



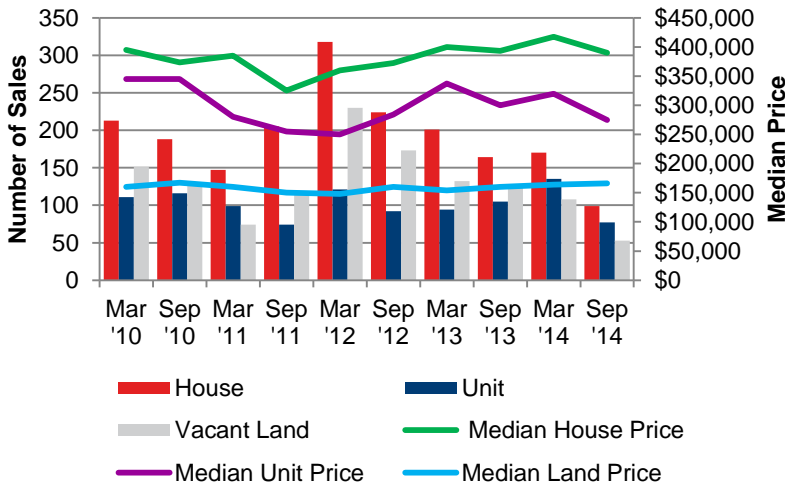
PROPERTY FACTSHEET

WHITSUNDAY REGIONAL
4TH QUARTER 2014





WHITSUNDAYS REGIONAL MARKET



MARKET CONDITIONS

Period	Whitsundays Regional				Airlie Beach				Cannonvale				Jubilee Pocket			
	House #	House Price	Unit #	Unit Price	House #	House Price	Unit #	Unit Price	House #	House Price	Unit #	Unit Price	House #	House Price	Unit #	Unit Price
Oct '09 - Mar '10	213	\$395,000	111	\$345,000	4	\$915,000	17	\$404,000	36	\$442,500	53	\$339,000	11	\$426,000	6	\$149,000
Apr '10 - Sep '10	188	\$373,500	116	\$345,000	3	\$700,000	14	\$450,000	34	\$446,500	76	\$345,000	12	\$410,000	10	\$168,000
Oct '10 - Mar '11	147	\$385,000	99	\$280,000	1	\$1,250,000	22	\$336,500	31	\$437,000	36	\$305,000	20	\$426,000	9	\$80,000
Apr '11 - Sep '11	205	\$325,000	74	\$255,000	5	\$765,000	20	\$353,500	36	\$430,000	25	\$245,000	7	\$320,000	5	\$300,000
Oct '11 - Mar '12	318	\$360,000	121	\$250,000	6	\$630,000	35	\$248,000	34	\$429,250	39	\$250,000	23	\$426,000	4	\$183,000
Apr '12 - Sep '12	224	\$372,500	92	\$284,000	4	\$1,185,000	21	\$250,000	37	\$450,000	42	\$279,000	15	\$420,000	7	\$220,000
Oct '12 - Mar '13	201	\$400,000	94	\$337,500	2	\$566,125	29	\$460,000	45	\$438,950	31	\$288,000	20	\$448,000	5	\$220,000
Apr '13 - Sep '13	164	\$393,500	105	\$300,000	3	\$795,000	39	\$350,000	32	\$406,850	35	\$265,000	9	\$395,000	5	\$220,000
Oct '13 - Mar '14	170	\$417,500	135	\$320,000	3	\$825,000	63	\$375,000	41	\$469,000	44	\$258,500	15	\$423,000	7	\$354,000
Apr '14 - Sep '14	99	\$390,000	77	\$275,000	4	\$630,000	45	\$377,000	43	\$475,000	34	\$174,500	14	\$438,750	8	\$305,000

Source Cordell Database PRDnationwide Pricefinder

OVERVIEW

The overall property Market in the Whitsundays Regional LGA has been relatively stable over the past 18 months, maintaining similar yearly growth since 2011.

Like most of Queensland Regional property market, the Whitsundays unit market has remained volatile and unpredictable, largely due to the limited number of sales.

