

Southport Market Update

1st Half 2026



OVERVIEW

In Q4 2025, Southport* recorded a median house price of \$1,264,000 and a median unit price of \$795,000. This is an annual (Q4 2024 – Q4 2025) price growth of 19.8% for houses and 15.6% for units, creating an ideal opportunity for owners to capitalise on their investments. Comparing Q4 2024 and Q4 2025, sales increased by 5.6% (to 95 sales in Q4 2025) for houses, underscoring high demand. For units, sales declined by -12.0% (to 426 sales in Q4 2025), reflecting an undersupply. Given that very few new houses are planned for 2026, house buyers are encouraged to act fast. Unit buyers have more options; however, many house buyers may redirect their budget to units; creating more competition in the market.

CHANGE FROM LAST YEAR HALF YEAR



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

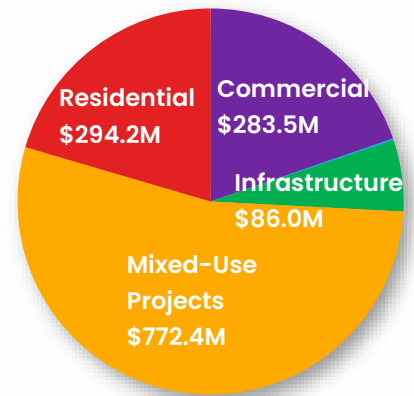


UNIT SALES	↓	↓
UNIT MEDIAN PRICE	↑	↑
UNIT RENTAL PRICE	↑	↑



FUTURE DEVELOPMENTS

Southport[£] will see approximately **\$49.3M of new projects commencing construction in 2026.**



A key mixed-use project planned for 2026 is 1 & 6 Park Lane Southport Development (\$400.0M), which will deliver two towers comprising 176 apartments, 11,541.6 sq m office, and 421 car parks.

Key residential projects include:

- 20 & 20A Queen Street Apartments (180 Apartments)
- 28-40 Spindelove Street (52 Units)
- 84 Pohlman Street Villas (12 Villas)
- 20 Stradbroke Street (3 Dwellings)

Despite multiple residential projects in the pipeline, there is only 5 new houses planned. This is not enough to answer demand for houses, which suggests many buyers will redirect their interest to units. Further, new units take time to develop. Thus, in the short-term, house and unit prices are likely to increase.



MARKET CONDITIONS

MEDIAN PRICE
Q4 2025



\$1.26M

SALES



\$795K

AVERAGE DAYS
ON MARKET Q4 2025



42
HOUSE



45
UNIT

MEDIAN PRICE
Q4 2025



\$800

RENTALS



\$745

AVERAGE DAYS
ON MARKET Q4 2025



21
HOUSE



21
UNIT



1,854 Units/
Apartments



41
Townhouses



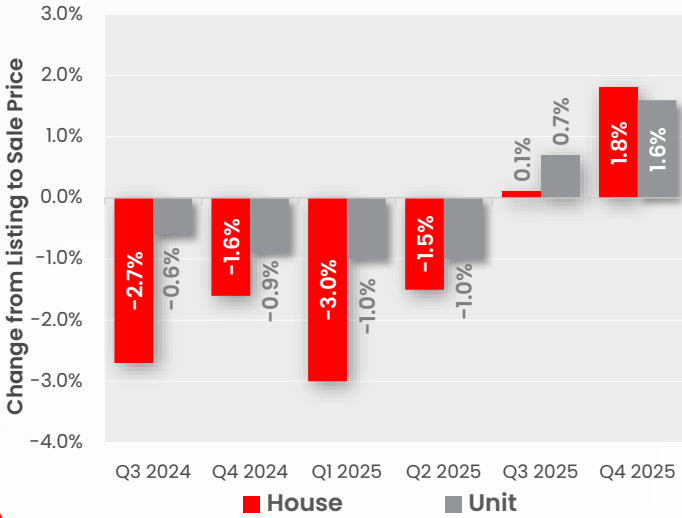
5
Dwellings



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 2024 and Q4 2025 have swung from a discount to a premium of 1.8% for houses and 1.6% for units. The peak discount has passed in Q1 2025. Market conditions in Southport* now favour sellers, where buyers must offer above the listed prices. With very few new houses planned in 2026, buyers must act fast.

