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Hervey Bay Market Update
2nd Half 2025

OVERVIEW

In Q3 2025, Hervey Bay* recorded a median house price of $760,000 and a median unit price of $590,000. This is an annual (Q3 2024 – Q3 2025) price growth of 9.4% for houses and 20.4% for units. Comparing Q3 2024 and Q3 2025, total sales decreased by -29.6% for houses (to 316 sales in Q3 2025) and -29.5% for units (to 93 sales in Q3 2025). Q3 2025 saw a higher level of interest from buyers and an undersupply of homes for sale in the market. This created a buffer against higher interest rates; hence continuous price growth. Combined with no ready-to-sell houses planned in 2025, now is an ideal time for owners to transact.

CHANGE FROM LAST	YEAR	HALF YEAR
HOUSE SALES	↓	↓
HOUSE MEDIAN PRICE	↑	↑
HOUSE RENTAL PRICE	↑	↑
UNIT SALES	↓	↓
UNIT MEDIAN PRICE	↑	↑
UNIT RENTAL PRICE	↑	↓

MARKET CONDITIONS

SALES

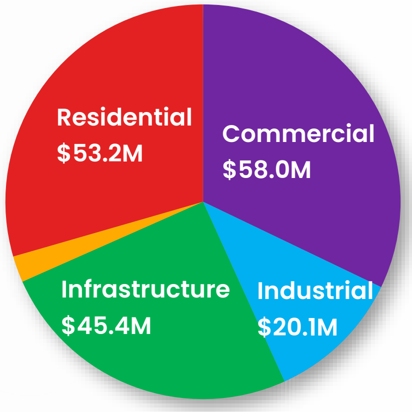
	HOUSE	UNIT
MEDIAN PRICE Q3 2025	$760K	$590K
AVERAGE DAYS ON MARKET Q3 2025	59	70

RENTALS

	HOUSE	UNIT
MEDIAN PRICE Q3 2025	$650	$502
AVERAGE DAYS ON MARKET Q3 2025	19	19

FUTURE DEVELOPMENTS

Hervey Bay[£] is to see approximately **$180.6M of new projects commencing construction in 2025**.



A main commercial project planned for 2025 is Solana Lifestyle Resort Nikenbah Stages 2-5 ($50.0M). This is a 160 single-storey independent living units for over-50s project.

Key residential projects include:

- Opal Shelly Beach Hervey Bay Apartments (47 Apartments)
- Baylinks Estate Pialba Subdivison Stages 5-9 & 11-17 (204 Lots)
- 254-262 Torquay Terrace Townhouses (20 Townhouses)

All residential projects will deliver ready-to-sell units and townhouses. While land lots are available, they will require time to build into a home. The shortage of new stand-alone houses will worsen the current undersupply, driving prices higher across all property types.

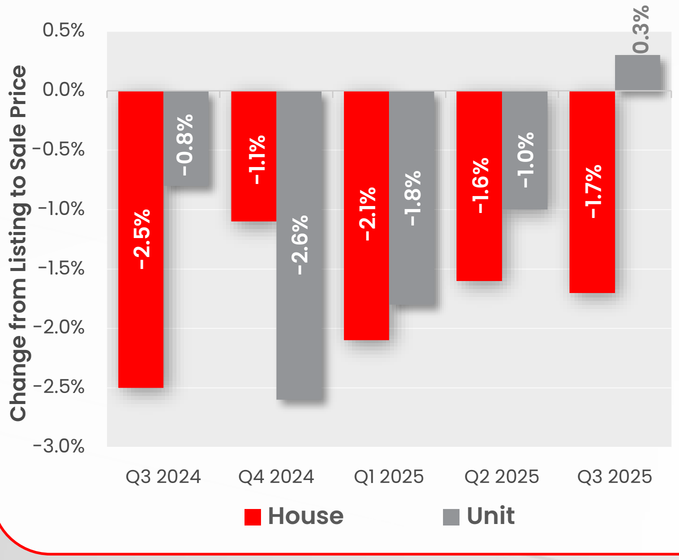
115 Units/ Apartments

31 Townhouses

373 Lots

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.

