

# Apartment.



In this edition of Apartment, we examine how demographics and various challenges are actively influencing Brisbane's apartment market. We also offer our projections for 2025.

## Apartment Trends.

There were 2,400 apartment sales across inner Brisbane over the past quarter.

Sales have improved each quarter over the past 12-months.

High interest rates have had little impact on demand, yet rising local population growth and job creation has helped boost sales.

Most new apartments across inner Brisbane are now priced over \$1 million. Resales in older apartment blocks have a cheaper price profile. This has always been the case, but the gap in narrowing.

We have counted 87 major apartment projects currently active across inner Brisbane. This is up from 76 such projects as reported last year.

Excluding Build to Rent projects, there are some 15,000 new apartments on the innercity horizon, this is up 25% on last year.

Of these 87 new projects, some 16 are Build to Rent, totalling 6,170 apartments, up 40% on our 2023/24 report. This sector continues to gain momentum.

Next year is again shaping up to be another busy one, with some 3,100 new apartments (including BTR) set to be completed and a further 5,500 new apartments likely to start construction.

It is increasingly more expensive to supply new apartments onto the market, and as a result we are starting to see a shift in the product size and mix. Average apartment sizes are declining, and most new apartments are now in one- or twobedroom configurations.

Owner residents still dominate, but 2024 saw an increase in investor activity. Interstate buyer interest, especially from New South Wales remains high, as does local (Queensland) purchasing.

### QUARTERLY SETTLED APARTMENT SALES

SEP 21	2,427		
DEC 21	2,298		
MAR 22	2,038		
JUN 22	1,943		
SEP 22	1,788		
DEC 22	1,654		
MAR 23	1,851		
JUN 23	2,134		
SEP 23	2,321		
DEC 23	2,210		
MAR 24	2,348		
JUN 24	2,359		
SEP 24	2,413		

Source Domain (Price Finder), Matusik Property Insights

### APARTMENT SALES BY PRICE RANGE

DDICE DANCE			RESA	ALES
PRICE RANGE	2023	2024	2023	2024
UNDER \$500K	1%	0%	39%	7%
\$500K - \$600K	18%	9%	25%	20%
\$600K - \$750K	32%	18%	8%	25%
\$750K - \$1M	14%	22%	18%	31%
\$1M - \$1.5M	21%	31%	5%	10%
\$1.5M - \$2M	7%	9%	3%	3%
\$2M - \$3M	4%	6%	1%	2%
OVER \$3M	3%	5%	1%	2%
TOTAL	100%	100%	100%	100%

Year ending September. Source Domain (Price Finder), Matusik Property Insights

### APARTMENT SALES BY PRICE RANGE

DDICE DANCE	NEW	SALES	RESALES		
PRICE RANGE	2023	2024	2023	2024	
STUDIO OR 1 BEDROOM	15%	20%	10%	10%	
2 BEDROOMS	54%	55%	50%	38%	
3 BEDROOMS	25%	17%	33%	45%	
4 BEDROOMS	4%	5%	5%	5%	
PENTHOUSE	2%	3%	2%	2%	
TOTAL	100%	100%	100%	100%	

### Year ending September. Source Domain (Price Finder), Matusik Property Insights

### APARTMENT SALES BY PRICE RANGE

BUYER TYPE AND ORIGIN	2023	2024
BUYER TYPE		
INVESTOR	38%	45%
OWNER RESIDENT	62%	55%
INVESTOR ORIGINS		
INNER BRISBANE	5%	5%
OTHER SOUTH EAST QLD	10%	15%
OTHER QLD	15%	10%
NSW	35%	40%
VIC	15%	20%
OTHER AUSTRALIA	10%	5%
OVERSEAS	10%	5%
OWNER RESIDENT ORIGINS		
INNER BRISBANE	20%	10%
OTHER SOUTH EAST QLD	25%	22%
OTHER QLD	15%	21%
NSW	25%	30%
VIC	10%	10%
OTHER AUSTRALIA	5%	5%
OVERSEAS	0%	2%

## Build to Sell Apartment Projects.

There has been a marked increase in the number of Build to Sell apartments under construction across inner Brisbane over the past twelve months. The total amount of potential new apartment stock has also increased.

