

Ashmore Market Update 2nd Half 2025



OVERVIEW

In Q2 2025, Ashmore* recorded a median house price of \$1,160,000 and a median unit price of \$750,000. This is an annual (Q2 2024 - Q2 2025) price growth of 6.3% for houses and a surge of 31.6% for units. Comparing Q2 2024 and Q2 2025, house sales declined by -17.4% (to 57 sales in Q2 2025) and unit sales increased by 2.0% (to 52 sales in Q2 2025). There is an undersupplied house market and a highly-demanded unit market. Unit price growth is higher than house price growth, as house buyers pivoted to units – due to a lower price point and no houses available. Now is an ideal time for owners to capitalise on their investments. With very little new housing stock planned, buyers must act fast.

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



\$1.1M



\$750K

SALES

AVERAGE DAYS
ON MARKET Q2 2025



HOUSE



UNIT

MEDIAN PRICE
Q2 2025



\$900



\$650

RENTALS

AVERAGE DAYS
ON MARKET Q2 2025



HOUSE

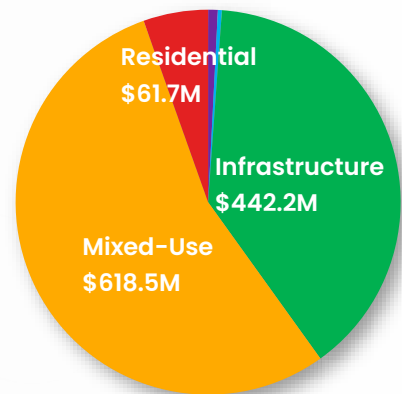


UNIT



FUTURE DEVELOPMENTS

Ashmore^E plans to see approximately **\$1.1B of new projects commencing construction in 2025.**



Ashmore and its surrounding areas plans to see approx. 343 units and 34 townhouses commence construction in 2025. Of these, none are specifically located in the suburb of Ashmore.

The nearest residential projects are in Southport, examples include:

- 14-22 Meron Street Units (69 Units)
- 86 Pohlman Street (9 townhouses)
- 48 Blake Street (5 Townhouses)
- 4 Drury Avenue (6 Townhouses)

Specifically in Ashmore a key project planned is 10 Dominions Road Self Storage Facility Additions and 361 Ashmore Rd Medical Centre; as well as two other commercial projects. This will contribute to more business and jobs created in Ashmore.

Although several residential projects are planned, they do not add houses; and are outside of Ashmore. This will exacerbate the undersupply of houses in Ashmore itself, driving up prices.



343 Units/
Apartments



34
Townhouses



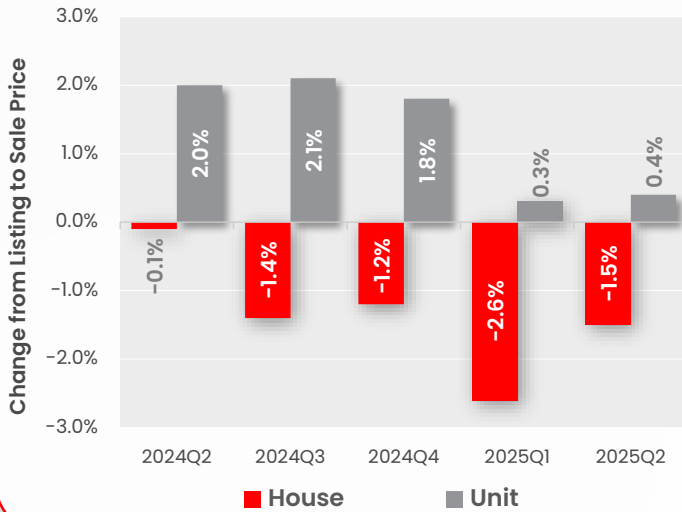
AVERAGE VENDOR DISCOUNT*

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.

