

NLSP
National Land Survey Program

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Geelong & Surf Coast

Metro Regional Market
Performance Report.

PUBLIC HANDOUT

New Residential Land Estates

Q3-2016

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www.researchfour.com

NLSP - Introduction



NLSP
National Land Survey Program

The National Land Survey Program (NLSP) monitors the performance of the nations major new house and land markets.

The NLSP is an independent research program undertaken by Research4 and Charter Keck Cramer. The primary objective of the NLSP is to better understand all facets of the new house and land market across the major nominated urban growth zones of Australia.

The NLSP is founded upon a proprietary database created through extensive ongoing field and remote surveying of active residential land projects. All data used within the reports is unique to the NLSP.

Regional Metro Land Markets

*Regional Metro Markets

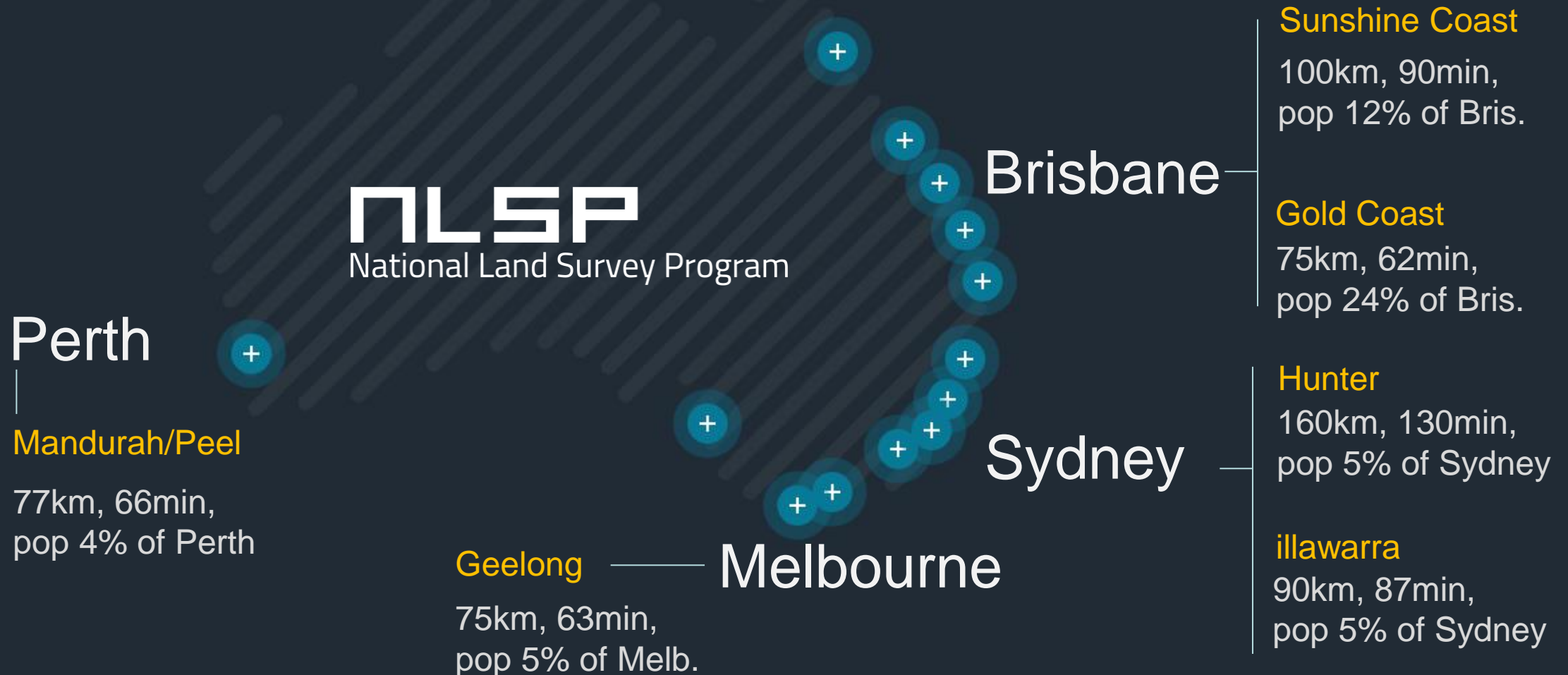


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ALL OF MARKET DASHBOARD FOR CURRENT QUARTER **FREE**

GEELONG AND MELBOURNE HEADLINES

- Geelong & Melbourne sub market sale volumes **FREE**
- Geelong and Melbourne sub market land prices **FREE**
- Geelong and Melbourne sub market lot sizes **FREE**