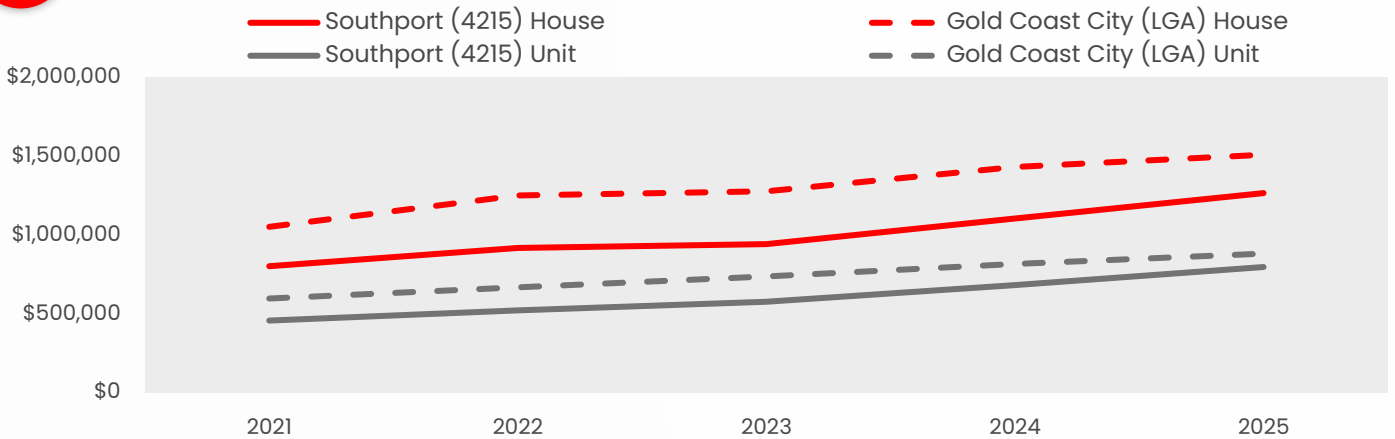


The suburb of Southport has historically provided a more affordable market than the Gold Coast Local Government Area (LGA) in both house and unit median prices for the past 5 years. This continued to be the case in 2025, with both the suburb and the LGA experiencing price growth.

The dominant proportion of homes sold in Southport* in 2025 were in the most affordable price point of less than \$1,149,999 for houses (37.2%) and less than \$649,999 for units (26.0%). This is good news for first-home buyers. That said, the premium price bracket in Southport* is strong, with 28.9% of houses sold above \$1,450,000 and 19.3% of units sold above \$950,000. This is good news for owners looking to capitalise on their investments in Southport*. Overall, Southport* offers housing options across a broad range of price points, suitable for all budgets.



MARKET COMPARISON

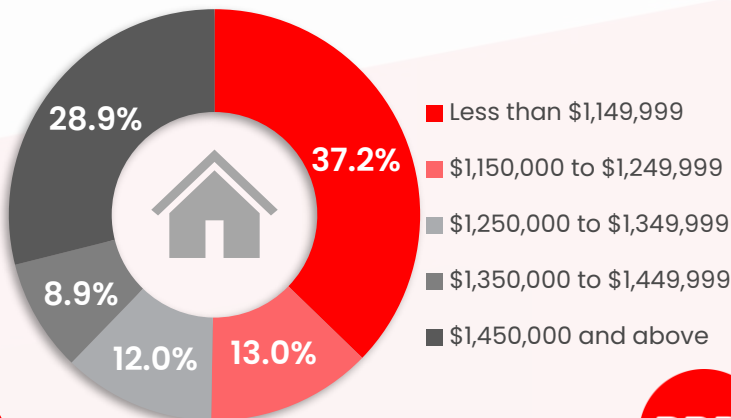


The market comparison graph provides a comparative trend for median price of houses and units over the past 5 years. The main LGA chosen was based on their proximity to the main suburb analysed, which is Southport.

