

ADRIAN WILLIAM

SEPTEMBER 2025 ISSUE
QUARTERLY



FEATURED

Market Insights
September Quarter

Spotlight On
Standout Sale

The Insider
Sales / Stats

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AW Turns 5

The Local
Focus On Surry Hills

Market Forecast
What's Next



MARKET INSIGHTS SEPTEMBER QUARTER

Winter proved no match for buyer determination. Three consecutive rate cuts and constrained supply created a seller's market that defied seasonal expectations, reinforcing the strength of buyer confidence across the Inner City's most sought-after neighbourhoods.

The July-September 2025 quarter delivered remarkable consistency during what's traditionally the market's quieter period. Adrian William closed with \$190,054,891 in transactions across 129 properties – proof that strategic timing trumps seasonal convention every time.

Supply scarcity defined everything. Properties averaged 19 days on market compared to the market average of 35 days. Quality homes didn't linger. Auction clearance rates at Adrian William averaged at 82%, with consecutive weeks of 100% clearance demonstrating the calibre of homes brought to market and the intensity of buyer competition.

Winter's traditional supply shortage created a perfect storm for vendors who chose strategic timing over seasonal hesitation. Limited stock availability meant quality properties commanded heightened buyer interest, with spirited bidding becoming the norm rather than exception. This dynamic culminated in exceptional results across all property types, reinforcing the Inner West's position as Sydney's most resilient lifestyle market.

The market heated up progressively through August. The third RBA interest rate cut since February translated into real borrowing capacity and renewed buyer confidence. Previous winters saw both supply and demand contract together. This quarter proved different: sustained buyer appetite despite limited choice. That's underlying strength, not seasonal luck.

Mid-August marked the turning point. Vendors who'd postponed winter campaigns began emerging as school holidays concluded and spring anticipation built.

September's final weeks witnessed the team regularly bringing close to 20 properties to market weekly – reflecting vendor confidence and smart timing ahead of year-end settlement preferences.

Family homes led the charge. Turn-key 3+ bedroom properties in established school zones performed exceptionally, particularly those requiring minimal investment – move in, feel at home immediately. Entry-level premium assets also shone: apartments around the million-dollar mark and 2-bedroom starter houses attracted buyers previously priced out by tighter lending.

With 8,820 prospective purchasers engaged across 1,009 inspections, winter's challenges only strengthened buyer resolve. Rate relief, policy support, and increasing spring stock levels set compelling conditions for an active final quarter ahead.



In the September 2025 Quarter we sold **129** properties, worth **\$190,054,891** in property value, met **8,820** buyers and retained **#1** agency ranking among **226** in our marketplace. Our properties spent an average of **19** days on market compared to the market average of **35**.

SOURCE: DOMAIN.COM.AU AND ADRIAN WILLIAM

THE INSIDER SALES

SALES

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

SEP 2025 QUARTER	JUN 2025 QUARTER	SEP 2024 QUARTER YEAR ON YEAR
129	129	111
\$1,017,051	\$914,393	\$946,671
\$2,106,962	\$2,011,317	\$1,953,330
\$190,054,891	\$179,384,505	\$140,313,554
8,820	7,806	5,974
1,009	943	870
82%	97%	82%

PROPERTY MANAGEMENT

Properties leased
 Average days on market
 Average weekly rent
 Tenants met
 Applications received

67	69	46
14	15	27
\$862	\$838	\$825
792	546	944
257	176	209

THE INSIDER DOMAIN STATS

LISTING PERFORMANCE SUMMARY

Our listings received **634,000** total views, an average of **2,050** engagements per listing and **37,500** total saves/shares.

