



Matthew Chilcott

📞 0407 057 036

✉️ Matthew.Chilcott@prd.com.au

Shepparton Market Update

1st Half 2024



OVERVIEW

In Q1 2024, Shepparton* recorded a median house price of \$500,000 and a median unit price of \$337,500. This represents annual (Q1 2023 – Q1 2024) median price growth of 8.7% for houses and 8.9% for units. In this time house sales surged, by 21.1% (to 184 sales), indicating robust demand that provided a buffer against the cash rate hikes. However, total unit sales dropped by -40.7% (to 16 sales), which suggests there is an undersupply. Thus, now is an ideal time for investors to capitalize on their investments. With only townhouses and land lots in the pipeline for the 1st half 2024, buyers must act fast, before further price increases.

CHANGE FROM LAST YEAR HALF YEAR



HOUSE SALES	↑	↑
HOUSE MEDIAN PRICE	↑	↑
HOUSE RENTAL PRICE	↑	↑

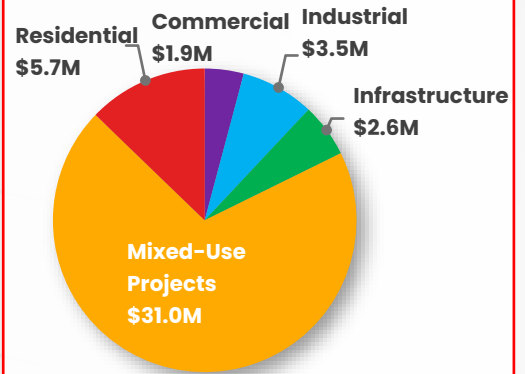


UNIT SALES	↓	↓
UNIT MEDIAN PRICE	↑	↓
UNIT RENTAL PRICE	↑	↑



FUTURE DEVELOPMENTS

Shepparton* will see approx. **\$44.6M** of new projects due to commence construction the 1st half of 2024.



25 projects are planned for the 1st half of 2024, with few supplying housing stock. A main mixed-use project planned is 517-523 Wyndham Street – Punthill Apartment Hotel Shepparton (\$30.0M). It will construct a hotel with 88 serviced apartments & associated offices, and a conference space.

Key infrastructure projects include Goulburn Valley Health refurbishment and Marlboro Drive Road upgrade.

Key residential projects include:

- 155-157 Swallow St – 12 townhouses
- 50 Ford Rd Subdivision – 26 lots
- The Outlook Mooroopna Residential Subdivision – 20 lots

Although there are new stock in the pipeline, it is mostly land lots and townhouses. There is still an absence of new stand-alone dwellings, which with the current high demand has the potential to create an undersupply. This will further push up house prices.



12 Townhouses



46 Lots



MARKET CONDITIONS

MEDIAN PRICE Q1 2024



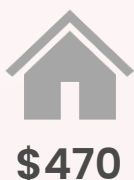
SALES



AVERAGE DAYS ON MARKET Q1 2024



MEDIAN PRICE Q1 2024



RENTALS



AVERAGE DAYS ON MARKET Q1 2024

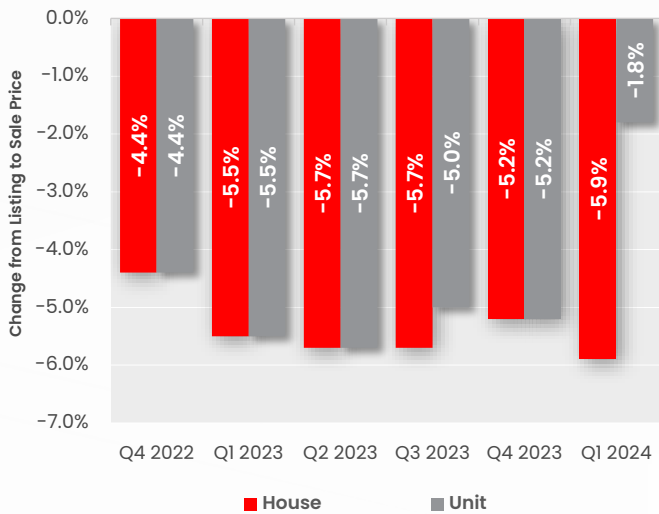




AVERAGE VENDOR DISCOUNT*

Average vendor discount reflects the average percentage difference between the first list price and final sold price. A lower percentage difference (closer to 0.0%) suggests that buyers are willing to purchase close to the first asking price of a property.

