

ADRIAN WILLIAM

THE ANNUAL
FY2024/25

Annual



FEATURED

Market Insights
FY2024/25

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Sales / Stats

Spotlight On
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News
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MARKET INSIGHTS
FY2024/25

The 2024–2025 financial year unfolded with quiet strength for Adrian William; a year shaped by thoughtful growth, local collaboration, and campaigns guided by purpose. A hopeful confidence from buyers re-emerged last winter and has consistently strengthened into 2025, culminating in a standout final quarter as constrained supply and spirited buying fuelled an energised market.

The concluding financial year was underscored by not only growth in market share and home values for our sales department but also the expansion of our team, bold innovation in strategy and a strengthened digital presence that extended our reach to every corner of the Inner City and Inner West. 3,485 open homes scaled our database of buyers by 25,129, translating to 446 properties sold for a combined total of \$592,676,639 in value - a testament to both improved market conditions and strategic growth across our sales team this year.

The quiet expansion of our property management department over the same period has brought with it more than just numbers; it's brought depth, agility, and an expanded capacity for tailored care. Our partnership with Viewey Real Estate, a boutique local agency with shared core values, has bolstered our ability to respond swiftly, think strategically, and serve thoughtfully.

This strengthened foundation has allowed us to extend our reach, connect with a broader network of qualified tenants, and uphold a service standard that's both attentive and enduring. Better support, better management, and better alignment with the values we hold have translated to lower days on market - 16 compared to the market average of 35 - lower vacancy rates and stronger rental prices across the board.

For buyers, the 24-25 financial year fluctuated in terms of choice and affordability. Last year's winter lull quickly shifted to a market of oversupply in spring, where competition was dampened by choice, but the anticipation of rate cuts expanded demand far further than observed earlier in the year. Premium suburbs like Marrickville, Newtown and Erskineville continued to attract attention from locals

and out-of-area buyers alike, while newly connected Sydenham and surrounds became hotspots for buyers priced out of traditionally coveted pockets.

Moving into 2025, the first rate cut of 25 basis points in February was enough to spark a quiet hope in would-be buyers and backed up by another 25 basis point drop in May, the level of demand rose dramatically as autumn rolled in. April's disruptions – Easter, school holidays, federal election, and King's Birthday across four consecutive weekends – initially created vendor hesitancy. However, this supply drought only intensified competition when quality properties did reach the market. Buyers adapted by considering suburbs and property types previously outside their criteria, and competitive bidding became the norm as buyers faced fewer choices.

Family homes emerged as the year's clear winners, particularly 3-4 bedroom properties in coveted school zones requiring minimal investment. The apartment oversupply that started in the September quarter and bled into 2025 eased significantly over the last quarter as investors held back for spring opportunities. The final quarter of the 2024-2025 financial year marked the culmination of a surge in buyer interest that began with rate relief delivered earlier in the year, and a substantial dip in supply over the last eight weeks.

Interest rate relief has energised confidence, and while winter traditionally brings quieter market conditions, the underlying strength demonstrated this, combined with anticipated further rate cuts, sets a compelling foundation for what promises to be an active spring selling season.



In FY2024/25 we sold **446** properties, worth **\$592,676,639** in property value, met with **25,129** buyers and retained **#1** agency ranking among **225** in our marketplace. Our properties spent an average of **25** days on market compared to the market average of **39**.

SOURCE: DOMAIN & ADRIAN WILLIAM DATA

THE INSIDER
AW STATS

SALES

Listings
Sales
Average Sale Price (Apartments)
Average Sale Price (Houses)
Total Sales Transactions
Buyers Met
Open Homes
Auction clearance rate % (Total)

FY 2024/25

499
446
\$926,678
\$1,940,113
\$592,676,639
25,129
3,485
84%

FY2023/24

504
414
\$926,650
\$2,022,515
\$565,546,892
24,390
3,118
85%

PROPERTY MANAGEMENT

Properties leased
Average days on market
Average weekly rent

220
15
\$855

162
19
\$747

THE INSIDER
DOMAIN STATS

LISTING PERFORMANCE
SUMMARY

Our listings on Domain.com.au received **1,963,100** total views, an average of **1,725** engagements per listing and **116,200** total saves and shares.