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

LISTING PERFORMANCE

3,162 number of views

2,050 number of engagements

19 number of enquiries

186 number of saves and shares

ADRIAN WILLIAM AVERAGE MARKET AVERAGE

3162
1843

2050
1098

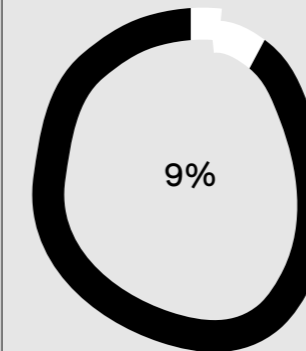
19
23

186
91

DAYS ON MARKET

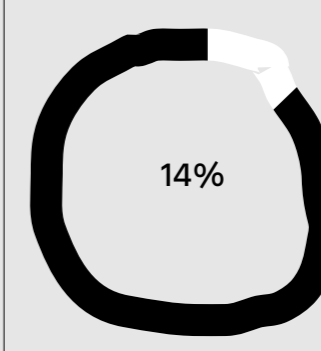
19 Our average
35 Market average

TOTAL MARKET SHARE LIVE LISTINGS



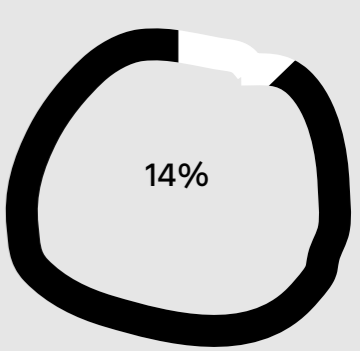
Our agency ranked **#1** among **226** others for total number of live listings in our marketplace.

TOTAL MARKET SHARE NEW LISTINGS



Our agency ranked **#1** among **226** others for total number of new listings in our marketplace.

TOTAL MARKET SHARE SOLD LISTINGS



Our agency ranked **#1** among **226** others for total number of sold listings in our marketplace.

**THE INSIDER
HIGHEST SALES
HOUSES**



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

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



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



4-6 Raper Street, Newtown
\$2,818,000



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



17 Gueudecourt Avenue, Earlwood
\$2,750,000



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



26 Fuller Avenue, Earlwood
\$2,710,000



57 Queen Street, Beaconsfield
\$2,638,000



15B Allen Street, Canterbury
\$2,470,000



21 Cavey Street, Marrickville
\$2,460,000

**THE INSIDER
HIGHEST SALES
HOUSES**



52 Wemyss Street, Marrickville
\$2,410,000



49 Philpott Street, Marrickville
\$2,425,000



11 Yule Street, Dulwich Hill
\$2,325,000



64 Acton Street, Hurlstone Park
\$2,300,000



49 Fourth Street, Ashbury
\$2,400,000



4 McDonald Street, Leichhardt
\$2,298,000



20 Hurlstone Avenue, Hurlstone Park
\$2,400,000



30 Marmion Street, Camperdown
\$2,235,000



83 Northcote Street, Canterbury
\$2,230,000



58 Malley Avenue, Earlwood
\$2,225,000



1A Garran Lane, Glebe
\$2,200,000

**THE INSIDER
HIGHEST SALES
APARTMENTS**



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



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



**308/1-3
Larkin Street,
Camperdown**
\$1,301,000



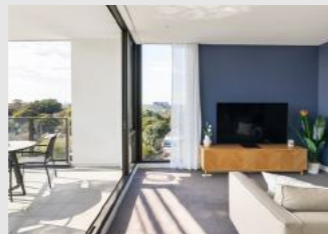
**3/375 New
Canterbury Road,
Dulwich Hill**
\$1,620,000



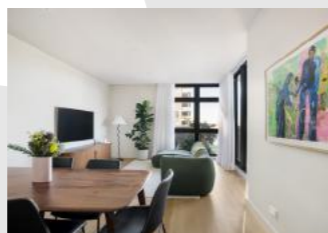
**8/80 Hampden Road,
Russell Lea**
\$1,420,000



