PRD. REAL ESTATE

Southport Market Update

2nd Half 2026

OVERVIEW

In Q2 2026, Southport* recorded a median house price of $1,300,000 and median unit price of $815,000. This is an annual (Q2 2025 – Q2 2026) price growth of 6.4% for houses and 11.6% for units. Comparing Q2 2025 and Q2 2026, total sales decreased by -46.9% for houses (to 52 sales in Q2 2026) and -41.8% for units (to 276 sales in Q2 2026). This confirms a clear undersupply of both property types, which has helped support price growth even with multiple cash rate hikes in 2026. This creates an ideal opportunity for owners to capitalise on their investments. There is a limited numbers of ready-to-sell houses planned in the 2026 pipeline. Prices are highly likely to increase further; thus buyers need to 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

SALES

MEDIAN PRICE Q2 2026

$1.3M (house) $815K (unit)

AVERAGE DAYS ON MARKET Q2 2026

55 HOUSE

43 UNIT

RENTALS

MEDIAN PRICE Q2 2026

$860 (house) $750 (unit)

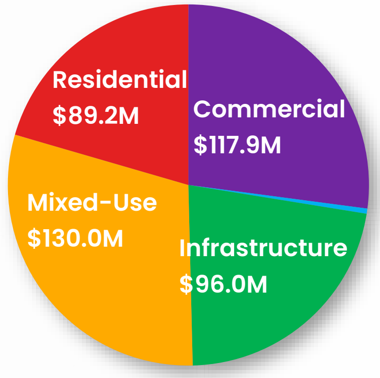
AVERAGE DAYS ON MARKET Q2 2026

20 HOUSE

20 UNIT

FUTURE DEVELOPMENT**

Southport£ will see approximately **$435.1M of new projects commencing construction in 2026**.



A key mixed-use project planned for 2026 is Oxford On Scarborough ($100M), to deliver a 48-storey mixed-use commercial and residential building. This will include 218 two-, three-and four-bedroom residential units & 41 serviced apartments.

Key residential projects located within the Southport suburb include:

- 84 Pohlman Street Villas (12 Villas)
- 114 Eugaree Street (6 Townhouses)

Despite many residential projects in the pipeline for Southport and surrounds, there is only 3 new houses planned. This is not enough to answer demand for houses, compared to the 52 sold in Q2 2026. Because of this, many buyers may redirect their interest to units. New units take time to develop, especially with construction challenges. Therefore, property prices are more likely to increase, especially in the short term.

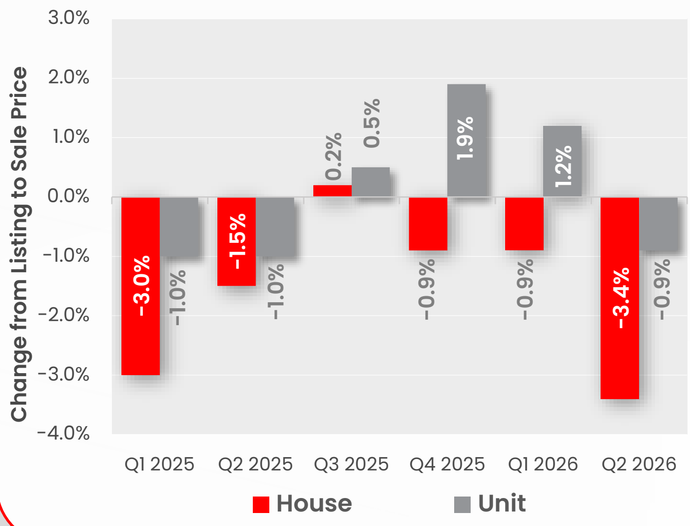
380 Units/ Apartments

36 Townhouses

3 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.