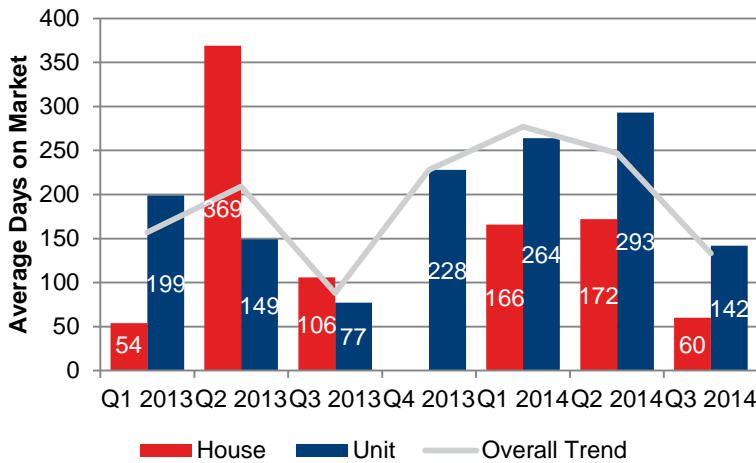
The median prices in the six month period to September 2014 sat at \$390,000 for houses, \$275,000 for units and \$166,000 for vacant land.

FUTURE DEVELOPMENT

Future developments in the Whitsundays region are mainly for residential properties and an influx of new stock is expected with over \$150,000,000 of projects to be completed before 2020. This will refresh the type and variety of property available in the Whitsunday market, thus further enticing investors.

Non residential developments in the area include multiple resorts, a fire station improvement and a new cruise ferry terminal.

AIRLIE BEACH DAYS ON MARKET



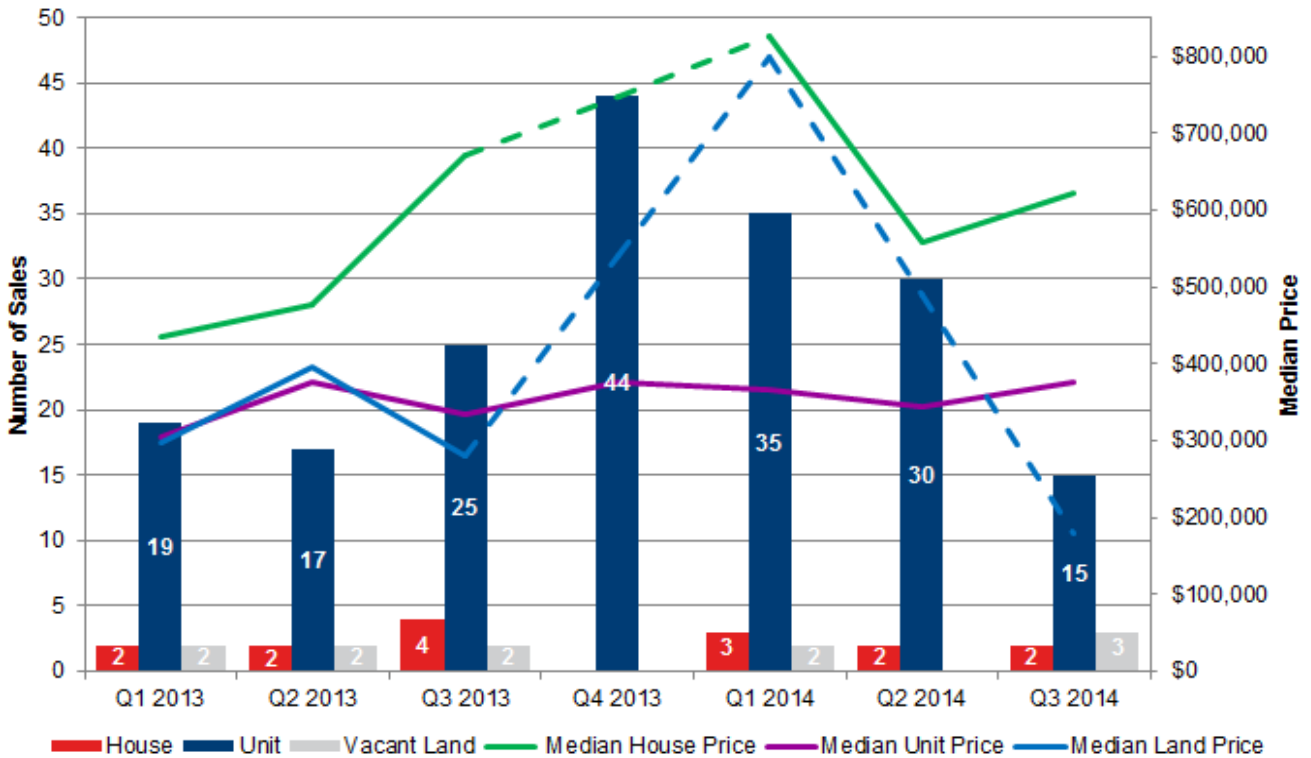
KEY FACTS HOUSE

Median Sale Price : \$630,000
 Suburb Growth: +21.2%
 Average Days on Market: 60
 % Change between First Listed Price and Sold Price: -11%