Average vendor discounts between Q1 2023 and Q1 2024 show a split trend, with houses widening to -5.9% and units tightening to -1.8%. Despite this divergence, the markets in Shepparton* still favour buyers, as sellers are willing to accept below the first listed price. The house market is now seeing a peak discount, period, thus an ideal time for first home buyers to enter the market.

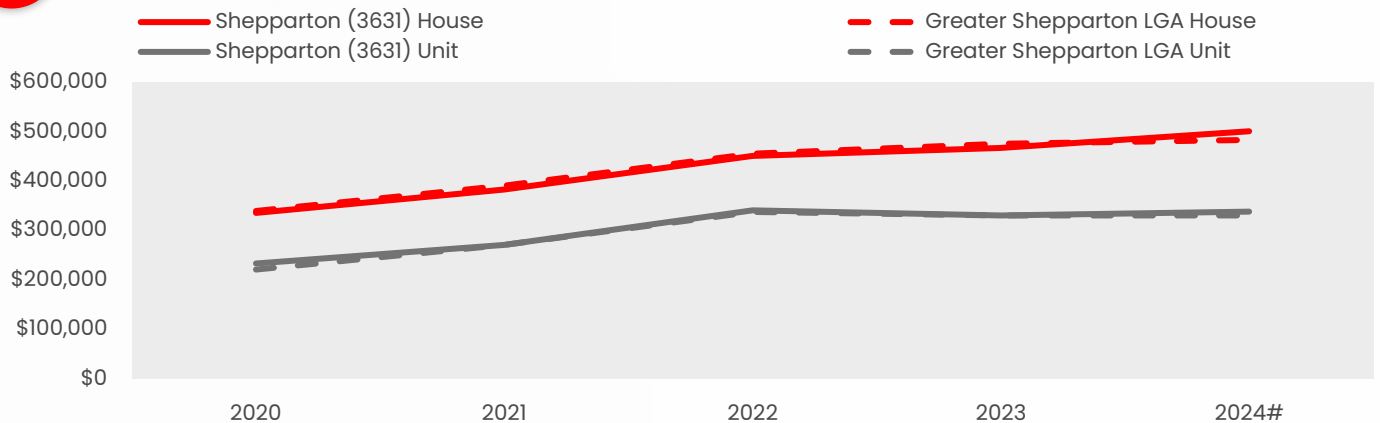


The suburb of Shepparton has historically performed on par with the wider Shepparton Local Government Regional Area (LGA) for both house and unit prices. 2024# saw this trend continue, with both the suburb and LGA's median prices trending in the same directions.

The dominant proportion of houses sold in Shepparton* in 2023 and 2024# were split quite equally between the more affordable price point of \$350,000 - \$449,999 (21.8%) and middle-price point of \$450,000-\$549,999 (21.8%). Units on the other hand recorded a dominant premium price point of above \$400,000 (30.6%), due to an undersupply. That said the most affordable options remains available, with 20.6% of houses sold less than \$349,999 and 19.8% of units for less than \$249,999; which is good news for buyers.



