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Quality proves the key to winter sales

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WINTER is not expected to put a freeze on the Gold Coast property market this year despite cold months traditionally presenting a slow period for real estate.

With the official start of winter on our doorstep, the property forecast for the coming months is far from dire, with analysts and agents predicting stability.

Statistics released by the Real Estate Institute of Queensland show winter has been the slowest season on the Gold Coast twice and has not topped seasonal residential sales figures in the last five years.

Colliers International director of project marketing, Brinton Keath, said strong interstate interest and quality stock would brighten winter blues.

"We have a lot of good projects coming on the market and really good stock that hasn't been on the market before ... so it should be better than usual," he said. "The



From left, experts Brinton Keath, Andrew Henderson and Colleen Coyne

early numbers for the start of the year have driven that too, with sales up 55 per cent on last year for new apartments for the first quarter."

John Henderson Professionals Mermaid Beach principal Andrew Henderson said contrary to public presumption "there are in fact quite a few buyers around".

"We have just sold five properties in five days and we expect the market to pick up further in winter as migration from southern states increases and we see an end to the wet weather," he said.

Colleen Coyne, of Colleen Coyne Property Research, said the market was expected to remain steady, but unspectacular, for the next few months.

"This remains an opportunity time for counter-cyclical buyers able to take advantage of soft market conditions," she said.

"The large developers such as Stockland and Mirvac continue to make solid sales.

"This reflects the appeal of master planned communities and their wide range of product types suited to several target markets."

Steady sales were being reported in projects such as Amalgamated Property Group's Sierra Grand at Broadbeach and Element at Burleigh Heads and at Stockland's Sahana at Allisee at Hollywell.

The activity was occurring at prices in the \$600,000 to \$1.5 million range.