

ADRIAN WILLIAM

THE ANNUAL
2025

Annual



FEATURED

Market Insights
CY2025

The Insider
Sales / Stats

Featured Properties
Spotlight On

News
Milestones

Market Forecast
What's Next





MARKET INSIGHTS THE YEAR THAT WAS

2025 proved to be a year of steady momentum for Adrian William. A year shaped by strategic partnerships, team maturation, and campaigns guided by precision. The confidence that began building through early rate cuts strengthened steadily across the year, culminating in a Spring defined by volume and velocity as constrained supply met spirited demand.

Across our core market, we transacted over 15% of sold properties in 2025, with an average 23 days on market compared to Sydney's broader 37-day benchmark. Property management delivered comparable results: 21 days versus the market's 38, alongside lower vacancy rates and stronger rental returns across our portfolio.

With interest rate cuts effecting a psychological shift in previously sidelined prospective buyers, price growth and confidence accelerated substantially. Three strategic cuts through February, May, and August brought the cash rate down to 3.60%, renewing demand - particularly for first home buyers - but presenting a challenging paradox; access to the market became more profound than it had been in years, but affordability was more constrained than ever.

Levels of stock that would have been described as an 'oversupply' in the September 2024 market were ardently received by reinvigorated buyers in the second half of 2025, who acted decisively and in droves, causing an uptick in price growth that would typically be combatted by the sheer magnitude of choice in the market.

Cotality data shows a clear and sustained shift in dwelling values on a national level from August through to November. An increase in active first-home-buyers, particularly following the expansion of the 5% Deposit Scheme, led to unparalleled demand across entry-level house and apartment sectors. For the rental market, this provided some welcome respite as more would-be renters took advantage of the opportunity to buy with less savings, eliminating some competition in an already saturated pool of tenants.

Sydney first-home-buyers haven't dominated the market to this degree in over a decade, and emerging data suggests that up to 1 in 10 properties purchased across the state in October were purchased using the recently expanded scheme. This, in part, may be behind the 1.1%

increase in home values observed over the month of October, up from 0.4% in February.**

