



This newsletter has been designed to keep you updated on what is happening within the industry and our real estate office

We specialise in both  
Sales &  
Property Management  
- To save you money  
- To keep things simple

## DO YOU OWN MULTIPLE PROPERTIES?



Consolidating your investment portfolio to a centralised agency can **save you time & money.**

If you have another investment property on the Gold Coast we are happy to help you make this happen.

It is simple, easy and we can do everything for you.

## INSPIRATIONAL QUOTE

*"Games are won by players who focus on the playing field – not by those whose eyes are glued to the scoreboard."*

~ Warren Buffett

**IMPORTANT:** This is not advice. Clients should not act solely on the basis of the material contained in this newsletter. Items herein are general comments only and do not constitute or convey advice per se. Every effort is made to ensure the contents are accurate at the time of publication. Clients should seek their own independent professional advice before making any decision or taking action. We take no responsibility for any subsequent action that may arise from the use of this newsletter. Published by REAL ESTATE WORKS - [www.realestateworks.com.au](http://www.realestateworks.com.au)

# SURFERS PARADISE THE HUB OF THE GC



WITH a skyline framed by high rise buildings, Surfers Paradise is located in the centre of the Gold Coast and is defined by its colourful entertainment precinct.

Known for attracting a youthful population when the sun goes down, the suburb is on its way to building a family-friendly culture.

The pedestrian mall on Cavill Ave is lined with restaurants, shops and nightclubs while on The Esplanade, the famous postcard Surfers Paradise sign marks the entry to a 3km strip of sand.

A suburb designed for soaking up the tourist dollar with its leisure activities ranging from beachfront markets to attractions including Dracula's Haunted House, the Sky-point Observation Deck on the Q1, indoor skydiving business iFLY Gold Coast and maze-like world Infinity Attraction.

With the well-known Q1 Resort and Spa

building reaching 355m, high rises comprise more than half of the area with the expansive number of hotels tailored to accommodate swarms of visitors.

This is especially true when the suburb plays host to major events including the Surfers Paradise Festival, Schoolies Week and Gold Coast 600 V8 Supercars event.

Surfers Paradise Alliance chief executive Mike Winlaw, describes Surfers Paradise as a place with an eclectic beach culture and says half of all holiday accommodation on the Gold Coast is located in the suburb.

The Surfers Paradise Alliance hosts family-friendly events including Sand Safari Art Festival, Australian Street Entertainment Championships, SeaFire, Surfers Paradise LIVE and Viva Surfers Paradise.

"There are 14 million visitors a year coming to enjoy the great variety of quality restaurants, nightclubs and hotels," Mike says.

**Continued...**

“The events bring an energetic and vibrant entertainment life to the hub during both peak and off-peak seasons.”

REIQ Gold Coast zone chair and principal of Professionals Surfers Paradise, John Newlands, has worked in Surfers Paradise for more than 20 years and says the area has undergone a much-needed facelift.

“The turning point was the transformation of The Esplanade which was opened up to showcase the ocean,” he says.

John reckons the suburb is becoming more appealing with restaurants returning to cheaper pockets.

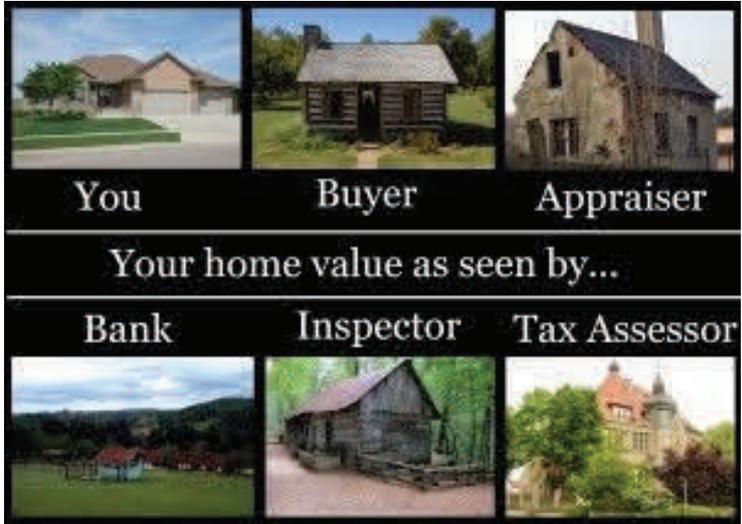
Along with refurbishments, John says new development is largely responsible for the revival of the area. Construction is under way on the \$1 billion Jewel project.

The three-tower luxury Wanda Ridong development will have 500 apartments, 171 hotel rooms and dozens of luxury retail precincts when completed.

Another super-tower is set to be developed at the corner of The Esplanade and Trickett St by Forise, a Hong Kong property group paying about \$65 million for the oceanfront property.

As well as apartments, Surfers Paradise hosts housing enclaves including Chevron Island, Paradise Waters, Paradise Island, Budds Beach, and the Isle of Capri – and all boast million-dollar mansions.

~ GC Bulletin May 2016 : Hannah Sbegen



## THE RIPPLE AFFECT

If you can't afford to buy into a high growth area (as you have just missed the mark this time around), you might still be able to buy into the area by checking the surrounding suburbs. This requires timing, so you need to know, which phase of the cycle the local property market is in to maximise your chances of riding the wave of growth.

### Top tips for finding areas before the ripple of growth hits

- ≈ Measure property values by comparing the median prices of adjoining suburbs;
- ≈ If there is more than a 5% variation, chances are the suburb next door will be playing catch-up;
- ≈ Closely monitor median price trends on a quarterly basis. Once you are certain the cycle has kicked off, look for properties within your budget that are as close to the growth as possible. Subscribe to property alerts through real estate portals for properties coming on to the market;
- ≈ A good rule of thumb when buying in the capital-city suburban markets is to buy within 10 km of the CBD; growth is virtually assured to ripple this far out during a cycle.

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**“You did a great job describing my house in the Real Estate Ads. It sounds so appealing, I’ve decided to keep it!”**

## Real Estate Works

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**MAKING  
REAL ESTATE WORK  
FOR YOU**

