

ADRIAN WILLIAM



SEPTEMBER 2026
QUARTERLY

FEATURED

Market Insights
September Quarter

The Insider
Sales / Stats

Spotlight On
Standout Sale

News
Focus On Balmain

Market Forecast
What's Next

A softer Sydney didn’t mean a softer Adrian William. As rate pressure and cautious buyers reshaped the city’s market, our team held to the fundamentals that define us, closed the quarter with our market share strengthened, and began a new chapter in Annandale.

The July to September quarter arrived with the seasonal lull winter reliably brings, amplified this year by continued rate pressure and a more cautious buyer cohort. July delivered the steepest monthly fall in national home values since December 2022, with Sydney leading the decline at 1.4%*. Vendors held back, and the flow of new listings thinned across the city. Yet July also produced our strongest weekend of the quarter, with eight of nine scheduled auctions sold and an 88.9% clearance rate, at a time when the hammer was falling far less often across the city.

August brought little relief for the broader market. Sydney’s sales volumes through winter ran more than 20% below the same time last year*, and total listings sat around 13% higher than a year earlier as homes took longer to sell*. Buyers had more choice, took more care, and demanded more. Against those conditions, Adrian William’s share of the market grew. Our 45 sales in August gave us a 12.71% share of sold properties across our market, almost double that of our nearest competitor, while 47 new listings made us the market leader there too, with an 8.79% share.

As September arrived, the atmosphere began to shift. Open home attendance lifted 14% week on week, and our strongest weekends trended toward 70% clearance, while Sydney more broadly hovered in the 50s*. Our core Inner West and Inner City markets weren’t immune to the city’s broader softening, but they proved more resilient, with well-positioned homes continuing to draw competition. Rate uncertainty, however, never lifted. Throughout the quarter, all four major banks forecast a further hike, and on 29 September the Reserve Bank raised the cash rate to 4.60%, a 15-year high and the fourth increase of 2026*.

What the quarter demanded, above all, was precision. Buyers remained present and engaged, but quality, pricing, presentation and campaign strategy carried more weight than ever. The divide between homes that met the market and those that didn’t grew sharper, and more consequential, than at any point this year. Well-presented homes in tightly held pockets continued to command competition, while ambitious pricing or tired presentation met longer campaigns. And as fewer homes changed hands across the city, our share of the market grew markedly into winter’s close.

Taken as a whole, this was a quarter that rewarded preparation over hope. Adrian William was proud to be ranked number one for both sold properties and new listings across our key reporting periods. Our leasing team gathered momentum too, with tenant engagement building steadily over winter. Pilcher Residential also joined Adrian William, deepening our presence across Annandale and the wider Inner West. In conditions that tested the whole industry, we’re grateful to have held our ground. The market may have softened, but our commitment to our clients did not.

A . T W . P

*SOURCES: COTALITY HOME VALUE INDEX, JULY AND AUGUST 2026;
SQM RESEARCH, TOTAL PROPERTY LISTINGS, AUGUST 2026;
DOMAIN WEEKLY AUCTION RESULTS, SEPTEMBER 2026;
RESERVE BANK OF AUSTRALIA, CASH RATE DECISION, 29 SEPTEMBER 2026



In the September 2026 Quarter we sold **116** properties, worth **\$144,353,568** in property value, met **6,813** buyers and retained **#1** agency ranking among **211** in our marketplace. Our properties spent an average of **29** days on market.

SOURCE: [DOMAIN.COM.AU](https://www.domain.com.au) & [ADRIANWILLIAM.COM.AU](https://www.adrianwilliam.com.au)

THE INSIDER
AW SALES

SALES

Sales
Average Sale Price (Apartments)
Average Sale Price (Houses)
Total Sales Transactions
Buyers Met
Open Homes
Auction Clearance Rate % (total)

Sept 2025 Quarter	Sept 2026 Quarter
129	116
\$1,017,051	\$928,624
\$2,106,962	\$1,858,113
\$190,054,891	\$144,353,568
8,820	6,813
1,009	1,394
82%	63%

PROPERTY MANAGEMENT

Properties Leased
Average Days on Market
Average Weekly Rent
Tenants Met
Applications Received

67	91
14	14
\$862	\$987
792	829
257	534

THE INSIDER
DOMAIN STATS

LISTING PERFORMANCE
SUMMARY

Our listings received **571,200** views, **375,300** engagements and **29,600** saves/shares.