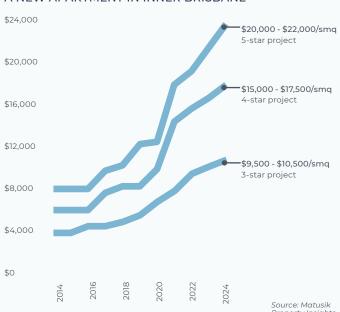
### NEW BUILD TO SELL APARTMENT DEVELOPMENTS

CTATUC	202	23	2024	
STATUS	#	%	#	%
UNDER CONSTRUCTION	2,486	20%	5,587	37%
DEVELOPMENT APPROVAL	4,961	41%	5,051	34%
DEVELOPMENT APPLICATION	4,961	39%	4,318	29%
TOTAL	12,138	100%	14,956	100%

Years ending September, Source Domain (Price Finder), Matusik Property Insights

It is increasingly more expensive to deliver new apartments on the market. The chart below outlines just how much new apartment prices have increased in recent years.

### SALES PRICE RANGE (\$/SQM) NEEDED TO DELIVER A NEW APARTMENT IN INNER BRISBANE



Source: Matusik Property Insights

As a result, there has been a big shift - across the overall apartment market in general - towards smaller apartments. This can be seen by more one- and two-bedrooms product in new apartment developments.

### BUILD TO SELL APARTMENTS UNDER CONSTRUCTION

BEDROOMS	2023	2024
STUDIO/1	13%	19%
2	45%	50%
3	40%	28%
4	2%	3%
TOTAL	100%	100%

Years ending September. Source BCI Australia, Matusik Property Insights

Also, the size of apartments has shrunk, in general, over the past decade, as shown in the table below.

### **APARTMENT SIZES**

APARTMENT SIZE	2014	2024
1 BEDROOM	80M <sup>2</sup> TO 90M <sup>2</sup>	60M <sup>2</sup> TO 75M <sup>2</sup>
2 BEDROOMS	130M² TO 140M²	100M² TO 120M²
3 BEDROOMS	180M² TO 200M²	160M² TO 180M²

Gross size. Years ending September. Source BCI Australia, Matusik Property Insights

Yet, due to rising development costs and a big lift in urban land values the price to buy a new apartment across in inner Brisbane has doubled over the past ten years.

### APARTMENT PRICE RANGE CHART, 3-STAR PRODUCT

APARTMENT SIZE	2014	2024
1 BEDROOM	\$375,000 - \$400,000	\$600,000 - \$750,000
2 BEDROOMS	\$550,000 - \$650,000	\$1M - \$1.2M
3 BEDROOMS	\$825,000 - \$900,000	\$1.6M - \$1.8M

Gross size. Years ending September. Source BCI Australia, Matusik Property Insights

In summary, apartments, again in general, are getting smaller and what is trending, design wise, is how best to deal with its shrinking space.

The Covid pandemic – whilst several years ago – is still influencing apartment design too.

### Brisbane Inner City New Apartment Projects.

### UNDER CONSTRUCTION

#	PROJECT	SUBURB	TOTAL APARTMENTS	BUILDING HEIGHT	CONSTRUCTION END
1	The Mowbray	East Brisbane	81	8	2024
2	Quay Waterfront	Newstead	143	28	2024
3	Rivello - Portside East - Building 17	Hamilton	150	22	2024
4	One Earle Lane	Toowong	94	10	2024
5	Jardinia	Yeronga	88	6	2025
6	The Monarch Residences	Toowong	224	18	2025
7	The Prescott	Toowong	100	16	2025
8	Stonebrook	Stones Corner	90	12	2025
9	Allere - Towers 4 + 5A	West End	214	20	2025
10	Ducale + Tenor Apartments	Teneriffe	73	11	2025
11	The Manning	Milton	113	22	2025
12	Isle - Sky Precinct - Stage 2	Newstead	135	25	2025
13	Skye	Kangaroo Point	70	18	2025
14	33 Manning	Milton	130	22	2025
15	Bankside	West End	79	10	2025
16	Hudson Common	Albion	77	17	2025
17	Lumina	Stones Corner	97	16	2025
18	Gaia	Kangaroo Point	239	239	2026
19	The Lanes and Montague Markets	West End	530	16	2026
20	Trilogy	Kangaroo Point	519	35	2026
21	The Italian Club - Stage 2	Newstead	129	19	2026
22	Oria Residences	Spring Hill	133	19	2027
23	167-185 Wharf Street	Spring Hill	125	34	2027
24	Murcia Residences	East Brisbane	210	21	2027
25	Ascot Green - Buildings C + D	Ascot	256	17	2028
26	Queens Wharf Precinct 3 - Towers 5 + 6	Brisbane	1,488	71	2029
	UNDER CONSTRUCTION TOTAL MARKET SHARE		5,587	37%	