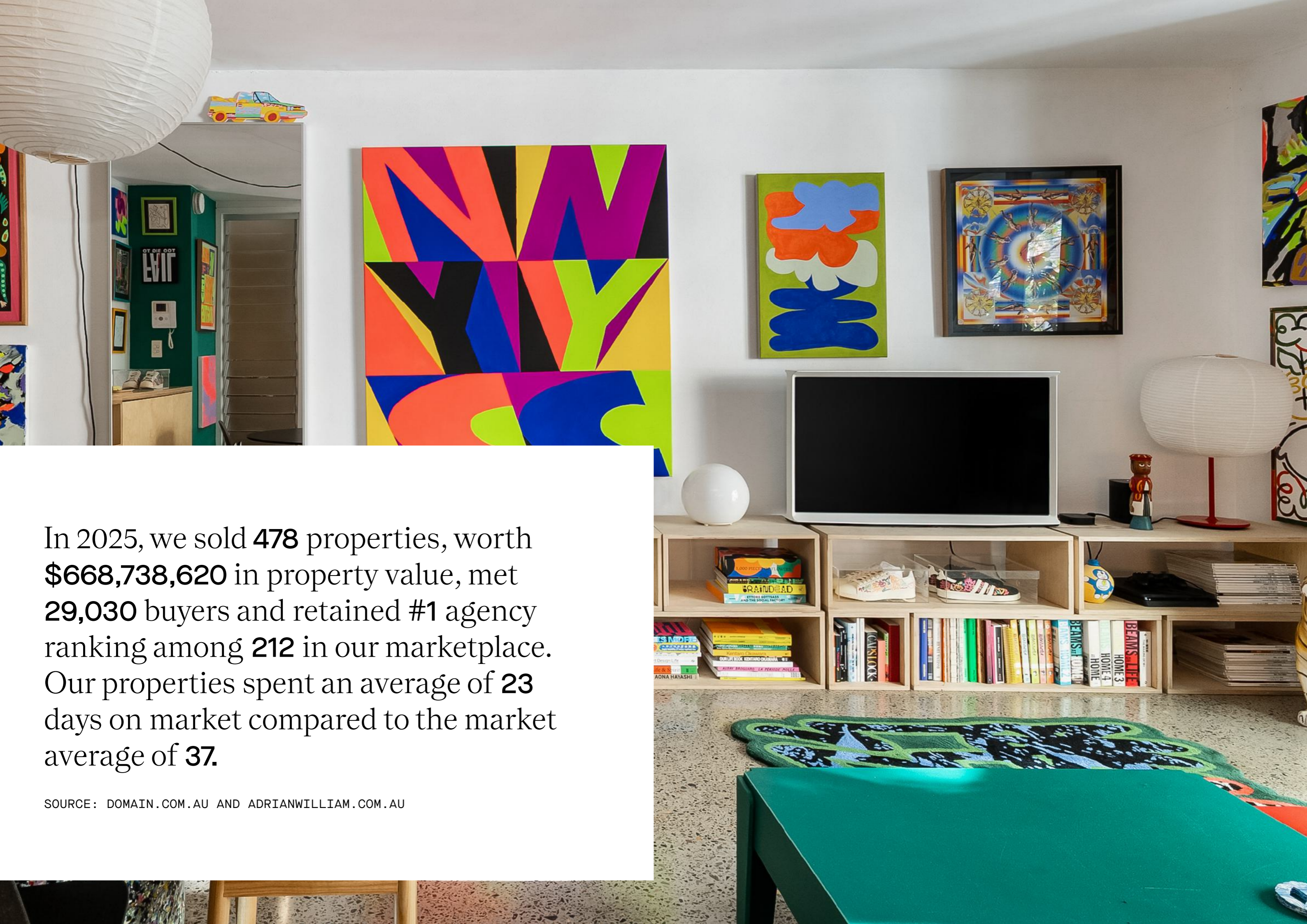
For Inner West and Inner City owners, the market presents a rare opportunity. Increased buyer demand has surpassed even peak stock levels, creating an unusual phenomenon of motivated, qualified buyers continuing to act decisively despite increased price growth. Inner West sellers are in a particularly unique position, with Domain's year-end data confirming 4/5 of Sydney's most in demand suburbs boast Inner West postcodes*. Stanmore and Annandale are among the standouts, and 4-bedroom dwellings were the most sought after in the housing market, while two-bedroom properties stood out for apartment buyers.

Local key suburbs experienced growth in excess of state and national averages, with Inner West buyer demographics emerging from the Lower North Shore and Eastern Suburbs alike. Marrickville homeowners ended 2024 with a median house price of \$2,037,500, and by the conclusion of 2025, their homes had increased by an average of \$137,500 in just 12 months, with December PropTech figures showing a \$2,175,000 median. The enduring desirability, increased connectivity and culture of Inner West and Inner City suburbs cannot be underestimated, and as these pillars continue to develop, we will continue to see local suburbs among the state's most coveted.

As market conditions shifted across 2025, the focus remained simple: to be the best professionals we can be for our clients. That clarity carried us through some of the most active seasons we've ever experienced.

*Sydney's most in-demand suburbs (Stanmore): Domain EOY Wrap 2026

**Best of the Best December 2025: Cotality



In 2025, we sold **478** properties, worth **\$668,738,620** in property value, met **29,030** buyers and retained **#1** agency ranking among **212** in our marketplace. Our properties spent an average of **23** days on market compared to the market average of **37**.