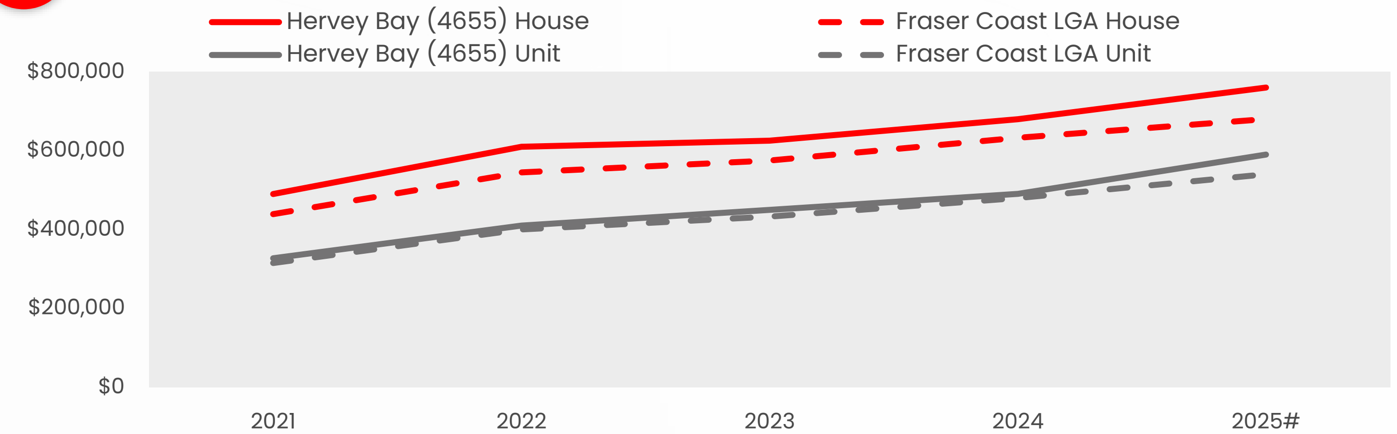


Average vendor discounts between Q3 2024 and Q3 2025 have tightened to -1.7% for houses and swung to a premium of 0.3% for units. While the house market still favours buyers, where sellers are accepting a slightly lower final price than the first list price, the overall market is increasingly shifting towards sellers. Buyers must act quickly, especially with no ready-to-sell housing supply expected in the 2025 pipeline.

The city of of Hervey Bay has outperformed Fraser Coast Regional Area (LGA) for median house price, and on par for median unit price in the past 5 years. This continues in 2025#, with price growth in both the LGA and suburb.

The dominant proportion of houses sold in Hervey Bay* in 2025# were in the middle price point between $700,000 to $799,999 for houses (26.7%) and $550,000 to $649,999 for units (28.2%). Premium segments remain strong, with 23.4% of houses sold at $900,000 and above and 16.3% of units sold at $750,000 and above, which benefits owners. Most of the affordable options remain available as well, with 11.2% of houses sold less than $599,999 and 21.4% of units sold less than $449,999, in good news for first home buyers. Overall, there is a home for every budget in Hervey Bay*.

