

Ashmore Market Update

1st Half 2026



OVERVIEW

In Q4 2025, Ashmore* recorded a median house price of \$1,330,000 and a median unit price of \$825,000. This is an annual (Q4 2024 - Q4 2025) price growth of 12.7% for houses and 22.2% for units. Comparing Q4 2024 and Q4 2025, total sales surged by 56.6% for houses (to 83 sales in Q4 2025) and 39.1% for units (to 64 sales in Q4 2025). This confirms a highly-demanded market. Unit price growth is higher than house price growth, as house buyers pivoted to units – due to a lower price point and a lack of houses available. Now is an ideal time for owners to capitalise on their investments. With very little new houses planned, buyers must act fast.

CHANGE FROM LAST YEAR HALF YEAR



	YEAR	HALF YEAR
HOUSE SALES	↑	↑
HOUSE MEDIAN PRICE	↑	↑
HOUSE RENTAL PRICE	↑	↑

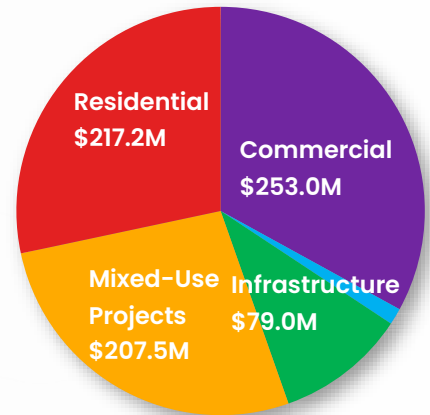


UNIT SALES	↑	↑
UNIT MEDIAN PRICE	↑	↑
UNIT RENTAL PRICE	↓	↑



FUTURE DEVELOPMENTS

Ashmore^E plans to see approximately **\$766.7M of new projects commencing construction in 2026.**



Ashmore and its surrounding areas are expected to see approximately 1,269 new units and 69 townhouses commence construction in 2026.

However, new supply within Ashmore suburb itself remains very limited. The only residential project is 1 Sassafras Drive Villas (\$1.2M), delivering just 3 villas in 2026.

The nearest residential projects are in Southport, examples include:

- 48 Blake Street Townhouses (5 Townhouses)
- 29 Minnie Street Units (20 Units)

Although several residential projects are planned, they do not add houses; and are outside of Ashmore.

Within Ashmore itself the potential for a housing shortage is high. This will drive property price growth in the suburb, not only for houses but for all units and townhouses as well.



1,269 Units/
Apartments



69
Townhouses



MARKET CONDITIONS

MEDIAN PRICE
Q4 2025



\$1.33M

SALES



\$825K

AVERAGE DAYS
ON MARKET Q4 2025



31
HOUSE



33
UNIT

MEDIAN PRICE
Q4 2025



\$980

RENTALS



\$685

AVERAGE DAYS
ON MARKET Q4 2025



25
HOUSE



16
UNIT



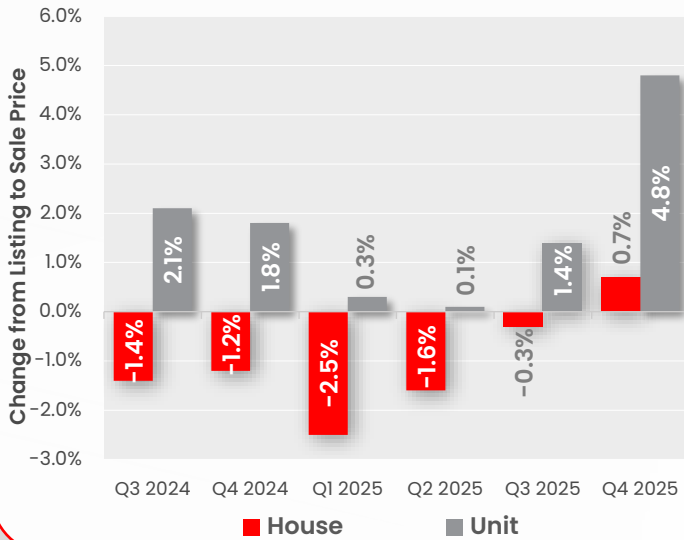
AVERAGE VENDOR DISCOUNT*

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.

