

ADRIAN WILLIAM
SEPTEMBER 2024 ISSUE
QUARTERLY



FEATURED

Market Insights
September Quarter

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Sales / Stats

Spotlight On
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News
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Market Forecast
What's Next



MARKET INSIGHTS SEPTEMBER QUARTER

A period of increased activity in the Sydney property market, the past quarter has marked an uptick in confidence from both buyers and sellers, with more willingness to transact from both fronts.

The September quarter was unexpectedly strong this year, with the typical month-on-month drop in sales over the June to August period absent, and a noticeable increase in supply and demand over this period compared to the same period last year. This momentum continued well into September with a record number of sales for the Adrian William team, and strong buyer sentiment despite no confirmation yet of when rate cuts will come into effect.

Steady growth continued across the inner west and inner city over the last quarter, with September marking the 20th consecutive month of growth for overall property values, according to CoreLogic. Despite the rate of growth slowing to a marginal 0.5% in the July-September period, index results as at 30 September show a 4.5% annual increase in Sydney dwelling values. CoreLogic also reported a 34% increase in national home values since 2020, demonstrating the significant growth of recent years and the opportunity, even for recent homebuyers, to capitalise on investments sooner than ever before.

The dip in supply in the lead up to the spring selling season was the catalyst for the competitive conditions that kept prices rising over July and August, as new listing numbers dropped and strong buyer demand continued, pushing property values higher across New South Wales and the rest of the country. With 24% more buyers coming through Adrian William open homes in the September quarter compared to the previous, strong buyer sentiment continues to absorb new listings as they come onto the market. The Adrian William team have maintained an above-average

auction clearance rate over the past three months, and with an average of 23 days on market compared to the market average of 35, it's clear that buyers across key inner west and inner city suburbs remain eager to secure a deal.

One and two bedroom apartments were in strong supply, with a lot of investors choosing to cash in their assets over the last quarter, and while buyer sentiment remained steady among first home buyers looking to purchase this property type, a higher volume of stock made for some oversaturation in this sector of the market. Two and three bedroom houses were the most sought-after and performed very well over the September quarter. Inner west suburbs in close proximity to the city were, and continue to be, incredibly hot. Glebe, Forest Lodge, Annandale and Leichhardt were crowd favourites, and competition to secure the keys to properties in these suburbs was strong, leading to great results. Homes in this pocket are very tightly held, and this sense of exclusivity drives huge levels of interest from qualified buyers.

The strength and depth of our buyer pool reflects the diversity of people looking to purchase in our marketplace, with buyers from Sydney's north and eastern suburbs seeking to invest where they may not have previously considered.

Accessible, welcoming, and well-connected, the inner west and inner city continues to attract first-home-buyers, growing families, downsizers, and investors alike.



In the September 2024 Quarter we sold **111** properties, worth **\$140,313,554** in property value, met **5,974** buyers and retained **#1** agency ranking among **245** in our marketplace. Our properties spent an average of **23** days on market compared to the market average of **35**.

SOURCE: DOMAIN & ADRIAN WILLIAM DATA

THE INSIDER SALES

SALES

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

PROPERTY MANAGEMENT

Properties leased
Average days on market
Average weekly rent

	SEP 2024 QUARTER	JUN 2024 QUARTER	SEP 2023 YEAR ON YEAR
Listings	139	135	129
Sales	111	108	102
Average Sale Price (Apartments)	\$946,671	\$986,969	\$877,529
Average Sale Price (Houses)	\$1,953,330	\$2,004,914	\$1,984,918
Total Sales Transactions	\$140,313,554	\$154,436,115	\$130,481,400
Buyers Met	5,974	6,696	6,431
Open Homes	870	826	732
Auction clearance rate %	82%	74%	95%
Properties leased	46	55	30
Average days on market	27	18	14
Average weekly rent	\$825	\$895	\$799

THE INSIDER DOMAIN STATS

LISTING PERFORMANCE SUMMARY

Our **135** live listings received **548,000** total views, an average of **1,831** engagements per listing and **31,500** saves/shares overall.

