

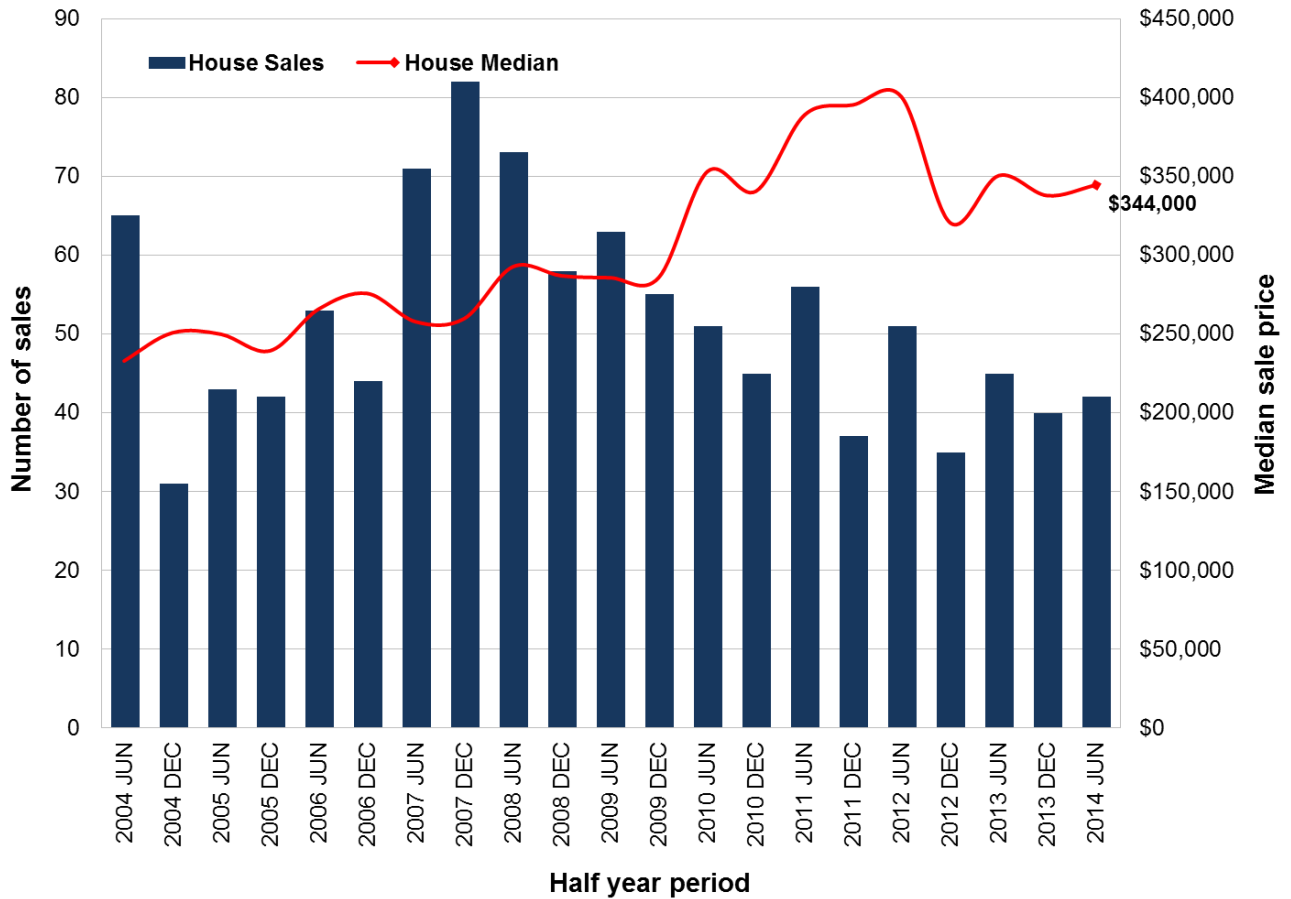


PROPERTY FACTSHEET

ST LEONARDS
4th QUARTER 2014



HOUSE MARKET CHART



KEY COMMENTS

ST Leonards residential market is house dominant with 88% of dwelling type being house. In a twelve month period ending June 2014, house median price stood at \$344,000 indicating a marginal increase of 2%.

