



Market Opinion - West End / South Brisbane Apartment Market

West End / South Brisbane - A Fine Place to Invest or Call Home

With 17 years of experience in marketing inner city Brisbane apartments, we thought it was time to speak up and answer some of the critical questions being asked by Investors and owner occupiers looking to purchase an apartment in inner city Brisbane.

The daily question we face from prospective buyers:

Where is the market heading?

There are several parts to this answer. Firstly, buy in the right **LOCATION**. To find the right location requires you to understand and focus on the Key Drivers for Brisbane.

- Population Growth
- Major Infrastructure
- Employment Growth
- Interstate Investors and Affordability – Compared to Sydney & Melbourne
- Walkability & Accessibility – Social amenity, Cultural amenity, Education, Greenspace, Health



SOURCE: URBIS

West End / South Brisbane certainly ticks all the boxes for all key property drivers. In addition it offers the ease of an inner-city lifestyle, proximity to key amenity and infrastructure and the cost and time efficiencies associated with living so close to the CBD.

If you Love West End, South Brisbane – it is good buying now. Don't follow the crowd, the old saying "Do what other don't" is very fitting for the current market. People who sit on the fence and wait will be missing out on great buys now. No one can predict the bottom of the market. You only know when the bottom has hit, when the market starts to rise. Buying then will be too late.

The market is still moving!

Snapshot of West End/South

Brisbane sales results by

Position Property from 1st

June - 15th November, 2016.

TOTAL SALES (51) | AVERAGE SALES
\$31,615,450.00 | **\$619,910.78**

6 of these sales were over \$1 Million

A comprehensive list is available on request.



- > Residential Sales
- > Property Management
- > Project Marketing
- > International Sales
- > Finance
- > Financial Planning



Where Should I Buy or Invest?

Our view is buy where you want to live, don't take a short term view. West End / South Brisbane are solid sought after inner city suburbs. We all would love a crystal ball to predict the future but look at the facts we know today:

- > The price gap between house and apartment pricing within West End is at its highest ever level, with housing now at a median price of \$990,000. Moving forward, apartments will offer the most affordable entry into the West End lifestyle. – Urbis
- > We are seeing more and more owner occupiers purchase in the area. Currently, the Gen Y & Empty Nester demographics have an increasing impact on West End / South Brisbane residential markets and young professionals are attracted to West End's active local culture, high lifestyle amenity and CBD proximity.
- > Apartment buying in inner Brisbane has never been so affordable. With historically low interest rates and competitive financing solutions here is your chance to put your money into a mortgage and grow equity in an asset you own as opposed to an asset your landlord owns.
- > Brisbane has no choice but to grow in density. House prices, constrained land supply, demographic shifts, infrastructure investment (location) and employment growth are all driving factors. The following article in the Courier Mail dated November 16 reinforces this.

WE WON'T KEEP UP: COUNCIL

Brisbane City Council with population growth everyone. According to were built each year
and the State forecast so large that the council, an over the past five years
Government are at they suggest an additional 7700 new of the apartment boom.
loggerheads over a new unprecedented dwellings would need
25-year development building boom will be to be constructed every
blueprint for the region, needed to house year – 2500 more than
- COURIER MAIL
16th November 2016

Position's view – Buy where you would like to live and have the opportunity to.

Please contact our West End / South Brisbane Property experts if you would like to discuss the market.

Brad Munro

p. 0438 775 115

e. brad@positionproperty.com.au

Emily Rogers

p. 0407 877 657

e. emily@positionproperty.com.au

Visit us 9/205 Montague Road West End Find us online www.positionproperty.com.au

DISCLAIMER: This is the opinion of Position Property only and is not to be considered as market advice.