### DEVELOPMENT APPROVAL

#	PROJECT	SUBURB	TOTAL APARTMENTS	BUILDING HEIGHT	
27	Skyhold	Balmoral	167	8	
28	The Abbotsford	Bowen Hills	122	10	
29	25 Mary Street	Brisbane	513	78	
30	Central Village - Brunswick St + Water St towers	Fortitude Valley	373	31	
31	801 Ann Street	Fortitude Valley	225	37	
32	26 Cairns Street	Kangaroo Point	232	30	
33	Canopy House	Kangaroo Point	199	31	
34	77-85 Linton Street	Kangaroo Point	126	22	
35	Ruby Ruby	Milton	167	30	
36	Teneriffe Banks	Newstead	213	21	
37	Clearview Urban Village - Precinct H	Seven Hills	123	6	
38	37-39 Boundary Street	South Brisbane	154	28	
39	Stones Corner Village	Stones Corner	209	18	
40	347 Logan Road	Stones Corner	146	17	
41	85 Cleveland Street	Stones Corner	226	15	
42	The Edge	Toowong	312	28	
43	Casamia	West End	135	14	
44	Bank and Mollison	West End	103	22	
45	Callista on Park	West End	74	16	
46	117 Victoria Street	West End	164	12	
47	399 Montague Road	West End	96	13	
48	Woollongabba Dual Tower	Woolloongabba	204	17	
49	The Boulevard - Stage 2, Park Central	Woolloongabba	226	33	
50	Silk 2 + 3	Woolloongabba	373	38	
51	Parkside Yeronga	Yeronga	169	5	
	DEVELOPMENT APPROVAL TOTAL MARKET SHARE		5,051	34%	



### DEVELOPMENT APPLICATION

# PROJECT SUBURB TOTAL APARTMENTS BUILDING HEIGHT  52 11 Sandgate Road						
53         Dover Street Residences         Albion         191         12           54         56-60 Crosby Street         Albion         62         111           55         19 Eagle Terrace         Brisbane         175         36           56         204 Alice Street + 219 Maragaret Street         Brisbane         795         83           57         Bulimba Barracks - Stage 3B         Bulimba         69         6           58         Hampton Yards         East Brisbane         712         49           59         286 St Pauls Terrace         Fortitude Valley         164         31           60         The Cullen         Hamilton         50         25           61         Shafston Estate         Kangaroo Point         48         28           62         51 Darragh Street         Kangaroo Point         65         24           63         The Bedford         Kangaroo Point         128         19           64         21-23 Norman Avenue         Lutwyche         55         11           65         Goldfields House         Milton         304         30           66         Urban Forest         South Brisbane         321         37           67 <th>#</th> <th>PROJECT</th> <th>SUBURB</th> <th>TOTAL APARTMENTS</th> <th>BUILDING HEIGHT</th> <th></th>	#	PROJECT	SUBURB	TOTAL APARTMENTS	BUILDING HEIGHT	
54       56-60 Crosby Street       Albion       62       11         55       19 Eagle Terrace       Brisbane       175       36         56       204 Alice Street + 219 Maragaret Street       Brisbane       795       83         57       Bulimba Barracks - Stage 3B       Bulimba       69       6         58       Hampton Yards       East Brisbane       712       49         59       286 St Pauls Terrace       Fortitude Valley       164       31         60       The Cullen       Hamilton       50       25         61       Shafston Estate       Kangaroo Point       48       28         62       51 Darragh Street       Kangaroo Point       65       24         63       The Bedford       Kangaroo Point       128       19         64       21-23 Norman Avenue       Lutwyche       55       11         65       Goldfields House       Milton       304       30         66       Urban Forest       South Brisbane       321       37         67       25 Manning Street + 190 Melbourne Street       South Brisbane       78       16         68       175 Melbourne Street       South Brisbane       130       33	52	11 Sandgate Road	Albion	199	22	
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60       The Cullen       Hamilton       50       25         61       Shafston Estate       Kangaroo Point       48       28         62       51 Darragh Street       Kangaroo Point       65       24         63       The Bedford       Kangaroo Point       128       19         64       21-23 Norman Avenue       Lutwyche       55       11         65       Goldfields House       Milton       304       30         66       Urban Forest       South Brisbane       321       37         67       25 Manning Street + 190 Melbourne Street       South Brisbane       78       16         68       175 Melbourne Street       South Brisbane       130       33         69       Reflections       Spring Hill       252       17         70       The Tannery Residences       West End       80       10         71       South City Square       Woolloongabba       440       35         DEVELOPMENT APPLICATION TOTAL MARKET SHARE       4,381       29%	58	Hampton Yards	East Brisbane	712	49	
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66         Urban Forest         South Brisbane         321         37           67         25 Manning Street + 190 Melbourne Street         South Brisbane         78         16           68         175 Melbourne Street         South Brisbane         130         33           69         Reflections         Spring Hill         252         17           70         The Tannery Residences         West End         80         10           71         South City Square         Woolloongabba         440         35           DEVELOPMENT APPLICATION TOTAL MARKET SHARE         4,381         29%	64	21-23 Norman Avenue	Lutwyche	55	11	
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71 South City Square Woolloongabba 440 35 DEVELOPMENT APPLICATION TOTAL MARKET SHARE 4,381 29%	69	Reflections	Spring Hill	252	17	
DEVELOPMENT APPLICATION TOTAL MARKET SHARE 4,381 29%	70	The Tannery Residences	West End	80	10	
	71	South City Square	Woolloongabba	440	35	
OVERALL TOTAL MARKET SHARE 14,956 100%		DEVELOPMENT APPLICATION TOTAL MARKET SHAR	E	4,381	29%	
		OVERALL TOTAL MARKET SHARE		14,956	100%	