KEY FACTS UNIT

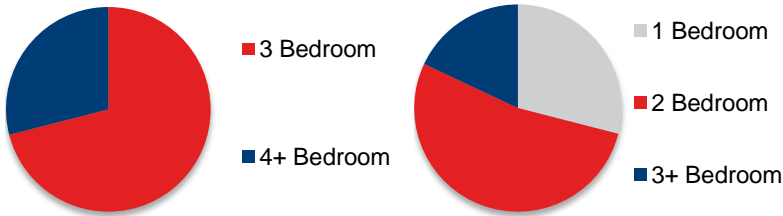
Median Sale Price : \$377,000
 Suburb Growth: +2.2%
 Average Days on Market: 142
 % Change between First Listed Price and Sold Price: -8.7%

SALES AND MEDIAN PRICE



*Source: Pricerfinder

RENTAL MARKET ANALYSIS



KEY FACTS

Interest in Airlie Beach property market is recorded at 41 visits per property. This is on par with the average regional Queensland of 51 visits per property. In 2011 20% of homes were fully owned, with 38% being rented. Average days on market for rental properties have been steadily declining over the past twelve months.

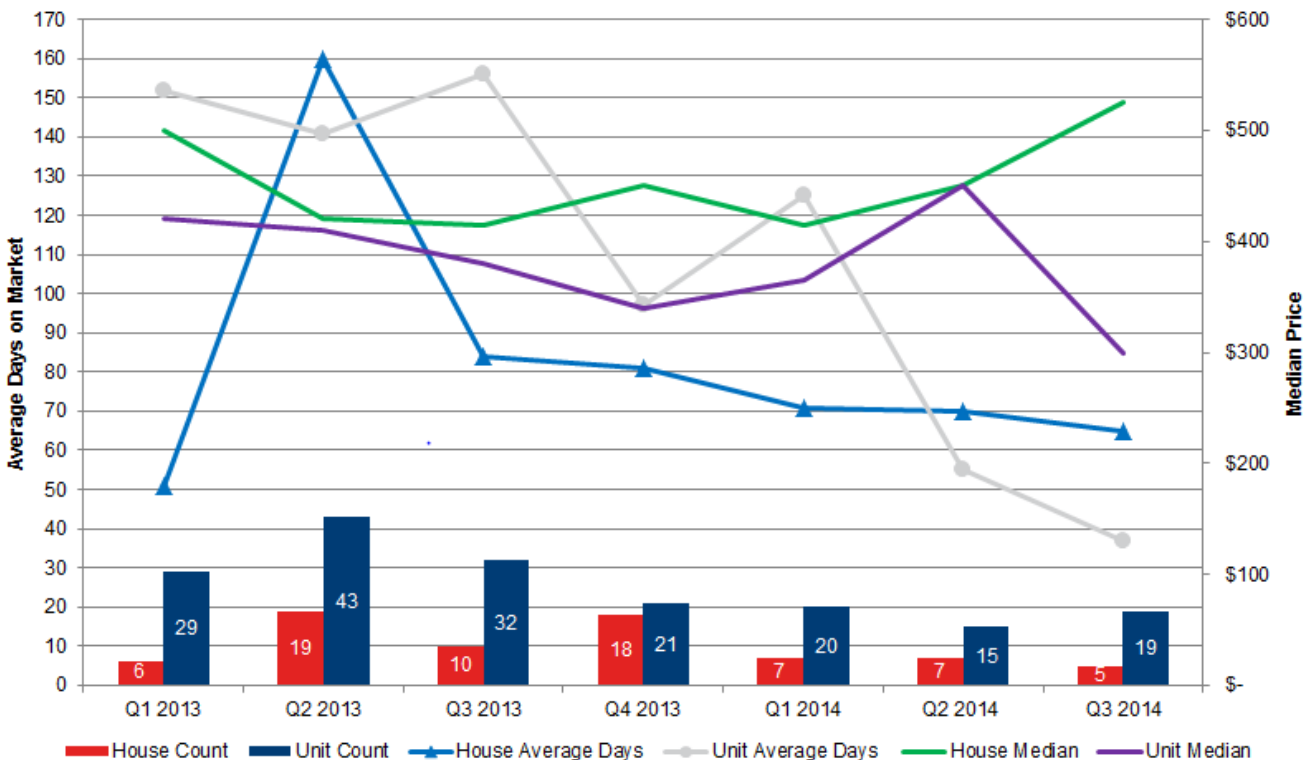
KEY FACTS HOUSE

Median Rent Price: \$525 p/w
Suburb Yield: +3.2%
Average Days on Market: 65
Bedroom Breakdown:
3 Bed: 71%, 4+ Bed: 29%

KEY FACTS UNIT

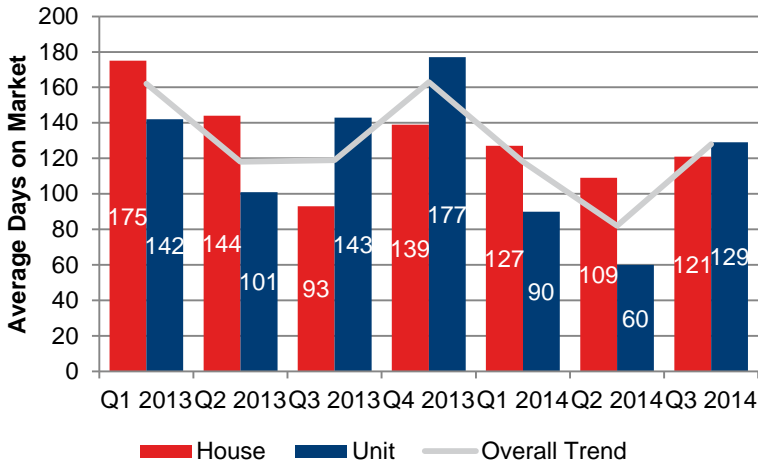
Median Rent Price: \$300 p/w
Suburb Yield: +5.2%
Average Days on Market: 37
Bedroom Breakdown:
1 Bed: 29%, 2 Bed: 53%, 3+ Bed: 18%