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

Source: Domain.com.au

LISTING PERFORMANCE

3,130 number of views

1,832 number of engagements

45 number of enquiries

180 number of saves and shares

ADRIAN WILLIAM AVERAGE MARKET AVERAGE

3130
2200

1832
1370

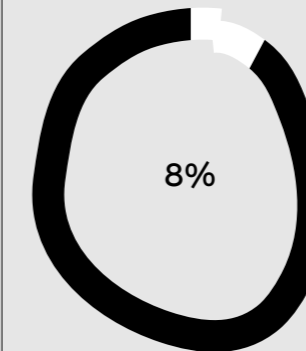
45
34

180
105

DAYS ON MARKET

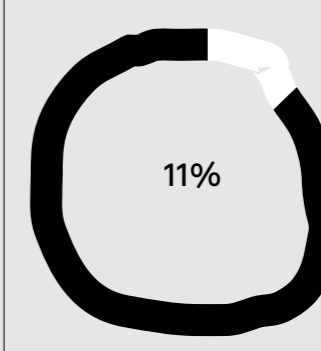
23 Our average
35 Market average

TOTAL MARKET SHARE LIVE LISTINGS



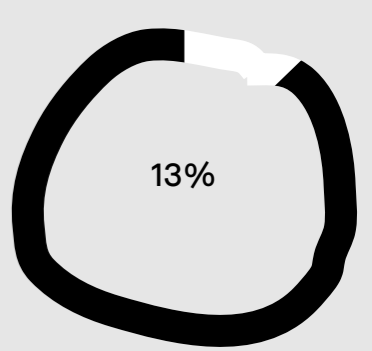
Our agency ranked **#1** among **245** others for total number of live listings in our marketplace.

TOTAL MARKET SHARE NEW LISTINGS



Our agency ranked **#1** among **245** others for total number of new listings in our marketplace.

TOTAL MARKET SHARE SOLD LISTINGS



Our agency ranked **#1** among **245** others for total number of sold listings in our marketplace.

**THE INSIDER
HIGHEST SALES**



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



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



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



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



**24 Reiby Street,
Newtown**
\$2,187,000



**22 Trevenar Street,
Ashbury**
\$2,210,000



**255 Livingstone Road,
Marrickville**
\$2,255,000



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



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



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



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

**THE INSIDER
MOST VIEWED**



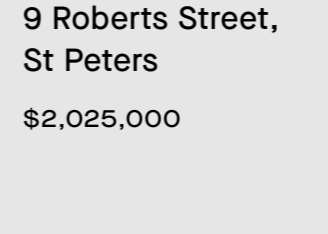
**9 Roberts Street,
St Peters**
\$2,025,000



**72 Percival Road,
Stanmore**
\$2,100,000



**24 Juliett Street,
Enmore**
\$1,865,000



**34 Edwin Street,
Tempe**
\$1,937,500



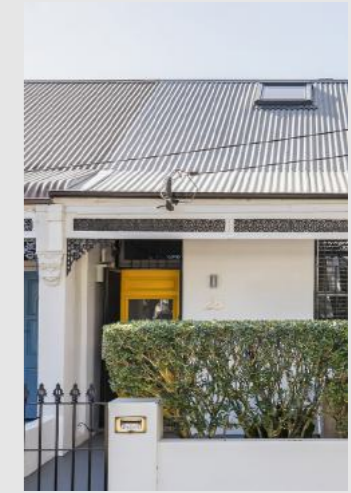
**45B River Street,
Earlwood**
\$1,850,000



**24/97 Homer Street,
Earlwood**
\$920,000



**4/14 Keith Street,
Dulwich Hill**
\$795,000



**4/4 Durham Street,
Dulwich Hill**
\$900,000



**6/89-91 The
Boulevard,
Dulwich Hill**
\$975,000



**108/32 Alice Street,
Newtown**
\$1,445,000

SPOTLIGHT

STANDOUT
SALE

144 Albany Road,
Stanmore

The five week campaign led by Namir Mikha attracted thousands of views of this architecturally led, stately Federation home which sold under the hammer for well over Stanmore's median house price.

SLEEP 3 BATH 3
SOLD \$2,800,000





THE PROPERTY

BUILT
c1900

LAST TRADED
1993 for \$235,000

ORIENTATION
North facing backyard

SIZE
Land 221sqm
Internal 199sqm

RENOVATIONS
Renovations completed 2020 by
renowned architect Eva-Marie
Prineas.

LOCAL COUNCIL
Inner West Council



Led by award-winning architect Studio Prineas, the modern reimagining of this stately Federation-era home is as seamless as it is stunning. Boasting a showstopping kitchen, multiple living areas, and rear-lane parking, the family home far exceeded Stanmore's median house price of \$2.2 million, selling under the hammer for \$2.8 million.

Led by Namir Mikha, the five-week campaign attracted and sustained a high level of demand, with the digital channels gaining more than 20,000 views and generating an impressive 182 enquiries, both well above the market average.

During the campaign, Namir identified an opportunity to increase the home's value further, advising the vendors to make the most of their rear lane access by adding a parking spot. This decision undoubtedly paid off in the end, with many potential buyers noting the rarity of secure off-street parking in the area.





