

THE SECRET AGENT REPORT

THE LIFESTYLE EDITION, PART TWO - VOLUME ELEVEN - SEPTEMBER 2013



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permission of Secret Agent HQ Pty Ltd.

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The data upon which this report is based was sourced from: The Australian Bureau of Statistics (www.abs.gov.au/census), The Department of Human Resources, Google Maps (maps.google.com.au), propertydata.com. au, Land Victoria (www.land.vic.gov.au), realestateveiw.com.au, Domain (domain.com.au), realestate.com.au, Fairfax, Residex, various individual real estate agents operating in inner Melbourne, and other specialised

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THE CAFFEINE CHARGE

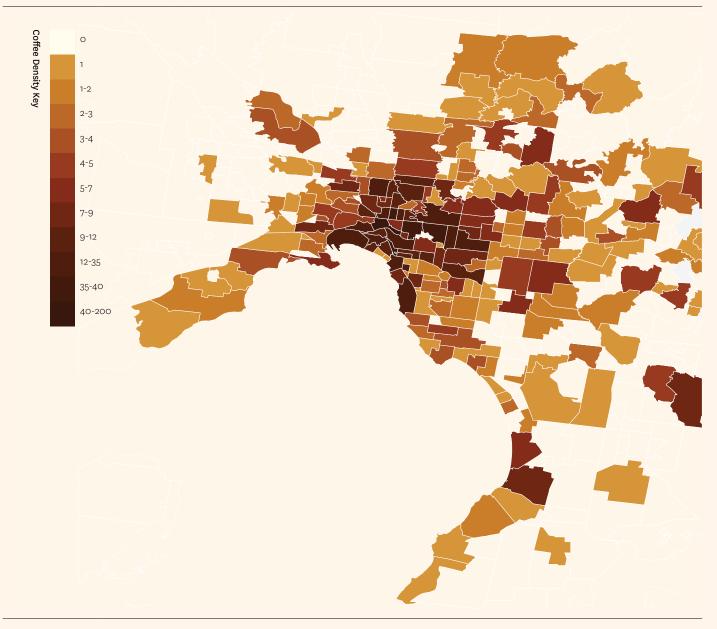
JODIE WALKER & OLIVER LOCK

In Part 1 of our Lifestyle Report we looked at the influence of walkability on house prices and a suburbs desirability. In Part 2 we take a closer look into two factors that have become a predominant feature of Melbourne's culture - food and coffee. In particular we will consider these two questions:

- How do lifestyle considerations drive people's choices on where to live?

- Do highly-rated coffee establishments have any effect on surrounding property prices?

Figure 1: Greater Metropolitan Melbourne - Coffee Shop Density Map



This graphic illustrates the density of coffee shops in Greater Metropolitan Melbourne. Data aggregated from Beanhunter (www.beanhunter.com), a popular coffee reviewing website and from the Google Maps API. Over 1000 reviewed cafes and restaurants in Greater Metropolitan Melbourne have been included in this study.

The factors important for a great lifestyle suburb obviously depend on the individual who lives there. However, for the purpose of this report we will define a great lifestyle as living close to good cafes, restaurants and transport options.

Table 1: Coffee Shop Den Metropolitan Melbourne	-
Suburb	Rating
Melbourne	192
Richmond	39
Fitzroy	38
Hawthorn	38
Brunswick	34
South Yarra	28
St Kilda	21
Brighton	19
Carlton	19
Collingwood	19

Data aggregated from Beanhunter (www.beanhunter.com), a popular coffee reviewing website and from the Google Maps API.

IS MELBOURNE'S CAFE CULTURE SHAPING WHERE WE LIVE?

The demand for coffee in Melbourne is high enough for the appearance of new cafes on a weekly basis.

In order to take a closer look at the distribution and density of cafes in Melbourne, we aggregated data from Beanhunter, a popular coffee review website, and utilised the Google Maps API. This analysis included over 1300 rated cafes in Greater Metropolitan Melbourne.

It was no surprise that Melbourne CBD ranked the highest with 192 coffee establishments. Richmond(39), Fitzroy(38), Hawthorn(38) and Brunswick(34) also ranked highly. The suburbs forming the top 10 were all inner-city suburbs with the exception of Brighton.