**2/42 Cambridge
Street, Stanmore**
\$1,205,000



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



**202/186A Victoria
Road, Marrickville**
\$1,400,000



**23/38-42 Minter
Street, Canterbury**
\$1,185,000



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



**54/1-3 Coronation
Avenue, Petersham**
\$1,329,000

**THE INSIDER
HIGHEST SALES
APARTMENTS**



**1/1 Goodsell Street,
St Peters**
\$1,185,000



**7/324 Livingstone
Road, Marrickville**
\$1,135,000



**2/27-29 Pile Street,
Marrickville**
\$1,100,000



**48/525 Illawarra
Road, Marrickville**
\$1,170,000



**112/5 McGill Street,
Lewisham**
\$1,130,000



**3/38-40 Gould
Avenue, Lewisham**
\$1,100,000



**210/429-449 New
Canterbury Road,
Dulwich Hill**
\$1,155,000



**3/22 Beauchamp
Street, Marrickville**
\$1,103,003



**7/55-57 Wardell
Road, Lewisham**
\$1,143,000



**10/175-183 Trafalgar
Street, Stanmore**
\$1,100,000



**4/215-217 Stanmore Road,
Stanmore**
\$1,100,000

SPOTLIGHT

STANDOUT
SALE

67A Windsor Road,
Dulwich Hill

Sometimes the best sales begin with serendipity. The buyer wasn't actively in the market for a new home when Blake Letnic's masterpiece appeared on her social media feed. What transformed that moment of curiosity into a \$3.76 million sale? Namir Mikha's extraordinary dedication.

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





THE PROPERTY

BUILT
2021

RENOVATIONS
Blake Letnic Architects
Andreas Architectural

ORIENTATION
North West

RENTAL POTENTIAL
\$1,600-\$1,700

SIZE
Land 270.9 sqm
Internal 221 sqm

LOCAL COUNCIL
Inner West Council



Bold geometry meets family functionality. This award-shortlisted masterpiece by Blake Letnic transforms the conventional duplex model into something altogether more sophisticated.

Dramatic triangular gables crown the roofline like sculptural statements, while full-height glass frames a tropical sanctuary where mineral saltwater pools glisten behind established banana palms.

Part of Letnic's celebrated 'Dulwich Hill Duo' project, this home rejects the mirrored-twin approach for distinctive architectural expression. Recycled face brickwork grounds the home in the suburb's heritage while contemporary steel-framed vaults flood the interior with cathedral-like volume. Designed to support a growing family of six, every space marries beauty with function – from flexible upstairs living to abundant storage and a serene master retreat.





For Namir, this represented far more than a standard listing. “That was my prime listing. The biggest listing I ever wanted to create a name for me, and I did it,” he reflects. Having nurtured a relationship with the owners since 2021, he guided them through styling, presentation, and the storytelling needed to showcase the home’s architectural pedigree.

