

ADRIAN WILLIAM

MARCH 2025 ISSUE
QUARTERLY



FEATURED

Market Insights
March Quarter

Spotlight On
Standout Sale

The Insider
Sales / Stats

News
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What's Next

MARKET INSIGHTS MARCH QUARTER

A quarter of quiet confidence and strategic growth defines Sydney's property landscape, where market resilience and team expansion position Adrian William at the forefront of the Inner West's evolving narrative.

The January-March 2025 quarter delivered impressive results across the Inner West. Adrian William closed the quarter with over \$117 million in sales with the quiet confidence that defines the marketplace. Sold listing numbers held steady at 91 properties, a testament to both strengthening conditions and the calibre of homes brought to market.

February marked a decisive turning point, with CoreLogic data showing Sydney house values posting a 0.3% rise after three consecutive months of decline. This subtle yet significant shift reversed the falling market trend experienced from October to January, with Sydney's median house price now sitting at \$1,186,459—up 1.1% year-on-year despite persistent economic headwinds.

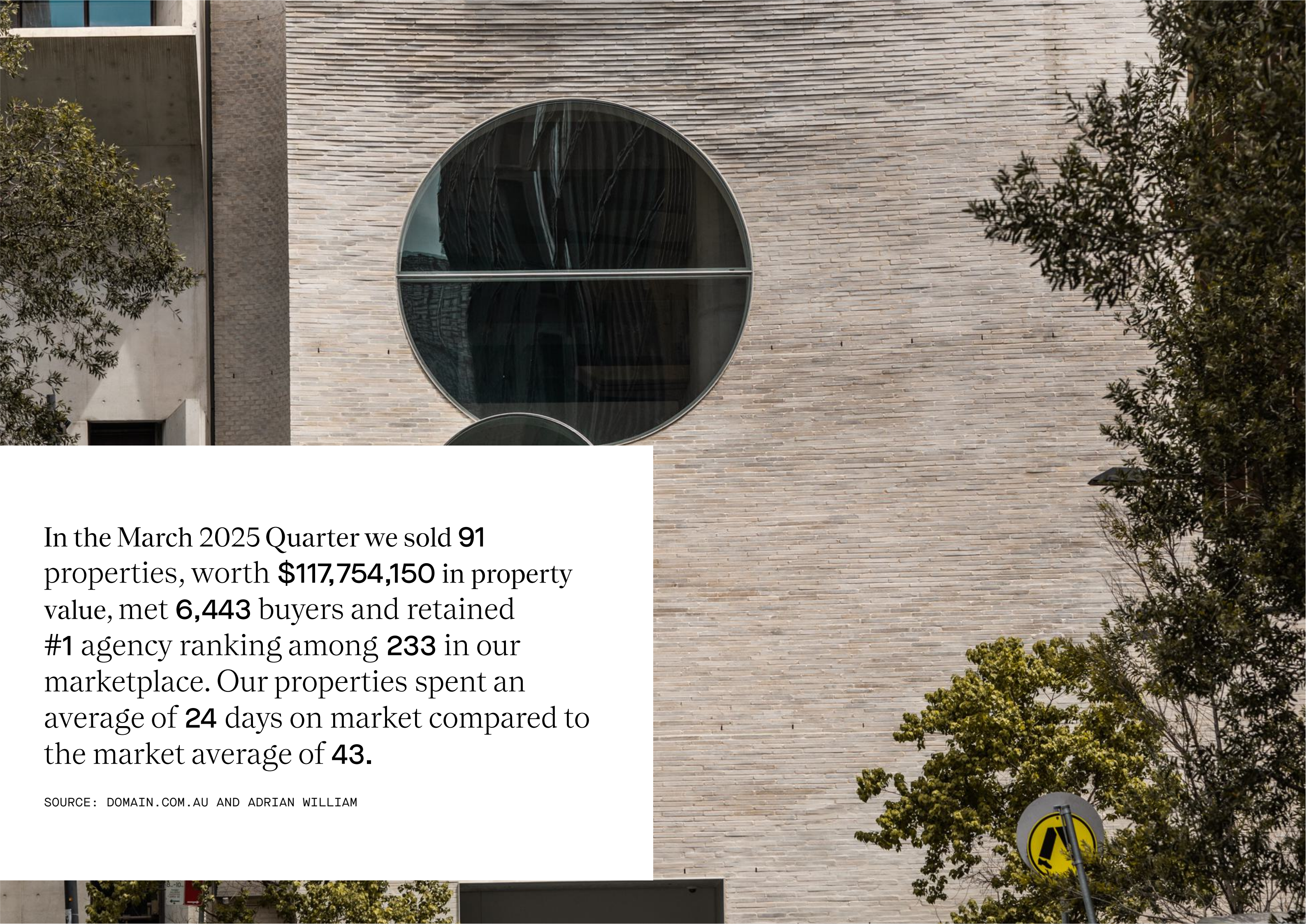
Buyer sentiment showed marked improvement from the December quarter, with increased attendance at open homes and more registered bidders at auctions. This renewed confidence manifested in stronger clearance rates of 82% (down from 94% last year but still robust), particularly as the market began factoring in anticipated interest rate relief even before the official RBA announcements.