SOURCE: DOMAIN.COM.AU AND ADRIANWILLIAM.COM.AU

THE INSIDER SALES

SALES

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

	CY 2025	CY 2024
Sales	478	440
Average Sale Price (Apartments)	\$918,416	\$929,164
Average Sale Price (Houses)	\$2,002,915	\$1,991,404
Total Sales Transactions	\$668,738,620	\$591,437,375
Buyers Met	29,030	25,831
Open Homes	4,480	3,773
Auction clearance rate % (Total)	82%	88%

PROPERTY MANAGEMENT

Properties leased
 Average days on market
 Average weekly rent

	CY 2025	CY 2024
Properties leased	263	204
Average days on market	21	23
Average weekly rent	\$785	\$845

THE INSIDER DOMAIN STATS - SALES

TOTAL LISTING PERFORMANCE

On Domain, our listings received **2,093,700** views, **1,338,200** engagements and **120,700** saves/shares.

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

PERFORMANCE PER LISTING

2,841 number of views

1,818 number of engagements

22 number of enquiries

163 number of saves and shares

ADRIAN WILLIAM AVERAGE MARKET AVERAGE

2841
1758

1818
1034

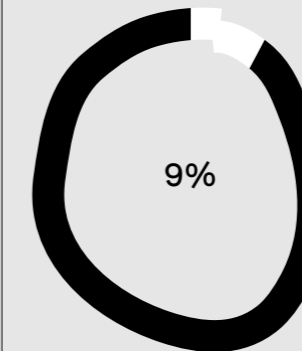
22
23

163
84

DAYS ON MARKET

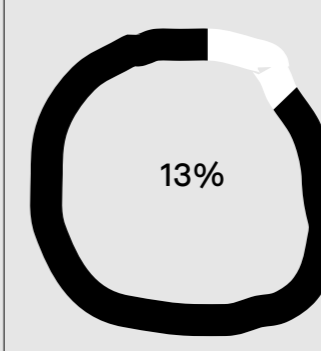
23 Our average
37 Market average

TOTAL MARKET SHARE LIVE LISTINGS



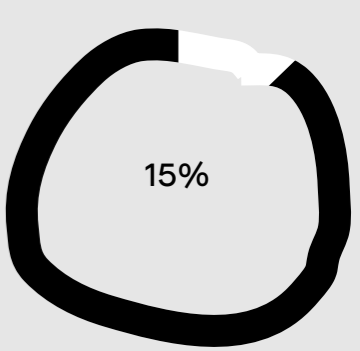
Our agency ranked **#1** among **212** others for total number of live listings in our marketplace.

TOTAL MARKET SHARE NEW LISTINGS



Our agency ranked **#1** among **212** others for total number of new listings in our marketplace.

TOTAL MARKET SHARE SOLD LISTINGS



Our agency ranked **#1** among **212** others for total number of sold listings in our marketplace.

**THE INSIDER
HIGHEST SALES
HOUSES**



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

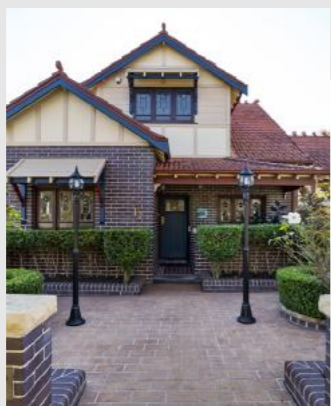


**73 The Bouvarde,
Dulwich Hill**
\$3,500,000



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

**67A Windsor Road,
Dulwich Hill**
\$3,760,000



**11 Fuller Avenue,
Earlwood**
\$3,141,000



**14 South Street,
Marrickville**
\$2,975,000



**55 Queen Street,
Beaconsfield**
\$2,920,000



**37 Dunstaffenage
Street, Hurlstone
Park**
\$3,290,000



**25 Charles Street,
Forest Lodge**
\$2,910,000



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



**4 Gornall Avenue,
Earlwood**
\$2,910,000

**THE INSIDER
HIGHEST SALES
APARTMENTS**



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



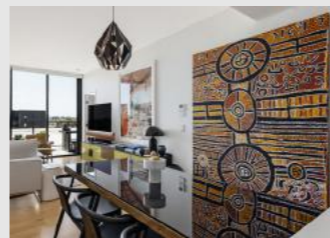
**6/1-9 Marian Street,
Redfern**
\$1,750,000