THE SALE

BUYERS MET

154

PROPERTY VIEWS

20,039

ONLINE ENGAGEMENT

95,930

ACTIVE BIDDERS

5

ENQUIRIES

182

SALE PRICE

\$2,800,000

LEAD AGENT

Namir Mikha

The deceptively spacious home, which had been in the same family for 33 years, was incredibly popular with young families looking to relocate to the inner west or migrate from the inner city. Its dual living areas, private main bedroom, and study/nursery were particularly appealing to this demographic, offering ample living space without compromising connectivity.



Homes of its stature and style are hard to come by as most high-end architectural renovations don't appear on the market until much later. It's why the decision was made to take it to auction, shifting the dynamic from buyers negotiating with the vendors to buyers competing with other buyers.

Kicking off bidding at \$2.1 million, the five active bidders swiftly nudged it up to \$2.6 million before finally landing on \$2.8 million. With a winning bid of only \$5,000, the atmosphere was electric and reflected the tenacity and determination of our buyer pool.



NEW TOWN

What's old is new again.
Adrian William moves into a historic King Street landmark



The Bank
Meticulously designed by Richard Stanisich, executed by Saha Projects, and decorated by Art Pharmacy, we're proud to have partnered with local businesses to breathe new life into this Sydney landmark.



Welcome home

The 18-month-long renovation of the heritage-listed building we now call our office was no small feat. With the goal of restoring the dilapidated Commonwealth Bank building to its former beauty, we worked with Richard Stanisich Architects and Saha Projects to modernise the interiors while retaining as much of its original charm as possible. With sustainability as the driving force behind all decisions made, from concept to the finishing touches, this restoration was meticulously designed with productivity and preservation front of mind.

Adrian William wins at REINSW Awards for Excellence 2024

Adrian William are proud to have been recognised at the 2024 Real Estate Institute of New South Wales (REINSW) Awards for Excellence, taking home the ultra-competitive Residential Sales Team category. This award reflects not only our sales team's perseverance and commitment to excellence but also the trust our clients have placed in us. Being a part of someone's property journey is a responsibility we don't take lightly, and we're deeply grateful to have the privilege of welcoming thousands of people into our local community.





Fabbrica
Expanding on their Darlinghurst and CBD offerings, the new menu promises fresh twists on old favourites alongside tantalising new dishes and desserts.

THE LOCAL

On Newtown

King Street welcomes back Fabbrica with a new pasta bar offering reimagined versions of Fabb favourites, cosy interiors, and a 200-bottle-strong wine list. Part of the Love Tilly Group, this iteration of the much-loved pasta brand provides Newtowners with a distinct experience from their other Sydney offerings. Fitted with a 10-metre-long bar, it's perfectly appointed for walk-ins, making for an easy hangout for after-work drinks, date night, or a catch up with friends. Located at the north end of King Street, Fabbrica makes the most of the hustle and bustle of the vibrant suburb, nestled alongside other culinary classics like Ante, and Cafe Paci.

IN THE KNOW

SIP
The Magpie, Ante, Huelo, Bar Planet, Fortunate Son, Buddy's, P&V Liquor, Famelia, Spon

EAT
Bistro Grenier, Comedor, Continental Deli, Maiz, Odd Culture, Fabbrica, Pistou, Mary's, Westwood