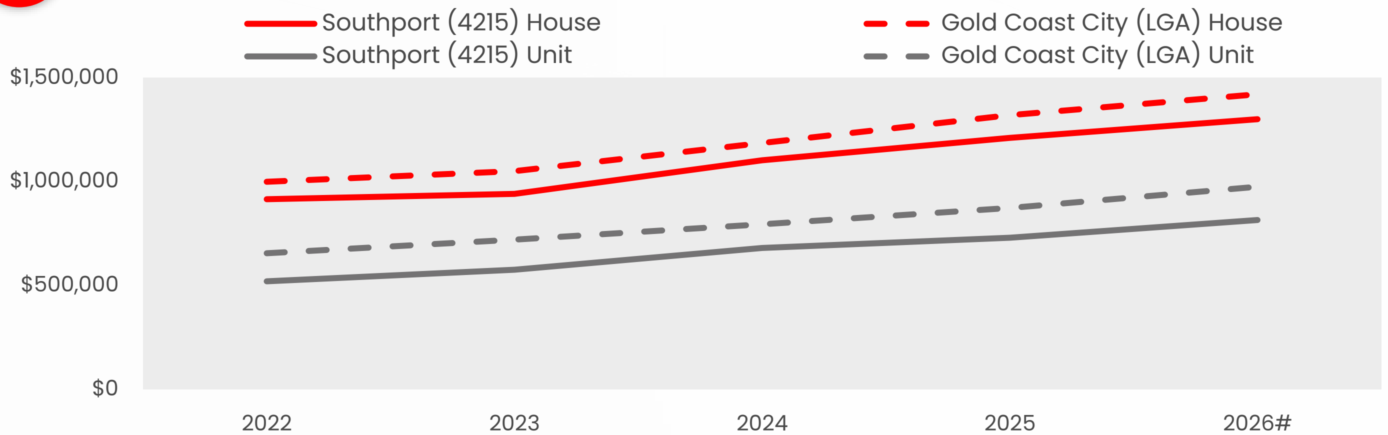


Average vendor discounts between Q2 2025 and Q2 2026 have widened to -3.4% for houses but slightly tightened to -0.9% for units. Market conditions in Southport* still favour buyers, as sellers are willing to accept below the first listed prices. With average vendor discounts for houses at their peak in Q2 2026 and a limited supply of new houses in 2026, now is an opportune time for buyers to transact.

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 2026#, with both the suburb and the LGA experiencing price growth.

The dominant proportion of homes sold in Southport* during 2026# were in the premium price bracket of above $1,450,000 for houses (45.7%) and above $950,000 for units (31.8%), which benefits owners. The most affordable price brackets also performed strongly, with 24.3% of houses sold less than $1,150,000 and 13.6% of units were sold less than $650,000. This is benefits for first home buyers, especially in the current higher interest rate market. Overall, Southport* offers multiple housing options for all budgets.