In the last report we noted that for a suburb to be walkable, a high density of both people and businesses are necessary. It is likely that these suburbs, with a high density of cafes, would also score high on the walkability scale. Comparing these results with those in our last report on walkability, this appears to be the case. Melbourne, Fitzroy, Collingwood, St.Kilda, South Melbourne, South Yarra and Carlton all scored in the top 10 for both density of coffee establishments and walkability.

A NEW STANDARD OF QUALITY

A higher density of cafes does not necessarily equate to better quality establishments. Most of the new cafes built in Melbourne are reaching a new standard of quality set by the likes of St. Ali and Seven Seeds. These 'fine dining' cafes are so popular on weekends that you can find yourself waiting in line for a table.

You may be wondering how all of this relates to property prices. Does the number of good quality cafes in your suburb add value to your house? This question is difficult to answer directly as there are many other confounders that will affect sale prices. Thus to do this we decided to take an observational approach.

IS THERE A PRICE PREMIUM?

It is reasonable to assume that the presence and quality of shops in a neighbourhood can have a strong effect on the sale price of nearby properties.

Consider Gertrude Street in Fitzroy. Up until the year 1990, Gertrude Street was regarded as "rough patch". Characterised by drugs and crime, it was a cheap area for immigrants and artists to live and still be close to the city.

The street's potential began to be realized from this time and gradually a transformation has taken place. Now, almost a quarter of a century later, Gertrude Street is one of the trendiest places to be seen in Melbourne.

Through the area's gentrification - the cafes, restaurants, galleries and boutiques along here have brought the area to life and created a desirable atmosphere to be in. Property prices have increased dramatically over this growth period.

For example, a one bedroom apartment on Gertrude Street sold in 1996 for only \$175,000. What a great buy this was. The owners sold this same apartment in 2012 for \$669,500. A two bedroom apartment sold for \$750,000 in 2007, and was resold two years later for \$1,011,500.

This was around the same time when Gertrude Street became known as a destination for great food and coffee.

This price increase is consistent with the results of our previous report on lifestyle where it was found that there is a price premium for walkability. As the number of shops increased along Gertrude Street, the walkability of the houses in the area increased as did the price of property. This is the perfect example which gives more evidence that lifestyle is fast becoming the new prestige.

North Melbourne, by no means undiscovered, appears to be showing signs of a Gertrude St situation, in that it is becoming more and more gentrified each year. Walk past Auction Rooms on a weekend and there will be a crowd out the front waiting for a table. At night, Errol and Victoria Street restaurants are buzzing. With more and more young professionals and families moving in, the area is growing as are it's property prices. A four bedroom house on Errol Street sold in 1996 for just \$318,000. It resold this year for \$1,175,000.

It will be interesting to see if this story repeats itself in suburbs such as Footscray which has been populated mostly by migrants for the last few decades and has seen flickers of change on and off. It's neighbouring western suburbs of Seddon and Yarraville have already undergone gentrification and it seems Footscray is going to be next. It is one of the few inner city suburbs left that is still affordable. It already has an in depth array of food choices. All it needs is the "community assets and population that make a suburb hip." (Matheson, 2012)

From the opposite perspective, it could be argued that the better cafes are established in suburbs that already contain expensive houses. That may be the case today with plenty of business owners wanting to set up shop in the increasingly pricier suburbs such as Fitzroy, Collingwood and Brunswick. However, when you look at suburbs such as Toorak and East Melbourne this does not seem to be the case. These suburbs contain some of the most expensive houses in Melbourne and it has been this way for years. If you mention Toorak or East Melbourne in conversation, cafes and restaurants probably don't come to mind. In this case, it seems the good cafes and restaurants appear first, this draws people to an area, and then these in turn drive house prices up.

ARE THEY A DRIVER IN WHERE WE LIVE?

As mentioned above, what creates a good lifestyle is unique for each individual. However, if you enjoy good food and coffee, it is worthwhile thinking about the proximity of your property to restaurants and cafes. Without even realising it, you may enjoy living in one location more than another simply because of the convenience of living amongst the atmosphere created by popular restaurants.