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



**3/375 New Canterbury
Road, Dulwich Hill**
\$1,620,000



**904/5 Mungo Scott
Place, Summer Hill**
\$1,615,000



**402/18 Lilydale
Street, Marrickville**
\$1,515,000



**18/71 Renwick Street,
Redfern**
\$1,480,000



**24/301-313 Stanmore
Road, Petersham**
\$1,460,000



**2/20 Fitzgerald
Street, Newtown**
\$1,450,000



**9/80 Hampden Road,
Russell Lea**
\$1,440,000



**405/38 Alice Street,
Newtown**
\$1,435,000

FEATURED
PROPERTIES
2025

SPOTLIGHT

37 Dunstaffenage Street,
Hurlstone Park

Luxe period home with
architectural renovation.

SLEEP 4 BATHE 2 PARK 2
SOLD \$3,290,000



67A Windsor Road,
Dulwich Hill

Designer masterpiece by
Blake Letnic Architects.

SLEEP 4 BATHE 3 PARK 2
SOLD \$3,760,000





38 Horton Street, Marrickville

This innovative campaign transformed how Sydney properties reach their audience, combining influencer partnerships with precision-targeted digital advertising to achieve a result that captivated both buyers and industry observers alike.

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



73 The Boulevard, Dulwich Hill

A magnificent showcase of 1920s craftsmanship, this grand freestanding estate seamlessly marries period splendour with thoughtful contemporary renewal.

SLEEP 5 BATHE 3 PARK 3
SOLD \$3,500,000

The best of featured properties

2025

Sydney doesn't do ordinary. Neither do we. Horton Street's \$3.5 million Federation pavilion sold in Marrickville through a bespoke influencer strategy that generated 900,000 impressions and earned national media attention. Architectural and award-shortlisted Windsor Road contemporary reached \$3.76 million through strategic five-week execution and relentless commitment.

Hurlstone Park's cottage-to-contemporary family sanctuary sold to buyers who valued spaces designed for both togetherness and retreat. The Boulevard's c1920 Dulwich Hill estate demonstrated how period pedigree and contemporary marketing create powerful results. Four properties. Four quarters. One clear message: exceptional homes demand exceptional campaigns.



Milestones + Moments

Adrian Tsavalas

"Five years ago, we opened our doors with a promise to do real estate differently. To every client who believed in that promise – thank you."



5

Five years of Adrian William

July marked five years since Adrian William opened its doors on King Street, a milestone we celebrated with the team at The Grounds of Alexandria

Five years feels both significant and swift when you consider what's been built: a team of over 50 professionals, market leadership in the Inner West and Inner City, and a reputation that extends well beyond our geographic footprint.

Since 2020, we've sold over 1800 properties and managed more than \$2.5 Billion in transactions, all while maintaining a consistent #1 market presence. We started with 3 agents and now have 28 sales staff..

What hasn't changed is our foundation. The values that guided our first transaction still guide our approach today: integrity over shortcuts, relationships over transactions, community over conquest. Growth has been deliberate. Partnerships strategic. Every team member chosen because they share this ethos.

The year also brought ASCEND, our inaugural professional development summit. Six speakers, hours of sessions, and a room full of agents committed to continuous improvement. Domain experts delivered market updates while sessions on mindfulness, presentation skills, and personal development rounded out the day. It embodied our approach: excellence is a practice, not a destination.

Since 2020, we've sold over **1,800** properties and managed more than **\$2.5b** in transactions, all while maintaining a consistent **#1** market presence. We started with **3** agents and now have **28** sales staff.



NEWS



Partnerships and people

Growth for the sake of growth has never been our approach.

Every expansion, every addition to the team, is measured against one question: Does this align with who we are?

In 2025, that question led us to two significant partnerships. Nicholas Viewey merged Viewey Real Estate with Adrian William, joining as an agent after 12 years of running a boutique agency built on relationship-building and a community-first philosophy that mirrored our own. Chris Akkawi followed a similar path, merging Urban Lane Real Estate and stepping into our sales team with fifteen years of Inner West experience: twelve as a top-performing agent, three as agency owner. More than acquisitions, these were both alignments of philosophy and approach.