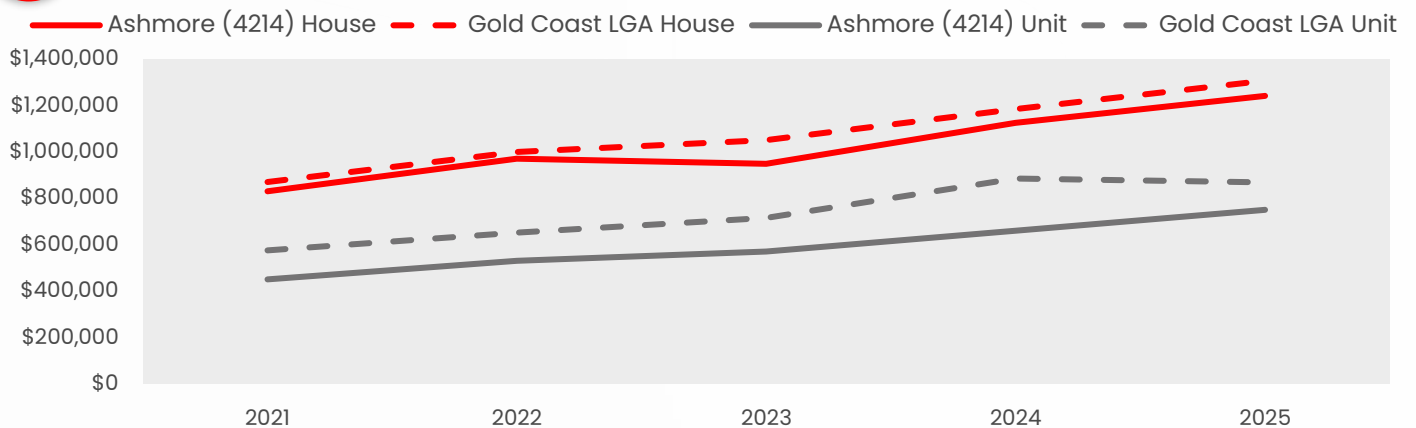
Average vendor discounts between Q4 2024 and Q4 2025 have swung to a premium of 0.7% for houses and widened to a higher premium of 4.8% for units. Market conditions in Ashmore* favors sellers, as buyers willing must offer above the initial listing prices. Further, with very little ready-to-sell stand-alone 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 in 2025, with units recording faster price growth than houses.

Most of the homes sold in Ashmore* in 2025 were in the more affordable price bracket between \$1,000,000 to \$1,249,999 (38.5%) for houses and the most affordable price point of below \$649,999 (32.3%) for units. This is an ideal opportunity for first-home buyers. However, the premium market also performed well, with 9.3% of houses sold above \$1.75M and 13.2% units sold above \$950K. 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 all budgets in Ashmore*.



MARKET COMPARISON

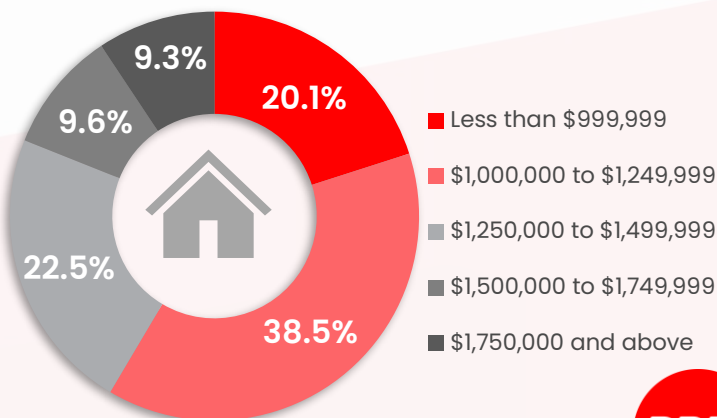


The market comparison graph provides a comparative trend for median price of houses and units over the past 5 years. The main LGA chosen was based on their proximity to the main suburb analysed, which is Ashmore.