Overall, cafe density, cafe quality, transport, and walkability are all interrelated and can be an asset to any property. Part 1 of the lifestyle report looked at the relationship between walkability, transport and house prices. It was found that there is a positive correlation between walkability and house price. Part 2 of the lifestyle report considered how cafes and restaurants influence house prices and people's drive to live somewhere. Cafes and restaurants can be a factor which attracts people to buy a house in an area. Thus indirectly, cafes and restaurants add value to the houses in a particular suburb. Gertrude street, Collingwood is the perfect example of this.

In conclusion, knowing which suburbs in Melbourne have a higher density of good cafes, restaurants and accessible train stations or tram stops could have value in forming future decisions about where to buy in Melbourne. This is turn will influence property price based on competitive demand for houses in more walkable areas. It will be interesting to see if in five years time, this would be reflected in house prices in suburbs such as Toorak, which is not known for it's coffee or walkability, but still has the most expensive houses.

THE ELECTION AND AUGUST IN REVIEW

FROM THE FOUNDER OF SECRET AGENT, PAUL OSBORNE

The last month of Winter highlighted a market on the rise. Auction clearance rates are well up from the same time last year. Property owners are sensing a strong spring ahead.

While confidence remains subdued in the general economy, buyers and sellers within the property market are seemingly optimistic over the short term.

With more property being listed, the absorption rate by buyers remains solid for now. If the past few months have been any guide, the depth of interest should carry through for the first few months of Spring.

The two big factors at the moment are Interest Rates and how the Liberal party will influence Australian confidence levels.

Lets start firstly with interest rates. The current cash rate of 2.5% is unprecedented in the modern era. Interest only loans make up around 40% of all new home loans. This makes the interest rate a vital factor to a large number of buyers.

If we look at the real cash rate after adjusting for inflation (Fig 2.), we see that the true cash rate set by the reserve bank actually sits closer to 0%. This means that the average participant taking out a mortgage is essentially borrowing at true interest rates of only 2.5% (after bank margin) after factoring in inflation, which is presently running at 2.4%.

It's relatively easy to see what's happening. Since 2008, Australians have been saving at an aggressive rate (Fig 3.) to combat potential hard times ahead and to help unwind some of the credit boom that helped drive strong appetites for consumer products and assets, such as real estate.

With credit drying up and slower spending, economic conditions have become sluggish and have deteriorated. It is clear that the latest monetary action of reducing interest rates is an attempt to encourage spending within the economy, as well as boosting exports by way of a lower dollar.

Investors seeing little return on bank deposits have returned to the property market, seeking returns above bank interest. We note especially that commercial property with fixed tenancies remains of strong interest to investors.

Figure 2: Australian Cash Rate



This graph was sourced from the ABS and RBA.



Figure 3: Household Saving Ratio*

^{*}Net of depreciation. (Per cent of household disposable income) This graph was sourced from the ABS.

Home buyers faced with little quality within the rental market can establish an interest only loan for a figure close to the annual rent of a specified property. The home buyer is hedging on capital appreciation to benefit their circumstances. We note that some property results show signs of overpaying for these privileges.

We recommend that people take caution and avoid extending for assets. Historic low rates will eventually rise, and return on investment will alter as interest rates move upwards.

The other big factor is political stability. Regardless of whether one party is better than the other, the perception is that the coalition are stronger economic managers. A self fulfilling prophecy is likely in the short term.

Independent research from Secret Agent gives us an interesting insight of possible expectations.

The red line (Fig 4.) shows our current trajectory compared with the three past elections over the past decade. If history is anything to go by, we see an initial settling period after the election, as the public cautiously assesses new government policies. The first 6 months usually shows a softening in values, followed by tail wind price growth between 6 - 12 months after an election (Fig 5.)

The past government shows the first flat patch (Fig 6.) throughout an entire term. I feel that we might have a quicker upturn with values than in previous election campaigns. This would largely be a combination of low interest rates and political stability. Many businesses we talked with prior to the election were holding back investment until after the result.