THE SALE

ONLINE VIEWS
346,755

REGISTERED BIDDERS
8

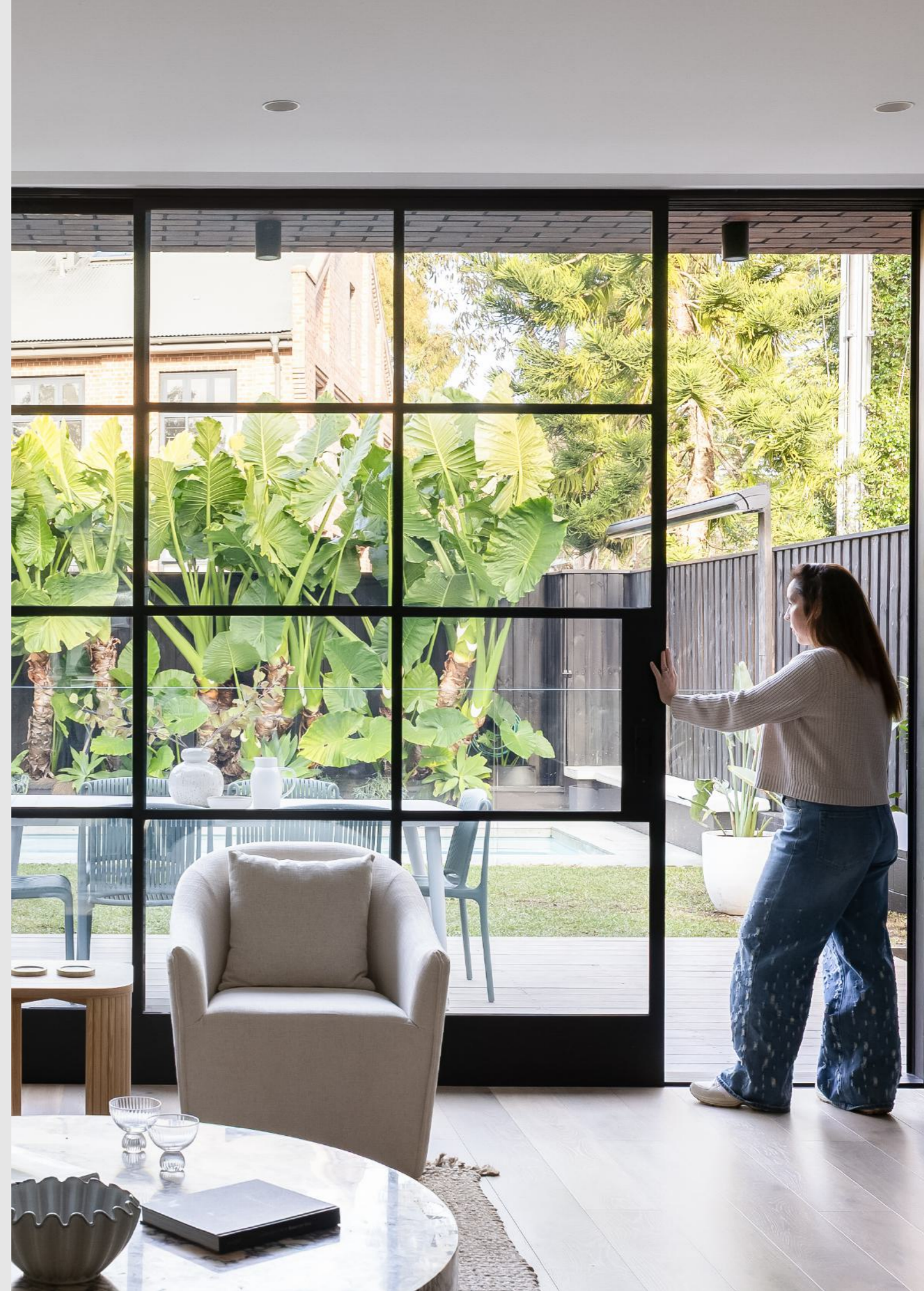
TOTAL BIDS
27

SALE PRICE
\$3,760,000

LEAD AGENT
Namir Mikha

A five-week campaign leveraged Adrian William’s Propel suite alongside targeted digital advertising, securing media features and tens of thousands of online engagements. But success lay equally in the old-fashioned hustle. Despite relentless winter weather, Namir’s commitment never wavered: arriving early to dry wet decks before inspections, staging the home with warmth and light, and offering inspections at any hour – whether midnight or dawn, rain or shine.

The \$3.76 million result cements 67A Windsor Road not only as an architectural triumph, but as proof of what happens when innovative marketing meets an agent’s absolute dedication.





AW TURNS 5

Five years of redefining Inner City real estate.

September marked five years since we opened on King Street. The Grounds of Alexandria felt right for the celebration, bringing the team together with a winter garden theme, three-course meal, and a well-deserved celebration of the people and community who made this milestone possible. The evening doubled as our annual awards, recognising standout contributions over the past twelve months.



Five years in. Stronger foundations, bigger ambitions, better results.

1746 properties sold since 2020. \$2.42+ billion in transactions. #1 market share retained. 2025 being our biggest year of growth to date. The results speak to what happens when a community backs an agency doing things differently – next-gen marketing, data-driven campaigns, and strategies that challenge convention. Five years in, the foundation feels stronger than ever. Here's to the next five breaking new ground.

Welcome to the team

Fresh talent continues to strengthen Adrian William across sales and property management. Paul Kouizakis brings nearly a decade of experience spanning sales, leasing, and business development, adding proven versatility to the sales team. Chiara Falcone's journey from reception to property portfolio brings the property management division hands-on experience and natural client rapport.





