

Southport Market Update 2nd Half 2025

OVERVIEW

In Q2 2025, Southport* recorded a median house price of \$1,220,000 and a median unit price of \$710,000. This represents an annual (Q2 2024 – Q2 2025) growth of 6.1% for houses and 5.0% for units, creating an ideal opportunity for owners to capitalise on their investments. Comparing Q2 2024 and Q2 2025, total sales increased by 3.4% (to 90 sales in Q2 2025) for houses, underscoring strong demand. Given that no new dwellings are planned for 2025, buyers are encouraged to act fast. In the unit market, sales declined by -35.7% (to 301 sales in Q2 2025). This confirms a clearly undersupplied market for units in Southport*, which created a buffer against higher interest rates, thus continued price growth.

CHANGE FROM LAST YEAR HALF YEAR



HOUSE SALES



HOUSE MEDIAN PRICE



HOUSE RENTAL PRICE



UNIT SALES



UNIT MEDIAN PRICE



UNIT RENTAL PRICE



MARKET CONDITIONS

MEDIAN PRICE
Q2 2025



\$1.2M



\$710K

SALES

AVERAGE DAYS
ON MARKET Q2 2025



HOUSE



UNIT

MEDIAN PRICE
Q2 2025



\$850



\$685

RENTALS

AVERAGE DAYS
ON MARKET Q2 2025



HOUSE

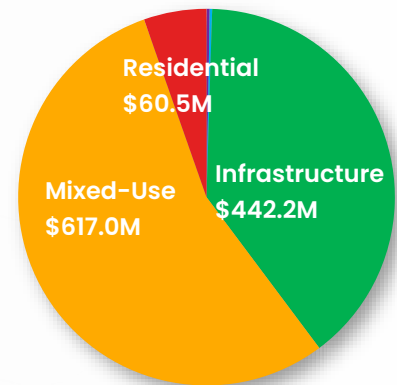


UNIT



FUTURE DEVELOPMENTS

Southport[£] will see approximately **\$1.1B** of new projects commencing construction in 2025.



A key mixed-use project planned for 2025 is Monarch Place Imperial Square Mixed Use Development Stage 2. It will deliver a 42-storey tower comprising 145 two-bedroom palatial residences and 80 serviced apartments.

Key residential projects include:

- 14-22 Meron Street (69 Units)
- 86 Pohlman Street (10 Townhouses)
- 48 Blake Street (5 Townhouses)
- 119 Falconer Street Units (4 Units)

Although there are several residential projects planned in Southport, they will contribute only new apartments and townhouses. At present, there are no new stand-alone dwellings planned in the 2025 pipeline.

Comparing planned projects and the number of house and unit sales, it can be concluded that the number of new stock planned cannot meet growing demand. Thus, an undersupply is very possible, pushing up property prices even further for all stock types.



343 Units/
Apartments



31
Townhouses



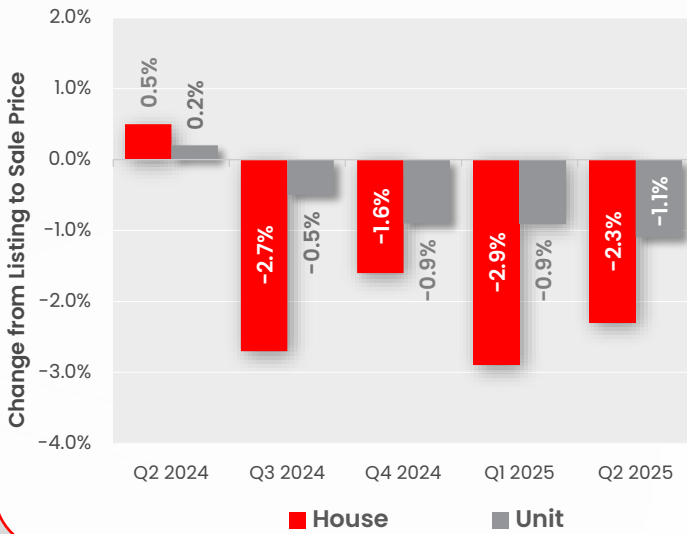
AVERAGE VENDOR DISCOUNT*

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.

