

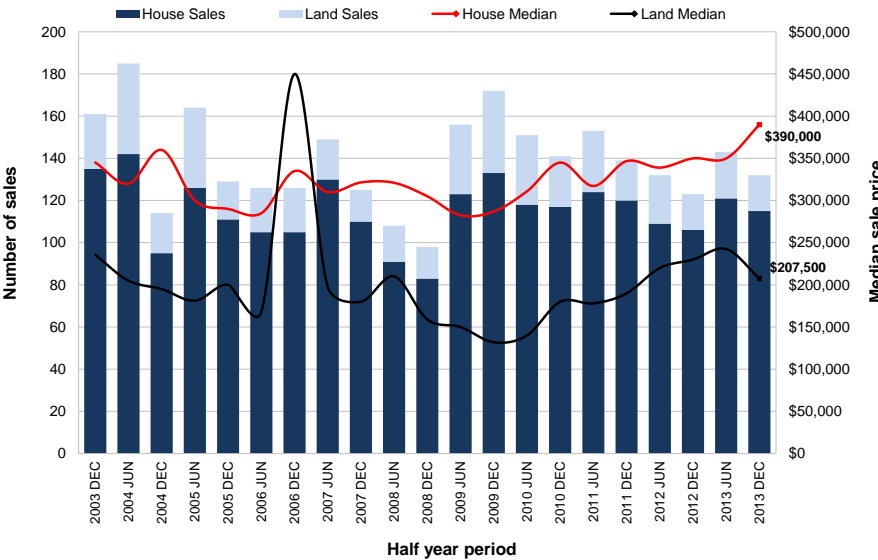
**Moss Vale Market Overview**

The following Property Watch report is a result of an investigation into the historic and current market trend of the Moss Vale residential property market for a ten year period ending December 2013. Located in the southern highlands of New South Wales approximately 70 kilometres south-west of Wollongong, Moss Vale has a built a strong reputation around its agriculture and commerce industries to be home for approximately 8,000 residents.

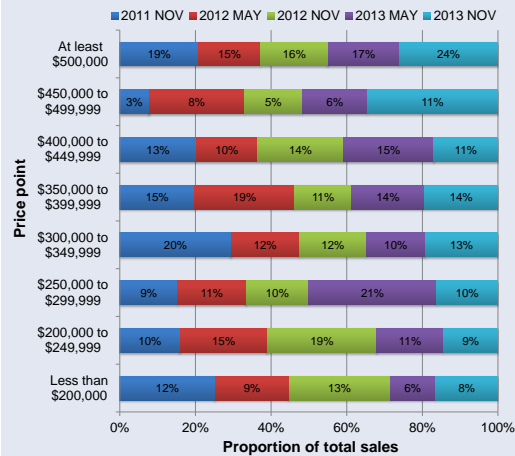
There is evidence of acute affordable housing in Moss Vale and the Local Government Council of Wingecarribee has held several workshops since 2010 in a bid to mapping out a strategic plan to address the issue. This report will attempt to shed light on these issues through analysis of house and vacant land sales cycle.



**Moss Vale House and Vacant Land Sales Cycle**



**House Price Point Chart**



A look at the house sales cycle shows that in the six month period ending December 2013, 115 transactions were made resulting in a marginally smaller number than the five year average of 118 transactions. This sales consistency has resulted in some median price growth as evidenced by the house price points chart displaying noticeable shifts in the over \$450,000 paired with some contraction in the markets under \$350,000 since November 2011.

The Moss Vale vacant land market has for the most part tracked parallel with the housing median price over the past five years. However, in the six month period to December 2013, increased disparity between the markets was evidenced, potentially attributed to investor market in the entry level vacant land market, paired with the increased enthusiasm of houses over \$450,000 recording 35 per cent market share. There is evidence of unaffordability in the house price point sub group \$300-500,000 which could be overturned by providing more affordable houses for residents in the area.

**KEY HIGHLIGHTS**

**HOUSE**

Moss Vale recording five per cent annual growth since 2008 to close the 2013 calendar year with a median price of \$390,000.

**VACANT LAND**

The vacant land market witnessed consistent median price growth to record a 5.5 per cent per annum increase over the past five years.

## 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

**PRDnationwide provides a full range of property research services across all sectors and markets within Australia.**

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
- Competitive project activity analysis
- Economic indicators
- Social research, including focus groups