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

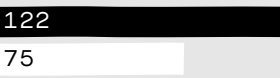
LISTING
PERFORMANCE

2,335 number of views

1,532 number of engagements

122 number of saves and shares

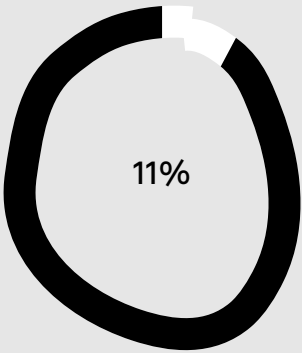
ADRIAN	WILLIAM	AVERAGE
MARKET	AVERAGE	



DAYS ON MARKET

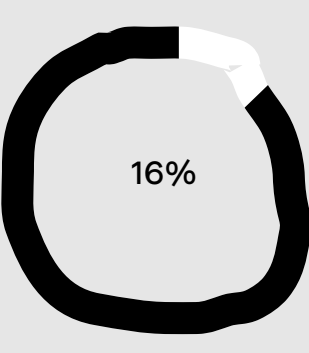
29 Our average
46 Market average

TOTAL MARKET SHARE
LIVE LISTINGS



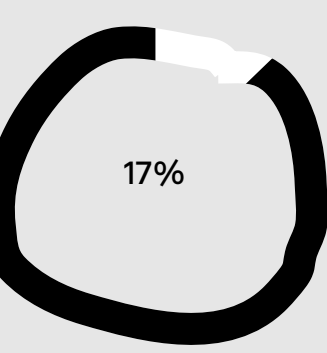
Our agency ranked **#1** among **211** others for total number of live listings in our marketplace.

TOTAL MARKET SHARE
NEW LISTINGS



Our agency ranked **#1** among **211** others for total number of new listings in our marketplace.

TOTAL MARKET SHARE
SOLD LISTINGS



Our agency ranked **#1** among **211** others for total number of sold listings in our marketplace.

THE INSIDER
HIGHEST SALES
HOUSES



54 Westbourne
Street, Stanmore
\$2,785,000



47 Llewellyn Street,
Marrickville
\$2,850,000



50 North Street,
Marrickville
\$2,325,000



34 Keir Avenue,
Hurlstone Park
\$2,310,000



14 Manchester
Street, Dulwich Hill
\$2,700,000



218 Nelson Street,
Annandale
\$2,300,000



54A Ryrie Road,
Earlwood
\$2,450,000



45 Marian Street,
Enmore
\$2,250,000

THE INSIDER
HIGHEST SALES
APARTMENTS



601/55 Princes
Highway, St Peters
\$1,780,000



6/60-68 Hutchinson
Street, St Peters
\$1,335,000



228/11-23 Gordon
Street, Marrickville
\$1,475,000



7/90-94 Parramatta
Road, Stanmore
\$1,305,000



7/30 Enfield Street,
Marrickville
\$1,400,000



504/326 Marrickville
Road, Marrickville
\$1,275,000



614/186D Victoria
Road, Marrickville
\$1,355,000



1/136 Livingstone
Road, Marrickville
\$1,245,000



43 Howard Street,
Canterbury
\$2,220,000



28 Canterton Street,
Hurlstone Park
\$2,180,000



737 South Dowling Street,
Redfern
\$2,150,000



403/2 Neild Avenue,
Darlinghurst
\$1,225,000



13/2-6 Schwebel
Street, Marrickville
\$1,202,000



16/5 Croydon Street,
Petersham
\$1,180,000

SPOTLIGHT

STANDOUT
SALE

14 Manchester Street,
Dulwich Hill

Behind its impeccable Victorian facade, 14 Manchester Street carries a story most homes never will. This c1890s Dulwich Hill terrace was reimagined by award-winning architect Shaun Carter of Carter Williamson, who chose it not merely as a project but as a place to live, raising his family within its walls for twenty years. When it returned to the market decades later, William Pereira recognised at once that a home of this pedigree comes along only once in a generation.