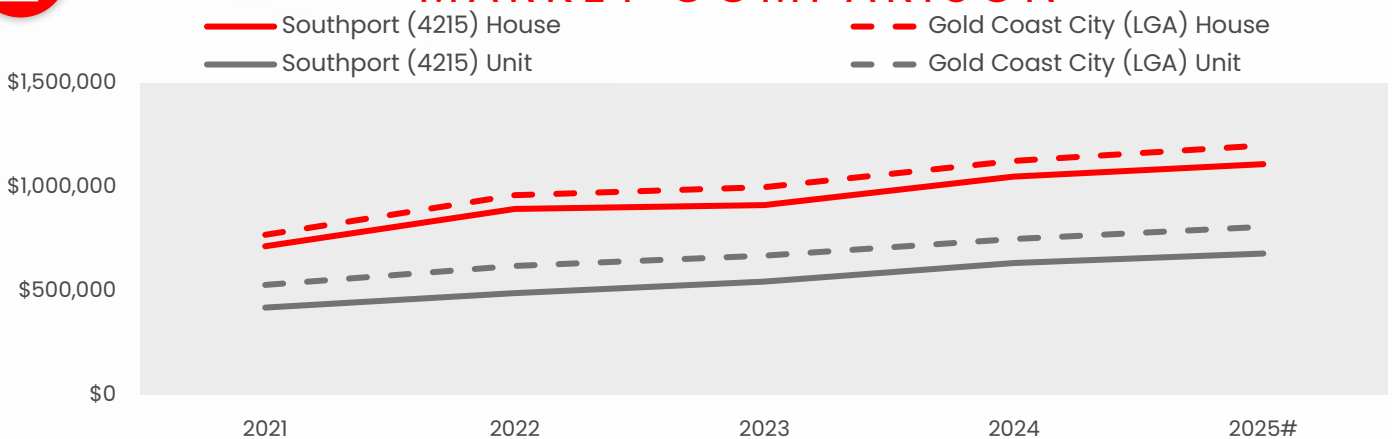
Average vendor discounts between Q2 2024 and Q2 2025 have swung from a premium to a discount of -2.3% for houses and -1.1% for units. Market conditions in Southport* now slightly favour buyers, with owners willing to accept below the initial listed prices. This creates an opportunity for buyers to enter, especially with higher median house and unit prices in the past 12 months to Q2 2025.

The suburb of Southport has historically provided a more affordable market than the Gold Coast Local Government Area (LGA) in both house and unit median prices for the past 5 years. This continued to be the case in 2025#, even whilst both the suburb and the LGA saw price growth.

The dominant proportion of homes sold in Southport* in 2025# were in the most affordable price point of less than \$1,049,999 (35.1%) for houses, in good news for first-home buyers. Meanwhile, 24.6% of units sold were in the middle-range price bracket \$650,000 - \$749,999. Notably, the premium price bracket in Southport* remain strong, with 31.0% of units sold above \$1.35M and 23.3% of units sold above \$850,000. This is good news for owners looking to capitalise on their investments in Southport*.



MARKET COMPARISON

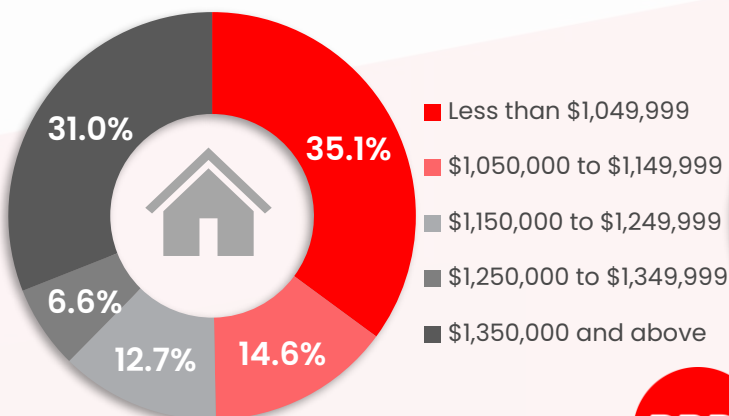


The market comparison graph provides a comparative trend for median price of houses and units over the past 5 years. The main LGA chosen was based on their proximity to the main suburb analysed, which is Southport.

