firstnational REAL ESTATE | Broadbeach

FEBRUARY 2021

QUARTERLY MARKET REPORT - Q4 2020

MERMAID BEACH UNITS

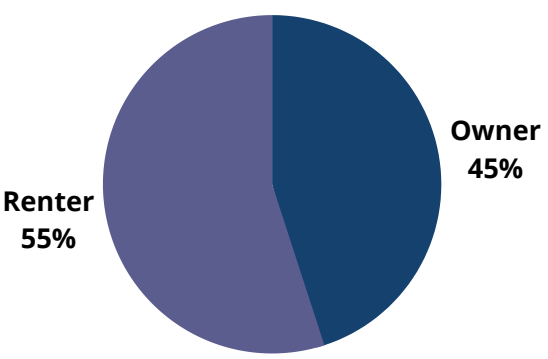
MERMAID BEACH SUBURB PROFILE

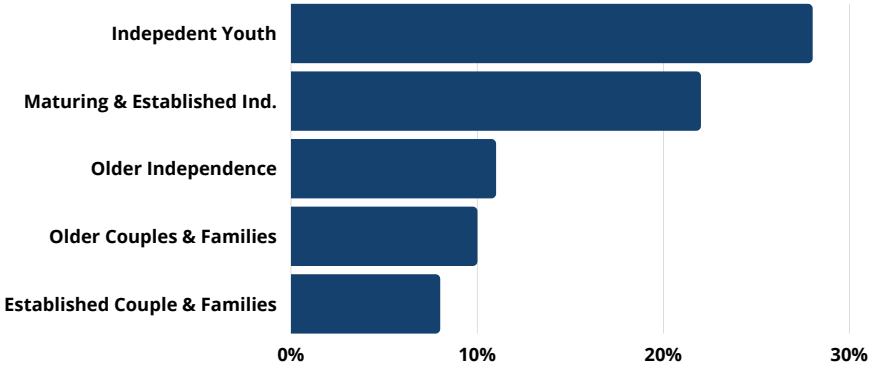
Mermaid Beach is geographically positioned in the centre of the Gold Coast alongside a 5 kilometre stretch of golden sand and surf beach and home to the famous Hedges Avenue commonly referred to as "Millionaires Row". Mermaid Beach is home to approximately 6,500 locals and is regarded as one of the most liveable suburbs on the Gold Coast.

With a rich history as a beachside holiday destination it still has that relaxed holiday and family vibe as you stroll along the beach or Hedges Avenue or sit at one of the many local cafés or restaurants. With an abundance of parks and green space there are many areas to enjoy a barbeque or a quiet picnic with friends and family.

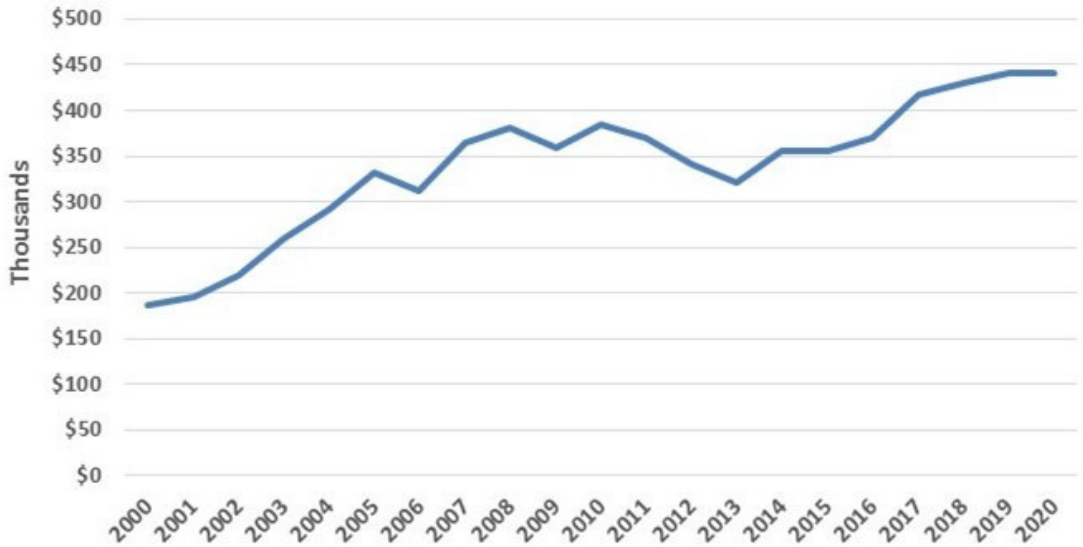
Nestled between neighbouring suburbs of Broadbeach and Miami, you also have easy access to major infrastructure including Pacific Fair Shopping Centre, countless cafes, restaurants and shops and access to a wide range of quality schools and transport.