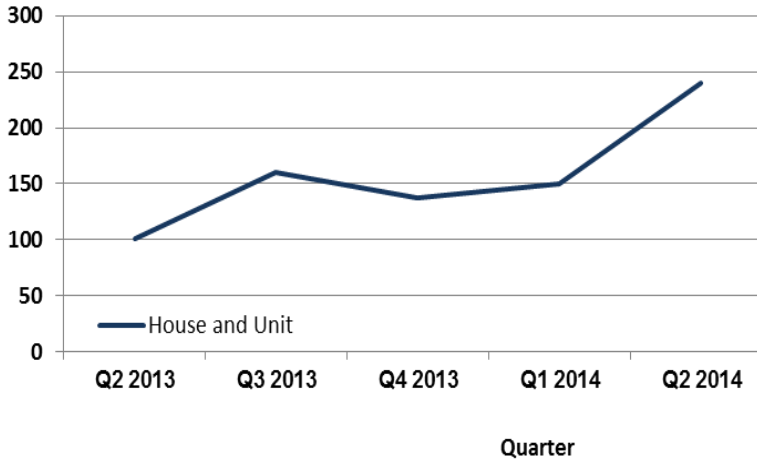
Suburb growth for both unit and houses have proved to be quite impressive in the last months. There were 190 properties sold in 12 months period and suburb growth currently stands at 6.5%. This is further supported by strong rental yield of 4.4% for units and 4.7% for house.

Home ownership is quite high at 51%, rented dwellings amount to 16% in the property market. Majority of the residents can afford a weekly rent of \$225- \$275.

Majority of household income is within \$399- \$999 range in ST Leonards.



AVERAGE DAYS ON THE MARKET



COMMENT

Average days on the market shows the average length of time it takes for a property to be sold.

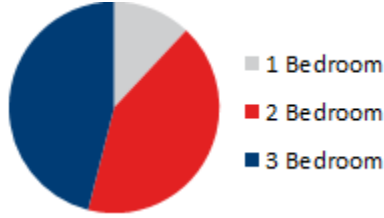
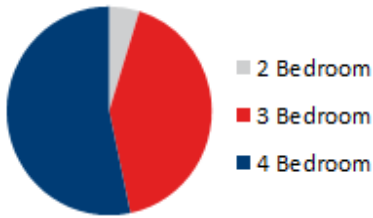


HOUSE MARKET COMPARISON

Period	ST LEONARDS (3223) House			PORT PHILLIP (LGA) House			DRYSDALE (3222) House		
	Median	Growth	Count	Median	Growth	Count	Median	Growth	Count
Q1/2010	\$348,000	none	29	\$1,125,000	none	199	\$335,000	none	16
Q2/2010	\$379,000	8.9%	23	\$941,000	-16.4%	295	\$334,500	-0.1%	18
Q3/2010	\$337,500	-10.9%	30	\$870,000	-7.5%	295	\$410,500	22.7%	15
Q4/2010	\$347,500	3.0%	16	\$849,095	-2.4%	337	\$392,250	-4.4%	14
Q1/2011	\$396,000	14.0%	30	\$950,000	11.9%	221	\$445,000	13.4%	25
Q2/2011	\$367,500	-7.2%	26	\$887,500	-6.6%	278	\$377,500	-15.2%	18
Q3/2011	\$413,250	12.4%	16	\$864,500	-2.6%	224	\$358,500	-5.0%	20
Q4/2011	\$389,000	-5.9%	21	\$930,000	7.6%	218	\$365,000	1.8%	25
Q1/2012	\$433,500	11.4%	24	\$925,000	-0.5%	201	\$377,000	3.3%	19
Q2/2012	\$350,000	-19.3%	27	\$920,000	-0.5%	232	\$360,000	-4.5%	11
Q3/2012	\$317,500	-9.3%	18	\$970,000	5.4%	217	\$335,000	-6.9%	16
Q4/2012	\$320,000	0.8%	17	\$971,000	0.1%	259	\$360,000	7.5%	31
Q1/2013	\$345,000	7.8%	23	\$990,000	2.0%	197	\$360,500	0.1%	18
Q2/2013	\$365,000	5.8%	22	\$912,000	-7.9%	273	\$390,000	8.2%	21
Q3/2013	\$320,000	-12.3%	19	\$997,500	9.4%	260	\$390,000	0.0%	15
Q4/2013	\$350,000	9.4%	21	\$1,117,500	12.0%	290	\$382,500	-1.9%	20
Q1/2014	\$343,000	-2.0%	33	\$1,105,500	-1.1%	148	\$397,000	3.8%	18
Q2/2014	\$395,000	15.2%	9	\$940,000	-15.0%	83	\$383,000	-3.5%	14

RENTAL MARKET ANALYSIS

HOUSE UNIT



KEY FACTS

St Leonards rental house market has recorded 184 rentals in the past 12 months with house median rent in the second quarter of 2014 at \$310 p/week. The rental unit market recorded 78 rentals in the past 12 months with a median rent in the second quarter of 2014 at \$270 p/week. Majority of the residents make monthly loan repayment between \$1000- \$3000 in the suburb indicating affordability.