MARKET COMPARISON

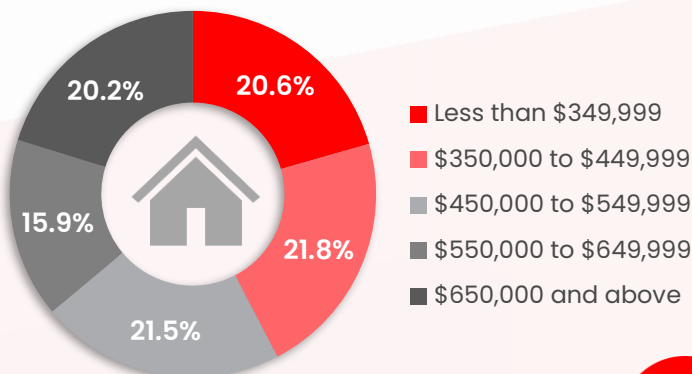


The market comparison graph provides a comparative trend for the median price of houses and unit over the past 5 years. The main LGA profiled are chosen based on their proximity to the main suburb analysed, which is Shepparton.

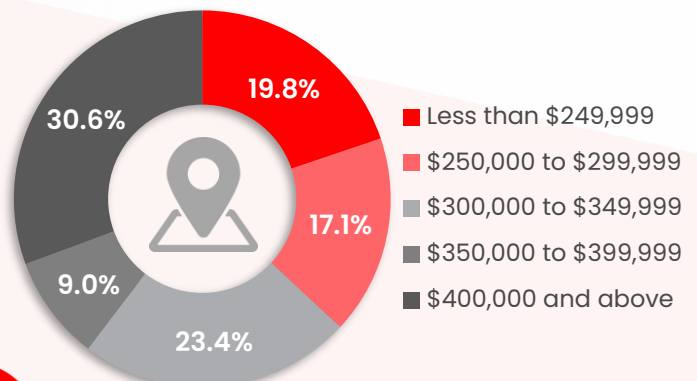


PRICE BREAKDOWN 2023-2024#

HOUSES SOLD



UNIT SOLD





RENTAL GROWTH 2024€

House rental yields in Shepparton[¥] was 3.9% as of April 2024, on par with Northern Victoria (4.0%), but higher than Melbourne Metro (3.1%). This was paired with an 10.6% increase in median house rental price in the past 12 months, now at \$470 per week, and a 10.2% growth in the number of houses rented, reaching 205 rentals. This suggests a highly-demanded and competitive market, offering a more attractive and affordable option to investors compared to Melbourne Metro.

4+ bedroom houses have provided investors with +11.1% rental growth annually, achieving a median rent of \$550 per week.

Shepparton[¥] recorded a vacancy rate of 1.8% in April 2024, slightly above Melbourne Metro's 1.1% average. Vacancy rates increased in the past 12 months, due to investors re-entering the rental market and capitalizing on investments. A 1.8% vacancy rate is still well below the Real Estate Institute of Australia's healthy benchmark of 3.0%, suggests quicker occupancy. This confirms Shepparton[¥] as a conducive and sustainable environment for investors.

