



firstnational
REAL ESTATE

Hedland

Port Hedland & South Hedland

RENTAL SYNOPSIS

JANUARY – APRIL 2018



LET'S GET DOWN TO BUSINESS

HERE THE FACTS:

There are currently 183 properties advertised for lease (across all agencies in Port and South Hedland). This number has remained steady for the past 12 months indicating the market has **STABILISED** with rental rates remaining steady. There have been some slight increases – and decreases – in prices but overall, we are experiencing a **NORMALISED** market. The team at Hedland First National continue to lease between 40 – 50 properties during active months and advertise between 30 -40 for rent. The private sector is very vigorous as 70% of our applicants are now young couples, individuals and families; this is mainly due to the reduced prices and therefore affordability. Our corporate clients continue to obtain property mainly above \$600 per week where homes become part of a salary package.

JANUARY LEASED	50
FEBRUARY LEASED	42
MARCH LEASED	41

The days vacant has decreased significantly in the past 12 months. Where some properties would remain vacant for several weeks before a new tenant was sourced, we are now noticing 80% of our listings are leasing before the vacating tenant has left.

This is due to property owners pricing their homes competitively and not trying for an unachievable rent ultimately resulting in a stale listing and extended vacancy period.

RECORD BREAKERS:

In the first quarter of 2018 we had two exceptional properties become vacant and given their executive appeal, we tested the market to see if we could achieve a higher price than previous gained for the particular house or similar homes. We weren't bombarded with enquiry – given the price – but we did achieve the highest prices for South and Port Hedland (for our agency and unconfirmed across all agencies) in the past three years.

SOUTH HEDLAND 4x2 + Pool \$900pw



PORT HEDLAND 4x2 + Pool \$1500pw



TRENDS:

- There is an extremely active market in South Hedland between \$200 - \$350 per week mainly due to affordability for couples and families. Many are upgrading from older three-bedroom homes or upsizing from apartments to a three-bedroom, bigger property with a backyard. This market was previously saturated but the demand has been strong in 2018 with most well-maintained homes gaining more than one suitable application.
- Older, dated properties will require improvements to remain competitive even in an active market. Even though refurbished homes may not always generate a significant increase in rent it will attract a better type of tenant and inevitably create less ongoing maintenance during the tenancy plus depreciated deductions. Simply reducing the price will only gain interest from unsuitable tenants; speak to your property manager and see what improvements can be made (even minor) to keep your investment appealing for prospective tenants.
- Demand for four-bedroom, two-bathroom homes in South Hedland remains strong - as it has for the past 12 months - as corporate and private tenants seek quality, modern homes for families. The demand in Port Hedland has weakened mainly due to the time of year - the strongest enquiry is from November through to January as families relocate for the new school year - but prices have remained firm.
- One-bedroom apartments are popular in Port Hedland if they are priced competitively (\$250 - \$450), furnished and well-located (ocean views). The demand in South Hedland is weak as most individuals sourcing an apartment would prefer to pay the \$100 - \$200 difference and be in Port Hedland.

WHEN ARE THE RENT'S GOING TO GO UP?

The five-million-dollar question that I get asked every day!

As previously stated, we are now experiencing a normalised market where rents may increase by \$25- \$50 but overall stay the same unless there is an exceptionally high, extended period of demand and no properties for rent.

CURRENT RENTAL RANGES:

PORT HEDLAND

1x1	\$250 - \$450pw
2x1	\$250 - \$500pw
2x2	\$350 - \$500pw
3x1	\$350 - \$550pw
3x1 Executive	\$600 - \$750pw
4x1	\$600 - \$775pw
4x2	\$650 - \$800pw
4x2 Executive	\$900 - \$1300pw

SOUTH HEDLAND

1x1	\$180 - \$400pw*
2x1	\$200 - \$500pw*
2x2	\$250 - \$400pw
3x1	\$200 - \$300pw
3x1 Executive	\$325 - \$400pw
4x1	\$325 - \$425pw
4x2	\$500 - \$650pw
4x2 Executive	\$700 - \$900pw

**Higher prices are gained where properties are furnished and utilities are included in the rental price. Some properties could be gaining less or more than indicated due to location, age and size.*





HFN principal Morag Lowe with staff at the WA First National GEM Awards in March

NEWS:

Hedland First National were recently awarded the 2017 Office of the Year at the WA First National Gem Awards held at the Novotel Langley in Perth. Among the long list of individual and department accolades received by HFN, were two important wins for the Property Management team:

- Residential Property Management Department of the Year
- Business Development Manager of the Year

Our long serving Senior Property Manager, Deb Thomson will be leaving us at the end of May to return home to Queensland after almost five years. Deb has been a loyal and hardworking member of the team and will be sorely missed. Tracy Simpson - a HFN stalwart with over 20 years real estate experience in the Pilbara - has now been promoted to this position and the management of the entire department. Kathy Stevens is now focusing on the fast-growing commercial and strata departments.

GET UPDATED ON THE SOCIALS!



To keep more regularly updated on the Pilbara property market we encourage you to follow us on our Facebook page or on Instagram.

Please contact me at any time direct on (08) 9173 9238 or via email at amy@hfn.com.au

Thank You.

Yours sincerely,
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