KEY GEELONG SUB MARKET DASHBOARDS

[Key metrics; Active projects, Sale rate, Lot price, Stock, Production, Lot Size, Cancellations]

- Armstrong Creek sub market **PAID REPORT**
- Torquay sub market **PAID REPORT**
- Drysdale sub market **PAID REPORT**
- Ocean Grove sub market **PAID REPORT**
- Highton sub market **PAID REPORT**
- Lara sub market **PAID REPORT**

ACTIVE LAND ESTATE PERFORMANCE SUMMARY **PAID REPORT**

[A list of all active projects and a summary of current performance]

ALL OF MARKET PRODUCT TABLES **PAID REPORT**

- All of market by product type [area of land]
- All of market product type by [price groups]
- All of market product type by [frontage and depth]

All of Geelong market snapshot – Q3 2016

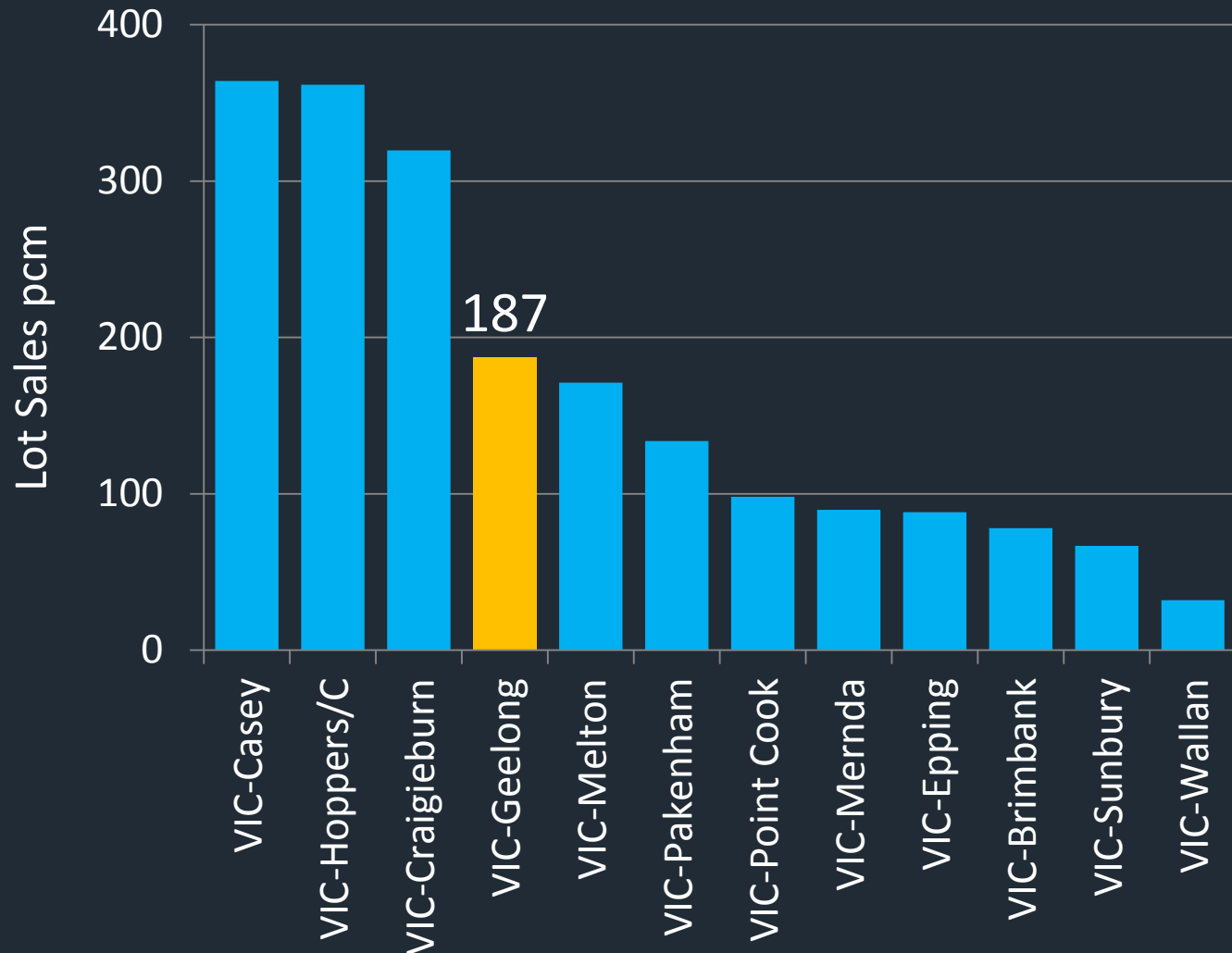


Active Projects	34
Sales (Q3-16)	187 pcm
Median lot price	\$198,000
Stock ready	719
Production (lots)	683 p qtr
Median lot size	472m ²
Cancellations	10%