# Five Big Apartment Design Trends.

### 1. FLEXIBLE SPACE

Smaller apartments inspire flexible spaces, merging living, working, and dining areas. Smart design maximises functionality, with offices doubling as guest rooms and multi-purpose layouts thriving.



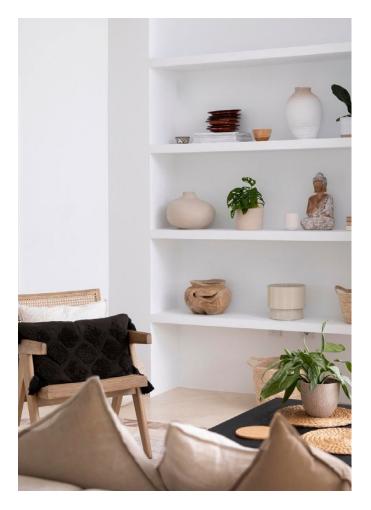
### 2 HOME OFFICE

Remote work persists, driving demand for compact "pocket offices" in small apartments. Flexible workspaces rise as home gyms decline, with gym memberships and shared fitness spaces gaining popularity.



### 3. OUTSIDE IN

Biophilic design – the blending of indoor and outdoor living - remains popular post-pandemic. Increasing glass walls, natural materials, and living walls enhance connections to nature and scenic vistas.



### 4. RESIDENT OUTDOOR SPACE

With limited indoor space, quality outdoor areas such as scenic rooftop gardens, large balconies, BBQs, pools, and fireplaces are key apartment selling points, alongside practical amenities.



### 5. STORAGE PLUS

Storage is key in apartments, with combined laundry-mud rooms gaining popularity. Stylish, functional designs near entrances appeal to pet owners and outdoor enthusiasts, adding buyer value.



### Build to Rent Apartment Projects.

Like the Build to Sell apartment sector, there has been a leap in the amount of Build to Rent new apartment product under construction across inner Brisbane over the past twelve months.

Likewise, the lift in total BTR potential stock has been pronounced. With the new Queensland government keen to continue the partnership with the development sector in this space, more BTR projects are anticipated in the future.

At present, many of the new BTR projects feature a vast array of additional facilities that aren't present in typical BTS apartment developments. This is at odds to what happens overseas, and especially in the USA.

