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RayWhite.

RAY WHITE WHITSUNDAY

Market Update



A MESSAGE FROM OUR PRINCIPAL WHAT'S HAPPENING IN YOUR MARKET

Hi and thanks for reading this quarter's Property Market Update.

The question we get asked every day is "How's the Market?". Generally speaking, if you ask 10 real estate salespeople you may get 10 different answers. Every salesperson has a mini business within our business and it goes without saying that the salespeople who say it's "slow" or "quiet" are the ones who don't have much stock to sell. On the other hand, those who say "We are flat out" and "really busy" are the salespeople with momentum and have good stock to sell.

The numbers show that the sales have slowed compared to previous quarters however this is not from a lack of buyers but more a lack of sellers. There are examples every week of salespeople working with "Multiple Offers" on properties as there are more buyers than sellers in most cases.

Of course, there are properties that take more than 90 days to sell but this is most likely due to an ineffective marketing campaign, an ineffective sales agent, or an overzealous property owner with unrealistic price expectations.

The amount of stock increased since March 2023 when it was at its lowest (151 for 4802 postcode) and at the time of writing this, there are around 200 properties for sale which interestingly is 10% lower than what it was 4 weeks ago.

The non-building of new homes is further strengthening the second-hand house market as buyers find out quickly that their expectations of building a house within their budget is unlikely. Timing also adds to this equation with most builders booked ahead 12 months plus design and approval delays, which means that sometimes this stretches out to 18-24 months of wait time.

Regardless of the real estate market, building costs, and delays in building, the Whitsundays is still a location where many Australians dream of living and we expect that this will continue to fuel the market in both sales and rentals in the coming years.

The commercial market is going very well with our Commercial and Industrial sales agent Brett Dwyer selling a large property in the Main Street of Airlie, a large shed complex, a large industrial building in Cannonvale, and a few other smaller properties here and there.

Our Marine Sales Agent Leo Rodriguez is having a great time selling many boats but as always needs more stock to sell. If you would like to chat to Leo give him a call on 0415 77 66 33.

Till next time, stay safe,

Mark Beale

0404 498 790

mark.beale@raywhite.com

Ray White Whitsunday

15 sales agents with 165* years experience in the local real estate market

An experienced agent means the sale of your property is in great hands.

Don't leave the sale of your property to chance!

Contact your preferred sales agent today.



Mark Beale
0404 498 790



Anita Edgar
0418 732 968



Lynne Erricker
0414 641 612



Adam Webster
0401 235 534



Andrea Clarke
0418 796 323



Simon Dymmott
0400 799 788



Paul Skinner
0404 490 079



Stephanie McWhirter
0467 677 225



Fiona Donnellan
0432 647 708



Sue Shaw
0438 755 725



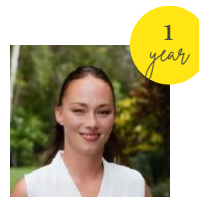
Brett Dwyer
0447 583 759



Jeremiah Roberts
0487 856 617



Nichole Towers
0455 512 654



Jade McLeod
0435 833 582



Clarice Davis
0429 336 449

Our Top Residential Sale This Quarter



10 The Cove, Airfie Beach



Sold By
Mark Beale

0404 498 790

mark.beale@raywhite.com



Rental Market Snapshot - Quarter 3, 2023

Fast Facts



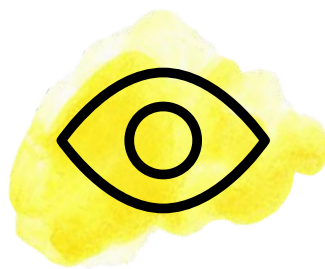
\$524
Average
Rent



HIGH
Rental Yield



413
Applications
Recieved



465
Property
Viewings



53
Properties
Leased

A balcony with a wooden table and chairs overlooking a blue ocean under a clear sky. The balcony has a white railing and a white tablecloth. The text is overlaid on a yellow diagonal shape.

Suburb Research

The following research includes information on properties in the 4802 postcode.