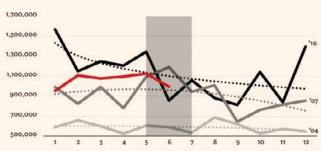


Figure 4: 12 Month Election Period - House Pricing

2013 is shown in red. Calculated using using data based on over 112,000 sales in innercity Melbourne between January 2002 and July 2013,

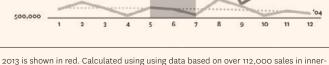
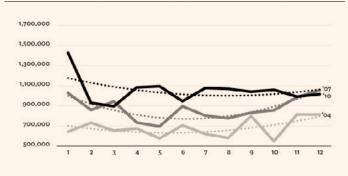
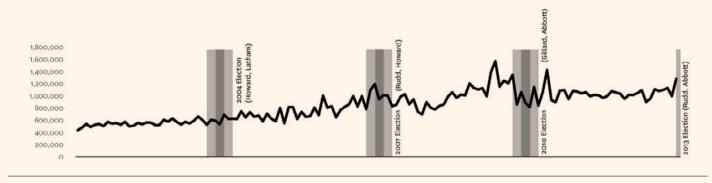


Figure 5: 12 Month Period (starting 6 months post election)



Calculated using using data based on over 112,000 sales in inner-city Melbourne between January 2002 and July 2013,

Figure 6: Sparkline - Median House price featuring Election periods.



Calculated using using data based on over 112,000 sales in inner-city Melbourne between January 2002 and July 2013,

The performance from the month is still patchy. While blistering sales make the media, many aren't doing as well as one might have presumed.

These two sales show a great divergence in some results. Both are Art Deco apartments and both had exposure to Northern light. The positions are also highly comparable and both sold at auction one week apart from each other. 11/283 Royal Parade performed 14.36% less than the apartment at 5/887 Drummond Street for what should have been identical units.



5/887 Drummond Street Carlton North Art Deco \$648,000. 2 Bed 1 Bath. No parking. 64.8sqm. Ceiling height 2.96m.



11/283 Royal Parade Parkville Art Deco \$555,000. 2 Bed 1 Bath. No parking. 67.5sqm Ceiling height 2.87m.

There has also been signs of incremental improvements over months. Below are a further three examples of similar single fronted terraces within North Carlton. These sales were similar in condition, land size and floor plan. The last result appears getting out of hand, we can't simply see the value at the last \$895,000 sale.



16 Earl Street Carlton North (May 2013) \$741,000. 2 Bed. 1 Bath. 120sqm.



558 Drummond Street Carlton North (June 2013) \$800,000. 2 Bed 1 Bath. 135 sqm.



677 Drummond Street Carlton North (August 2013) \$895,000. 2 Bed. 1 Bath. 111 sqm.

Within the inner city, interest rates tend to boost the more affordable suburbs. This is largely driven by demographics who are more willing to spend in an easy credit environment. We note that suburbs such as Brunswick have broken new precedent. It would seem that single fronted period homes have been the greatest beneficiary. The sweet spot is a slightly wider frontage, and a large area of approx 200 - 250 sqm. See the following Brunswick examples.



14 Cooraminta Street Brunswick \$915,500. (Sold \$351,000 in 1999) 249 sqm. 3 Bed 1 Bath.



18 George Street Brunswick \$840,000. (Sold \$402,000 in 2005) 218 sqm. 2 Bed 1 Bath.



114 Victoria Street Brunswick \$896,500 (Sold \$620,000 in 2007) 238 sqm. 2 Bed 1 Bath 1 Car.

Bigger sales are increasing, this market is likely to be more active post election and deeper into Spring. The tolerance for large prices has even extended to areas such as Aspendale with a staggering result for a bay frontage townhouse.



27 Kinkora Road Hawthorn \$4,095,000. 1405 sqm 5 Bed 2 Bath 2 Car



551 Royal Parade Parkville \$3,700,000. 1700 sqm. 4 Bed 3 Bath 3Car



107 Wellington Parade East Melbourne. \$3,700,000. 4 Bed 3Bath 2Car



53 Avoca Street South Yarra Undisclosed - excess of 8 Million. 1097 sqm. 6 Bed 3Bath.



3 Fermanagh Road Camberwell \$4,700,000. 958 sqm. 4 Bed 3Bath 4Car.



40A Bowman Street Aspendale \$3,000,000 365 sqm. 3 Bed 3Bath 4Car.