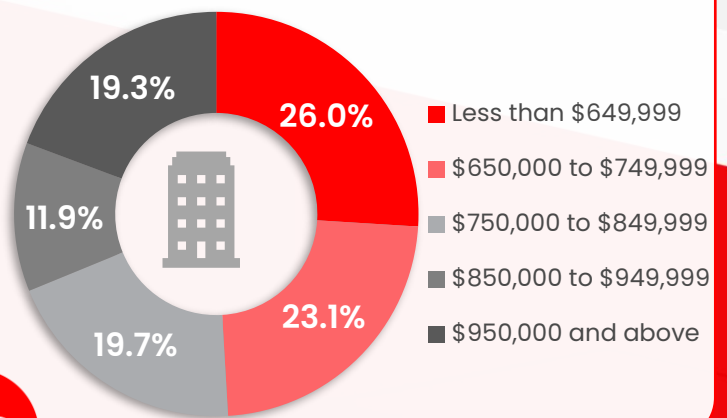


PRICE BREAKDOWN 2025

HOUSES SOLD



UNITS SOLD





RENTAL GROWTH 2025€

House rental yields in Southport* were 3.4% as of December 2025, on par with Gold Coast (3.5%) but higher than Brisbane Metro (2.9%). This is paired with a stable median house rental price in the past 12 months to Q4 2025, at \$800 per week, and a 1.8% increase in the number of houses rented (to 112 rentals in Q4 2025). Average days on the market has declined to a historical low of 21 days. There is a resilient and highly demanded house rental market, benefitting investors.

4+ bedroom houses have provided investors with +15.8% rental growth annually, achieving a median rent of \$1,100 per week.

Southport* recorded a vacancy rate of 0.7% in December 2025, below the Gold Coast Main average of 1.3% and Brisbane Metro's 1.2%. Vacancy rates have decreased in the past 6 months, suggesting a tighter rental market. Further, a 0.7% vacancy rate is significantly below the Real Estate Institute of Australia's healthy benchmark of 3.0%, indicating quicker occupancy of rental homes in Southport*. This creates a conducive environment for investors, even if median house and unit sale prices (thus, entry prices) have increased in the past 12 months to Q4 2025.