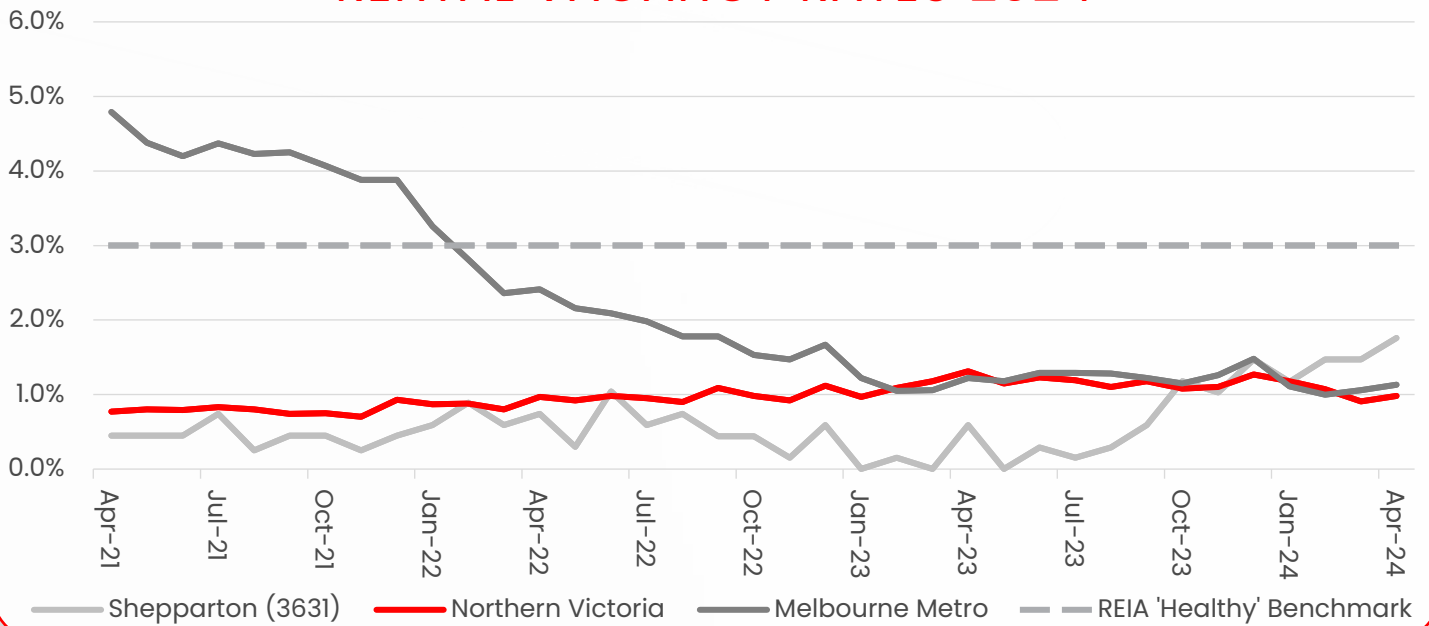
2 BEDROOMS
+6.1%

3 BEDROOMS
+7.0%

4 BEDROOMS
+11.1%



RENTAL VACANCY RATES 2024



RENTAL YIELD 2024§



3.9%

Shepparton[¥]



4.0%

Northern Victoria



3.1%

Melbourne Metro



5.3%

Shepparton[¥]