THE LOCAL

Focus *on* Surry Hills

Mia Lake doesn't do pretty for pretty's sake. Working from her Surry Hills studio on projects across Sydney, she tackles the biggest misconception about interior design – that it's all aesthetics and shopping. "Design is part engineering, part art," she says. Her focus stays on real living: how families move through spaces, where kids actually play, what makes daily routines flow.

"Function and process are what interest me most," says Mia, whose approach combines Italian-inspired beauty with serious problem-solving. Each project starts with understanding how people actually inhabit their homes. While others chase trends, Mia creates spaces that work—and look good doing it. Her recent project 'The Stanmore House' transformation proves the point: when function drives design, magic happens.



Mia Lake Interiors

Where "Make Beautiful" means more than surface appeal, Mia Lake Interiors cuts through design industry noise to focus on what matters: spaces that enhance daily life. With 15+ years shaping Sydney homes, Mia's practice rejects disposable trends for thoughtful, lasting design that serves real families with real needs. The result? Homes that don't just photograph well – they live beautifully.

SURRY HILLS

SIP
The Rover, Bar Copains, Lokal, Tio's Cervceria, Gildas, The Forrester's, Tokyo Bird, The White House

EAT
Divino Osteria, Nour, Bills, Firedoor, Poly, Kiln, Nomad, Pellegrino, Porteno, Arthur, Shaffa, Jazushi

LEARN
Sydney Girls High School, Crown Street Public School, Inner Sydney High School, Bourke Street Public School

PLAY
Prince Alfred Park, Belvoir St Theatre, Cork & Chroma

SHOP
Above the Clouds, Surry Hills Shopping Village, Vampt Vintage Design, Title Store