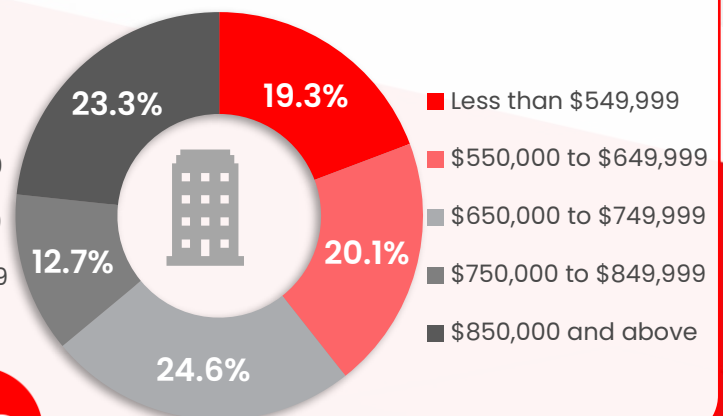


PRICE BREAKDOWN 2025

HOUSES SOLD



UNITS SOLD





RENTAL GROWTH 2025€

House rental yields in Southport* were 3.8% as of June 2025, on par with Gold Coast (3.8%) but higher than Brisbane Metro (3.2%). This is paired with a 6.3% growth in the median house rental price in the past 12 months to Q2 2025, to \$850 per week, and a -46.6% decrease in the number of house rented (to 86 rentals). Average days on the market has declined to a historical low level of 20 days. There is an undersupplied house rental market, benefitting investors.

4+ bedroom houses have provided investors with +15.2% rental growth annually, achieving a median rent of \$1,140 per week.

Southport* recorded a vacancy rate of 0.8% in June 2025, below the Gold Coast Main average of 1.7% and Brisbane Metro's 0.9%. Vacancy rates have increased in the past 6 months, due to investors returning to the market. That said, a 0.8% vacancy rate is well below the Real Estate Institution of Australia's healthy benchmark of 3.0%, indicating a tight rental demand and quicker occupancy of rental homes in Southport*. This creates a conducive environment for investors, even if house and unit sale prices have increased in the past 12 months to Q2 2025.