American developers are moving away from the 'amenities arms race'. Instead BTR tenants in the USA are increasingly prioritising quality over quantity. Practical amenities such as proactive onsite management and private outdoor space are preferred over lavish and underutilised features.

Our work, in concert with Matusik Property Insights, suggest a similar trend in Australia. Tenants are attracted to BTR facilities because of the 'security of tenure' being the ability to lock into long-term rental arrangements. This is the main (and often the only) reason for the rental premium that applies to the BTR sector.

Also, BTR in Australia is confined to the apartment sector, whilst overseas it has a high market share

in townhouse and even new detached house developments. We expect the BTR concept to spread to other housing forms across Australia in the future

Finally, again in Australia, BTR is current focused towards a younger tenant profile. Yet there is increasing interest from Millennials, Generation X and even Empty Nesters. This might see a change in apartment mix, layouts and even parking provisions.

At present most of the new BTR apartments across inner Brisbane are either studios or one bedroom stock. Plus, there are just 0.7 cars per BTR apartment, which is low when compared to the 2.1 average for BTS development.

### NEW BUILD TO RENT APARTMENT DEVELOPMENTS

CTATUS	20	23	2024		
STATUS					
UNDER	1,544	36%	2,999	49%	
CONSTRUCTION	1,011			10	
DEVELOPMENT	955	22%	2,473	40%	
APPROVAL	333		2,110	10	
DEVELOPMENT	1,845	42%	698	11%	
APPLICATION	1,010	74	0.50	11	
TOTAL	4,344	100%	6,170	100%	

Years ending September. Source Domain (Price Finder), Matusik Property Insights

### BUILD TO RENT APARTMENTS UNDER CONSTRUCTION

BEDROOMS	2023	2024
STUDIO	22%	27%
1	40%	36%
2	23%	28%
3	15%	8%
TOTAL	100%	100%

Years ending September. Source BCI Australia, Matusik Property Insights

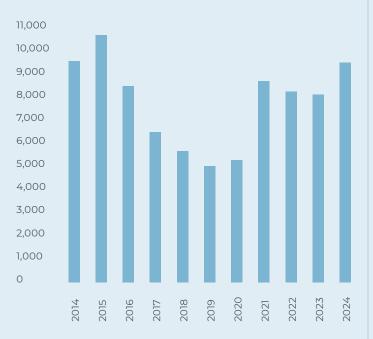
### BRISBANE INNER CITY - BUILD TO RENT APARTMENTS

PROJECT	SUBURB	TOTAL APARTMENTS	BUILDING HEIGHT	CONSTRUCTION END
UNDER CONSTRUCTION				
Liv Anura	Newstead		27	2024
Brunswick and Co	Fortitude Valley	366	30	2025
Story House	Kangaroo Point	75	10	2025
Arklife Cordelia	South Brisbane	265	35	2025
Exhibition Quarter	Bowen Hills	443	37	2026
15 Brereton Street	South Brisbane	220	29	2026
62-68 Carl Street	Woollongabba	132	18	2026
168 Wickham Street	Fortitude Valley	628	33	2026
50 Quay Street	Brisbane	475	31	2027
TOTAL MARKET SHARE		2,999	29%	
DEVELOPMENT APPROVAL				
Little Italy	Newstead	1,001	33	
801 Ann Street Fortitude Valley		326	37	
Icon Milton	Milton	349	26	
33 Jurgens Street Woollongabba		433	21	
Gallery Residences South Brisbane		364	33	
TOTAL MARKET SHARE		2,473	40%	
DEVELOPMENT APPLICATION				
15-21 Wren Street	Bowen Hills	242	32	
Woolworths Albion	Albion	456	22	
TOTAL MARKET SHARE		698	11%	
OVERALL TOTAL MARKET SHARE		6.170	100%	

### Market Overview.

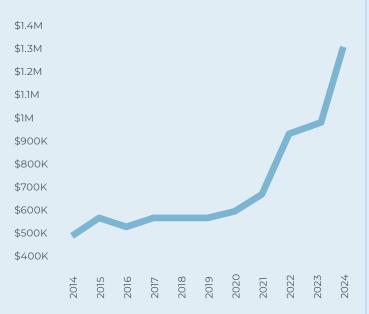
We believe that the inner Brisbane apartment market is in an upswing stage of the property cycle. It has seen a lift in sales volumes and further increases in both asking prices and weekly rents during 2024. See our charts below.