Sales Market Snapshot - 4802 Quarter 3, 2023

Provided by Ray White Whitsunday

Total Sales by Quarter

	2023	2022	2021
Jan - Mar	149	238	210
Apr - Jun	145	233	222
Jul - Sep	158	183	298
Oct - Dec	-	93	259



Median House Sale Price

\$805,500



Median Unit Sale Price

\$406,000

All statistics based on houses & units - gathered from Pricerfinder

Click on your suburb to view recently sold properties



AIRLIE BEACH



CANNONVALE &
CANNON VALLEY



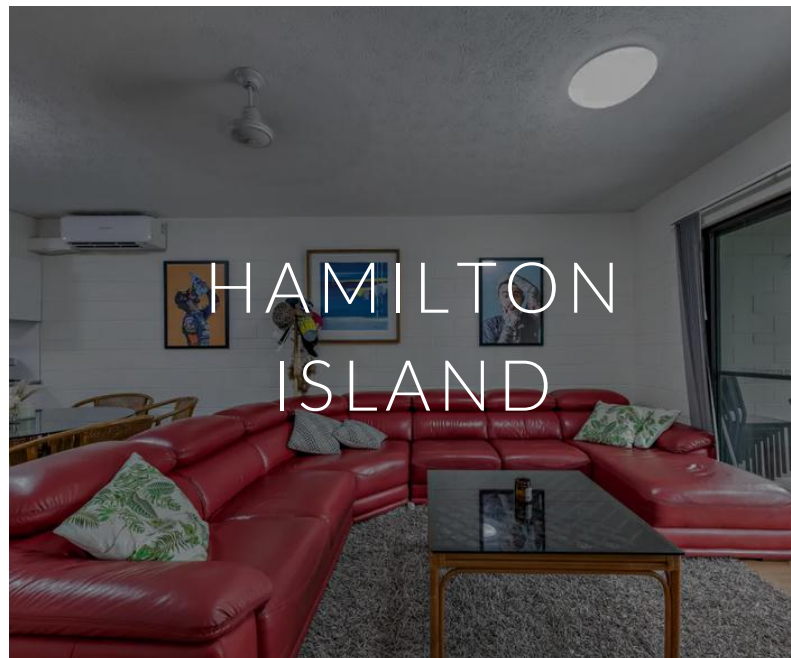
JUBILEE POCKET



MANDALAY &
SHUTE HARBOUR



WOODWARK



HAMILTON
ISLAND

A balcony with a wooden table and chairs overlooking a blue ocean under a clear sky. The balcony has a white railing and a white tablecloth. The ocean is a vibrant blue, and the sky is a clear, light blue. The balcony furniture includes a wooden table and several chairs with white seats and backs. A white tablecloth is draped over the table in the foreground. The railing is white and has a simple design. The overall scene is bright and sunny, suggesting a pleasant outdoor setting.

Suburb Research

The following research includes information on properties in the 4800 postcode.



Sales Market Snapshot - 4800 Quarter 3, 2023

Provided by Ray White Whitsunday

Total Sales by Quarter

	2023	2022	2021
Jan - Mar	81	103	70
Apr - Jun	71	78	83
Jul - Sep	76	53	87
Oct - Dec	-	50	100