Not all properties followed identical trajectories. Homes consistently outpaced apartments in both price and pace, with 2-4 bedroom residences on 400+ sqm parcels emerging as the quarter's standout performers. Perhaps most intriguing was the premium commanded by character-filled apartments from the 1970s and earlier—their scarcity and soul proving more compelling than the sleek conformity of newer developments flooding certain pockets.

The team's capabilities expanded significantly

with the arrival of Arden Savio, Rihann Barkley-Brown, and Nicholas Viewey—established names whose industry expertise further enriches Adrian William's presence in the Inner West. Their contributions were immediately felt in several standout transactions, including a Livingstone auction that captured widespread media attention for exceeding all expectations.

As we look toward the season ahead, Domain forecasts Sydney house price growth between 4-6% for 2025, not the spectacular leaps of bygone booms, but the sustainable appreciation that builds lasting wealth. With interest rates potentially finding softer footing in the year's second act and consumer sentiment steadily strengthening, the market appears poised for measured growth—the kind that invites participation without breeding excess.



In the March 2025 Quarter we sold **91** properties, worth **\$117,754,150** in property value, met **6,443** buyers and retained **#1** agency ranking among **233** in our marketplace. Our properties spent an average of **24** days on market compared to the market average of **43**.

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)

PROPERTY MANAGEMENT

Properties leased
 Average weekly rent

	MAR 2025 QUARTER	DEC 2024 QUARTER	MAR 2024 YEAR ON YEAR
Sales	91	116	94
Average Sale Price (Apartments)	\$914,557	\$915,510	\$867,504
Average Sale Price (Houses)	\$1,873,708	\$1,894,435	\$2,112,938
Total Sales Transactions	\$117,754,150	\$156,124,430	\$121,957,276
Buyers Met	6,443	5,074	6,938
Open Homes	782	940	747
Auction clearance rate % (Total)	90%	82%	96%
Properties leased	55	54	20
Average weekly rent	\$820	\$811	\$814

THE INSIDER DOMAIN STATS

LISTING PERFORMANCE SUMMARY

Our listings received **489,200** total views, an average of **2,227** engagements per listing and **29,600** total saves/shares.

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

LISTING PERFORMANCE

3,059 number of views

1,988 number of engagements

29 number of enquiries

188 number of saves and shares

ADRIAN WILLIAM AVERAGE MARKET AVERAGE

3059
1863

1988
1108

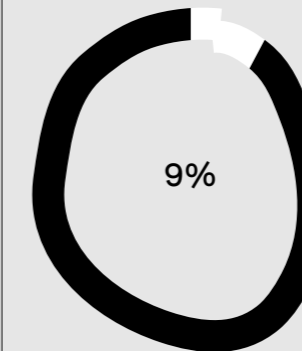
29
30

188
96

DAYS ON MARKET

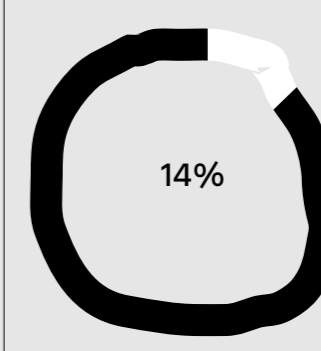
24 Our average
43 Market average

TOTAL MARKET SHARE LIVE LISTINGS



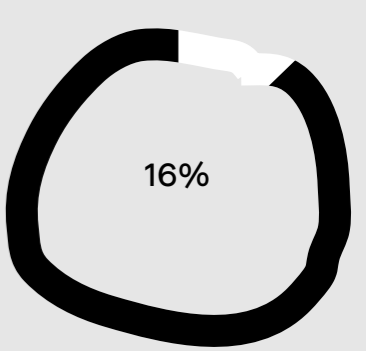
Our agency ranked **#1** among **233** others for total number of live listings in our marketplace.

TOTAL MARKET SHARE NEW LISTINGS



Our agency ranked **#1** among **233** others for total number of new listings in our marketplace.

TOTAL MARKET SHARE SOLD LISTINGS



Our agency ranked **#1** among **233** others for total number of sold listings in our marketplace.