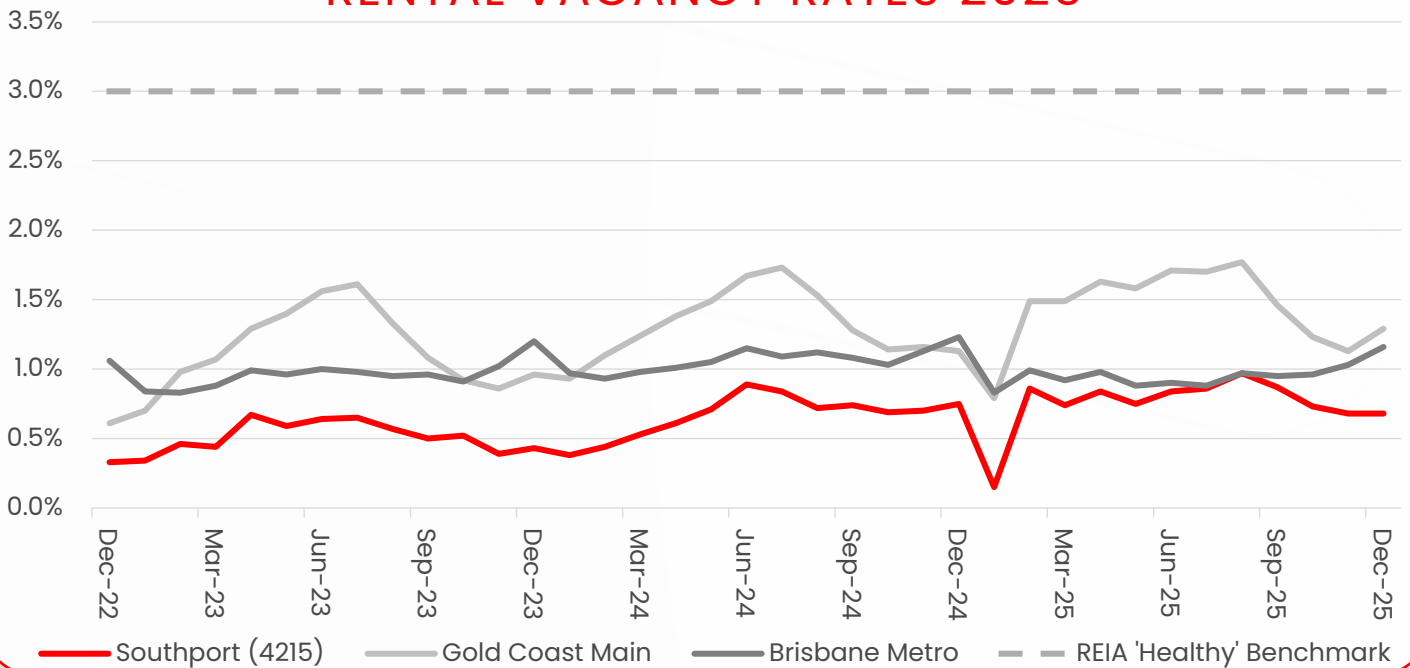
2 BEDROOMS
+7.7%

3 BEDROOMS
+2.6%

4 BEDROOMS
+15.8%



RENTAL VACANCY RATES 2025



RENTAL YIELD 2025§



3.4%

Southport*



3.5%

Gold Coast Main



2.9%

Brisbane Metro



4.9%

Southport*



4.0%

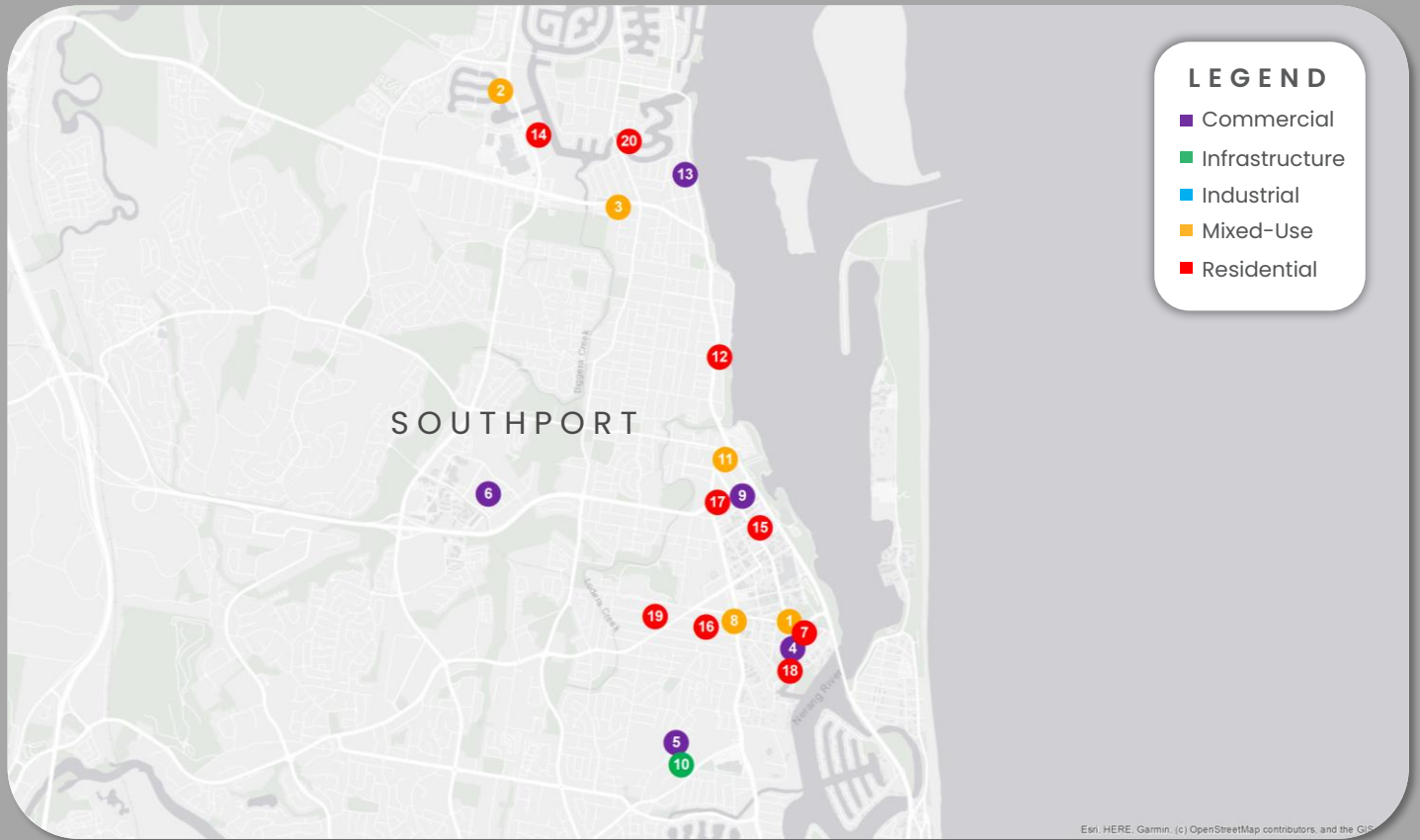
Gold Coast Main



3.7%

Brisbane Metro

PROJECT DEVELOPMENT MAP 2026 ^A



LEGEND

- Commercial
- Infrastructure
- Industrial
- Mixed-Use
- Residential

Esri, HERE, Garmin, (c) OpenStreetMap contributors, and the GIS User Community

#	Project [£]	Type	Estimated Value [£]	Commence Date ^ψ
1	1 & 6 Park Lane Southport Mixed-use Development (Residential – 176 Apartments + Commercial – office)	Mixed-Use	\$400,000,000	5/10/2026
2	Harbour Cove Biggera Waters Apartments & Commercial Stages 1-4 (Residential – 511 Apartments + Commercial)	Mixed-Use	\$160,000,000	12/11/2026
3	Labrador Park Shopping Centre Mixed Use Development (Residential – 207 Units + Commercial)	Mixed-Use	\$70,000,000	2/08/2026
4	Eureka Build To Rent Retirement Village Southport	Commercial	\$70,000,000	5/06/2026
5	Golden Age Retirement Village Redevelopment Stages 2-6	Commercial	\$60,000,000	1/11/2026
6	Gold Coast Life Science Centre	Commercial	\$55,000,000	8/09/2026
7	20 & 20A Queen Street Apartments (180 Apartments)	Residential	\$54,000,000	8/05/2026
8	Soma Southport Mixed Use Development Stages 1 & 2	Mixed-Use	\$50,000,000	16/06/2026
9	Malua Southport Apartments & Short Term Accommodations	Commercial	\$50,000,000	9/10/2026