Both mergers expanded our property management division significantly, bringing established rent rolls and long-standing landlord relationships into our portfolio. We strengthened the team further with experienced property managers and leasing consultants. Our boutique approach remains, now backed by greater infrastructure and resources.

We also welcomed individual talent that raised our collective capability. Arden Savio joined us fresh off recognition as one of News Corp's Top Agents Under 30. Rihann Barkley-Brown brought seven years of experience from Canterbury-Bankstown. Paul Koulizakis added nearly a decade of market knowledge.

Culture remains our competitive advantage. The right people, aligned around the right values, will always outperform talent alone.

Chris Akkawi

We put a lot of thought into who we wanted to partner with. Adrian William's modern approach and local presence matched the business we wanted our clients to work with.



Accolades

Awards don't define a year, but they do provide moments of pause.

In 2025, we were honoured to be named the Most Outstanding Real Estate Agency in the Inner West at the Local Business Awards, a title that carries weight precisely because it comes from the community we serve daily. We were also honoured to be ranked #7 in REB Stellar Agencies.

Our sales team continued to be acknowledged on the state and national stage. We were proud finalists for the 2025 REIA Residential Sales Team of the Year, with sixteen team members travelling to Adelaide to represent New South Wales. This followed our 2024 REINSW Award for Excellence, placing us among the top-performing agencies in the country. We also claimed #1 for most residential sales by a single office in the Inner West, according to REA data.

Beyond sales performance, our future leaders continued to rise. We've built one of the largest sales teams in the region, with seven agents making The Daily Telegraph's top real estate performers under 35. Norman Tran and Kate Ferrante earned spots on the exclusive top 30 list, with five additional agents on the extended recognition list.

These accolades matter because they affirm what our clients already know: that precision, integrity, and care translate into results. But the work itself remains the point. The campaigns we craft, the relationships we build, the outcomes we deliver – these happen regardless of the awards. The recognition simply catches up to what's already unfolding on the ground.

We're honoured, but we're not resting.

William Pereira

Our agents are hitting their stride and maturing into industry leaders. That evolution is what excites me most.





ADRIAN



\$ 31,729.00

THANK YOU FOR



\$31,729 raised for cancer support

In October, we turned our signboards pink for Breast Cancer Awareness Month. Our Pink Signboards campaign raised \$31,729 for Chris O'Brien Lifehouse, with \$500 from every campaign throughout the month directed to support cancer patients. It's a partnership that reflects our values in action, turning visibility into impact.

The initiative turned our marketing infrastructure into a fundraising platform. Each pink signboard featured a QR code that linked passersby to the donation page, converting high-traffic property positions into accessible points for community giving.

"I'm deeply grateful for Adrian William's generosity," says Gail O'Brien AO, who had substantial involvement in the construction of Chris O'Brien Lifehouse, which Chris had envisioned and for which he achieved government approval and funding before he died. "I want this hospital to be the very best it can be to serve people the way Chris wanted. Community support makes that possible."

Gail O'Brien AO

"Hope has many ingredients. At first, it might be hope for a cure. Later, it might be a hope to see your grandchild born. Hope evolves, but it's always there. It's what keeps us going."

THE LOCAL

Beyond Transactions. Community

Storytelling initiatives

This year, we launched Behind The Facade, a storytelling series celebrating the architects, designers, and homeowners transforming homes across Sydney. The inaugural season featured voices from the field, including Jessica Matson, Blake Letnic, Carla Middleton, Nicholas Gurney, Diane Birol, Brad Swanson, and Ian Moore, each exploring the creative decisions, technical challenges, and vision behind exceptional residential design.