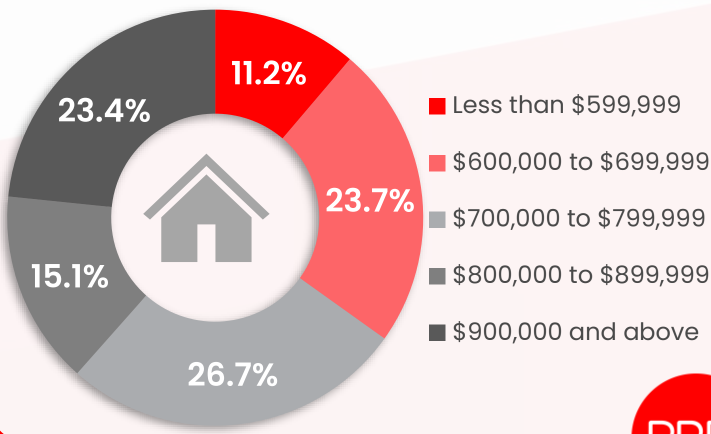
MARKET COMPARISON



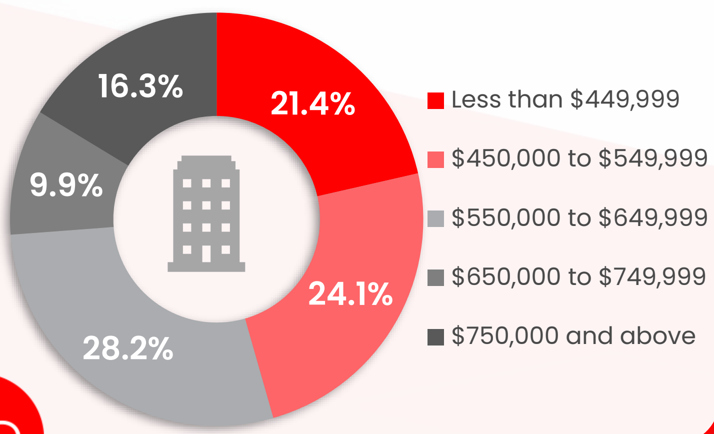
The market comparison graph provides a comparative trend for the median price of houses and units over the past 5 years. The main LGA profiled was chosen based on their proximity to the main suburb analysed, which is Hervey Bay.

PRICE BREAKDOWN 2025#

HOUSES SOLD



UNITS SOLD



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RENTAL GROWTH 2025€

House rental yield in Hervey Bay¥ was 3.8% in September 2025, higher than Fraser Coast LGA (3.5%) and Brisbane Metro (3.1%). This is paired with an 8.3% growth in median house rental price in the past 12 months to Q3 2025, at $650 per week, along with a -15.9% decrease in the number of houses rented (to 264 rentals in Q3 2025). Overall, this suggests an undersupplied house rental market in Hervey Bay¥, which is good news to investors.

3+ bedroom houses have provided investors with +7.3% rental growth annually, achieving a median rent of $590 per week.

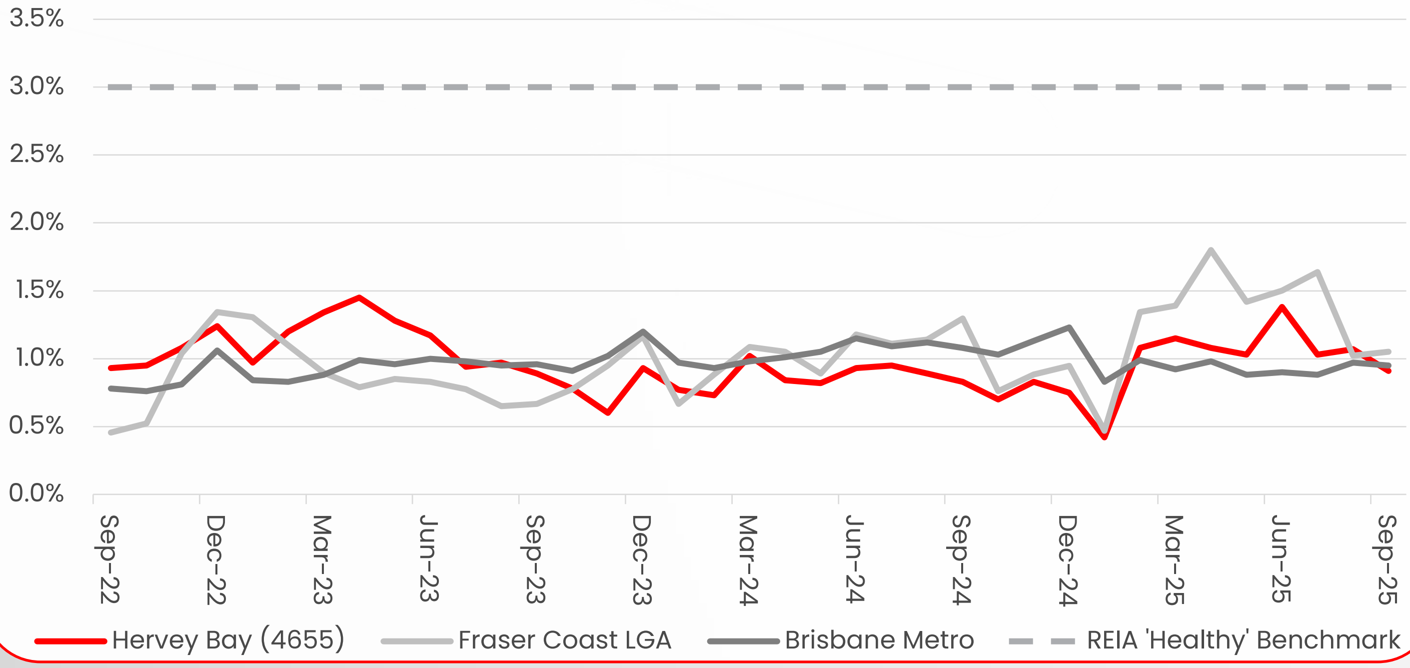
Hervey Bay¥ recorded a vacancy rate of 0.9% in September 2025, below Fraser Coast LGA's 1.1% and Brisbane Metro's 1.0%. Vacancy rates in Hervey Bay¥ have increased slightly in the past 12 months, due to investors returning to the market. That said, a 0.9% vacancy rate is well below the Real Estate Institute of Australia's healthy benchmark of 3.0%, thus properties are rented quicker in Hervey Bay¥. This confirms there is a healthy rental demand and a conducive sustainable investment environment in Hervey Bay¥, even with a higher entry price in Q3 2025.