2 BEDROOMS

+6.1%



3 BEDROOMS

5.3%

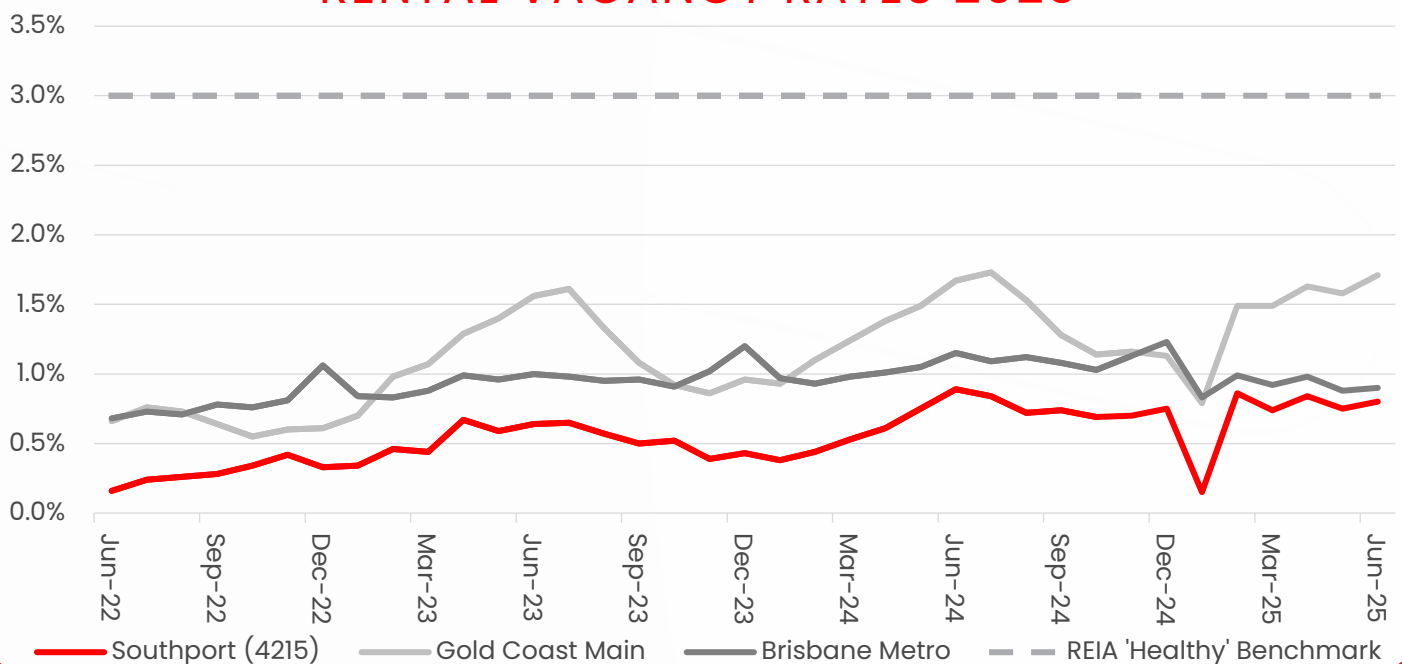


4 BEDROOMS

+15.2%



RENTAL VACANCY RATES 2025



RENTAL YIELD 2025§



3.8%

Southport*



3.8%

Gold Coast
Main



3.2%

Brisbane
Metro



5.2%

Southport*



4.9%

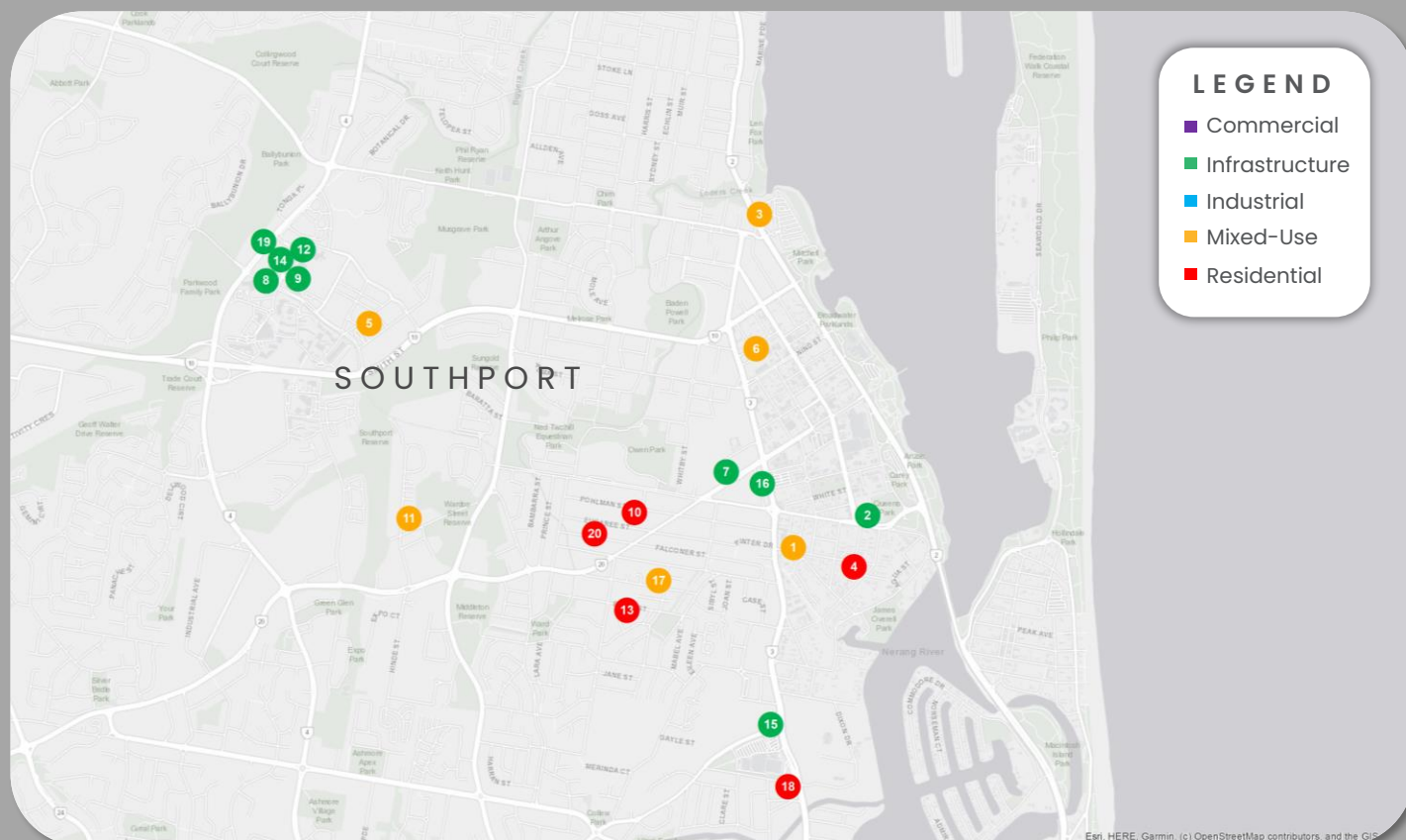
Gold Coast
Main



4.3%

Brisbane
Metro

PROJECT DEVELOPMENT MAP 2025^A



#	Project [£]	Type	Estimated Value [¤]	Commence Date [¥]
1	Monarch Place Imperial Square Mixed Use Development Stage 2 (145 Units/Shops/Restaurants/Service Apartments)	Mixed-use	\$500,000,000	3/11/2025
2	Southport Supportive Housing Project (State Government)	Infrastructure	\$400,000,000	1/09/2025
3	Marine Quarter Stage 2 - Scenic Tower (158 Apartments/Cafés)	Mixed-use	\$50,000,000	24/11/2025
4	14-22 Meron Street Units (69 Units)	Residential	\$38,000,000	1/12/2025
5	North Star Healthcare Innovation Hub (Healthcare Tenancies/Restaurant/Bar/Function Room)	Mixed-use	\$30,000,000	1/08/2025
6	38-42 Railway Street Mixed Use Development (94 Units/Short Term Accommodation/Shop)	Mixed-use	\$30,000,000	1/12/2025
7	Elanor Southport Commercial Building Mixed Use Development (State Government)	Infrastructure	\$10,000,000	1/12/2025
8	Gold Coast University Hospital - Gynaecology Unit Remodel (State Government)	Infrastructure	\$8,000,000	1/05/2025
9	Gold Coast University Hospital Generator Expansion Project (State Government)	Infrastructure	\$7,000,000	17/12/2025
10	86 Pohlman Street Townhouses (9 Townhouses)	Residential	\$6,000,000	8/09/2025