### **APARTMENT SALES**



Source: Domain (Price Finder), SQM Research, Matusik Property Insights

### **APARTMENT SALES**



Source: Domain (Price Finder), SQM Research, Matusik Property Insights

Next year is likely to see demand flatten as the cycle reaches its peak. Yet the stock for sale remains very tight, somewhat ensuring that prices rise, albeit more slowly.

Also, demand is likely to stay elevated because inner Brisbane remains popular, has strong economic bones plus interest rates are likely to fall.

There were about 9,300 apartment sales across inner Brisbane over the past twelve months, yet just over 1,000 apartments currently listed for sale. This rate of supply – being under 1.5 months – is very low and is placing a floor under inner Brisbane apartment price points.

### APARTMENTS SOLD VERSUS STOCK LISTED FOR SALE

YEAR	SOLD	FOR SALE	SUPPLY IN MONTHS
2019	4,866	1,189	2.9
2020	5,138	1,351	3.2
2021	8,540	1,247	1.8
2022	8,067	1,100	1.6
2023	7,960	939	1.4
2024	9,329	1,022	1.3

Source: Domain (Price Finder), Matusik Property Insights, SQM Research. Sales are for years ending September each year. Supply as of November each year.

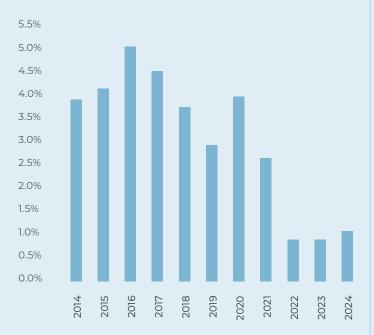
As a result, asking prices for inner Brisbane apartments rose by a whopping 25% on this time last year. The median asking price for a Brisbane resale apartment is now a big \$1.3 million.

Another 25% increase during 2025 is very unlikely but kept in mind that the average change in resale apartment prices across inner Brisbane, has averaged 7.5% per annum over the past decade.

Furthermore, the current inner Brisbane vacancy rate remains a tight 1.0%. There were under 520 dwellings to rent across the local area as at late 2024. The local rental market has remained very tight over the past three years.

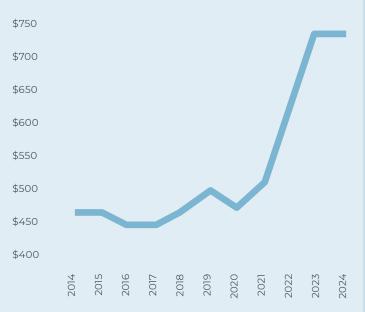
Rents as a consequence have risen substantially in recent years, yet there appears to be limit to what some tenants can afford to pay. This has seen a slight softening – down 1.0% - in asking rents, despite the limited rental choice, during 2024. See our charts below.

### RENTAL VACANCY RATE



Source: Domain (Price Finder), SQM Research, Matusik Property Insights

### MEDIAN APARTMENT ASKING RENTS



Source: Domain (Price Finder), SQM Researc, Matusik Property Insights

Tenants are opting to share accommodation or move into smaller digs (when available) rather than pay higher rents. Apartment designs that cater for two tenants or well-designed tight digs that suit a single, or a couple are in highest demand.

Taking a long-term view, weekly asking apartment rents have risen by 4.5% per annum across inner Brisbane over the past decade.

Living in inner Brisbane remains a popular choice for many, with annual population growth reaching a new high in 2024.

The area holds 335,000 permanent residents and has seen this population increase by 100,000 or 40% since 2014. The area has rebounded following covid.

### BRISBANE RESIDENT POPULATION

YEAR	POPULATION	ANNUAL CHANGE
2014	253,322	5,378
2015	253,322	5,378
2016	264,952	6,215
2017	273,707	8,755
2018	282,488	8,781
2019	291,095	8,607
2020	298,250	7,155
2021	297,656	-594
2022	305,719	8,063
2023	319,664	13,945
2024	334,664	15,000

Source: ABS. 2024 Matusik estimate. Financial years.

One of the reasons for the strong attraction to the area – apart from the obvious amenity and convenience – is the local job market.