INNER MELBOURNE APARTMENTS PRICE COMPARISONS BY ROLLING QUARTERS



Table 2: Inner Melbourne Apartments - Price Comparisons

	PREVIOU	JS QUARTER (MA	R, APR & MAY 20	013)	QU	JARTER (JUN, JU	L & AUG 2013)	
	Average Price	Median Price	Lowest Sale	Highest Sale	Average Price	Median Price	Lowest Sale	Highest Sale
Docklands	592,910	540,000	285,000	1,400,000	639,139 🛧	524,000 🗸	275,000	1,775,000
Melbourne	537,543	436,000	145,500	3,100,000	497,982 🗸	290,000 🗸	124,000	1,645,000
Southbank	583,931	541,000	200,000	1,075,000	620,544 🛧	426,000 🗸	340,000	1,435,000
Brunswick	451,440	445,000	225,000	775,000	463,507 🛧	413,250 🗸	207,500	816,000
Brunswick East	462,877	440,000	330,000	670,000	459,417 🗸	440,000 🗸	415,000	520,000
Carlton	369,786	296,500	120,000	903,000	432,955 🛧	378,000 🛧	143,000	805,000
Carlton North	443,125	460,000	380,000	480,000	456,833 🛧	375,000 🗸	305,000	648,000
Clifton Hill	*586,000	*586,000	515,000	657,000	*465,000 🗸	*465,000 🗸	465,000	465,000
Collingwood	575,150	543,000	138,000	1,512,000	639,188 🛧	562,500 🛧	541,000	935,000
Fitzroy	612,286	635,000	265,000	825,000	596,333 🗸	492,000 🗸	279,000	855,000
Fitzroy North	479,417	454,000	407,000	642,000	353,500 🗸	319,250 🗸	210,000	560,000
North Melbourne	457,694	444,000	287,000	641,000	487,346 🛧	422,500 🗸	352,000	690,000
Northcote	478,346	494,000	312,000	600,000	470,107 🗸	458,000 🗸	333,000	630,000
Parkville	461,571	475,000	303,000	657,000	439,167 🗸	439,000 🗸	290,000	565,000
Princes Hill	*320,000	*320,000	320,000	320,000	-	-	-	-
Abbotsford	508,778	455,000	429,000	681,000	692,250 🛧	527,000 🛧	462,000	930,000
Burnley	*364,000	*385,000	320,000	387,000	-	-	-	-
Cremorne	*410,000	*410,000	400,000	420,000	*556,500 🛧	*556,500 🛧	446,000	667,000
East Melbourne	1,116,059	668,000	240,000	6,175,000	686,925 🗸	540,000 🗸	372,000	1,440,000
Hawthorn	519,433	482,000	250,000	1,375,000	541,913 🛧	479,500 🗸	137,000	1,225,000
Prahran	507,850	510,000	112,500	1,315,000	536,140 🛧	485,000 🗸	295,000	960,000
Richmond	505,397	483,000	165,000	1,585,000	509,085 🛧	463,750 🗸	284,000	925,000
South Yarra	613,426	531,500	235,000	2,250,000	610,183 🗸	490,000 🗸	203,500	1,745,000
Albert Park	552,500	502,500	300,000	905,000	*512,500 🗸	*285,000 🗸	285,000	740,000
Middle Park	680,000	680,000	500,000	800,000	571,667 🗸	470,000 🗸	300,000	775,000
Port Melbourne	785,213	680,000	382,300	1,965,000	689,369 🗸	505,000 🗸	372,500	1,530,000
South Melbourne	615,692	518,250	352,500	2,530,000	716,625 🛧	400,000 🗸	357,500	1,605,000
Flemington	303,375	282,500	220,000	462,000	354,200 个	310,000 个	270,000	450,000
Kensington	422,727	459,000	280,000	491,000	408,556 🗸	367,000 🗸	335,000	475,000
Travancore	*495,000	*495,000	495,000	495,000	*367,333 🗸	*340,000 🗸	327,000	435,000
West Melbourne	572,000	562,500	438,000	680,000	549,818 🗸	542,500 🗸	405,000	730,000

Table compiled from data collected from March to August 2013. A dash indicates no recorded sales for the quarter, inability to show a quarterly change or no quarterly change. Directional arrows indicate change in comparison to the previous rolling quarter. This table does not include student housing apartments. * indicates an average or median value calculated using 5 sales or less.