**THE INSIDER
HIGHEST SALES**



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



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



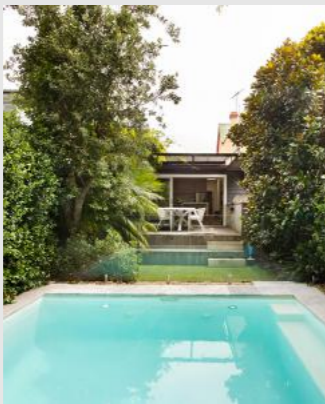
**24 Ness Avenue,
Dulwich Hill**
\$2,550,000



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



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



**25 Premier Street,
Marrickville**
\$2,200,000



**24 Frampton Avenue,
Marrickville**
\$2,170,000



**36 Gannon Street,
Tempe**
\$2,150,000



**149 Victoria Street,
Dulwich Hill**
\$2,100,000



**72B Sutherland
Street, St Peters**
\$2,020,000



**10 Holt Street,
Newtown**
\$2,000,000

**THE INSIDER
HIGHEST SALES**



**184 George Street,
Erskineville**
\$1,980,000



**499 Illawarra Road,
Marrickville**
\$2,000,000



**32 Elswick Street,
Leichhardt**
\$1,820,000



**32 Simmons Street,
Newtown**
\$1,855,000



**5 Dulwich Street,
Dulwich Hill**
\$1,950,000



**7 Concord Street,
Erskineville**
\$1,948,500



**6 Whitehorse Street,
Newtown**
\$1,800,000



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



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



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



**7/32-34 Melford Street,
Hurlstone Park**
\$1,425,000

SPOTLIGHT

STANDOUT
SALE

49 St Marys Street,
Camperdown

The three-week campaign led by Kate Ferrante and their team showcased this masterfully transformed Victorian beauty, which sold pre-auction for well above Camperdown's median house price, demonstrating both exceptional renovation vision and strategic market timing.

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





THE PROPERTY

BUILT
1890

LAST TRADED
2020 for \$1,845,000

ORIENTATION
East Facing Facade
West Facing Rear

RENTAL POTENTIAL
\$1,300-\$1400

SIZE
Land 202.4 sqm
Internal 196 sqm

LOCAL COUNCIL
Inner West Council



The Victorian cottage on the corner. 7.4m frontage, filigree details, and that signature red roof—heritage outside, brilliantly reimagined within. Commanding its prestigious corner position with conviction, this double-fronted beauty is authentic where it matters, and boldly contemporary where it counts.

Under Kate's guidance, the focused campaign attracted significant interest, with digital platforms generating substantial views across REA, Domain, and the agency's Propel marketing suite. The strategic timing—just before the Australia Day weekend when stock levels typically dip—allowed the property to stand out in a less crowded marketplace.

Throughout the campaign, Team Ferrante highlighted the property's transformation story. The vendors, who purchased the property for under \$2 million in 2020, had executed a masterful renovation—reconfiguring the kitchen and living spaces for better flow, adding a fourth bedroom, and replacing a formerly bold red colour palette with the sophisticated neutral scheme now on display.





The corner block's generous footprint—a rarity in Camperdown—offered the new owners a double-fronted layout with northwest-facing rear that bathes the interiors in natural light. The vendors' vision extended beyond the interior, thoughtfully reimagining the outdoor living experience with fresh timber decking and an intelligently conceived separation between the entertaining zone and car space—creating distinct areas that enhance both lifestyle enjoyment and everyday functionality.



THE SALE

DAYS ON MARKET

16

CONTRACTS ISSUED

5

PAGE VIEWS

6,250

ONLINE ENGAGEMENTS

61,660

SALE PRICE

\$2,800,000

LEAD AGENT

Kate Ferrante

The swift pre-auction result speaks to Kate's proactive buyer engagement strategy and deep market knowledge. Most notably, the buyers weren't actively searching for a new home—they had previously visited Kate's St Peters listings and remained on their radar as perfect candidates for this property. This serendipitous match highlights the paramount importance of relationship cultivation in real estate, beyond simply listing and hoping.

The summer selling season proved strategically advantageous, showcasing the home's light-filled spaces at their best—starkly contrasting the winter conditions when the vendors had originally purchased. Professional styling further elevated the presentation, with carefully selected furniture and accessories that complemented the renovation's aesthetic while allowing buyers to instantly imagine their lives within these walls.





ASCEND 2025

Rising together: AW's inaugural industry summit

Six influential speakers shared insights at our professional development summit this February. Domain experts delivered market updates, while sessions on mindfulness, fashion, and presentation skills rounded out the holistic approach. The event embodied our commitment to excellence beyond traditional industry boundaries, inspiring our team to elevate their practice in every client interaction.



Women of AW

Celebrating International Women's Day in March, we raised a glass to the extraordinary women who form the heartbeat of Adrian William. These remarkable professionals navigate the Inner West and Inner City landscape with unrivalled expertise, bringing nuanced perspectives that elevate our approach beyond traditional boundaries. To the women who shape our agency's DNA and champion our community's vibrant spirit, we celebrate your brilliance.