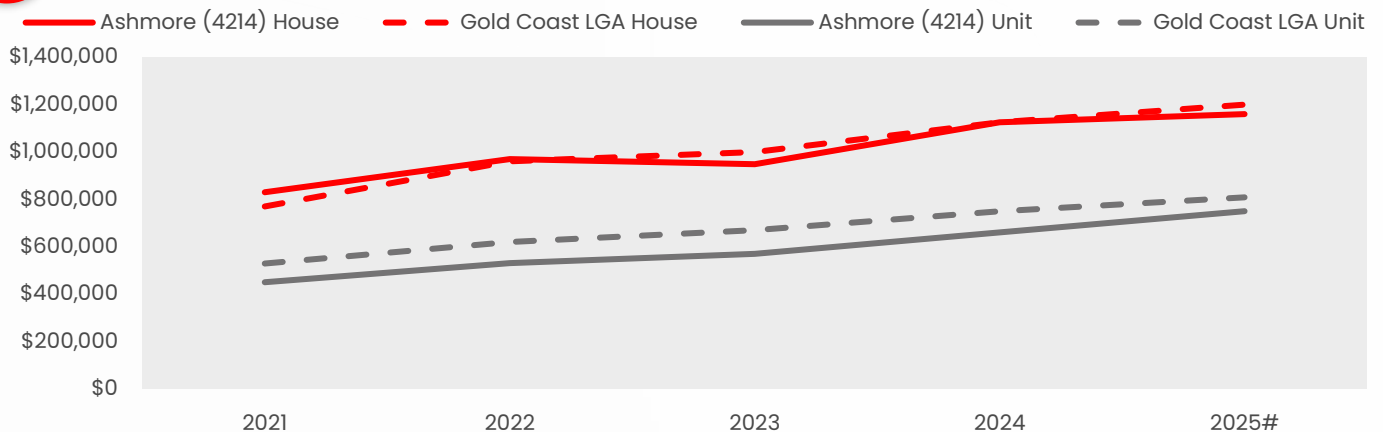
Average vendor discounts between Q2 2024 and Q2 2025 have widened to -1.5% for houses, but tightened to a smaller premium of 0.4% for units. Although there seems to be a two-speed market (a discount and a premium), when compared to 12 months prior (Q2 2024) market conditions in Ashmore* is increasingly favourable for buyers. However, with very little new houses planned, buyers must act fast.

The suburb of Ashmore has historically offered a slightly more affordable median prices for both houses and units when compared to the Gold Coast Local Government Area (LGA) for the past 5 years. This trend continued into 2025#, with units recording faster price growth than houses.

Most of the homes sold in Ashmore* in 2025# were in the most affordable price bracket of less than \$999,999 (31.2%) for houses, and less than \$599,999 (33.5%) for units. This is in opportunity for first-home buyers. However, the premium market still showed a strong presence, with 25.6% of houses sold above \$1.3M and 12.6% units sold above \$900,000. This benefits owners wishing to capitalise on their investments.. There are also ample options in the middle price brackets, ensuring there is a home for varying budgets.



MARKET COMPARISON

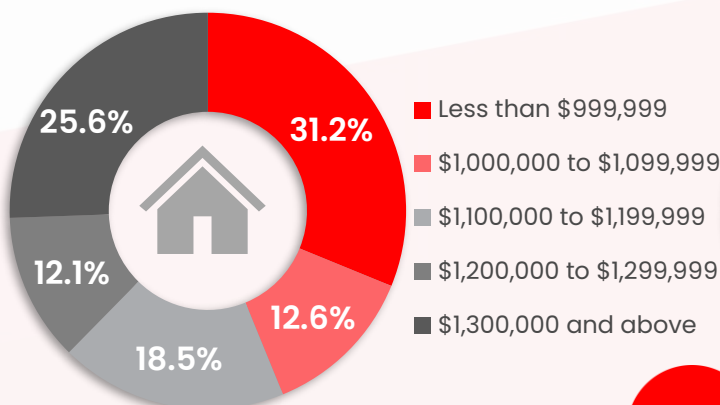


The market comparison graph provides a comparative trend for median price of houses and units over the past 5 years. The main LGA chosen was based on their proximity to the main suburb analysed, which is Ashmore.

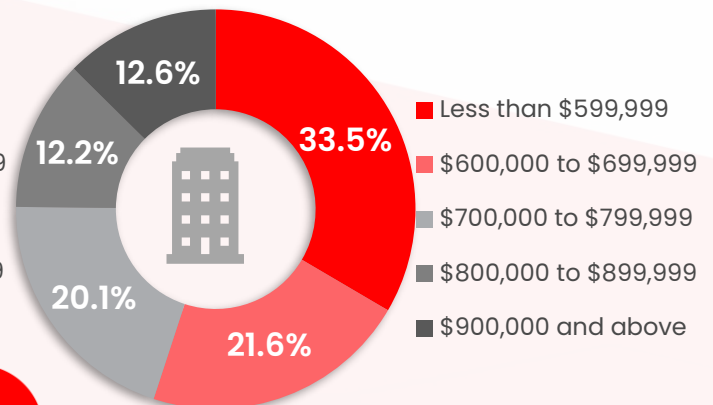


PRICE BREAKDOWN 2025

HOUSES SOLD



UNITS SOLD





RENTAL GROWTH 2025€

House rental yields in Ashmore[‡] was 3.9% as of June 2025, higher than Gold Coast Main (3.8%) and Brisbane Metro (3.2%). This is paired with a 5.9% growth in median house rental price over the past 12 months to Q2 2025, at \$900 per week. At the same time, the number of houses rented decreased, by -15.8% (to 117 houses in Q2 2025). This indicates an undersupplied house rental market in Ashmore[‡], which suggests there is still room for investors to enter the market.