Table 3: Inner Melbourne Apartments - Quarterly Median Prices

	150,000	175,000	200,000	225,000	250,000	300,000	325,000	350,000	375,000	400,000	425,000	450,000	475,000	500,000	525,000	550,000	575,000	600,000	625,000	650,000	675,000	700,000	725,000	750,000	775,000	800,000	825,000	850,000	875,000
Docklands												Ę	524,0	000															
Melbourne					290,00	C																							
Southbank										426,0	000																		
Brunswick									413,2	250																			
Brunswick East									4	440,0	000																		
Carlton								378,0	000																				
Carlton North							375,	000																					
Clifton Hill										*2	465,0	000																	
Collingwood														Ę	562,5	00													
Fitzroy											2	192,0	000																
Fitzroy North					31	9,250																							
North Melbourne									422,	500																			
Northcote										2	158,0	000																	
Parkville										439,0	000																		
Princes Hill	-																												
Abbotsford													5	527,0	000														
Burnley	-																												
Cremorne															556,5	00													
East Melbourne													5	540,0	000														
Hawthorn											۷	479,5	500																
Prahran											Z	485,0	000																
Richmond										2	463,7	750																	
South Yarra											2	490,0	000																
Albert Park				*	285,00	C																							
Middle Park										2	170,C	000																	
Port Melbourne												Ę	505,0	000															
South Melbourne									400,0	000																			
Flemington					31	0,000																							
Kensington							367,	000																					
Travancore						*340	000																						
West Melbourne													5	542,5	500														

Table compiled from data collected from June to August 2013. This table does not include student housing apartments. A dash indicates insufficient data. * indicates a median value calculated using 5 sales or less.

INNER MELBOURNE TOWNHOUSES PRICE COMPARISONS BY ROLLING QUARTERS



Table 4: Inner Melbourne Townhouses - Price Comparisons

	PREVIO	US QUARTER (MA	AR, APR & MAY 20	013)	Ç	UARTER (JUN, JU	JL & AUG 2013)	
	Average Price	Median Price	Lowest Sale	Highest Sale	Average Price	Median Price	Lowest Sale	Highest Sale
Brunswick	627,400	600,000	507,000	741,000	694,944 🛧	676,000 🛧	629,000	855,000
Brunswick East	640,111	620,000	570,000	740,000	611,417 🗸	612,500 🗸	437,500	740,000
Carlton	*756,333	*750,000	750,000	769,000	-	-	-	-
Carlton North	*604,000	*604,000	587,000	621,000	*1,180,000 🛧	*1,180,000 🛧	1,180,000	1,180,000
Clifton Hill	773,000	768,750	645,000	920,000	*846,000 个	*846,000 🛧	846,000	846,000
Collingwood	*802,500	*802,500	800,000	805,000	*765,000 🗸	*765,000 🗸	605,000	925,000
Fitzroy	817,000	765,000	715,000	1,050,000	*715,750 🗸	*715,750 🗸	665,000	766,500
Fitzroy North	845,000	791,000	710,000	1,215,000	*780,000 🗸	*780,000 🗸	750,000	810,000
North Melbourne	769,875	765,000	600,000	999,000	-	-	-	-
Northcote	705,056	690,000	570,500	1,100,000	669,885 🗸	690,000 🗸	516,000	800,000
Parkville	*899,250	*871,000	490,000	1,365,000	-	-	-	-
Princes Hill	-	-	-	-	*720,000 🗸	*720,000 🗸	720,000	720,000
Abbotsford	*680,500	*680,500	680,000	681,000	*809,750 🛧	*809,750 🛧	712,500	907,000
Burnley	*850,000	*850,000	850,000	850,000	-	-	-	-
Cremorne	*1,112,500	*1,112,500	625,000	1,600,000	-	-	-	-
East Melbourne	*1,275,000	*1,275,000	1,275,000	1,275,000	*3,700,000 🛧	*3,700,000 🛧	3,700,000	3,700,000
Hawthorn	956,429	875,000	635,000	1,370,000	*977,500 🛧	*977,500 🛧	585,000	1,370,000
Prahran	947,250	940,000	919,000	990,000	1,005,600 🛧	995,000 🛧	701,000	1,320,000
Richmond	868,063	800,000	620,000	1,625,000	873,386 🛧	790,000 🗸	516,000	1,570,000
South Yarra	1,147,182	1,020,000	710,000	2,320,000	1,291,000 🛧	1,033,000 🛧	879,000	1,850,000
Albert Park	*670,000	*670,000	670,000	670,000	*1,867,500 🛧	*1,867,500 🛧	1,185,000	2,550,000
Middle Park	*1,183,500	*1,250,000	1,050,500	1,250,000	-	-	-	-
Port Melbourne	1,188,214	1,135,000	805,000	1,650,000	1,126,167 🗸	1,210,000 🛧	740,000	1,345,000
South Melbourne	-	-	-	-	*791,833 🗸	*670,500 🗸	585,000	1,120,000
Flemington	*630,500	*630,500	600,000	661,000	-	-	-	-
Kensington	616,457	600,000	501,000	808,000	634,445 🛧	624,000 个	380,000	864,000
Travancore	-	-	-	-	-	-	-	-
West Melbourne	755,625	740,500	585,000	956,000	-	-	-	-