*Engagement: combined total photo, map, video, floorplan and eBrochure views for a listing.

LISTING
PERFORMANCE

2,805 number of views

1,725 number of engagements

165 number of saves and shares

ADRIAN WILLIAM AVERAGE
MARKET AVERAGE

2805
1782

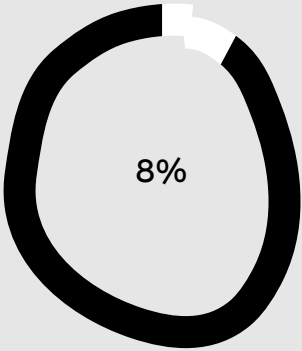
1725
1055

165
86

DAYS ON MARKET

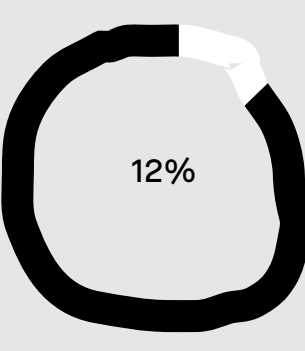
25 Our average
39 Market average

TOTAL MARKET SHARE
LIVE LISTINGS



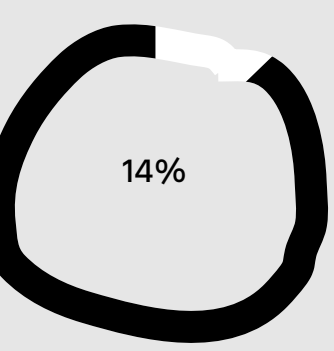
Our agency ranked **#1** among **225** others for total number of live listings in our marketplace.

TOTAL MARKET SHARE
NEW LISTINGS



Our agency ranked **#1** among **225** others for total number of new listings in our marketplace.

TOTAL MARKET SHARE
SOLD LISTINGS



Our agency ranked **#1** among **225** others for total number of sold listings in our marketplace.