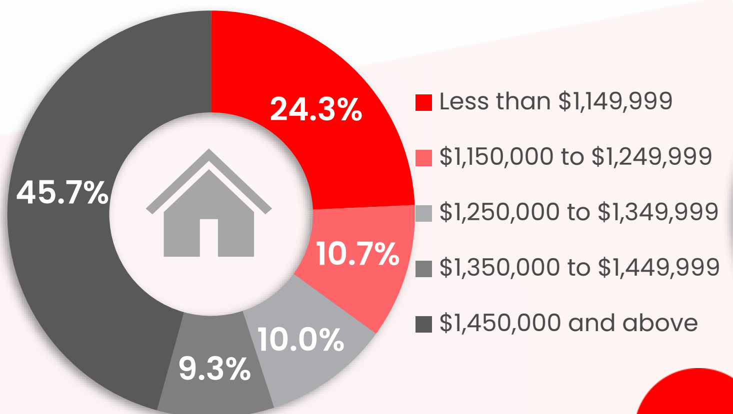
MARKET COMPARISON



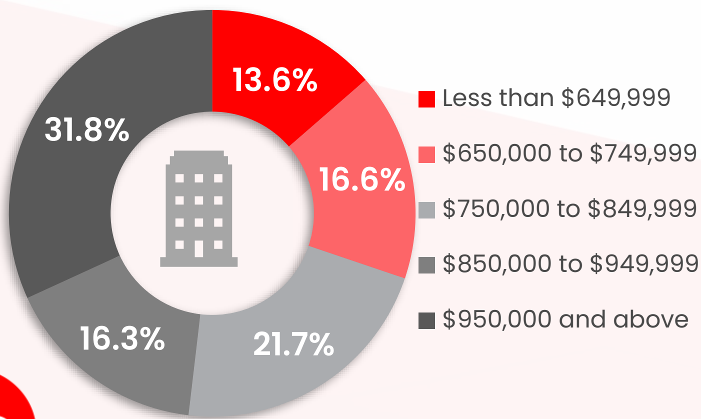
The market comparison graph provides a comparative trend for median price of houses and units over the past 5 years. The main LGA chosen was based on their proximity to the main suburb analysed, which is Southport.

PRICE BREAKDOWN 2026#

HOUSES SOLD



UNITS SOLD



RENTAL GROWTH 2026€

House rental yield in Southport¥ was 3.3% as of June 2026, lower than Gold Coast (3.9%) but higher than Brisbane Metro (3.1%). This is paired with a 1.2% growth in the median house rental price in the past 12 months to Q2 2026, at $860 per week, along with a -22.5% decline in the number of houses rented (to 100 rentals in Q2 2026). Average days on the market has declined to a historical low of 20 days. There is an undersupplied house rental market, benefiting investors.

3- bedroom houses have provided investors with +6.3% rental growth annually, achieving a median rent of $850 per week.

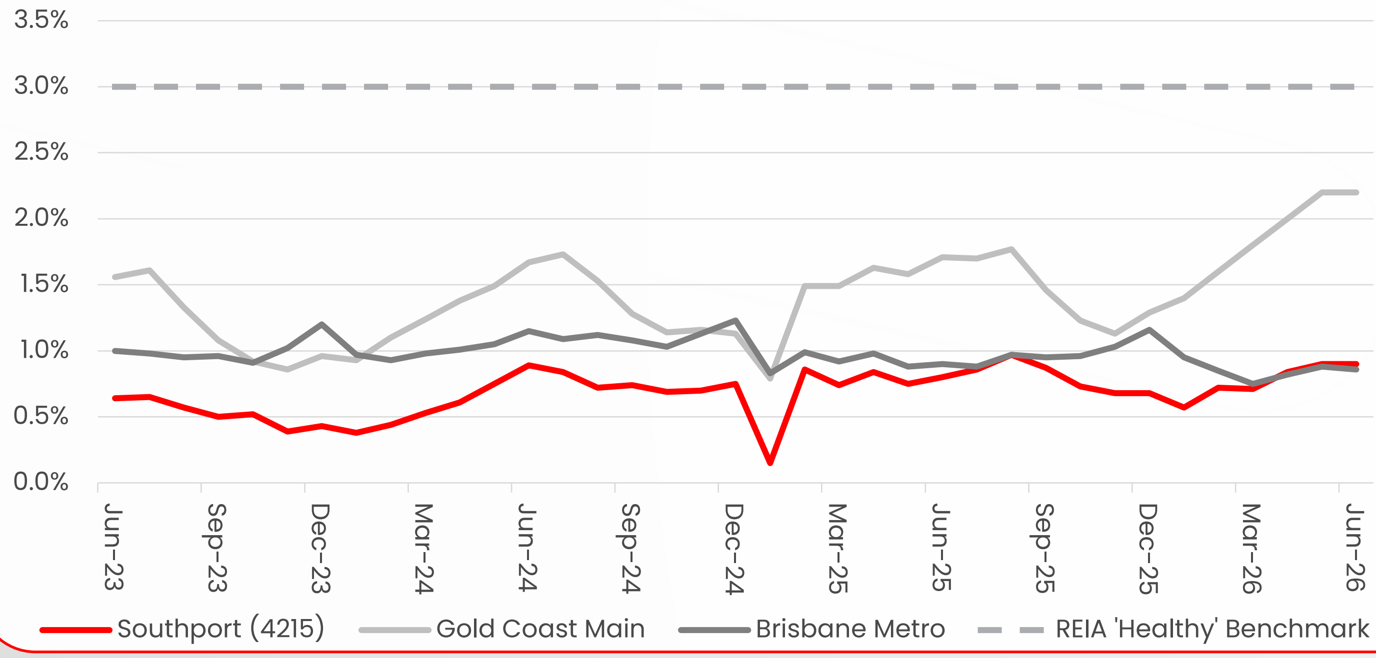
Southport¥ recorded a vacancy rate of 0.9% in June 2026, below the Gold Coast Main average of 2.2%, but on par with Brisbane Metro's 0.9%. Vacancy rates have increased slightly in the past 6 months, due to investors re-entering the market. However, a 0.9% vacancy rate is well below the Real Estate Institute 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 Q2 2026.