2 BEDROOMS
+4.7%

3 BEDROOMS
+7.3%

4 BEDROOMS
+4.8%

RENTAL VACANCY RATES 2025



RENTAL YIELD 2025§

3.8%	**3.5%**	**3.1%**	**4.3%**	**4.2%**	**4.1%**
Hervey Bay¥ (4655)	Fraser Coast LGA	Brisbane Metro	Hervey Bay¥ (4655)	Fraser Coast LGA	Brisbane Metro

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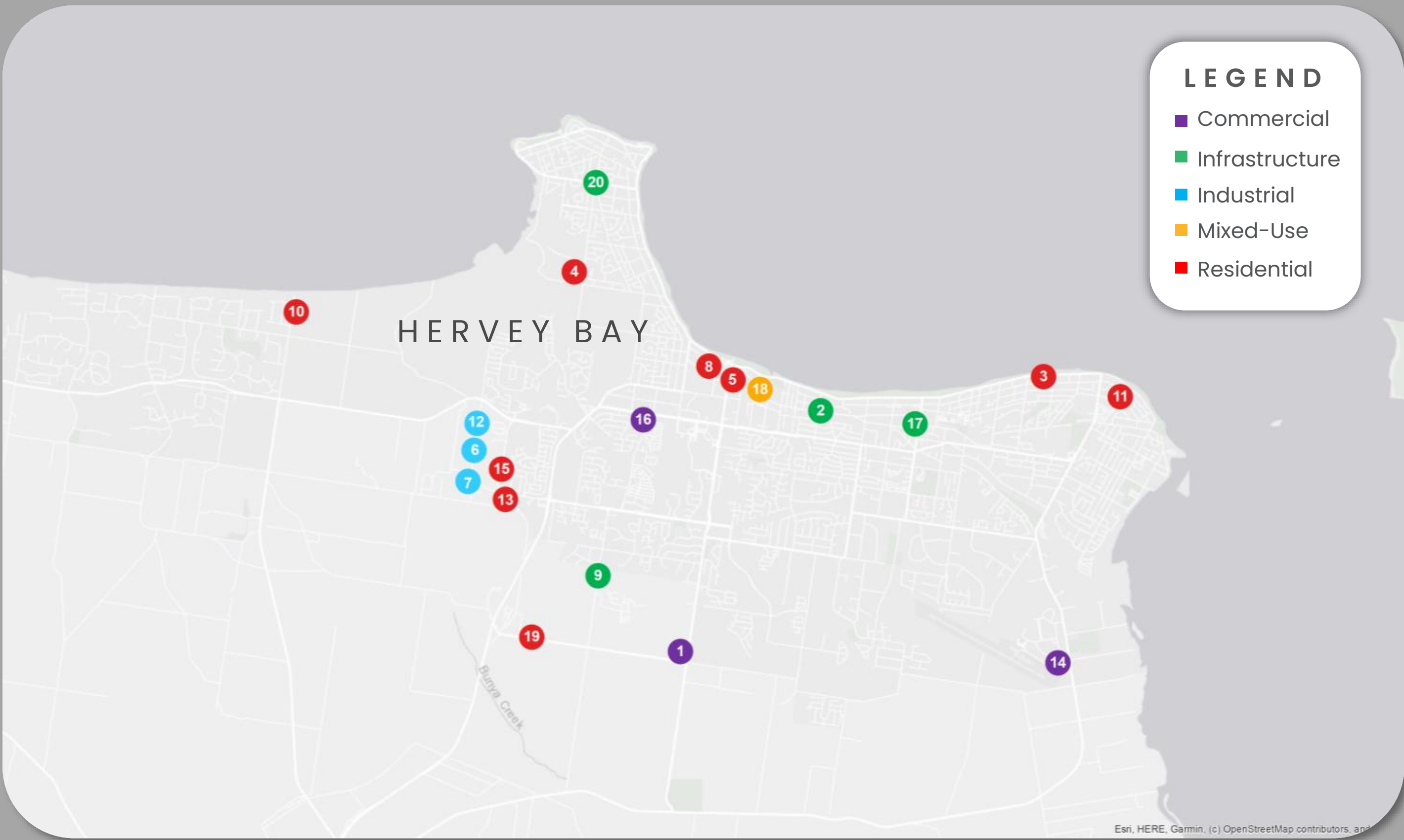
PROJECT DEVELOPMENT MAP 2025[₳]