Median House Sale Price

\$572,000



Median Unit Sale Price

\$188,000

All statistics based on houses & units - gathered from Pricerfinder

Click on your suburb to view recently sold properties



PROSERPINE



STRATHDICKIE,
SUGARLOAF &
RIORDANVALE



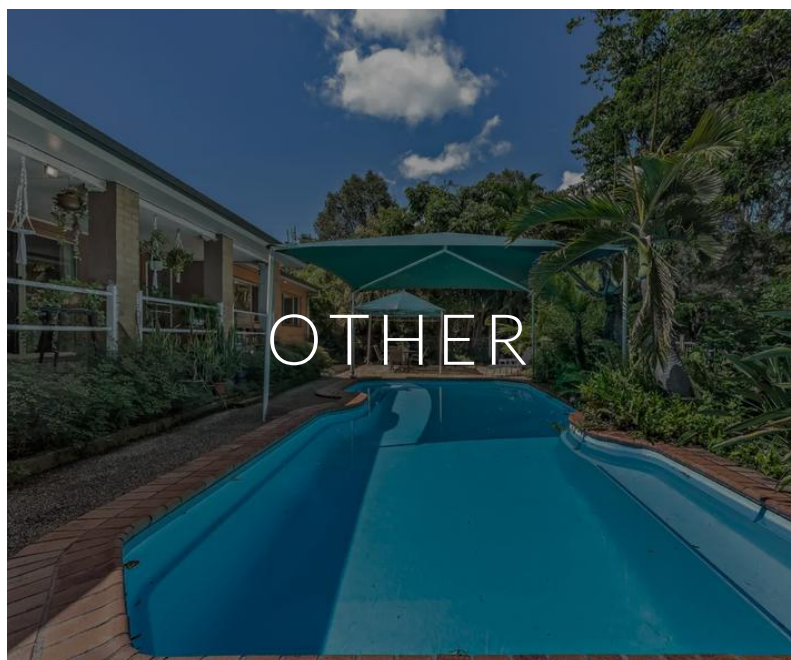
BRANDY CREEK,
MOUNT MARLOW
& MOUNT JULIAN



PRESTON, CONWAY
& WILSON BEACH



DINGO BEACH,
HYDEAWAY BAY &
CAPE GLOUCESTER



OTHER

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Beachfront Apartment, Airlie Beach



High Tide, Cannonvale



Shutehaven Beach House, Shute Harbour



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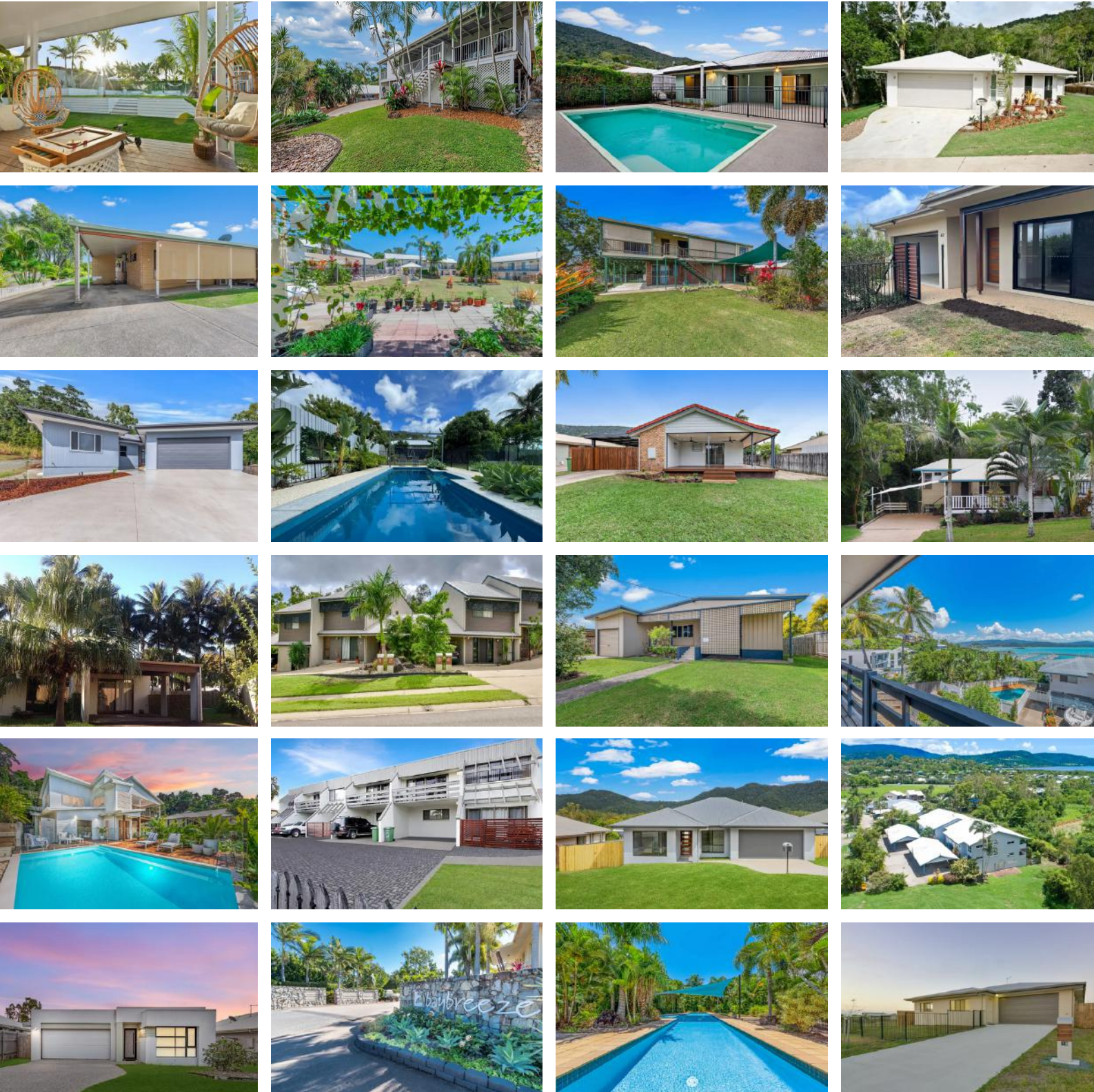