2 BEDROOMS
+5.0%

3 BEDROOMS
+6.3%

4 BEDROOMS
+0.0%

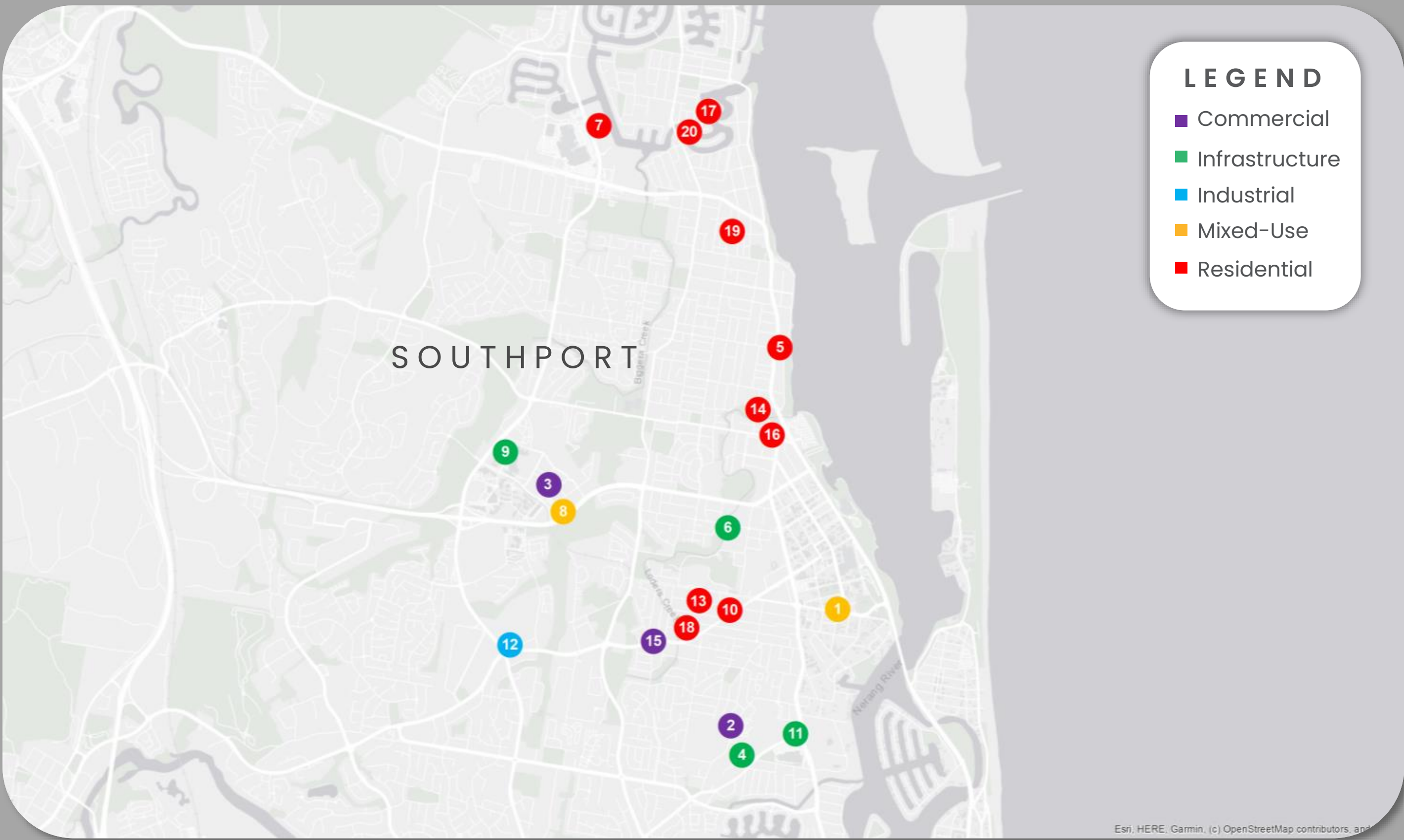
RENTAL VACANCY RATES 2026



RENTAL YIELD 2026§

3.3%	**3.9%**	**3.1%**	**4.5%**	**4.5%**	**3.8%**
Southport¥	Gold Coast Main	Brisbane Metro	Southport¥	Gold Coast Main	Brisbane Metro

PROJECT DEVELOPMENT MAP 2026₳



#	Project£	Type	Estimated Valueµ	Commence Dateψ
1	Oxford On Scarborough (Residential - 218 Units + Commercial)	Mixed-Use	$100,000,000	1/12/2026
2	Golden Age Retirement Village Redevelopment Stages 2-6	Commercial	$60,000,000	1/11/2026
3	Gold Coast Life Science Centre	Commercial	$55,000,000	8/09/2026
4	Former Ridgeway Tafe Campus Seniors Housing & Open Space (State Government)	Infrastructure	$50,000,000	1/10/2026
5	Isola Labrador Apartments (55 Apartments)	Residential	$40,000,000	1/12/2026
6	Southport Health & Advanced Technology Research & Innovation Centre (State Government)	Infrastructure	$35,000,000	6/07/2026
7	Harbour Shores Biggera Waters Apartments Stage 3 (91 Apartments)	Residential	$30,000,000	9/03/2026
8	North Star Healthcare Innovation Hub (Various Tenants)	Mixed-Use	$30,000,000	14/12/2026
9	Gold Coast University Hospital Generator Expansion Project (State Government)	Infrastructure	$7,000,000	27/02/2026
10	84 Pohlman Street Villas (12 Villas)	Residential	$4,000,000	16/12/2026
11	Lumina Piazza Public Realm Works (State Government)	Infrastructure	$3,000,000	29/04/2026