Geelong and Melbourne headlines



Geelong / Melbourne Sale Volumes – Q3-2016



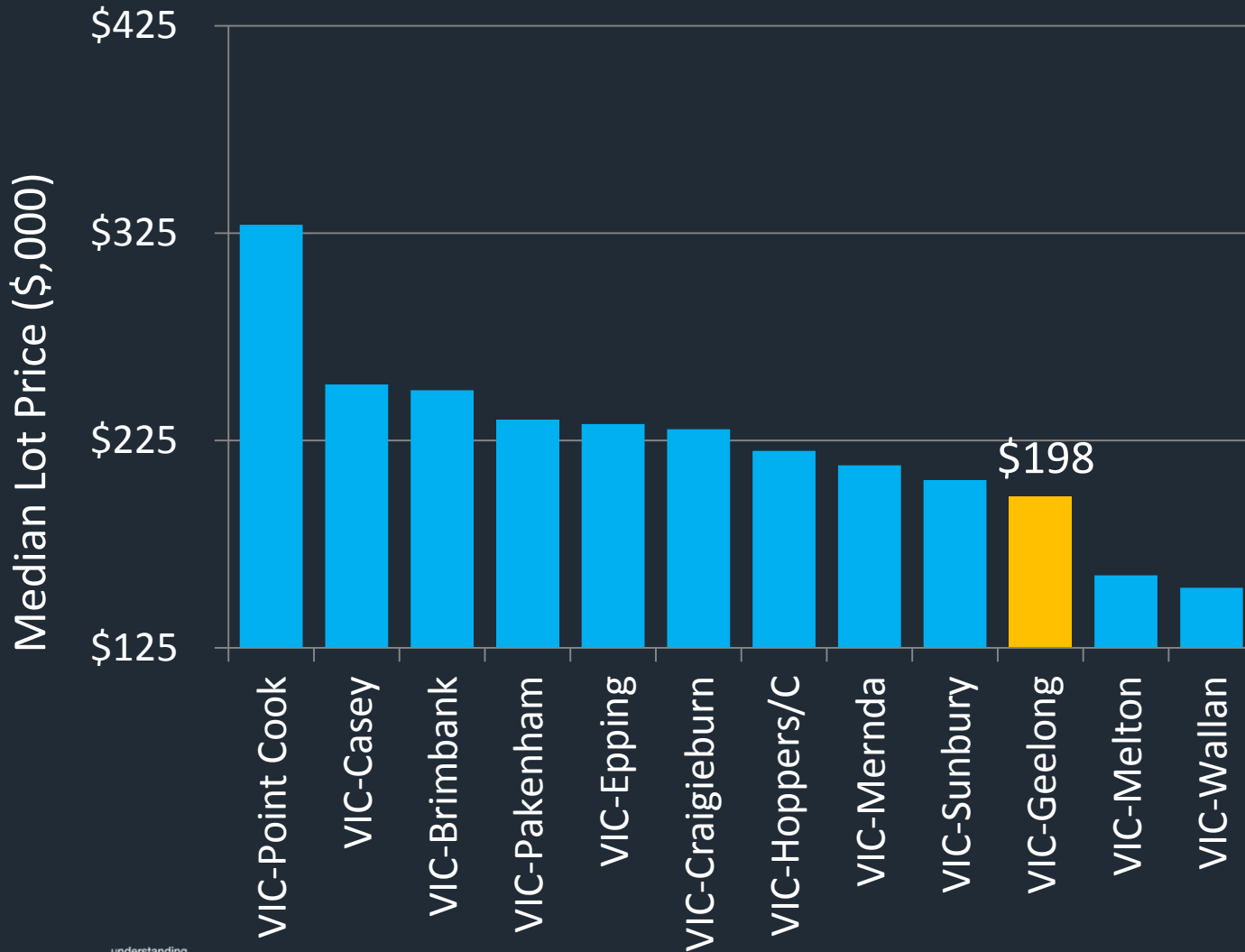
Net Monthly Sale rate (as at September)

Year	Geelong	Melbourne	Share
2016	187	1803	10%
2011	75	718	10%
2009	40	1279	3%

4th

Highest selling land market.