RENTALS AND MEDIAN RENT



*Source: ABS RealEstate.com.au Pricefinder

CANNONVALE DAYS ON MARKET



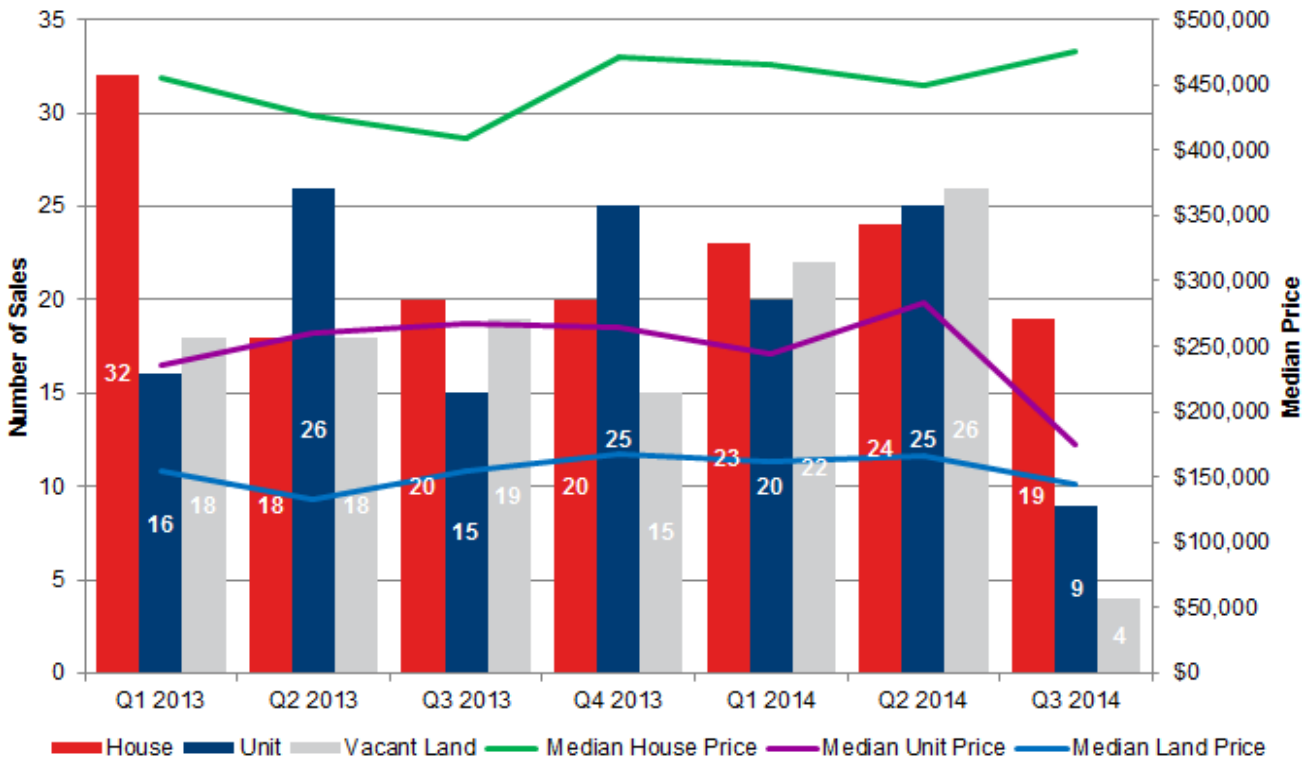
KEY FACTS HOUSE

Median Sale Price : \$475,000
 Suburb Growth: -1.1%
 Average Days on Market: 121
 % Change between First Listed Price and Sold Price: -4.7%

KEY FACTS UNIT

Median Sale Price : \$174,500
 Suburb Growth: +18.1%
 Average Days on Market: 129
 % Change between First Listed Price and Sold Price: -4.7%

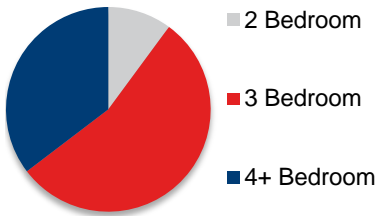
SALES AND MEDIAN PRICE



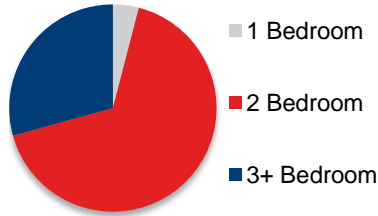
*Source: Pricerfinder

RENTAL MARKET ANALYSIS

HOUSE



UNIT



KEY FACTS

Interest in Cannonvale property market is recorded at 28 visits per property. This is lower than the average regional Queensland of 51 visits per property. In 2011 15% of homes were fully owned, with 33% being rented. Average days on market has been steadily declining over the past twelve months for both sales and rental properties.