Our Focus On series continued spotlighting the personalities who define our neighbourhoods: Alex Kashin of Kink Studio in Marrickville, Mia Lake Interiors in Surry Hills, and, most recently, Gail O'Brien AO in Camperdown. This series is a tribute to the creative forces and causes that make the Inner West worth championing.



New Horizons

2026 marks the opening of Adrian William's second office: a strategic expansion into Sydney's Inner City. Expanding our reach beyond where we began.

Inner city expansion

The Inner West has been our foundation, the proving ground where we built our reputation one relationship at a time. But foundations are meant to support growth. In 2025, we achieved #1 market position* in St Peters, Petersham, Dulwich Hill, Hurlstone Park, and Canterbury, dominating sales in the markets where we've built our name. That level of local expertise and market intelligence doesn't stay confined to postcodes.

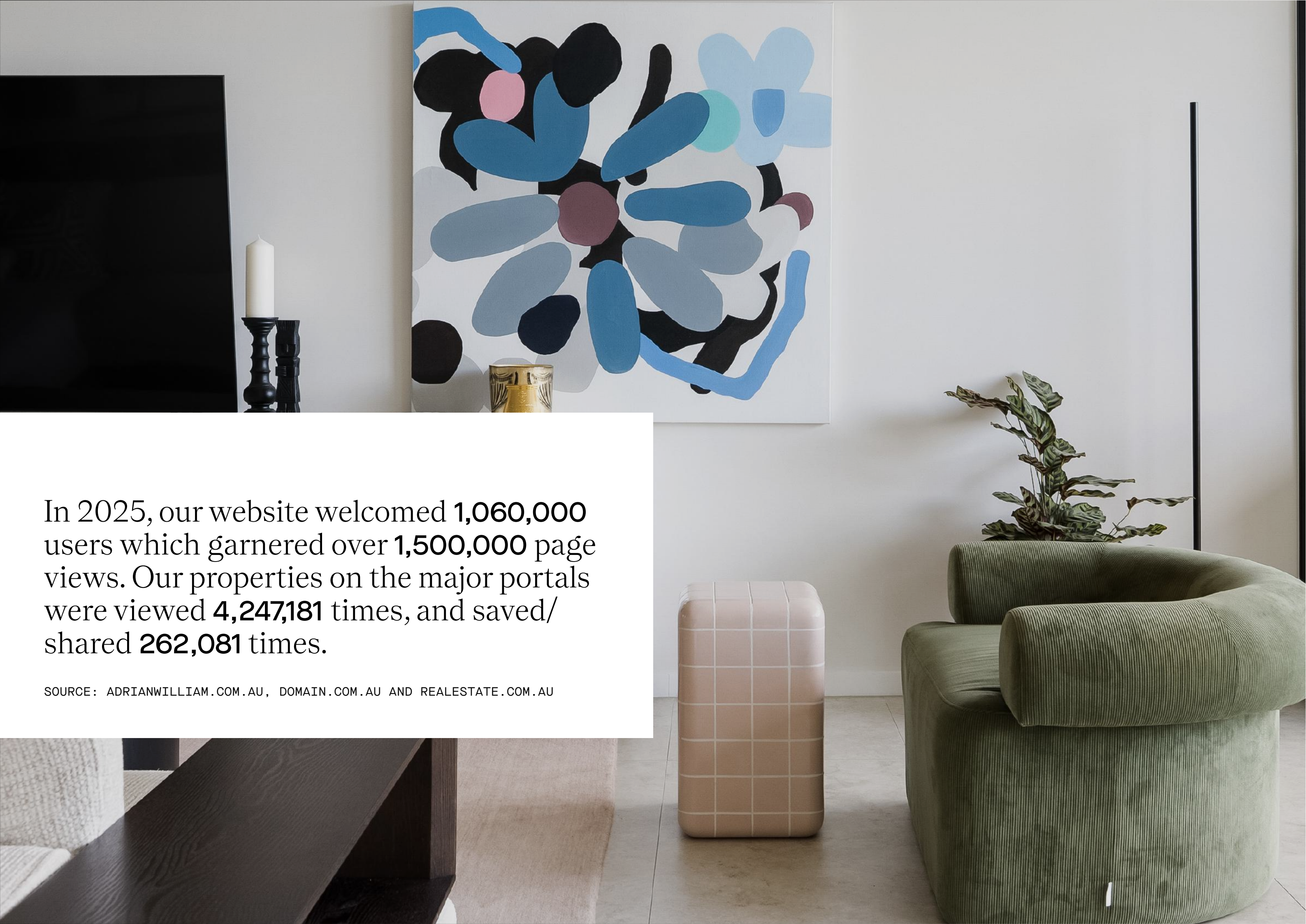
In 2025, we began expanding our presence into the Inner City: Redfern, Chippendale, Surry Hills, Waterloo, and Beaconsfield. Markets that share the Inner West's appetite for sophistication without pretension, architecture with soul, community with character.