THE INSIDER
HIGHEST SALES
HOUSES



38 Horton Street,
Marrickville
\$3,500,000



31 Twyford Avenue,
Earlwood
\$2,871,000



6 Bamboo Avenue,
Earlwood
\$2,800,000



26 Mount Street,
Hurlstone Park
\$3,488,000



144 Albany Road,
Stanmore
\$2,800,000



69 Pigott Street,
Dulwich Hill
\$2,705,000



33 Glashier Parade,
Cronulla
\$3,150,000



49 St Marys Street,
Camperdown
\$2,800,000



35 Dalhousie Street,
Haberfield
\$2,700,000



17B George Street,
Marrickville
\$3,050,000



54 Abergeldie Street,
Dulwich Hill
\$2,800,000

THE INSIDER
HIGHEST SALES
HOUSES



47 Gould Avenue,
Lewisham
\$2,700,000



11B Frazer Street,
Dulwich Hill
\$2,565,500



50A Charles Street,
Leichhardt
\$2,545,000



18 Fricourt Avenue,
Earlwood
\$2,660,000



18 Yule Street,
Dulwich Hill
\$2,565,000



10 Malcolm Street,
Erskineville
\$2,511,000



216 Addison Road,
Marrickville
\$2,622,000



24 Ness Avenue,
Dulwich Hill
\$2,550,000



34 Anderton Street,
Marrickville
\$2,500,000



3 Albermarle Street,
Newtown
\$2,575,000



50 Charles Street,
Leichhardt
\$2,550,000

THE INSIDER
HIGHEST SALES
HOUSES



95 Crinan Street,
Hurlstone Park
\$2,430,000

19 Holmesdale
Street, Marrickville
\$2,470,000



194 Sydenham Road,
Marrickville
\$2,350,000



17 Woodlawn Avenue,
Earlwood
\$2,331,000



17 Chester Street,
Petersham
\$2,401,555



48 Juliett Street,
Enmore
\$2,317,000



2A Liberty Street,
Stanmore
\$2,400,000



46 Allen Street,
Leichhardt
\$2,315,000



19A Roseby Street,
Leichhardt
\$2,300,000



75 Grove Street,
St Peters
\$2,275,000



27 Vernon Street,
Lewisham
\$2,260,000

THE INSIDER
HIGHEST SALES
APARTMENTS



8/151-153 Edgeware
Road, Enmore
\$2,135,000



62/80 Princes
Highway, St Peters
\$1,782,500



6/34 Croydon Street,
Petersham
\$1,635,000



4/2 Douglas Street,
Stanmore
\$1,850,000



4/14 McDonald Street,
Leichhardt
\$1,780,000



96/1-3 Coronation
Avenue, Petersham
\$1,550,000



2/30 Pheasant
Street, Canterbury
\$1,800,000



50/57-75 Buckland
Street, Chippendale
\$1,700,000



3/272 Bridge Road,
Forest Lodge
\$1,800,000



20/100-102 Carlton
Crescent, Summer Hill
\$1,640,000



2/27-31 Macquarie Street,
Leichhardt
\$1,525,000

SPOTLIGHT

STANDOUT
SALE

38 Horton Street,
Marrickville

William Pereira's innovative campaign transformed how Inner West properties reach their audience, combining influencer partnerships with precision-targeted digital advertising to achieve a \$3.5 million result that captivated both buyers and industry observers alike.

SLEEP 4 BATHE 2 BATHE 1
SOLD \$3,500,000





THE PROPERTY

BUILT
c1910

LAST TRADED
2018

ORIENTATION
North facing facade
South facing backyard

RENTAL POTENTIAL
\$1,700 - \$1,800 p/w

SIZE
Land 367.9sqm
Internal 203sqm

LOCAL COUNCIL
Inner West Council



Character charm at the front, architectural brilliance at the back. This freestanding Federation beauty establishes a captivating dialogue between eras, where ornate stained glass details give way to a breathtaking pavilion of light at the rear. Jessica Matson Architecture's vision respects the neighbourhood's fabric while creating a family haven of exceptional sophistication.

William immediately recognised that this property called for something beyond the standard playbook. "In this market, you have to push the envelope to get homes sold to the level you need to sell at," he explains.

The strategic four-week campaign combined influencer partnerships with precision-targeted Google and Meta ads, reaching over 900,000 impressions across multiple channels and generating nearly 7,000 saves and shares – the kind of engagement that translates into serious buyer interest.





The generous block backing onto Henson Park offered the new owners – a young family from Darlington – something increasingly rare in inner Marrickville: space, character, and that perfect Federation frontage. The soaring double-height transitional space, complete with skylights, creates an expansive sense of arrival while bedrooms across both levels provide genuine family flexibility.

THE SALE

RENOVATIONS

Jessica Matson Architecture

SALE PRICE

\$3,500,000

ONLINE VIEWS

906,132

BUYERS MET

106

DAYS ON MARKET

25

LEAD AGENT

William Pereira



The innovative approach created what William calls “signs of fate” for qualified buyers. Strategic influencer content showcased the home’s transformation from classic Federation facade to contemporary pavilion, while targeted advertising ensured the message reached prospects actively seeking properties of this calibre.

Auction day delivered four registered bidders in a market where Sydney’s clearance rate held at 69 per cent – competition that doesn’t emerge from conventional marketing. The progression from the \$3 million guide to the \$3.5 million result reflects both the property’s inherent excellence and the power of purposeful marketing execution.





Local Champions

Adrian William voted most outstanding agency

The Inner West has spoken. Adrian William claimed the 2025 Local Business Award for Most Outstanding Real Estate Agency – proof that progressive thinking wins. This inaugural award validates everything we stand for: next-generation strategies, cutting-edge marketing methods, and genuine community connections. The message is clear: exceptional real estate isn't about industry conformity, but charting new territory with integrity intact.