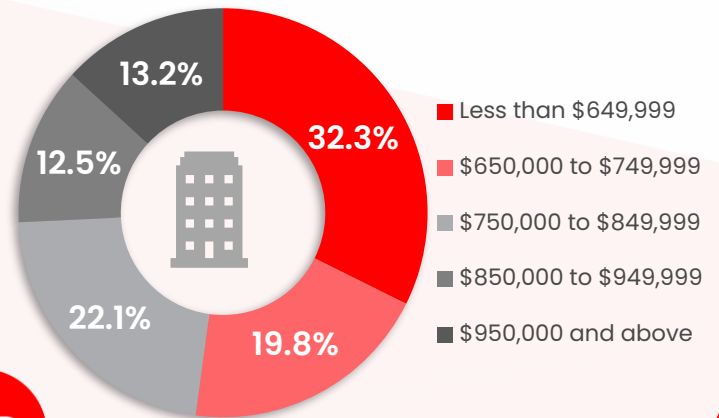


PRICE BREAKDOWN 2025

HOUSES SOLD



UNITS SOLD





RENTAL GROWTH 2025€

House rental yield in Ashmore[¥] was 4.2% as of December 2025, higher than Gold Coast Main (3.4%) and Brisbane Metro (2.9%). This is paired with a 11.4% growth in median house rental price over the past 12 months to Q4 2025, to \$980 per week, along with a 5.7% growth in the number of houses rented (to 149 houses in Q4 2025). This indicates a highly-demanded house rental market in Ashmore[¥], which indicates there is still room for investors to enter the market.

2- bedroom houses have provided investors with a significant +11.8% rental growth annually, achieving a median rent of \$680 per week.

Ashmore[¥] recorded a vacancy rate of 1.2% in December 2025, slightly below the Gold Coast Main's average of 1.3% but on par with Brisbane Metro's 1.2%. Vacancy rates have increased in the past 12 months, due to investors re-entering the rental market. However, a 1.2% 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 Q4 2025.