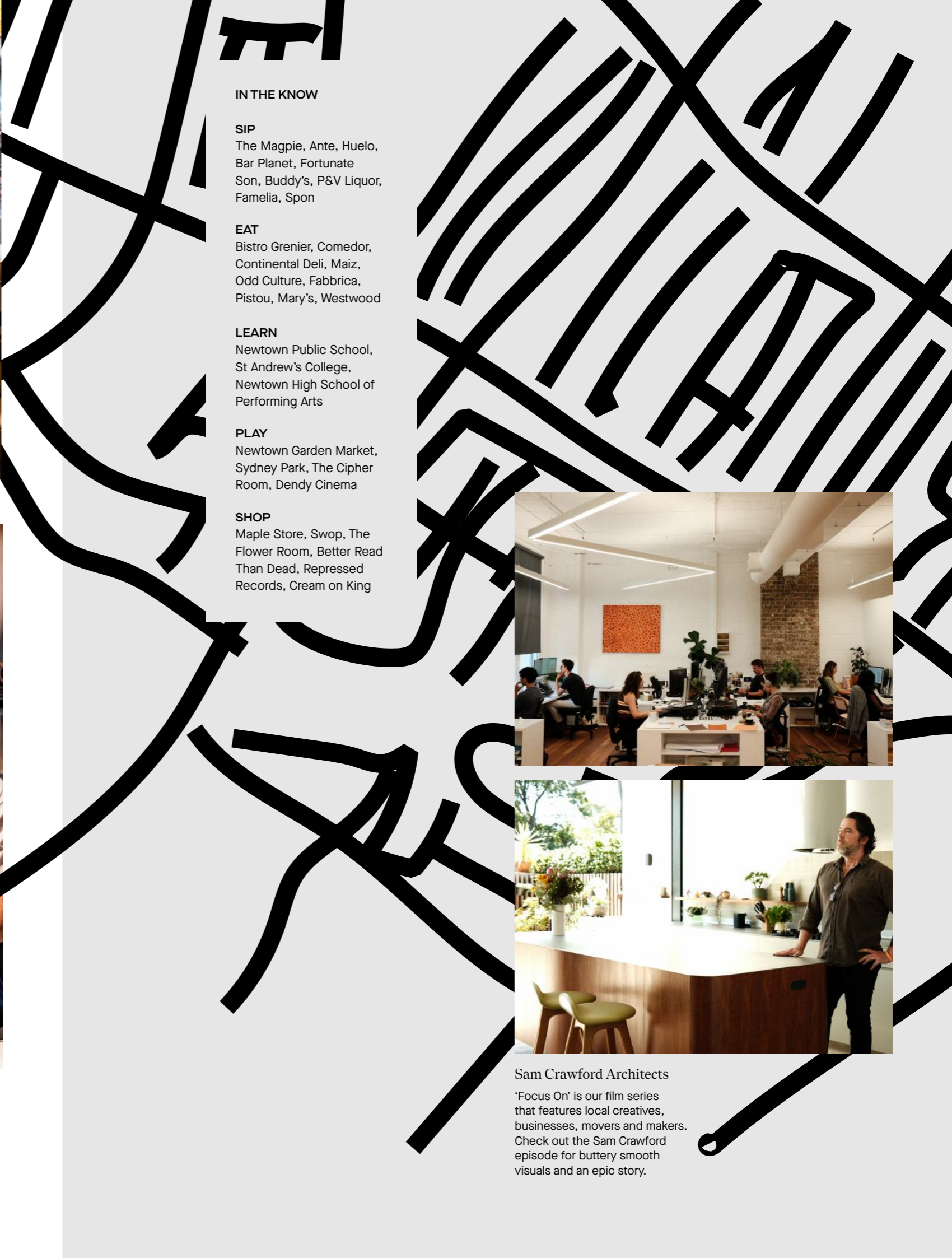
LEARN
Newtown Public School, St Andrew's College, Newtown High School of Performing Arts

PLAY
Newtown Garden Market, Sydney Park, The CIPHER Room, Dendy Cinema

SHOP
Maple Store, Swop, The Flower Room, Better Read Than Dead, Repressed Records, Cream on King



Sam Crawford Architects
'Focus On' is our film series that features local creatives, businesses, movers and makers. Check out the Sam Crawford episode for buttery smooth visuals and an epic story.





In the September 2024 quarter, our properties were viewed **807,265** times with an average of **1,831** engagements per listing and our listings were saved and shared **31,500** times.

SOURCE: DOMAIN, REALESTATE & ADRIAN WILLIAM DATA

Homeowners looking to sell and buyers looking to put down roots before the end of the calendar year find themselves in the prime window to do so, with six weeks left of the spring selling season.

As the weather heats up, listing volumes are expected to continue accelerating, with supply and demand showing no signs of slowing down. Strong results over the last three months, which continue their upward trajectory, give vendors the confidence and peace of mind to sell in the lead-up to the new year. Buyer sentiment continues to increase as speculation that rate cuts will come into effect next year are widely reported on in the media, following another pause on the cash rate by the Reserve Bank of Australia in September.

The high demand for inner-city suburbs, particularly those within 5km of the CBD, will undoubtedly remain, with unwavering popularity across all demographics and buyer types. We also expect to see demand in the inner west continue its steady rise as the eclectic mix of heritage and contemporary architecture, impressive infrastructure, and its welcoming nature draws buyers from all over.

A flurry of activity further west and south is also anticipated as the new Metro lines' impact on property prices comes to fruition. Increased connectivity will likely drive demand across the suburbs along these new lines, from Sydenham through to Belmore, particularly for families and professionals priced out of more central city suburbs.

Our buyer pool remains incredibly strong, comprising the full spectrum of buyers, from those just starting their property journey to growing families, seasoned investors, and downsizers—one sentiment shared by them all: the inner city and inner west are the places to be.





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