Demographics



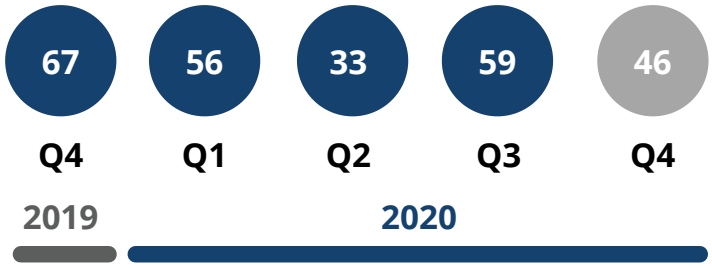


Median Price Movement - 20 Years - Mermaid Beach Units



MARKET TRENDS - Q4 2020

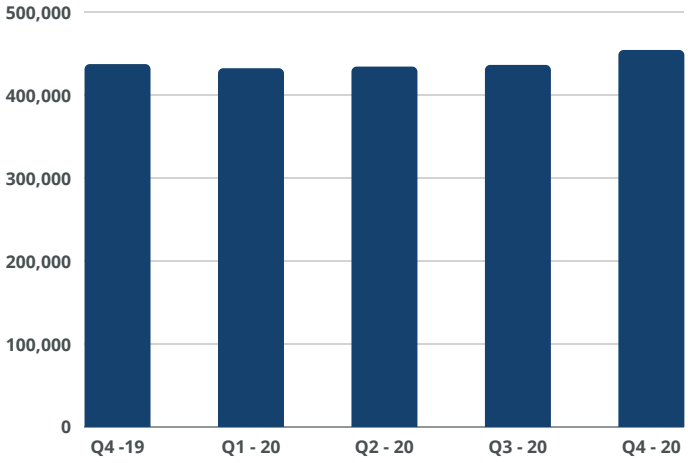
Sales Volumes:



Total sales of units in Mermaid Beach for 2020 were down 19% compared to the previous year driven mainly by the impact of Covid-19 in Q2-20. The last half of the year we saw high demand for units in the area with properties selling quickly but volumes were somewhat impacted by low stock levels.

Median Price Movement:

We have seen the Median Price for units in Mermaid Beach increase by 5% over the year with main increase happening in Quarter 4. Low stock levels combined with high buyer demand in the last quarter saw sale prices increase significantly so we are expecting further increase to the median price when the full suite of data is available.



Other Statistics - Q4 2020:

$453,000	$1,650,000	$200,000	40
Median Sale Price	Highest Sale Price	Lowest Sale Price	Avg Days on Market

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RECENT UNIT SALES - MERMAID BEACH

Unit 1 - 9 Montana Road
Sale Price: $600,000
Sale Date: 12/12/20
Area: 76m2
Property Attributes: 2 bed, 2 Bath, 2 Car

Unit 6 - 93 Albatross Avenue
Sale Price: $1,310,000
Sale Date: 10/11/20
Area: 167m2
Property Attributes: 3 bed, 2 Bath, 1 Car

Unit 3 - 28 Peerless Avenue
Sale Price: $460,000
Sale Date: 15/11/20
Area: 91m2
Property Attributes: 2 bed, 1 Bath, 1 Car

OUR SALES APPROACH:

"Focus on the process and the result will take care of itself."

Preparation **Marketing** **Launch** **Connect & Engage** **Negotiate** **Success!**

Your Road-Map to a Successful Sale. Simple...

TESTIMONIALS:

Professional, Thorough and Responsive. We highly recommend Paul Arnell and the team from First National Broadbeach. From the moment they appraised the unit we knew we had selected the right agency. They sold my mums unit in 1 week - amazing result...! Paul was professional, thorough, kept us up to date, was easy to deal with and negotiated a smooth settlement for all involved. Would highly recommend Paul and the team at First National Broadbeach.

VENDOR: 4.4 ST KILDA AVE

We want to thank First National Broadbeach for managing our rental property at Chevron Island for 20 years hassle free. Once we decided to sell the property we felt that there was no effort on our behalf. It was done quickly and professionally, and we had a great selling experience. You explained the process in great detail and listened to our point of view when negotiating the sale. We felt that it was an overall win/win experience for all parties involved. Again we say Thank-you

VENDOR: 11.30 DALPURA STREET

Paul, Our family were feeling anxious about selling our mothers home of 35 years but you made it such a hassle free experience. Living out of town also meant we had to rely on you and you went over and above for us. From cleaning the unit, removal of furniture and staging the property to prepare for sale you took control of the whole process and we trusted your guidance and professional advice. This advice resulted in a sale under the hammer in 23 days and over the price we were hoping to achieve. Thank you - you have done a fantastic job for us. Please also thank the Auctioneer, Michael and the rest of your wonderful team for us.

VENDOR: 53.8 ADMIRALTY DRIVE

Many thanks for making the sale of my Mermaid Beach Unit happen. I believe my Unit was a difficult unit to sell and I know you went the extra mile to make the sale. From the exceptional marketing to the negotiation of a company title contract the standard of delivery was top notch. Very much appreciated. I recommend Paul to everyone who is selling or buying property.

VENDOR: 13.2539 GOLD COAST H'WAY

Want to know the current value of your home or investment property? Contact the team at First National Broadbeach for your obligation free property appraisal

Paul Arnell

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We put you first