10	Former Ridgeway Tafe Campus Seniors Housing & Open Space (State Government)	Infrastructure	\$50,000,000	1/10/2026
11	6-8 Stevens & Little Norman Streets Mixed Use Development	Mixed-Use	\$45,000,000	6/07/2026
12	Isola Labrador Apartments (55 Apartments)	Residential	\$40,000,000	1/12/2026
13	Tricare Labrador Retirement Facility Biggera Waters Stage 1	Commercial	\$40,000,000	25/12/2026
14	Harbour Shores Biggera Waters Apartments Stage 3 (91 Apartments)	Residential	\$30,000,000	26/11/2026
15	24-26 Welch Street Apartments (70 Apartments)	Residential	\$25,000,000	30/10/2026
16	28-40 Spendelove Street Units (52 Units)	Residential	\$20,000,000	18/12/2026
17	40 & 42 North & Rose Streets Units (35 Units)	Residential	\$15,000,000	7/12/2026
18	Brighton On The Park Apartments Southport (12 Apartments)	Residential	\$15,000,000	17/04/2026
19	84 Pohlman Street Villas (12 Villas)	Residential	\$4,000,000	16/10/2026
20	20 Stradbroke Street Dwellings (3 Dwellings)	Residential	\$900,000	08/10/2026

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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

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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 the full year 2025 (01/01/2025 – 31/12/2025).

€ Annual rental growth is a comparison between Q4 2024 (01/10/2024 – 31/12/2024) and Q4 2025 (01/10/2025 – 31/12/2025) 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 December 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 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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