SLEEP 3 BATHE 2 PARK 1

SOLD \$2,700,000





THE PROPERTY

BUILT
1890

LAST TRADED
November 2021

ORIENTATION
North-west facing garden

LAND SIZE
183.4 sqm

LOCAL COUNCIL
Inner West Council



This is a home of rare and considered beauty, where every detail reflects the vision of an architect who understood precisely how a home should feel. From the breathtaking linear skylight flooding the interior with golden light and treetop views, to the fluid connection between living spaces and the private north-facing garden, every element has been deliberately and lovingly placed with intention.

Beneath the beauty lies a home that never asks for compromise. The kitchen, appointed with premium Smeg and Bosch appliances, anchors the ground floor, flanked by formal dining and casual living from either side. Three generously proportioned bedrooms, including a parents' retreat with a private terrace elevated above the Dulwich Hill roofline, answer the demands of everyday life with ease. At the rear, a light-drenched studio with its own amenities offers a versatility that adapts to life's demands, whether as a home office, a creative sanctuary, or simply room to breathe.





THE SALE

SALE PRICE
Price Undisclosed

LEAD AGENT
William Pereira

SALE PRICE
\$2,700,000

SOLD PRIOR
TO AUCTION

The successful buyer, a local upsizer drawn by the promise of more space, came looking for room to grow. What they found at 14 Manchester Street was considerably more meaningful: a home with a soul, and a legacy worth inheriting.



AW MERGES WITH PILCHER RESIDENTIAL

Adrian William Welcomes Simon Pilcher as Executive Sales Strategist

For over two decades, Simon Pilcher has been one of Sydney’s most respected agents, holding the title of Annandale’s leading sales agent every year since 2005. This quarter, that legacy joined ours.

Adrian William has acquired Pilcher Residential, welcoming Simon into the team as Executive Sales Strategist and marking the third independent Inner West agency to join Adrian William in the past 18 months. In his new role, Simon will shape sales strategy across the wider business while continuing to serve the Annandale market he has led for two decades.

“After decades of independence, I knew that any team I joined had to mirror the exact standards my clients have come to expect from me,” Simon says. “In Adrian William, I found a fast-growing, dynamic team that lives and breathes professionalism and integrity.”



OUR BRAND, REFRESHED

Something has shifted in the way Adrian William shows up. Pink steps forward as a feature colour across our signboards, stickers and templates, drawn directly from the heritage facade of our flagship Newtown office, a 1930s Art Deco building on King Street. Our signature handwriting has taken on a more prominent role too, appearing on agent names and on the words we choose to highlight. The thinking behind our brand hasn’t changed, but the way we express it has.



THE AW-ARDS

This August, the Adrian William team gathered at Taronga Zoo for our fifth annual AW-ARDS night. A night dedicated to celebrating the people behind the business, recognising the dedication, grit and consistency that drive everything we do.

- Congratulations to this year’s recipients:
- Director’s Choice: Gillian D’Monte
 - Rising Star: Cassandra Chorbadian
 - Hot Prospect: Chris Akkawi
 - Property Management Superstar: Chiara Falcone
 - Support Superstar: Madison Burton
 - Grit & Determination: Lawrence Santos
 - Team Player: Samantha Moloney
 - Top Gun #1: Norman Tran
 - Top Gun #2: Denny Barros
 - Top Gun #3: Joseph Lombardo



NORMAN TRAN STEPS UP AS ASSOCIATE DIRECTOR

Norman Tran has been promoted to Associate Director, marking a defining milestone in a career that began at the agency in November 2020. Rising from Sales Associate to the agency’s top-performing agent and the most active agent in Marrickville, Norman now steps into leadership alongside founding partners, Adrian Tsavalas, William Pereira and Joseph Ferreira.

In his new role, Norman will devote more time to mentoring the agency’s associates, passing on the lessons he’s gathered over nearly five years of consistent performance. True to form, he’s quick to share the credit: “This isn’t just recognition of my efforts. It’s a recognition of my whole team.” For Norman, the promotion is both a personal milestone and a signal of what Adrian William’s next chapter looks like from the inside.