Table compiled from data collected from March to August 2013. A dash indicates no recorded sales for the quarter, inability to show a quarterly change or no quarterly change. Directional arrows indicate change in comparison to the previous rolling quarter. * indicates an average or median value calculated using 5 sales or less.



Table 5: Inner Melbourne Townhouses - Quarterly Median Prices

		400,000	450,000	500,000	550,000	600,000 650.000	700,000	750,000	800,000	850,000	900,000	950,000	1,000,000	1,050,000	1,100,000	1,150,000	1,200,000	1,250,000	1,300,000	1,350,000	1,400,000	1,450,000	1,500,000	1,550,000	1,600,000	1,650,000	1,700,000	1,750,000	1,800,000 1,850,000 +
Brunswick					(676,000																							
Brunswick East				е	612,5	500																							
Carlton	-																												
Carlton North												*1,	180,0	000															
Clifton Hill							,	846	,000																				
Collingwood							*765,	000																					
Fitzroy						*715	6,750																						
Fitzroy North							*780,	000																					
North Melbourne	-																												
Northcote					6	690,000	1																						
Parkville	-																												
Princes Hill						*720	,000																						
Abbotsford							,	809	,750																				
Burnley	-																												
Cremorne	-																												
East Melbourne																												*3,7	00,000
Hawthorn										ę	977,5	500																	
Prahran										ę	995,0	000																	
Richmond							790,	000																					
South Yarra											1,0)33,0	000																
Albert Park																												*1,8	67,500
Middle Park	-																												
Port Melbourne															1,2	210,0	000												
South Melbourne					*(670,500)																						
Flemington	-																												
Kensington				6	624,0	000																							
Travancore	-																												
West Melbourne	-																												

Table compiled from data collected from June to August 2013. A dash indicates insufficient data. * indicates a median value calculated using 5 sales or less.