Over the past decade there have been some 78,000 new jobs created across inner Brisbane. The area holds some 222,000 workers. Last year saw 17,000 new jobs created across the area.

These are big numbers.

### 2025 Outlook.

### REAL ESTATE COMES DOWN TO SUPPLY AND DEMAND.

Supply, as we have outlined in this annual update, remains tight and it is increasingly expensive to increase. Demand is influenced by population growth and, in part, by new jobs. These are on the rise across inner Brisbane.

Yet one of the largest impacts on demand is interest rates and where they go next year is likely to be one of the key factors influences the local housing market.

So where are interest rates headed?

Where interest rates head in Australia next year and beyond depends not on inflation per se but what happens with new job creation. This impacts the unemployment rate and, in most situations, the level and direction of inflation.

So, looking forward it is all about jobs. Remember this is a national wide story. Inner Brisbane's economic fundamentals are stronger than much of the rest of the country.

Our first chart shows that the annual rate of job creation is currently above the long-term average. Good if you are looking for work but not so much if you have a big mortgage or outstanding loan.

The second chart shows that there is a strong relationship between the job growth trend and when the RBA lifts and cuts official interest rates

If we see job growth start to trend downwards – and especially below the long-term trend - then interest rates will start to fall.

On the geopolitical front Trump's return to the White House is likely to see a much more divided world, with the likelihood that world trade will be divided into three or four major trading blocks.

Think Europe, China's axis (China, Russia, Iran, North Korea etc), America and Asia. With the likes of the USA and India with their fingers in several pies. Australia falls into an Asian block and our trade with China could be more restricted than in the past.

Trade tariffs are being threatened and whilst the headline spruik might not eventuate, there is little doubt, that under the American Republication Party it will cost more to trade goods and services.

This could lift inflation and negatively affect employment creation. This will especially be the case for economies reliant of exports, such as Australia.

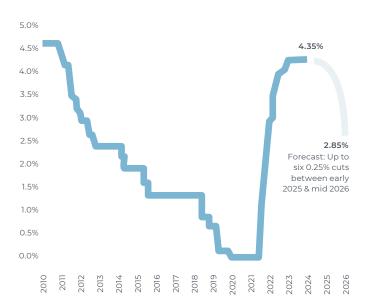
The lead articles in our press are already warning of our weakening economy and over reliance on public spending and employment. Our current energy policies and recent labour regulations – unless they are repealed - are also placing handcuffs on private business and consumers.

2025 being an election year means an eye must be kept on new job creation in the public sector, or the lack thereof. Given government and public sector related employment has risen steadily over the past 4 years.

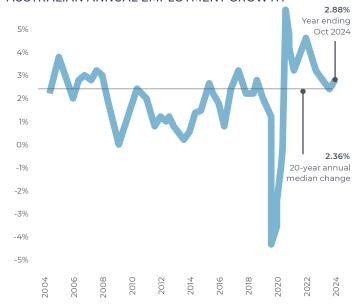
So, this makes forecasting when interest rates fall more difficult than normal. Based on our conversations with experienced economic pundits, we think that the cash rate is likely to fall between 1% and 1.5% over the next 18 to 24 months.

See our last chart.

### AUSTRALIAN CASH RATE AND POTENTIAL DIRECTION



### AUSTRALIAN ANNUAL EMPLOYMENT GROWTH



Source: RBA, Matusik Property Insights



WHY CHOOSE US? We are leaders in the creation and delivery of individually considered and specifically designed sales and marketing strategies for well-located Queensland residential projects.

We take pride in offering a full-service project marketing approach to your development. At Place Projects, we actively engage with our developers to provide advisory information in relation to site acquisition through to settlement. We provide tailor-made strategic marketing campaigns to promote your project's unique selling points and influence specific target markets.

This holistic approach, combined with our experience, local knowledge and research by Place Advisory means we can minimize the risk while maximizing the return on your development.

Place Projects has applied this formula with continued success with major developments, boutique projects, master planned communities, investment sales, residential sales as well as DHA mid-lease and surplus sales. We also have our property management team who provides rental appraisals, advice and oversees a boutique portfolio.

The Place Projects Team is led by some of the most experienced and high achieving sales and marketing professionals in the industry. If you are interested in discussing how Place Projects can work with you, and your next project, please contact our Team.



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