11	15 Bailey Crescent Self Storage Units & Warehouses (5 Self Storage Units/4 Warehouses/ Office)	Mixed-use	\$5,000,000	1/12/2025
12	Gold Coast University Hospital Warehouse & M Block Office Fitout (State Government)	Infrastructure	\$5,000,000	2/05/2025
13	48 Blake Street Townhouses (5 Townhouses)	Residential	\$4,000,000	2/12/2025
14	Gold Coast University Hospital - Endoscopy Upgrade (State Government)	Infrastructure	\$3,000,000	15/12/2025
15	Lumina Piazza Public Realm Works (State Government)	Infrastructure	\$3,000,000	17/10/2025
16	Southport Health Precinct (State Government)	Infrastructure	\$2,500,000	1/12/2025
17	15 Margaret Street Warehouse (Warehouse/Office)	Mixed-use	\$2,000,000	1/10/2025
18	4 Drury Avenue Townhouses (6 Townhouses)	Residential	\$2,000,000	1/10/2025
19	Gold Coast University Hospital - Reverse Osmosis Plant (State Government)	Infrastructure	\$1,800,000	2/09/2025
20	119 Falconer Street Units (4 Units)	Residential	\$1,500,000	21/07/2025



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RESEARCH SERVICES

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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.

2025 encapsulates sales transactions for 1st Half 2025 (01/01/2025 – 30/06/2025) 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 Q2 2024 (01/04/2024 – 30/06/2024) and Q2 2025 (01/04/2025 – 30/06/2025) 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 June 2025.

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

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