Welcome to the team

The next wave of real estate brilliance has landed at Adrian William. Arden Savio, recognised in News Corp's Top Agents Under 30, brings rare natural talent and a tech-savvy approach to our Inner City corridors. Rihann Barkley-Brown delivers seven years of invaluable Canterbury-Bankstown expertise, with locals-only knowledge that can't be learned. Nicholas Viewey, with two decades of experience, brings unmatched perspective after learning precision from industry legends, honing his craft in Sydney's competitive market, and co-founding his own agency. These exceptional additions cement our commitment to nurturing the industry's rising stars.





THE LOCAL

Focus on Marrickville

Precision and purpose define Kink Studio, the Marrickville workshop where Alex Kashin transforms raw materials into objects of lasting value. While his early acclaim with design duo Daast placed him in *Vogue Living*, today, his practice thrives in the tension between engineering precision and aesthetic refinement.

“For me, function and process are the most interesting parts of design,” says Kashin, whose methodology echoes his engineer father’s technical ingenuity. Each piece emerges from process rather than trend, with experimental techniques yielding work of undeniable presence. In an industry often fixated on the new and loud, Kink Studio offers something refreshingly substantial: design that solves real problems while captivating the eye.

Kink Studio

Where process trumps ego and function guides form, Kink Studio eschews artistic labels and embraces limitations as catalysts, creating pieces defined by their understated permanence. Specialising in bespoke design, Kink Studio embodies the creative ethos with work that’s both functional and intriguing.



SYDNEY’S INNER WEST

SIP
Otis, Poor Tim’s Gin Hall, Lazy Thinking, Miss Wolf, Odd Culture, Bar Planet, Ante

EAT
Dom Panino, Ol’ Mates, Myra’s Kitchen, Lunas, Mister Grotto, Olympic Meats, Osteria Mucca

LEARN
Marrickville Public School, Newtown Public School, Earlwood Public School, Summer Hill Public School


PLAY
The Cipher Room, Blochaus, Clay Sydney, Brush & Sip

SHOP
Maple Store, Papa Disquo, The Wilde Merchant, 108 Warehouse



Osteria Mucca & Carriageworks Farmers Market

From butcher to osteria, Mucca honours its building’s past while serving handmade pasta and rare Italian wines to Newtowners. Saturdays at Carriageworks bring NSW’s growers to the Inner West, where chef Mike McEneaney curates the city’s most celebrated farmers market.



In the March 2025 quarter, our properties were viewed **942,276** times, saved and shared **62,213** times, and received **15,871** total enquiries.

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

A season of transition and strategic opportunity lies ahead, with the Sydney property market poised to navigate holiday disruptions while maintaining the momentum of early 2025's gains.

The June quarter presents a nuanced landscape for buyers and sellers, with Easter and Anzac Day creating natural pauses in market activity. Australia's upcoming Federal election is adding further complexity to the calendar, introducing an element of political uncertainty that historically influences market behaviour. Strategic timing will prove crucial, as those listing prior to these seasonal breaks and potential election-related hesitations stand to benefit from concentrated buyer attention. CoreLogic's latest Home Value Index (HVI) suggests continued resilience in the Sydney market, with dwelling values rising 0.4% in the last quarter and an annual increase of 0.9% across the city.

Adrian William anticipates listing 10% more properties than the same period last year, with heightened activity expected post-holiday.

For sellers contemplating timing, the advice is clear: act decisively before the holiday slowdown. For certain property types, the campaign structure could extend to five weeks, depending on listing/campaign dates, if needed, to allow for holiday disruptions. This approach captures maximum market exposure without risking listing fatigue.

Buyer sentiment remains strong, supported by steady home values and sustained demand in premium lifestyle suburbs. CoreLogic notes that Sydney's median home value has now surpassed pre-pandemic peaks, signalling ongoing confidence despite global economic uncertainties. February's 25-basis-point interest rate cut has further energised the market, with many buyers anticipating additional easing in late 2025 and moving decisively to secure properties before any potential surge in competition. Community appeal and lifestyle factors continue driving Inner West and Inner City transactions, with proximity to cafes, cultural venues, and transport hubs commanding premium interest.

Values across the marketplace show encouraging stability, with houses achieving 5% annual growth and apartments steadily rising at 2-3%. As global events unfold, this measured growth pattern reinforces the region's reputation for resilient performance.

Looking ahead, the market appears primed to accelerate once holiday disruptions clear, with buyer energy and listing volumes showing promising trajectories. The key will be navigating the seasonal pauses while maintaining momentum—a balance that rewards strategic timing over hesitation.



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