Geelong & Melbourne Land Price – Q3 2016



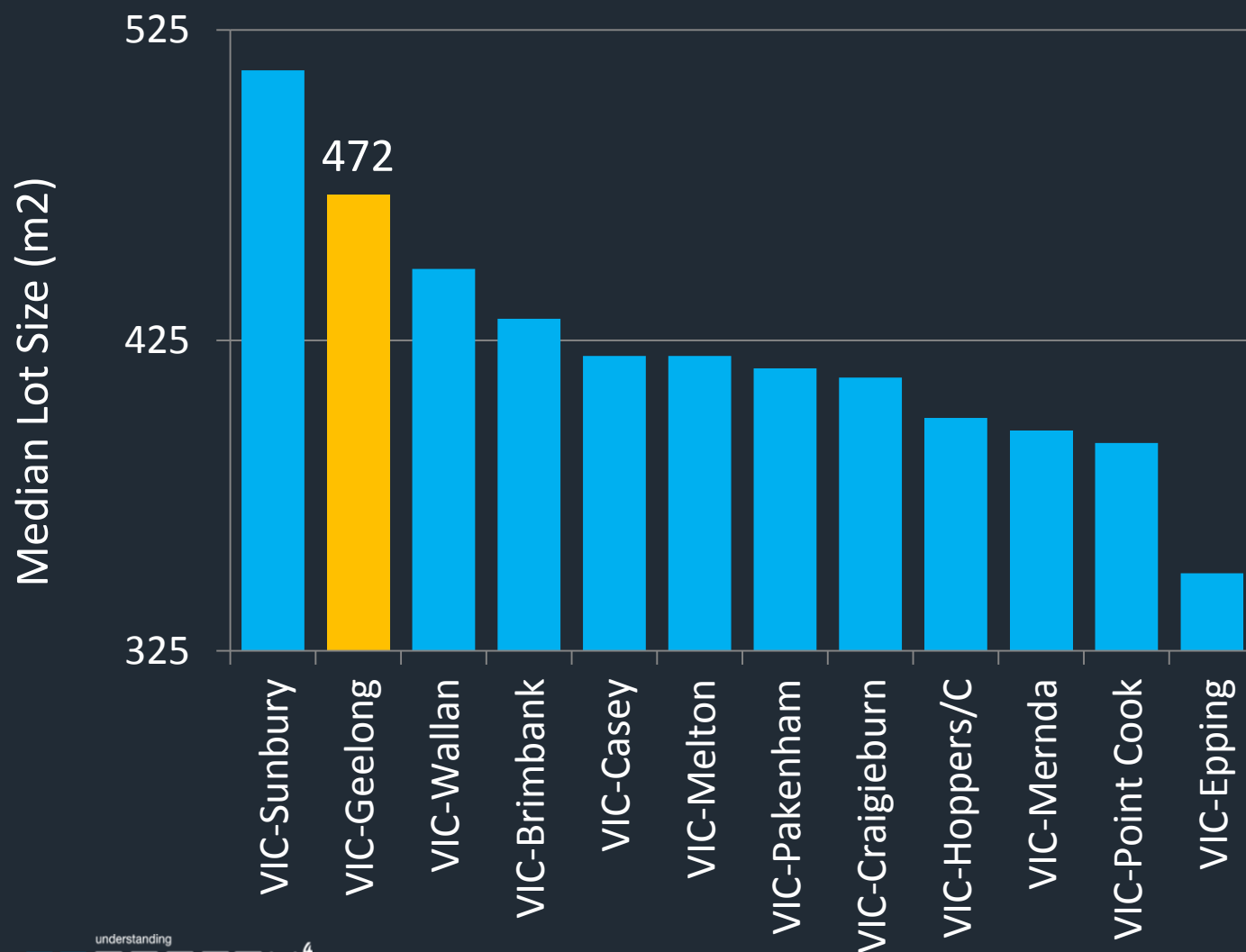
Price points over time (as at September)

Year	Geelong	Melbourne	Variance
2016	\$ 198,400	\$ 228,000	-13%
2011	\$ 189,000	\$ 221,900	-15%
2009	\$ 162,000	\$ 164,950	-2%

3rd

most affordable land market.

Geelong & Melbourne Land Size – Q3 2016



Lot Sizing [m2] over time (as at September)

Year	Geelong	Melbourne	Variance
2016	472	416	13%
2011	552	448	23%
2009	650	512	27%

2nd

In terms of value for money.



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