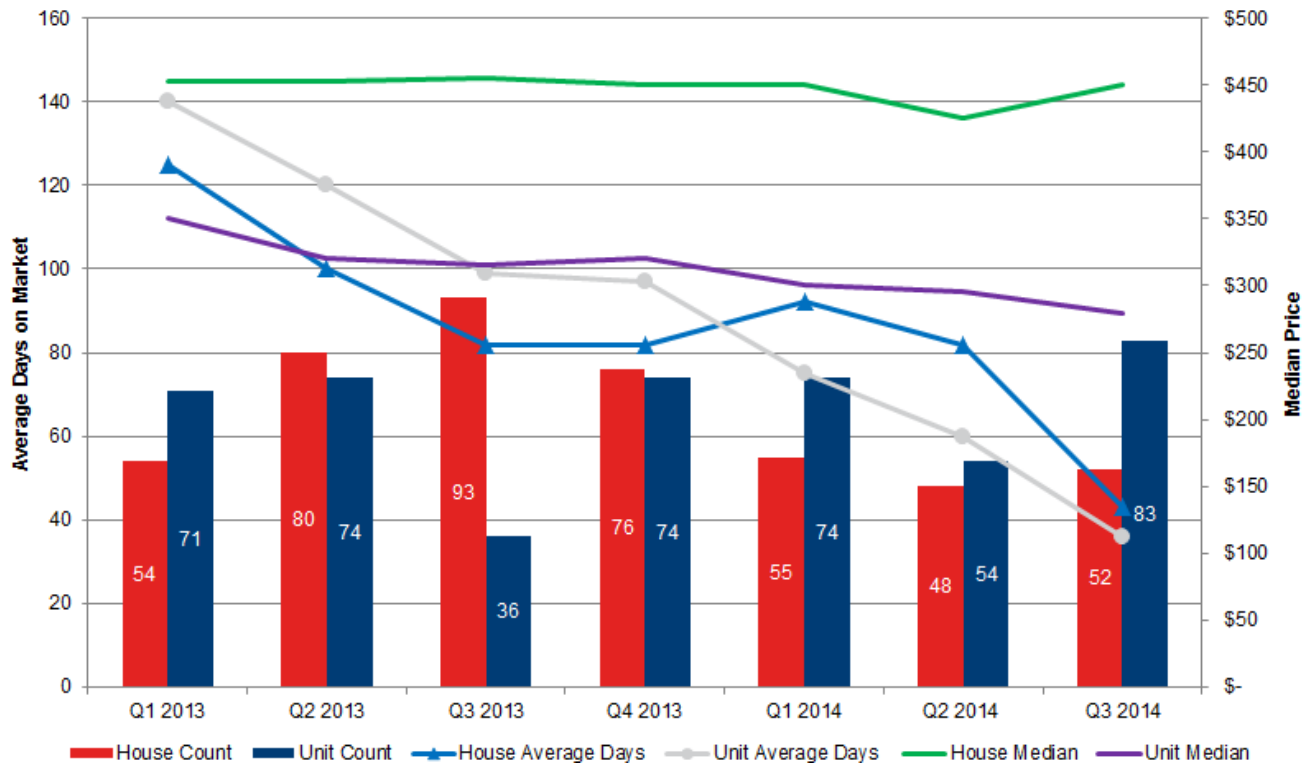
KEY FACTS HOUSE

Median Rent Price: \$450 p/w
Suburb Yield: +5.0%
Average Days on Market: 43
Bedroom Breakdown:
2 Bed: 10%, 3 Bed: 54%, 4+ Bed: 36%

KEY FACTS UNIT

Median Rent Price: \$275 p/w
Suburb Yield: +6.0%
Average Days on Market: 36
Bedroom Breakdown:
1 Bed: 4%, 2 Bed: 66%, 3+ Bed: 30%

