198,930 | 3/06/2025 |
| 4 | Industrial Avenue Transport Depot | Commercial | \$5,000,000 | 1/12/2025 |
| 5 | Bp Service Station Maryborough Mixed Use Development | Mixed-Use | \$4,000,000 | 1/12/2025 |
| 6 | 39-41 Enterprise Circuit Self Storage Facility | Industrial | \$3,800,000 | 4/12/2025 |
| 7 | Maryborough Social Housing (Local Government) | Infrastructure | \$3,571,328 | 15/07/2024 |
| 8 | 326 Pallas Street Units (4 Units) | Residential | \$2,500,000 | 1/05/2026 |
| 9 | Diana & Edward Streets Units (10 Units) | Residential | \$2,500,000 | 19/12/2025 |
| 10 | Kent Street Industrial Facility Extension | Industrial | \$1,200,000 | 5/12/2025 |
| 11 | Maryborough West State School Entrance & Stormwater Management Upgrade (State Government) | Infrastructure | \$1,000,000 | 26/04/2024 |
| 12 | 78 Jupiter & 11 Diana Streets Precinct Revitalisation Renewal Program (State Government) | Infrastructure | \$994,933 | 10/03/2025 |
| 13 | 34 Degilbo Street Precinct Renewal/Revitalisation Works (State Government) | Infrastructure | \$841,555 | 12/05/2025 |
| 14 | 18 Carlisle Street Units (Local Government) | Infrastructure | \$750,000 | 9/01/2025 |
| 15 | Maryborough Rowers Pontoon (Local Government) | Infrastructure | \$750,000 | 3/03/2025 |
| 16 | 221 Lennox Street Rooming Accommodation Conversion | Commercial | \$400,000 | 4/03/2026 |
| 17 | Kent Street Workshop | Commercial | \$300,000 | 2/05/2025 |
| 18 | Production Street Warehouse (Industrial + Office) | Mixed-Use | \$300,000 | 5/06/2025 |
| 19 | Ezy Build Light Industrial Shed | Industrial | \$250,000 | 22/01/2024 |



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- 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.



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REFERENCES

* Maryborough sales market data and key indicators encapsulates aggregate property market conditions within the suburbs of Maryborough, Tinana, Granville, Maryborough West, Oakhurst.

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

2025 encapsulates sales transactions for Q1 (01/01/2025 – 31/03/2025) only, other years encapsulates sales transactions for the full year (i.e 01/01 to 31/12 of the relevant year).

€ Annual rental growth is a comparison between Q1 2024 (01/01/2024 – 31/03/2024) and Q1 2025 (01/01/2025 – 31/03/2025) house median rent figures.

¥ Maryborough rental market data encapsulates aggregate property conditions within the postcode of 4650.

§ Rental yields shown are as reported as of February 2025.

▲ 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 Maryborough.

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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