4+ bedroom houses have provided investors with a significant +9.6% rental growth annually, achieving a median rent of \$1,000 per week.

Ashmore[‡] recorded a vacancy rate of 1.0% in June 2025, below the Gold Coast Main's average of 1.7% but slightly above Brisbane Metro's average of 0.9%. Vacancy rates have decreased in the past 12 months, from 1.2% in June 2024, indicating a tighter rental market. Further, a 1.0% vacancy rate is still well below the Real Estate Institution of Australia's healthy benchmark of 3.0%, indicating a quicker occupancy of rental homes in Ashmore[‡]. This creates a conducive environment for investors, even with a higher entry price in the past 12 months to Q2 2025.

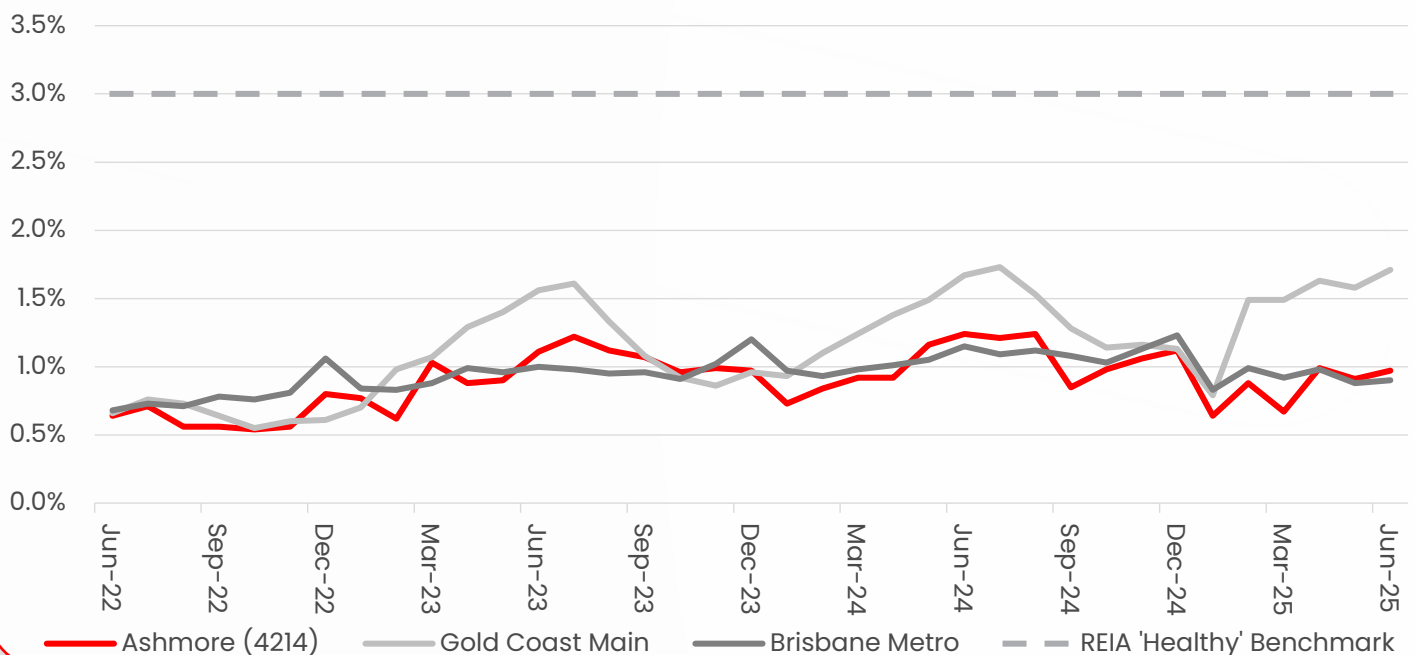
2 BEDROOMS
+2.0%

3 BEDROOMS
+4.5%

4 BEDROOMS
+9.6%



RENTAL VACANCY RATES 2025



RENTAL YIELD 2025§



3.9%

Ashmore[‡]



3.8%

Gold Coast Main



3.2%

Brisbane Metro



5.2%

Ashmore[‡]