RENTALS AND MEDIAN RENT



*Source: ABS RealEstate.com.au Pricefinder

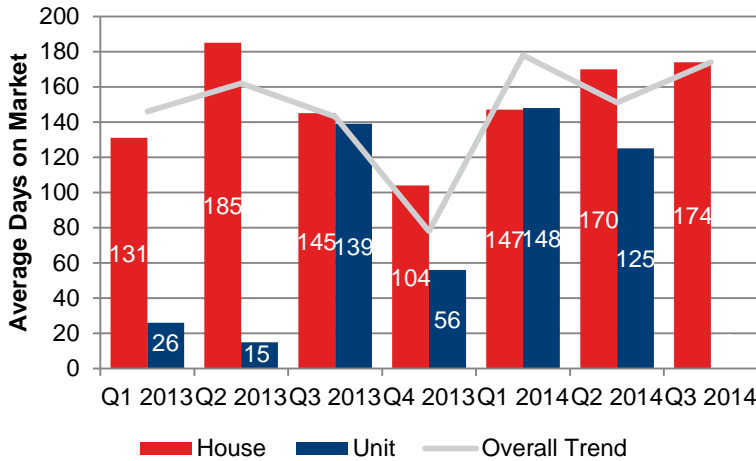
JUBILEE POCKET DAYS ON MARKET

KEY FACTS HOUSE

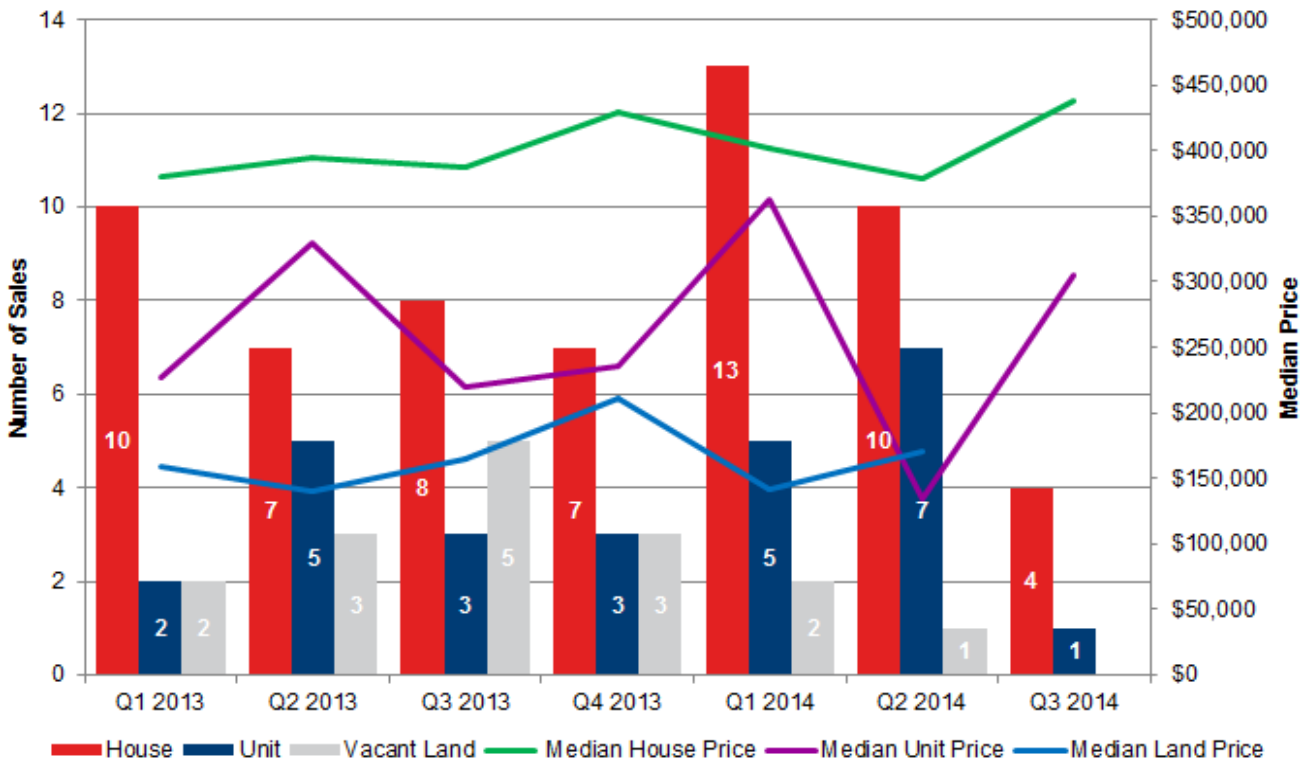
Median Sale Price: \$438,750
 Suburb Growth: +5.1%
 Average Days on Market: 174
 % Change between First Listed Price and Sold Price: -11.1%

KEY FACTS UNIT

Median Sale Price: \$305,000
 Suburb Growth: -14.3%
 Average Days on Market: 125
 % Change between First Listed Price and Sold Price: -9.6%



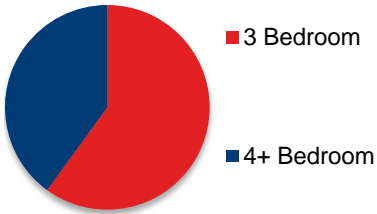
SALES AND MEDIAN PRICE



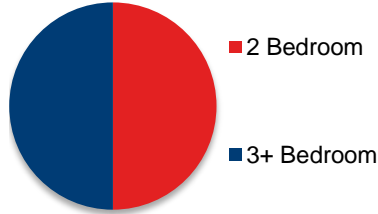
*Source: Pricerfinder

RENTAL MARKET ANALYSIS

HOUSE



UNIT



KEY FACTS

Interest in Jubilee Pocket property market is recorded at 39 visits per property. This is slightly lower than the average regional Queensland of 51 visits per property, however common of the Jubilee market. In 2011 15% of homes were fully owned, with 26% being rented. The majority of home loan monthly repayments range between \$1,800 and \$2,400.