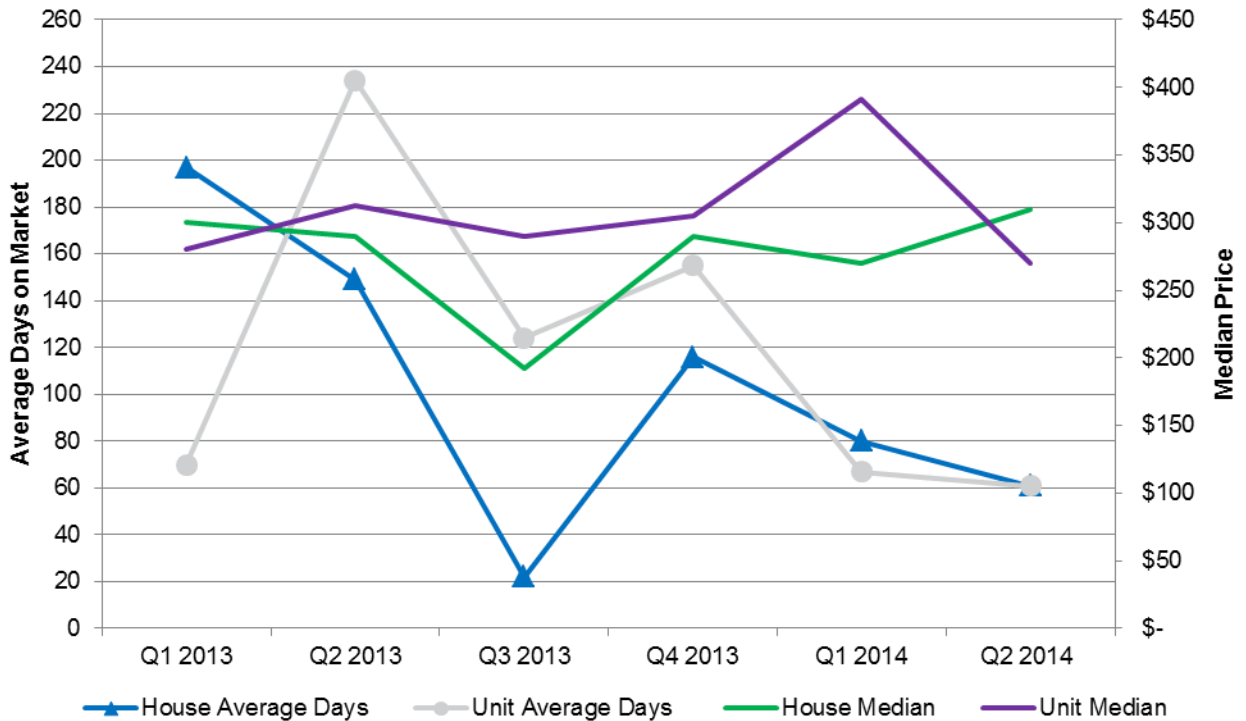
KEY FACTS HOUSE

Median Rent Price: \$310 p/w
 Suburb Yield: +4.7%
 Average Days on Market: 61
 Bedroom Breakdown:
 2 Bed: 17%, 3 Bed: 26%, 4 Bed+: 57%

KEY FACTS UNIT

Median Rent Price: \$270 p/w
 Suburb Yield: +4.4%
 Average Days on Market: 61
 Bedroom Breakdown:
 2 Bed: 53%, 3Bed: 47%