4.9%

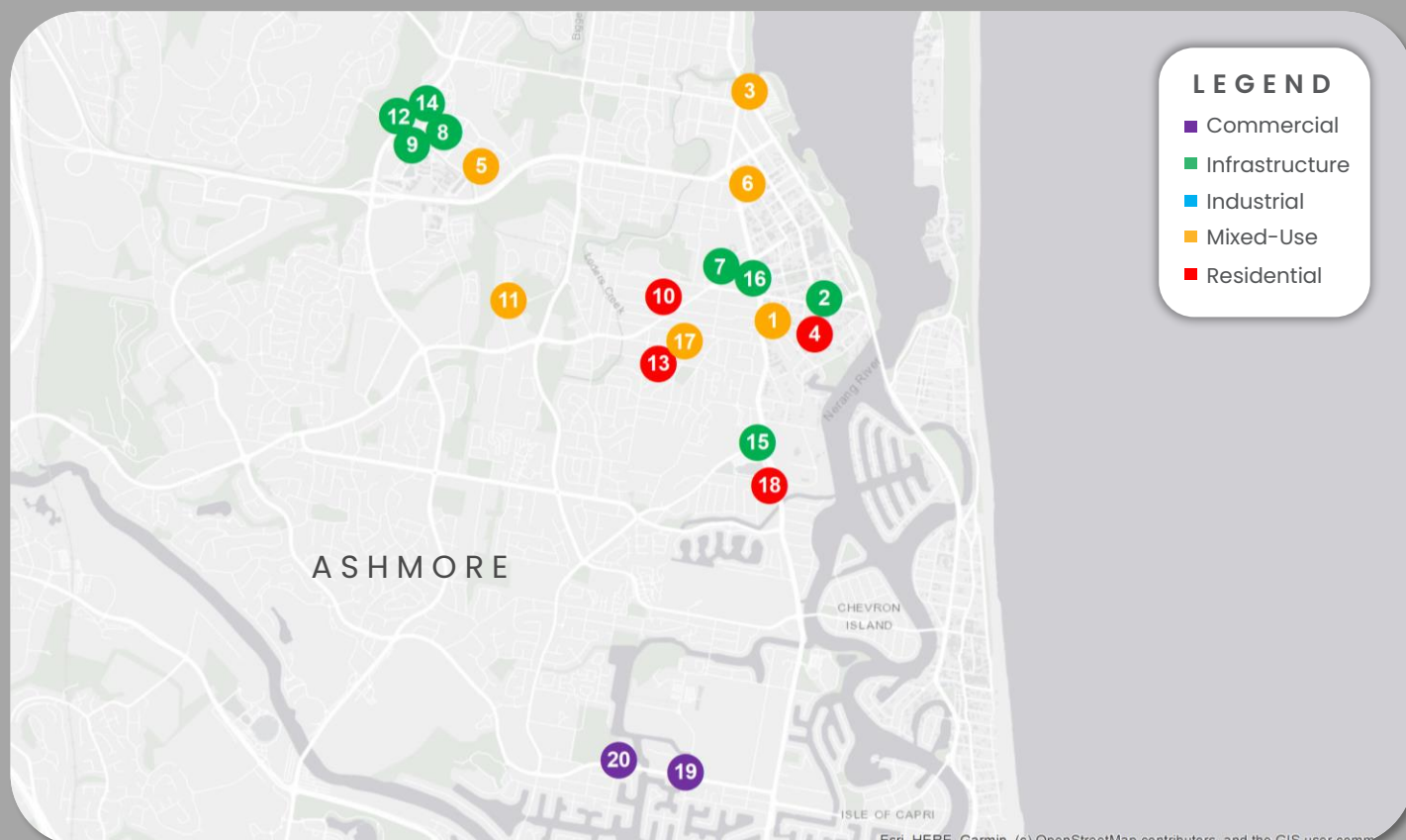
Gold Coast Main



4.3%

Brisbane Metro

PROJECT DEVELOPMENT MAP 2025^A



#	Project [£]	Type	Estimated Value [¥]	Commence Date ^ψ
1	Monarch Place Imperial Square Mixed Use Development Stage 2 (145 Units + Commercial)	Mixed-use	\$500,000,000	3/11/2025
2	Southport Supportive Housing Project (State Government - 200 Units)	Infrastructure	\$400,000,000	1/09/2025
3	Marine Quarter Stage 2 - Scenic Tower (Commercial + Residential - 158 Units)	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 (Various Tenant Types)	Mixed-use	\$30,000,000	1/08/2025
6	38-42 Railway Street Mixed Use Development (Commercial + Residential - 94 Units)	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 (Industrial + Commercial)	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 (Industrial + Commercial - office)	Mixed-use	\$2,000,000	1/10/2025
18	4 Drury Avenue Townhouses (6 Townhouses)	Residential	\$2,000,000	1/10/2025
19	The Meadows Stables Bundall	Commercial	\$2,000,000	1/12/2025
20	117 Ashmore Road Health Care Services Fit Out Stages 1 & 2	Commercial	\$1,900,000	23/12/2025



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- Geographic information mapping
- Project analysis including product and pricing recommendations
- Rental and investment return analysis

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REFERENCES

* Ashmore sales market data and key indicators encapsulates aggregate property market conditions within suburbs of Ashmore and Molendinar.

** 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.

¥ Ashmore rental market data encapsulates aggregate property conditions within the postcode of 4214.

§ 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 Ashmore, Benowa, Southport, and Bundall.

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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