Mecque

A concept store and homeware destination on Darling Street, Balmain, Mecque brings together furniture, objects, and lifestyle pieces from some of the world's most considered designers, many of which exist nowhere else in Australia. Behind every selection is the eye of founder John Kapos, who has always believed that a home is one of the most personal things you will ever curate.

THE LOCAL

Focus *on* Balmain

John Kapos spent years as an architect before a restlessness with what already existed led him somewhere unexpected. Unable to find homewares that excited him, he began seeking them out himself. He started with one designer, then two, until a global roster of considered makers demanded a home of its own on Darling Street. That home became Mecque.

Much of what fills the shelves is gathered from Europe, with pieces from France, Belgium, Greece and London. Almost everything carries a small history behind it, from olive oil pressed by a family in Crete to ceramics handcrafted in Puglia. The same intention extends to the atmosphere itself: the lighting, music, temperature, and even the signature scent that draws customers through the door. Every detail, from the objects on the shelves to the air in the room, is chosen with the same deliberate hand. "Ultimately, my purpose isn't just selling an object," he says. "It's selling a feeling."

MARRICKVILLE

SIP

The Vic on the Park,
Titus Jones, Mixtape
Brewing & Bar
Gasoline Pony,
Lazybones Lounge,
Miss Wolf,

EAT

Baba's Place, Two Chaps,
Hello Auntie, Valentina's,
Pizza Madre, Semola,
20 Chapel, Pepito's

LEARN

Wilkins Public School,
Marrickville Public School,
Marrickville High School,
Ferncourt Public School

PLAY

Henson Park, McNeilly Park,
The Factory Theatre,
Steel Park, Cooks River
Cycleway

SHOP

Marrickville Organic Food
Market, Addison Road
Markets, Made590, Panetta
Mercato, Marrickville Metro





In the September 2026 Quarter,
our properties were viewed **524,000**
times, and saved/shared **65,994**
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)

Spring has arrived, though not quite as it usually does. Twelve months ago, fresh rate cuts and scarce stock handed vendors the advantage. This year, rising rates and a market already rich in choice have handed it to buyers.

The December quarter traditionally belongs to spring: longer days, more open homes, and the busiest stretch of the selling calendar. This year it arrives differently. The latest rate rise lands at a delicate moment, adding further pressure to borrowing capacity heading into the season’s busiest period. Values are expected to soften before they stabilise. The sellers and buyers who will fare best this quarter are those who meet the market as it is, not where they hoped it would be.

The question entering the quarter is not whether buyers exist. They do, and they’re active. The question is whether spring’s added supply gives them reason to wait, or whether well-positioned homes in the Inner City continue to command competition regardless of the broader climate. Early signs are encouraging: open home attendance has lifted, our transaction activity is building, and more vendors are bringing their homes to market. But more stock won’t necessarily make for an easier market. Stock will continue to rise through spring, and with it, buyers will have more options and less pressure to decide quickly.

For sellers, our advice is to start the conversation early rather than letting the market make the decision for you. Timing the perfect moment in a high-rate environment is a gamble few win. Focus instead on what you can control: a home that’s thoughtfully prepared, a clear understanding of where it sits in today’s market, and a campaign that responds as buyer behaviour shifts. For anyone considering a move before Christmas, now’s the time to plan.

For buyers, conditions are among the most favourable in years, with more choice, more time, and more room to negotiate. For investors, the calculation is shifting too. With changes to Capital Gains Tax taking effect from 1 July 2027*, now is a sensible time to review your portfolio and seek advice on how the new rules apply to your situation.

What gives us confidence is simple: buyers are still engaging, quality homes are still drawing competition, and vendors are increasingly prepared to move forward rather than wait for perfect conditions. Markets like this one separate the prepared from the passive, and Adrian William enters the spring season with the team, the strategy, and the track record to make the most of every opportunity it presents.

To our clients and community, thank you for your trust. If you’re considering your next move, we’d love to hear from you.

For clients considering a move in 2027, our team welcomes a discussion. An early campaign start could allow you to take advantage of the new year energy, before the market becomes saturated.

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*SOURCES: WESTPAC, HOUSING PULSE, SEPTEMBER 2026;
COTALITY HOME VALUE INDEX, AUGUST 2026;
FEDERAL BUDGET 2026-27, TAX REFORM STATEMENT



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