2026 will see that expansion take physical form with the opening of our second office. A dedicated space. A focused team. Strategic positioning that extends our reach across a broader swath of Sydney's established markets. Moving beyond our founding territory while maintaining the approach that built it.

This isn't diversification for growth's sake. It's a deliberate move into markets where our approach resonates, and our values align. One office became the region's strongest. Now, we're building the next chapter with the same intention.

Watch this space.

* SOURCE: REALESTATE.COM.AU CY2025



In 2025, our website welcomed **1,060,000** users which garnered over **1,500,000** page views. Our properties on the major portals were viewed **4,247,181** times, and saved/shared **262,081** times.

SOURCE: [ADRIANWILLIAM.COM.AU](https://www.adrianwilliam.com.au), [DOMAIN.COM.AU](https://www.domain.com.au) AND [REALESTATE.COM.AU](https://www.realestate.com.au)

The broader market carries solid momentum into 2026. Confidence built through 2025 continues to support buyer activity, with demand strongest where value and fundamentals align.

Buyers are decisive when the right property appears, particularly in well-priced segments. Early 2026 is likely to see this momentum sustained, as buyers return clearer on expectations and more deliberate in their choices.

Sydney house prices are forecast to grow steadily through 2026, with Domain's latest outlook pointing to around 7% growth*. This trajectory is underpinned by three enduring forces: a structurally undersupplied housing market, sustained population growth, and buyer confidence stabilising after several years of volatility.

We anticipate that first-home-buyers will continue to represent a driving force in the market as more previously constrained buyers take advantage of the government initiatives on offer. As the market adjusts to increased buyer demand, both from 5% buyers and investors enticed back into the market by rate relief, we expect to see price growth remain on a steady upward trajectory. Stability has the propensity to add to already building confidence; more first-home-buyers will adjust to increased financing options and more owners will take advantage of price growth to sell in an optimistic market.

For the Inner West and Inner City, the fundamentals remain compelling: Sydney Metro connectivity, strong lifestyle appeal, and consistent long-term demand. Expect to see Inner West and Inner City postcodes appear in the news cycle as migration hubs and in-demand suburbs over the course of 2026.

We're starting strong with a healthy volume of new homes ready to hit the market, and an active database of buyers qualified to purchase. Momentum is building. Across our team, agents are deepening their expertise: strengthening relationships, sharpening market knowledge, and evolving with the conditions. Leadership is being built at every level.

None of this happens in isolation. To our clients and community, thank you for the trust you place in us. It's a responsibility we don't take lightly, and one that continues to shape how we show up, every day. We're deeply grateful to those who continue to choose Adrian William at pivotal moments in their lives.

As we look ahead, our commitment is unchanged: to move thoughtfully, grow with intention, and stay anchored to the values that have guided us from the beginning. If you're considering a move or exploring an opportunity, we'd love to hear from you. The next chapter is already taking shape, and we look forward to sharing it with you.





ADRIAN WILLIAM REAL ESTATE
270-276 KING STREET
NEWTOWN NSW 2042

ADRIANWILLIAM . COM . AU
INFO @ ADRIANWILLIAM . COM . AU
1300 00 85 85