#	Project[£]	Type	Estimated Value[µ]	Commence Date[ψ]
1	Solana Lifestyle Resort Nikenbah Stages 2-5	**Commercial**	$50,000,000	1/07/2025
2	Hervey Bay Police Station Upgrade (State Government)	**Infrastructure**	$28,000,000	9/06/2025
3	Opal Shelly Beach Hervey Bay Apartments (47 Apartments)	**Residential**	$14,000,000	12/12/2025
4	Baylinks Estate Pialba Residential Subdivison Stages 5-9 & 11-17 (204 Lots)	**Residential**	$9,200,000	1/10/2025
5	254-262 Torquay Terrace Townhouses (20 Townhouses)	**Residential**	$6,000,000	1/12/2025
6	13 Drury Lane Warehouse Units	**Industrial**	$5,600,000	11/08/2025
7	11 Drury Lane Warehouse Units	**Industrial**	$5,600,000	4/08/2025
8	15 Charles Street Units (16 Units)	**Residential**	$4,800,000	1/12/2025
9	Woods Road, Chapel Road & Madsen Road Intersection Upgrade (State Government)	**Infrastructure**	$4,398,991	13/01/2025
10	Beachside Estate Subdivision Stage 1 (34 Lots)	**Residential**	$3,600,000	1/10/2025
11	The Place Apartments Urangan Conversion (9 Apartments)	**Residential**	$2,700,000	24/02/2025
12	Drury Lane Self Storage Sheds	**Industrial**	$2,200,000	1/12/2025
13	Scrub Hill Road Residential Subdivision Stages 2A & 2B (48 Lots)	**Residential**	$2,200,000	26/05/2025
14	Lots 4-7 William Dean Avenue Shops	**Commercial**	$1,900,000	7/04/2025
15	Scrub Hill Road Residential Subdivision (41 Lots)	**Residential**	$1,850,000	9/12/2025
16	10 Franklin Street Residential Care Facility	**Commercial**	$1,500,000	8/12/2025
17	Torquay Social Housing (State Government - 10 Apartments)	**Infrastructure**	$1,500,000	1/07/2025
18	Inspirations Paint Pialba Mixed Use Development (Industrial + Commercial - Office & Retail)	**Mixed-Use**	$1,300,000	12/12/2025
19	79 Chapel Road Residential Subdivision (25 Lots)	**Residential**	$1,100,000	25/07/2025
20	Great Sandy Marine Park Artificial Reefs (State Government)	**Infrastructure**	$1,000,000	16/06/2025

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

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REFERENCES

* Hervey Bay sales market data and key indicators encapsulates aggregate property market conditions within the suburb of 4655.

** 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 - Q3 (01/01/2025 – 30/09/2025) 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 Q3 2024 (01/07/2024 – 30/09/2024) and Q3 2025 (01/07/2025 – 30/09/2025) house median rent figures.

¥ Hervey Bay rental market data encapsulates aggregate property conditions within the postcode of 4655.

§ Rental yields shown are as reported as of September 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 postcodes of Torquay, Urangan, Pialba, Dundowran, Hervey Bay, Nikenbah, Point Vernon, Urraween, Wondunna, Scarness.

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

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