National Stage

Adrian William represented NSW at the Real Estate Institute of Australia's National Awards for Excellence in Adelaide – an honour earned through last year's Residential Sales Team Award victory at REINSW. 16 team members made the journey, turning industry recognition into genuine team momentum. No national silverware this time, but carrying NSW's banner among Australia's real estate elite proves the agency's relentless drive toward industry leadership.

Joining Forces

Two Inner West institutions have become one. Our merger with Viewey Real Estate brings Nicholas Viewey's two decades of local expertise and Kevin Rodriguez's property management mastery under the Adrian William banner. "Viewey and Adrian William are extremely aligned," Nicholas explains. "We put a lot of thought into who we wanted to partner with. "This is the evolution of Inner West real estate, combining the best of boutique service with enhanced scale and resources.



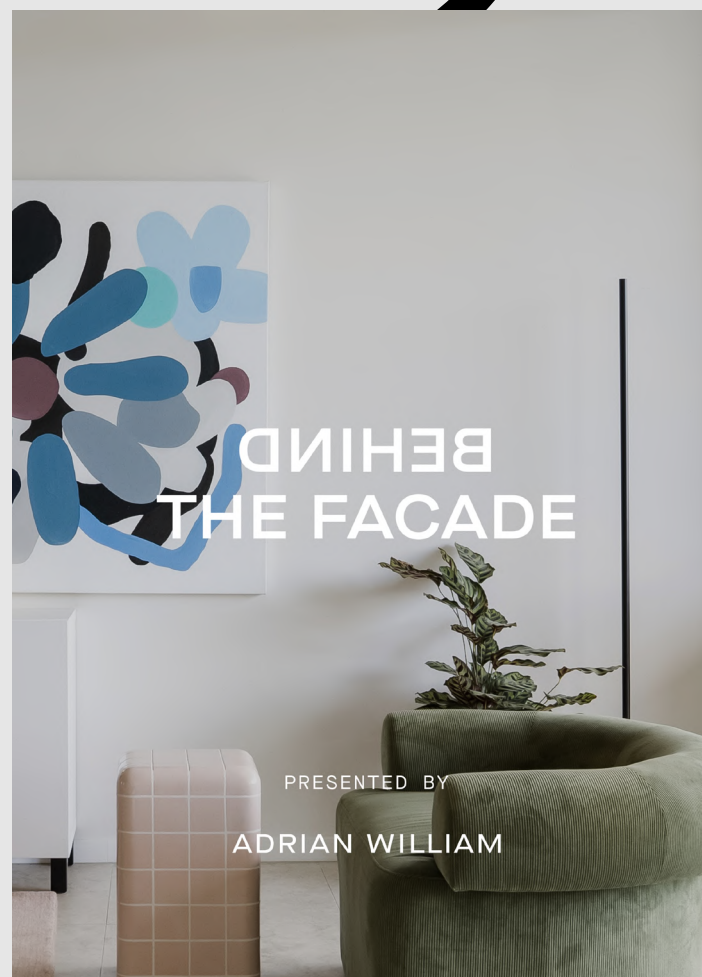


THE LOCAL

Behind the Facade

Stories shape spaces more than bricks and stone ever could. Behind The Facade, Adrian Williams' newest storytelling venture, pulls back the curtain on Inner West architecture to reveal the human narratives that transform houses into homes. This is architecture unmasked – where candid conversations with architects, designers, and homeowners expose the real inspiration behind extraordinary transformations.

From Jessica Matson's Federation revival in Marrickville to a lawyer's minimalist apartment mastery, each episode captures the creative tension between vision and reality. Launched this quarter, the series goes beyond glossy finishes and hero shots to explore the problem-solving, personal decisions, and passionate craftsmanship that shape our built environment. In a neighbourhood where every renovation tells a story, Behind The Facade ensures those stories are heard with the depth and authenticity they deserve.