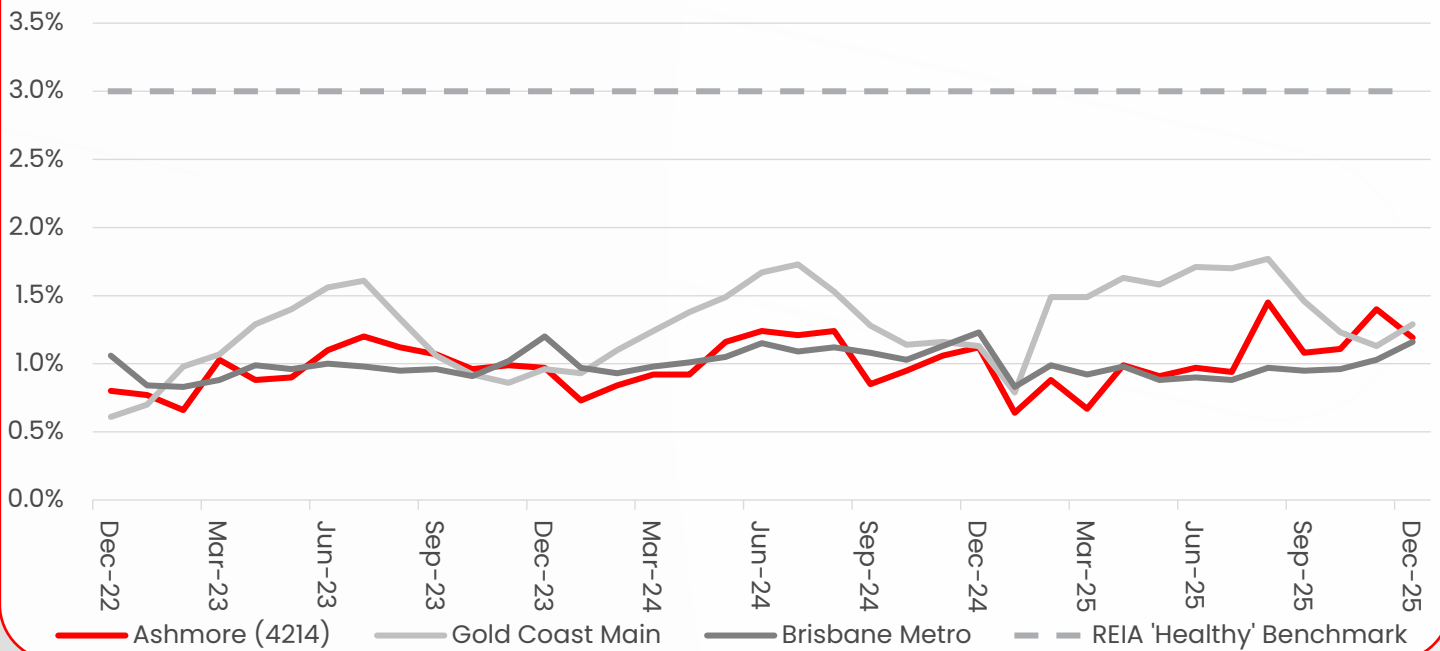
2 BEDROOMS
+11.8%

3 BEDROOMS
+3.8%

4 BEDROOMS
+9.6%



RENTAL VACANCY RATES 2025



RENTAL YIELD 2025§



4.2%

Ashmore[¥]



3.4%

Gold Coast Main



2.9%

Brisbane Metro



5.5%

Ashmore[¥]