Whitsunday Vacations



@whitsundayvacations

Leased in Quarter 3



Contact
Kate Andrews
for a free rental appraisal



📞 0487 002 506

✉️ whitsundaypm@raywhite.com

The RayWhite logo is positioned in the top right corner of the image. It consists of the brand name "RayWhite" in a bold, black, sans-serif font, set against a bright yellow rectangular background.The background image for the top section is a photograph of a modern, two-story house with white siding and a grey stone base. A white pergola is on the left, and a large arched doorway on the right provides a view into a well-lit interior with a dining table and a view of the ocean. The text "Ray White Now" is overlaid in the center of the image.

Ray White Now

Proudly presenting property marketing insights in real time.

House and unit price growth continued in September after reaching a new peak in July. Year-on-year, we're now recording the strongest growth since mid last year. Australian house prices increased by 4.3 per cent over the past 12 month. To read the report, please [click here](#).



The benefits of staging

A great marketing campaign covers off on reach (how far the product is going) and frequency (how often a customer is reminded about that product). This coupled with presentation equates to a comprehensive approach to securing the most customers and creating a competitive environment which we all know equals premium price.

[READ MORE](#)



Budget friendly home improvement tips

Thinking of selling your house? A well-presented home can be the difference between a good price and a great price, but no one wants to spend money on big changes. Luckily, there are some great ways to add value to your home without breaking the bank and Ray White Collective Premium Property Specialist Christine Ruldolph knows them all.

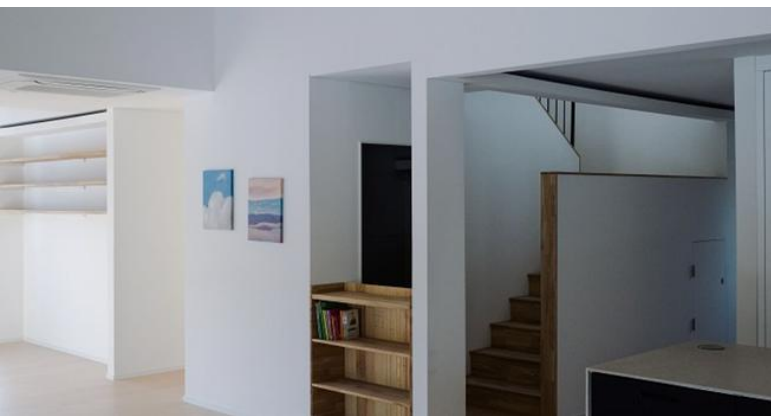
[READ MORE](#)



Masterclass in indoor outdoor living

Ray White The Collective principal Matt Lancashire said the owners transformed the original 1930s house at 35 Katoomba Ave, Hawthorne with renowned architect DAHA. The design was conceived from a brief of light, space and a seamless blurring between indoor and outdoor living. This is exactly the sort of house every family wants in Queensland,” Mr Lancashire said.

[READ MORE](#)



What to look for in an Investment Property

The possibilities are near endless. But what should you look for in an investment property? And is there such a thing as the perfect investment property? Choosing an investment property is not an impulse decision. If you put in enough research and hard work, then you will be rewarded with a highly valuable asset that will help support your lifestyle. Here’s what to look out for when you’re in the market for an investment property.

[READ MORE](#)



Construction crisis just about over

Construction cost increases peaked in July 2022, rising by 21 per cent over the 12 month period. In Brisbane, the most impacted city, the increase exceeded 30 per cent. While there continue to be a lot of challenges in building homes where people want to live, construction costs were a major restriction to the number of new homes built.

[READ MORE](#)

Thinking about selling?



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Anita
Edgar
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Brett
Dwyer
0447 583 759



Clarice
Davis
0429 336 449



Fiona
Donnellan
0432 647 708



Jade
McLeod
0435 833 582



Jeremiah
Roberts
0487 856 617



Nichole
Towers
0455 512 654



Lynne
Erricker
0414 641 612



Paul
Skinner
0404 490 079



Simon
Dymmott
0400 799 788



Stephanie
McWhirter
0467 677 225



Sue
Shaw
0438 755 725

Contact one of our friendly sales agents for a confidential discussion about your property.