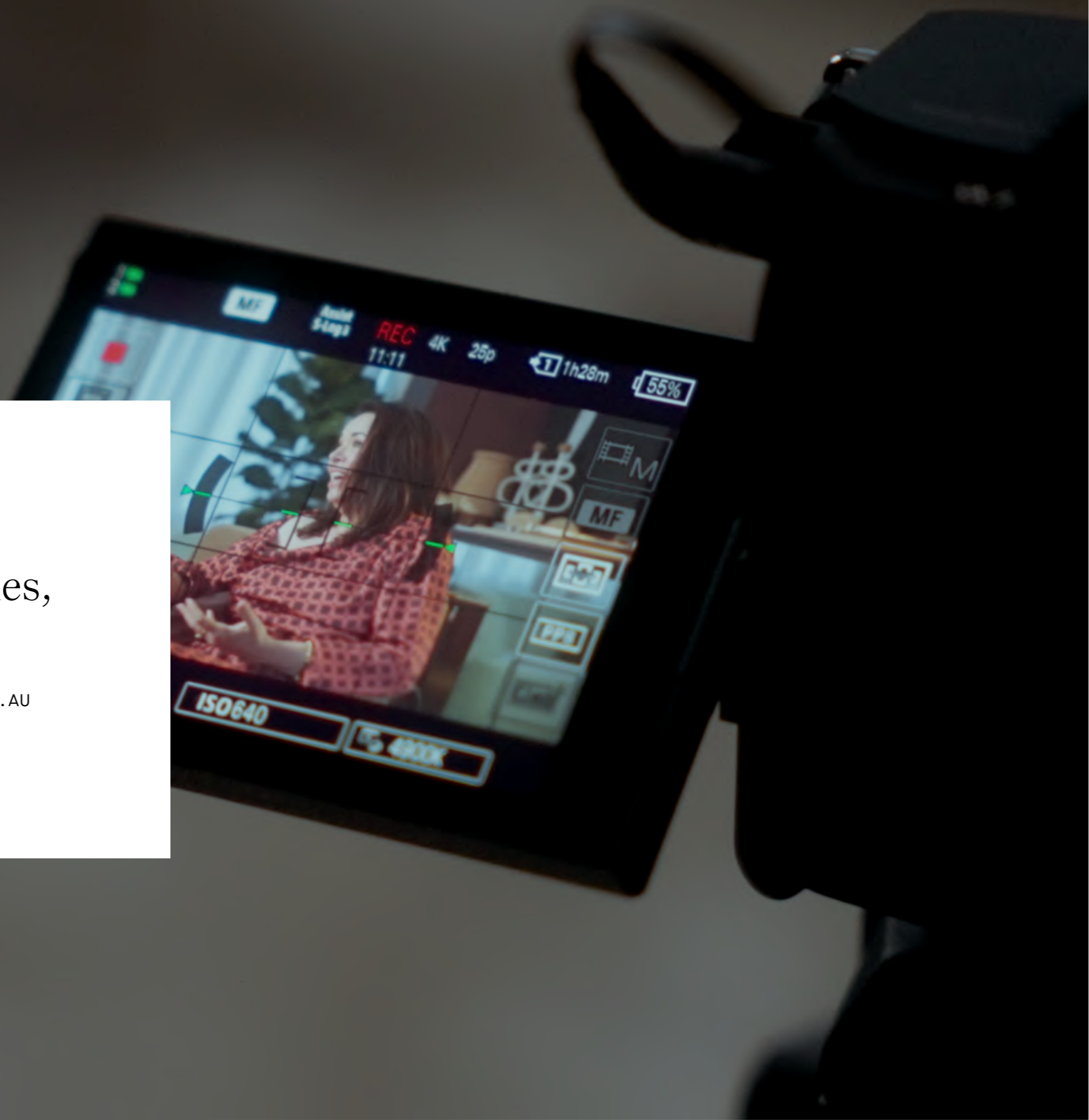


Bills & The Surry Hills Market

Creative energy flows from Saturday markets to everyday breakfast spots throughout Surry Hills. Every first Saturday, Shannon Reserve hosts 60+ stalls where artisan food meets vintage discoveries. Bills provides the neighbourhood constant – the mellow hangout that's been serving breakfast staples and modern Australian cuisine since Sydney's cafe culture began.

In the September 2025 quarter, our properties were viewed **1,684,296** times, and saved/shared **80,147** times.

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



The final quarter of 2025 presents an exceptional convergence of opportunity and momentum, where strategic timing will determine whether vendors capture peak spring energy or find themselves competing against year-end supply influxes.

Adrian William enters October with serious momentum – 84 properties signed and ready for market, with the team consistently securing 20+ new listings weekly. This pipeline strength positions us to maintain quality stock throughout the quarter while managing seasonal fluctuations that traditionally challenge both buyers and sellers.

The expanded first home buyer scheme launches October 1st, introducing a powerful new dynamic. Previously sidelined buyers can now enter the market with 5% deposits and property price caps rising significantly from \$900,000 to \$1.5 million in Sydney and surrounds.* This policy shift particularly benefits Inner West vendors whose assets fall within this sweet spot, creating expanded buyer pools for quality offerings.

October also marks our commitment beyond property. Drive through the Inner West this month and you'll notice our signboards have turned pink for Breast Cancer Awareness Month, with \$500 from every campaign donated to Chris O'Brien Lifehouse.

Timing matters as December approaches. Christmas traditionally freezes property activity from mid-December through January, with many vendors avoiding sale stress during festive seasons. Early action rewards those who list before November's supply influx, capturing motivated buyers before holiday distractions set in.

Domain forecasts Sydney to spearhead national growth in FY25–26: 7% for houses, 6% for units.** Sydney's sensitivity to interest rate changes means it benefits most from easier borrowing conditions. The fundamentals support this outlook – unemployment stays low, incomes rise, and housing supply remains constrained.

Buyer priorities continue shifting toward lifestyle over postcode prestige. CBD proximity, cultural depth, transport links, and school access now drive decisions more than address status. This trend particularly benefits Inner West markets, as Eastern Suburbs and North Shore buyers priced out of traditional territories discover the area's unmatched community character.

Three consecutive rate cuts, first home buyer support, and supply constraints create ideal conditions for quality properties. But success demands strategic execution, not just market tailwinds. The quarter ahead rewards decisiveness over hesitation – principles defining both exceptional results and our approach to every campaign.

*SOURCE: HOUSING AUSTRALIA

**SOURCE: DOMAIN PRICE FORECAST



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