RENTALS AND MEDIAN RENT



*Source: ABS RealEstate.com.au Pricefinder

ST LEONARDS PROPERTY SALES

Street	Locality	Sale Price	Sale Date	Area (Sq. m)	Bedrooms	Bathrooms	Car Parks	Property Type
1/27 BAYSIDE AVE	ST LEONARDS	\$440,000	5/06/2014	358	3	2	\$2	Unit
29 ST LEONARDS PDE	ST LEONARDS	\$575,000	11/05/2014	1012	3	2	2	House
6 COLES CL	ST LEONARDS	\$425,000	9/05/2014	608	3	2	2	House
4 EDWARDS POINT RD	ST LEONARDS	\$420,000	16/04/2014	650	3	2	2	House
29 WATTLEHILL GR	ST LEONARDS	\$429,000	14/04/2014	677	4	2	2	House
431 THE ESP	ST LEONARDS	\$620,000	30/03/2014	690	4	1	2	House
11 HARBOUR WAY	ST LEONARDS	\$400,000	16/03/2014	300	4	2	2	House
4 TANKER VIEW RISE	ST LEONARDS	\$450,000	9/03/2014	357	3	2	1	House
121 BLUFF RD	ST LEONARDS	\$410,000	25/02/2014	980	3			House
24 TWO BAYS DR	ST LEONARDS	\$440,000	15/02/2014	702	4	2	2	House
40 WARD ST	ST LEONARDS	\$410,000	14/02/2014	1625	3	1	2	House
39 BEACH RD	ST LEONARDS	\$600,000	8/02/2014	919	3	2	4	House
79 LEVIENS RD	ST LEONARDS	\$445,000	26/01/2014	1690	2	2	1	House
8 DOSSETOR RD	ST LEONARDS	\$410,000	21/01/2014	653	3	1	3	House
19 ST LEONARDS PDE	ST LEONARDS	\$400,000	10/01/2014	1238	3			House
2/469 THE ESP	ST LEONARDS	\$615,000	8/01/2014	352	4	2	2	Unit
1 SEACREST WALK	ST LEONARDS	\$469,000	22/12/2013	350	4	2	2	House
46 GILBERT ST	ST LEONARDS	\$450,000	10/12/2013	705	3	2	2	House
1 MOUCHEMORE AVE	ST LEONARDS	\$435,000	4/12/2013	709	3	3	2	House
17 WATTLEHILL GR	ST LEONARDS	\$418,000	4/12/2013	812	3	2	1	House
61 MAINSAIL DR	ST LEONARDS	\$440,000	26/11/2013	443	3	2	2	House
39 HARVEY RD	ST LEONARDS	\$465,000	24/11/2013	662	4	1	2	House
32 RIGBY ST	ST LEONARDS	\$445,000	10/11/2013	674	4	2	3	House
5 PEARL BAY PSGE	ST LEONARDS	\$440,000	19/09/2013	780	3	2	2	House
13 CORMORANT DR	ST LEONARDS	\$420,000	9/09/2013	595	4	2	2	House
172-210 MANIFOLD RD	ST LEONARDS	\$500,000	16/08/2013	20300	3	1	4	Unit
22 TURNBERRY CL	ST LEONARDS	\$570,000	15/08/2013	579	3	2	2	House
2/27 BAYSIDE AVE	ST LEONARDS	\$440,000	31/07/2013	358	3	3	2	Unit
7 COLES CL	ST LEONARDS	\$490,000	15/06/2013	540	4	2	2	House
3 BLANCHE ST	ST LEONARDS	\$445,000	8/06/2013	1093	3	2	2	House

ABOUT PRDnationwide RESEARCH

PRDnationwide's research division provides reliable, unbiased, and authoritative property research and consultancy to clients in metro and regional locations across Australia

Our extensive research capability and specialised approach ensures our clients can make the most informed and financially sound decisions about residential and commercial properties.

OUR KNOWLEDGE

Access to accurate and objective research is the foundation of all good property decisions

As the first and only truly knowledge based property services company, PRDnationwide shares experience and knowledge to deliver innovative and effective solutions to our clients.

We have a unique approach that integrates people, experience, systems and technology to create meaningful business connections. We focus on understanding new issues impacting the property industry; such as the environment and sustainability, the economy, demographic and psychographic shifts, commercial and residential design; and forecast future implications around such issues based on historical data and fact.

OUR PEOPLE

Our research team is made up of highly qualified researchers who focus solely on property analysis

Skilled in deriving macro and micro quantitative information from multiple credible sources, we partner with clients to provide strategic advice and direction regarding property and market performance. We have the added advantage of sourcing valuable and factual qualitative market research in order to ensure our solutions are the most well considered and financially viable.

Our experts are highly sought after consultants for both corporate and government bodies and their advice has helped steer the direction of a number of property developments and secured successful outcomes for our clients.

OUR SERVICES

Our research team is made up of highly qualified researchers who focus solely on property analysis

We have the ability and systems to monitor market movements, demographic changes and property trends. We use our knowledge of market sizes, price structure and buyer profiles to identify opportunities for clients and provide market knowledge that is unbiased, thorough and reliable.



OUR SERVICES 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

Tim Callander
PRDnationwide Geelong

86 Ryrie Street, Geelong

Vic 3220 Australia

T 03 5222 3566

F 03 5222 4604

M 043114 9323

E timc@prdgeelong.com.au

www.prdgeelong.com.au

TO FIND OUT MORE

Contact one of our National Franchise Services

Queensland

32–36 Doggett Street,
Newstead QLD 4006
GPO Box 2750 Brisbane QLD 4001
P 07 3229 3344 F 07 3221 7744
E brisbane@prd.com.au

Victoria

51 Lydiard Street,
South Ballarat VIC 3350
PO Box 540 Ballarat VIC 3350
P 03 5331 1111 F 03 5331 5778
E victoria@prd.com.au

New South Wales

Level 7, 10 Help Street,
Chatswood NSW 2067
GPO Box 2750 Brisbane QLD 4001
P 02 9947 9160 F 02 9947 9163
E sydney@prd.com.au

Tasmania

493 Main Road,
Montrose TAS 7010
PO Box 335 Glenorchy TAS 7010
P 03 6273 5555 F 03 6273 0825
E tasmania@prd.com.au

www.prdnationwide.com.au