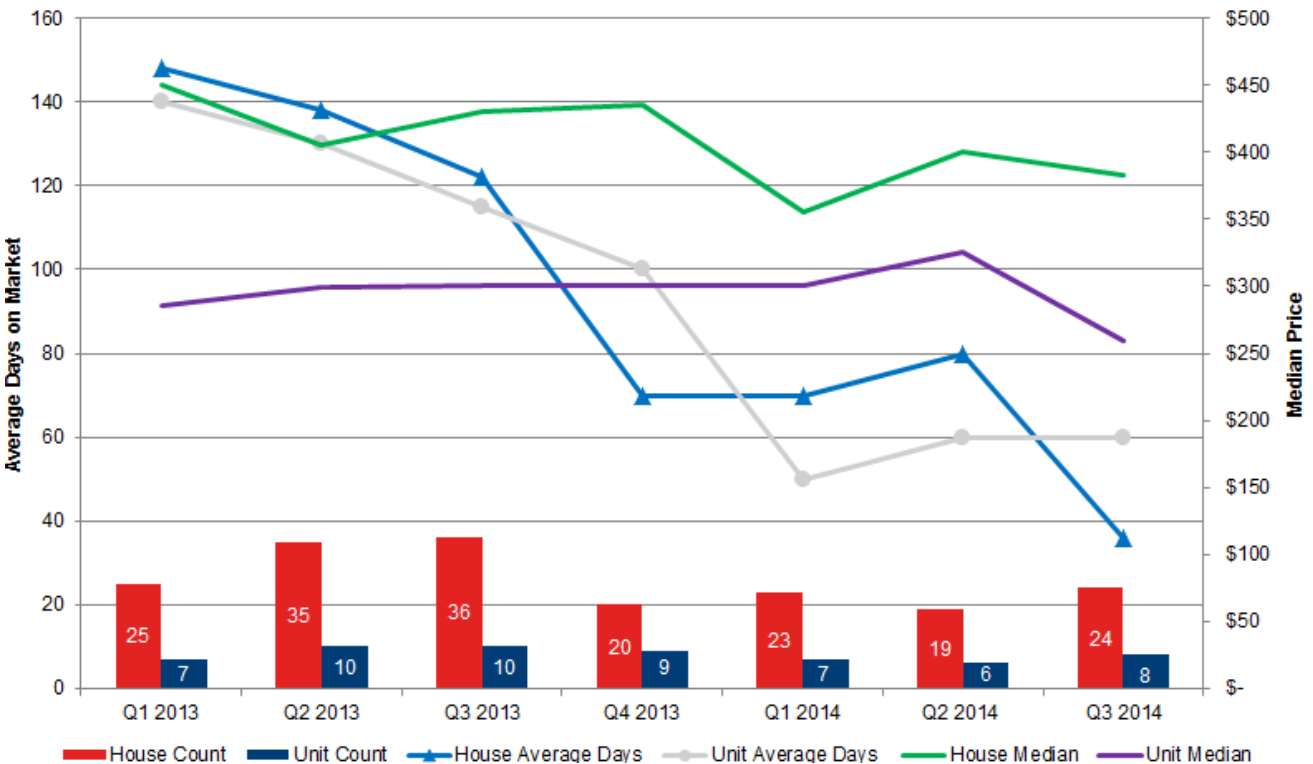
KEY FACTS HOUSE

Median Rent Price: \$383 p/w
Suburb Yield: +5.7%
Average Days on Market: 36
Bedroom Breakdown:
3 Bed: 60%, 4+ Bed: 40%

KEY FACTS UNIT

Median Rent Price: \$260 p/w
Suburb Yield: +7.1%
Average Days on Market: 60
Bedroom Breakdown:
2 Bed: 50%, 3+ Bed: 50%

RENTALS AND MEDIAN RENT



*Source: ABS Realestate.com.au Pricefinder

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

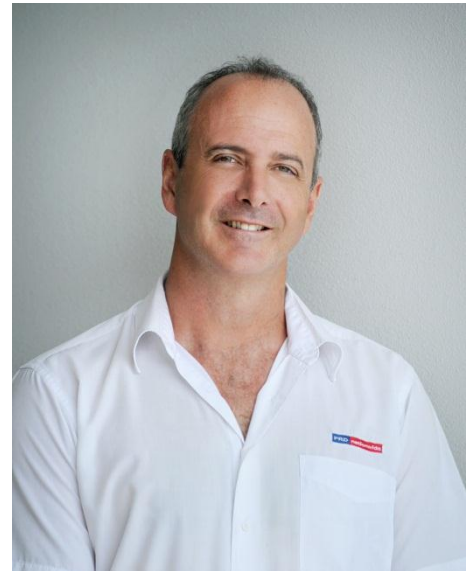
Skilled in deriving macro and micro quantitative information from multiple credible sources, we partner with clients to provide strategic advice and direction regarding property and market performance. We have the added advantage of sourcing valuable and factual qualitative market research in order to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

Christie Leet

PRDnationwide Whitsunday

1/230 Shute Harbour Rd, Cannonvale
QLD 4802 Australia

T 07 4946 2000

F 07 4946 6676

M 0407 775 488

E whitsunday@prd.com.au

prdwhitsunday.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