4.1%

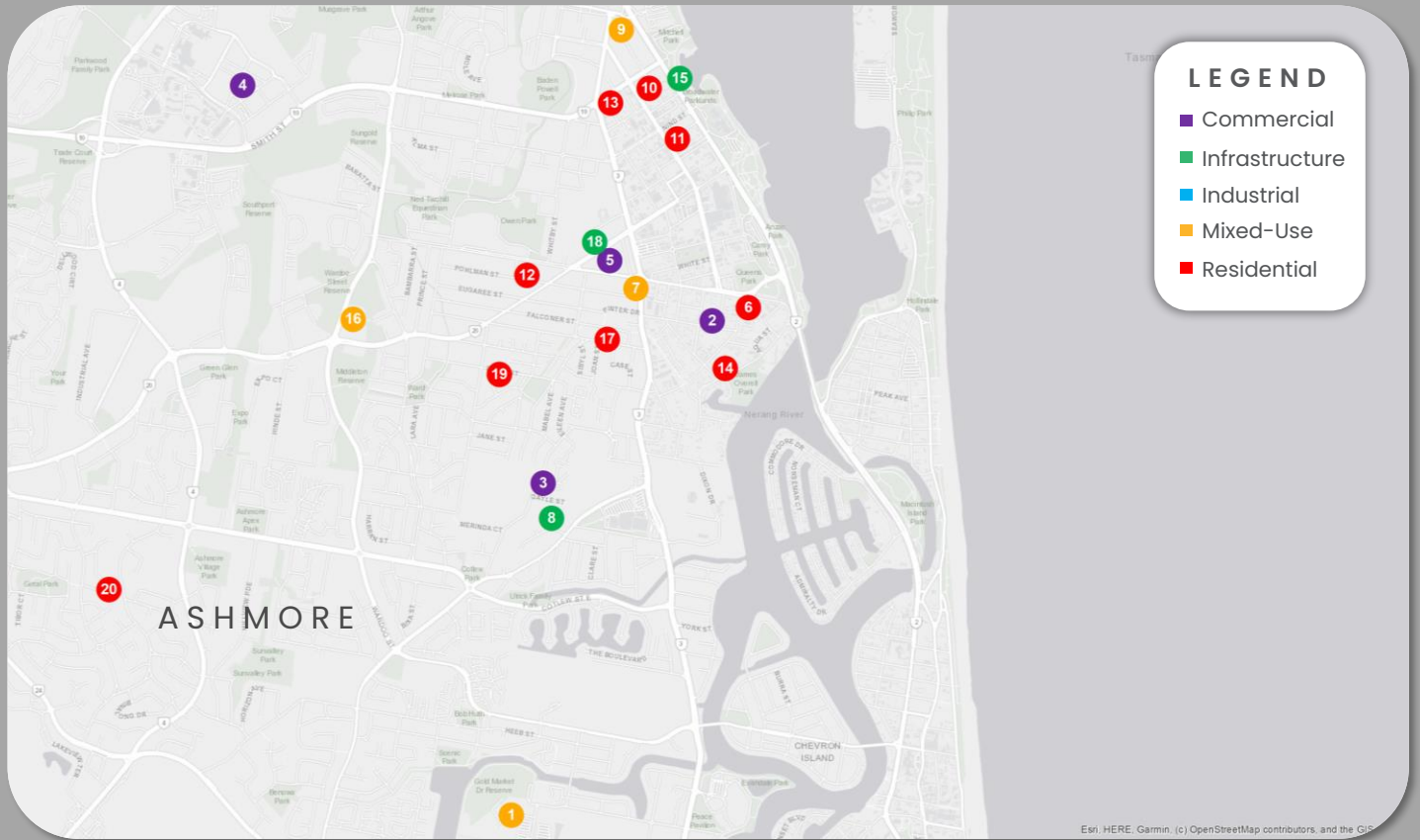
Gold Coast Main



3.7%

Brisbane Metro

PROJECT DEVELOPMENT MAP 2026 ^A



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

#	Project [£]	Type	Estimated Value [¥]	Commence Date ^ψ
1	Sunlight Lifestyle Precinct Bundall Mixed Use Buildings Stages 1-3 (Residential – 557 Units + Commercial)	Mixed-Use	\$100,000,000	1/08/2026
2	Eureka Build To Rent Retirement Village Southport	Commercial	\$70,000,000	5/06/2026
3	Golden Age Retirement Village Redevelopment Stages 2-6	Commercial	\$60,000,000	1/11/2026
4	Gold Coast Life Science Centre	Commercial	\$55,000,000	8/09/2026
5	BHC Social & Affordable Housing Units Southport (158 Units)	Commercial	\$55,000,000	2/11/2026
6	20 & 20A Queen Street Apartments (180 Apartments)	Residential	\$54,000,000	8/05/2026
7	Soma Southport Mixed Use Development Stages 1 & 2 (Residential – 134 Units + Commercial)	Mixed-Use	\$50,000,000	16/01/2026
8	Former Ridgeway Tafe Campus Seniors Housing & Open Space (State Government)	Infrastructure	\$50,000,000	1/10/2026
9	6-8 Stevens & Little Norman Streets Mixed Use Development (Residential – 73 Apartments + Commercial)	Mixed-Use	\$45,000,000	6/07/2026
10	18-22 Norman Street Units (68 Units)	Residential	\$33,000,000	4/05/2026
11	24-26 Welch Street Apartments (70 Apartments)	Residential	\$25,000,000	30/10/2026
12	The Mill Apartments Southport (35 Apartments)	Residential	\$20,000,000	16/03/2026
13	40 & 42 North & Rose Streets Units (35 Units)	Residential	\$15,000,000	7/09/2026
14	Brighton On The Park Apartments Southport (12 Apartments)	Residential	\$15,000,000	17/04/2026
15	Aqua Adventures Marina Berths Redevelopment (Local Government)	Infrastructure	\$15,000,000	26/11/2026
16	157-173 Wardoo Street Apartments & Office (Residential – 45 Apartments + Commercial – Office)	Mixed-Use	\$12,500,000	28/08/2026
17	29 Minnie Street Units (20 Units)	Residential	\$12,000,000	15/07/2026
18	Elanor Southport Commercial Building Mixed Use Development (State Government)	Infrastructure	\$10,000,000	2/03/2026
19	48 Blake Street Townhouses (5 Townhouses)	Residential	\$4,000,000	2/01/2026
20	1 Sassafras Drive Villas (3 Villas)	Residential	\$1,200,000	19/08/2026

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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
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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 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.

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

§ 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 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 Pricerfinder, Cordell Connect database, SQM Research, Esri ArcGIS.

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