5.5%

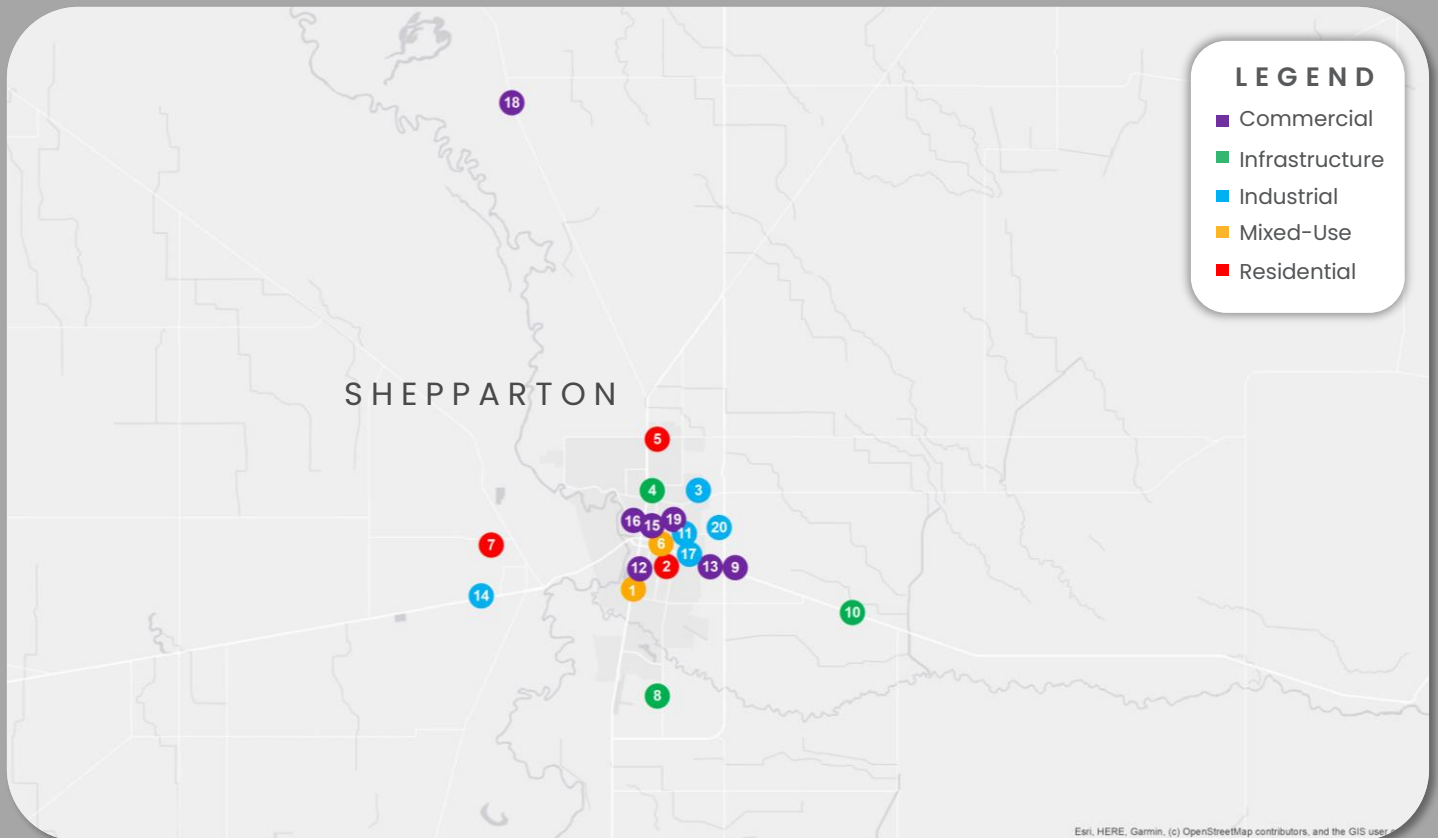
Northern Victoria



4.8%

Melbourne Metro

PROJECT DEVELOPMENT MAP 1st HALF 2024^A



Esri, HERE, Garmin, (c) OpenStreetMap contributors, and the GIS user community

#	Project [§]	Type	Estimated Value [¶]	Commence Date ^ψ
1	517-523 Wyndham Street - Punthill Apartment Hotel Shepparton (Commercial - Hotel + Office + Retail)	Mixed - Use	\$30,000,000	2024-06-03
2	155-157 Swallow Street Townhouses (12 Townhouses)	Residential	\$3,600,000	2024-06-03
3	13 Industrial Road Industrial Subdivision & Industrial Sheds	Industrial	\$2,000,000	2024-05-10
4	Goulburn Valley Health Shepparton Refurbishment (State Government)	Infrastructure	\$1,500,000	2024-04-11
5	50 Ford Road Residential Subdivision (26 Lots)	Residential	\$1,200,000	2024-03-15
6	101 Stewart Street Residential Building & Office (Residential + Commercial - office)	Mixed - Use	\$1,000,000	2024-03-12
7	The Outlook Mooroopna Residential Subdivision Stage 2 (20 Lots)	Residential	\$900,000	2024-05-27
8	Marlboro Drive Road Upgrade (Local Government)	Infrastructure	\$650,000	2024-01-16
9	345 Midland Highway Motor Vehicle Sales	Commercial	\$400,000	2024-04-01
10	Midland Highway Recreational Path (Local Government)	Infrastructure	\$400,000	2024-01-16
11	16 Old Dookie Road Factory	Industrial	\$300,000	2024-06-19
12	The Carrington Hotel Shepparton Extension	Commercial	\$250,000	2024-02-28
13	1, 130-160 Benalla Road Bulky Goods Shop Alterations	Commercial	\$250,000	2024-02-06
14	290 McLennan Street Storage Sheds	Industrial	\$250,000	2024-02-09
15	88 Corio Street Medical Centre	Commercial	\$200,000	2024-02-06
16	86 Maude Street Dental Clinic Extension	Commercial	\$200,000	2024-04-05
17	22 Old Dookie Road Warehouse	Industrial	\$200,000	2024-03-04
18	23 Industrial Road Bus Depot	Commercial	\$200,000	2024-02-17
19	75-77 Hawdon Street Cafe	Commercial	\$200,000	2024-04-15
20	12 Future Court Storage Units	Industrial	\$200,000	2024-01-05