12	519 Olsen Avenue Warehouse Units (7 Units)	Industrial	$2,000,000	1/03/2026
13	114 Eugaree Street Townhouses (6 Townhouses)	Residential	$2,000,000	4/12/2026
14	16-18 Meyer Street Apartments (5 Apartments)	Residential	$1,800,000	22/09/2026
15	49 & 51 Ward Street Rooming Accommodation Dwellings (4 Dwellings)	Commercial	$1,800,000	28/08/2026
16	17-19 Stevens Street Townhouses (3 Townhouses)	Residential	$1,500,000	16/12/2026
17	17 Margaroola Avenue Units (3 Units)	Residential	$1,500,000	17/03/2026
18	111 Minnie Street Units (5 Units)	Residential	$1,500,000	15/10/2026
19	41-43 Parker Street Dual Occupancies (2 Dual Occupancies)	Residential	$1,400,000	31/12/2026
20	20 Stradbroke Street Dwellings (3 Dwellings)	Residential	$900,000	8/10/2026

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RESEARCH SERVICES

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- Primary qualitative and quantitative research
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- 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.

2026 encapsulates sales transactions for 1st half of 2026 (01/01/2026 – 30/06/2026) 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 2025 (01/04/2025 – 30/06/2025) and Q2 2026 (01/04/2026 – 30/06/2026) 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 2026.

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

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