Design Stories

This is your backstage pass to the world of architecture and homeownership, where raw, authentic conversations reveal what drives exceptional design. Each episode peels back the layers of extraordinary homes to celebrate the ingenuity, precision, and deeply personal vision that transforms mere structures into meaningful spaces. It's design storytelling for people who appreciate both the craft and the humanity behind great architecture.


LOCAL BUSINESS AWARD WINNERS: INNER WEST

AFS Automotive Services,
All Roofing Services,
Beauty Unnie Aesthetics,
Blow Bar Co,
Cosimo,
Cubby College,
Daniel Vecchio Plumbing
Services,
Design Plus Drafting,
Dorothy Cowie School of
Dancing,
Dulwich Hill Gourmet
Meats,
Face of Brows,
Insync Health Clinic,
JT College,
Kids@Weldon,
La Botte D'Oro Restaurant,
Latitude Accounts
Marrickville,
Numero Uno Coffee
Roasters,
Ocean Foods,
Panetta Mercato,
Pasticceria Papa,
Paws And Think Dog
Training,
Souvlaki Boys,
The Yard Gym Burwood,
Totti's Rozelle



The Yard Gym Burwood & Totti's Rozelle

More than a fitness club, The Yard transforms training into a community where world-class trainers and innovative methods inspire excellence beyond the weight room. At Totti's in Rozelle, Mike Eggert has turned the iconic Three Weeds pub into his Italian domain, where wood-fired bread and handmade pasta create the perfect backdrop for feasts and friendship.

A photograph of a bedroom interior. In the foreground, a bed with a brown duvet is visible. To the left, there are brown vertical blinds. On the wall, there is a small square painting of a dark, gnarled tree with a green, mossy trunk. To the right, a white door is slightly ajar, revealing a tall, narrow artwork with a black frame and a dark, abstract design. The room is lit with warm, soft light, creating a cozy atmosphere.

In FY2024/25, our properties were viewed
4,351,909 times across Domain, realestate.
com.au and Adrian William websites and
saved and shared **199,992** times.

SOURCE: DOMAIN, REALESTATE & ADRIAN WILLIAM DATA

Winter's strategic pause sets the stage for renewed momentum, as buyer appetite meets carefully timed vendor confidence in the months ahead.

The September quarter, marking the beginning of the new financial year presents a market in transition, where seasonal rhythms collide with economic opportunity. Winter's traditional quiet period, amplified by the July school holidays, will create natural supply constraints before stock levels increase again closer to September, favouring strategic sellers who choose to list sooner rather than later. These early movers will benefit from the limited supply that makes properties stand out more in a concentrated field.

Westpac's prediction of four interest rate cuts starting as early as August has energised buyer sentiment, with the RBA's next rate decision set for July 7-8th expected to further strengthen buyer energy. This increased borrowing capacity, combined with the quarter's limited stock availability, continues to drive spirited competition and maintain flexibility for premium pricing across Inner West corridors.

The area's transformation continues to accelerate buyer interest from traditionally premium markets. The new Metro line revolutionised accessibility, catapulting previously less connected suburbs onto buyers' radars and connecting Inner West to Sydney's network like never before. This infrastructure catalyst has triggered a decisive migration: buyers priced out of the North Shore and Eastern Suburbs are flooding into Marrickville, Dulwich Hill, Petersham and surrounds, finally recognising the Inner West as a sophisticated alternative that delivers convenience and lifestyle without compromise.

Local developments add another layer of opportunity. Parts of St Peters, including Grove Street, Frederick Street and Sutherland Street, face a proposed 5-storey re-zoning under the "Our Fairer Future" plan, signalling continued government confidence in the area's growth trajectory.

School holidays will have some bearing on winter activity, but unlike previous quarters, the major disruption of public holidays has passed. Combined with anticipated rate cuts, which are expected to create more purchasing confidence and increased borrowing capacity, the foundation appears set for a strong spring selling season, marked by potential oversupply meeting increased demand.

The Inner West's lifestyle appeal remains paramount in buyer conversations, reinforced by improved connectivity and ongoing gentrification that continues to attract premium interest, regardless of seasonal fluctuations.



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