Your home of the latest property market insights.

RESEARCH SERVICES

Our research services span over every suburb, LGA, and state within Australia; captured in a variety of standard and customised products, and include:

- Advisory and consultancy
- Market analysis including profiling and trends
- Primary qualitative and quantitative research
- Demographic and target market analysis
- Geographic information mapping
- Project analysis including product and pricing recommendations
- Rental and investment return analysis

OUR KNOWLEDGE


Access to accurate and objective research is the foundation of all good property decisions.

OUR PEOPLE

Our research team is made up of highly qualified researchers who focus solely on property analysis.



Matthew Chilcott

 +61 407 057 036

 matthew.chilcott@prd.com.au

GET IN TOUCH WITH US TODAY <





PRD Shepparton

Your trusted local real estate agency

 +61 3 5821 5566

 Info.Shepparton@prd.com.au

 PRD.com.au/shepparton/

 119A Wyndham Street

Shepparton, VIC, 3630

REFERENCES

* Shepparton sales market data and key indicators encapsulates aggregate property market conditions within the suburbs of Kialla, Mooroopna, Toolamba, Shepparton, Shepparton East, Congupna and Tallygaroopna.

** Estimated values are based on construction value provided by the relevant data authority and does not reflect commercial and/or re-sale value.

2024 encapsulates sales transactions for Q1 2024 (01/01/2024 – 31/03/2024) only, other years encapsulates sales transactions for the full year (i.e 01/01 to 31/12 of the relevant year).

€ Annual rental growth is a comparison between Q1 2023 (01/01/2023 – 31/03/2023) and Q1 2024 (01/01/2024 – 31/03/2024) house median rent figures.

¥ Shepparton rental market data encapsulates aggregate property conditions within the postcode of 3631.

§ Rental yields shown are as reported as of April 2024.

▲ Project development map showcases a sample of upcoming projects only, due to accuracy of addresses provided by the data provider for geocoding purposes.

£ Projects refers to the top developments within the suburbs of Kialla, Mooroopna, Toolamba, Shepparton, Shepparton East, Congupna and Tallygaroopna.

µ Estimated value is the value of construction costs provided by relevant data authority, it does not reflect the project's sale/commercial value.

ψ Commencement date quoted for each project is an approximate only, as provided by the relevant data authority, PRD does not hold any liability to the exact date.

Source: APM Pricerfinder, Cordell Connect database, SQM Research, Esri ArcGIS.

Disclaimer: PRD does not give any warranty in relation to the accuracy of the information contained in this report. If you intend to rely upon the information contained herein, you must take note that the information, figures and projections have been provided by various sources and have not been verified by us. We have no belief one way or the other in relation to the accuracy of such information, figures and projections. PRD will not be liable for any loss or damage resulting from any statement, figure, calculation or any other information that you rely upon that is contained in the material.

Prepared by PRD Research. © All medians and volumes are calculated by PRD Research. Use with written permission only. All other responsibilities disclaimed. © Copyright PRD 2024.