INNER MELBOURNE HOUSES PRICE COMPARISONS BY ROLLING QUARTERS



Table 6: Inner Melbourne Houses - Price Comparisons

	PREVIO	US QUARTER (MA	AR, APR & MAY 20	013)	Ç	UARTER (JUN, JU	JL & AUG 2013)	
	Average Price	Median Price	Lowest Sale	Highest Sale	Average Price	Median Price	Lowest Sale	Highest Sale
Brunswick	787,574	737,500	430,000	1,450,000	805,492 🛧	736,000 🗸	531,000	1,430,000
Brunswick East	886,611	856,000	580,000	1,257,000	824,833 🗸	767,750 🗸	613,000	1,215,000
Carlton	1,152,395	1,225,000	665,000	1,800,000	1,126,875 🗸	923,500 🗸	713,000	2,065,000
Carlton North	987,159	900,000	655,000	1,760,000	1,236,091 🛧	1,020,000 🛧	755,000	2,609,000
Clifton Hill	901,696	833,000	675,000	1,425,000	997,318 🛧	838,000 🛧	695,000	1,710,000
Collingwood	789,400	790,000	530,000	1,240,000	954,389 🛧	851,000 🛧	681,000	1,565,000
Fitzroy	932,447	875,000	646,000	1,750,000	1,080,929 🛧	1,045,500 🛧	793,000	1,430,000
Fitzroy North	1,089,625	992,500	600,000	2,225,000	965,267 🗸	945,000 🗸	600,000	1,736,000
North Melbourne	1,054,652	810,000	393,000	4,680,000	831,964 🗸	740,750 🗸	560,000	1,560,000
Northcote	962,337	880,000	539,000	2,390,000	839,950 🗸	805,000 🗸	539,500	1,507,500
Parkville	*1,147,200	*1,200,000	675,000	1,475,000	*1,257,500 🛧	*1,420,000 ↑	652,500	1,700,000
Princes Hill	1,254,958	931,000	682,000	3,300,000	-	-	-	-
Abbotsford	847,857	810,000	607,000	1,383,000	847,083 🗸	835,000 🛧	642,500	1,185,000
Burnley	*1,740,000	*1,740,000	1,740,000	1,740,000	*780,000 🗸	*780,000 🗸	780,000	780,000
Cremorne	743,714	779,000	572,000	835,000	*1,065,500 🛧	*1,065,500 🛧	786,000	1,345,000
East Melbourne	2,759,375	2,662,500	1,380,000	5,155,000	1,802,500 🗸	1,800,000 🗸	1,180,000	2,505,000
Hawthorn	1,664,922	1,430,750	785,000	4,500,000	1,526,909 🗸	1,395,000 🗸	850,000	3,195,000
Prahran	996,707	955,000	626,500	1,955,000	1,219,154 🛧	968,000 🛧	615,000	3,250,000
Richmond	1,017,332	915,000	572,000	2,670,000	993,789 🗸	869,000 🗸	560,000	2,870,000
South Yarra	1,565,037	1,370,000	660,000	4,365,000	2,006,353 🛧	1,546,000 🛧	381,000	8,020,000
Albert Park	1,685,658	1,450,000	582,500	4,300,000	1,670,115 🗸	1,517,000 🛧	920,500	3,031,000
Middle Park	1,522,765	1,245,000	1,150,000	2,750,000	1,704,273 🛧	1,250,000 🛧	847,000	3,930,000
Port Melbourne	991,889	920,000	570,000	1,712,000	1,053,861 🛧	928,500 🛧	591,000	2,090,000
South Melbourne	1,299,887	1,050,000	539,000	4,525,000	1,250,143 🗸	1,165,500 🛧	596,000	2,855,000
Flemington	738,479	717,000	525,000	971,000	739,545 🛧	660,000 🗸	495,000	1,600,000
Kensington	811,856	730,000	535,000	1,500,000	658,724 🗸	640,000 🗸	419,000	997,500
Travancore	1,070,000	905,000	880,000	1,900,000	-	-	-	-
West Melbourne	1,093,167	1,125,500	780,000	1,450,000	*780,875 🗸	*760,750 🗸	552,000	1,050,000

Table compiled from data collected from March to August 2013. A dash indicates no recorded sales for the quarter, inability to show a quarterly change or no quarterly change. Directional arrows indicate change in comparison to the previous rolling quarter. * indicates an average or median value calculated using 5 sales or less.



Table 7: Inner Melbourne Houses - Quarterly Median Prices

	400,000	450,000	500,000	550,000	600,000 650,000	700,000	750,000	800,000	850,000	900,000	950,000	1,000,000	1,050,000	1,100,000	1,150,000	1,200,000	1,250,000	1,300,000	1,350,000	1,400,000	1,450,000	1,500,000	1,550,000	1,600,000	1,650,000	1,700,000	1,750,000	1,800,000 1 850 000 ±
Brunswick					736	,000																						
Brunswick East						767,	750																					
Carlton								ç	923,5	500																		
Carlton North										1,0)20,0	000																
Clifton Hill						8	338,0	000																				
Collingwood							ε	351,0	000																			
Fitzroy										1,0)45,5	500																
Fitzroy North								ę	945,0	000																		
North Melbourne					740	,750																						
Northcote						ł	305,0	000																				
Parkville																		*1,4	120,0	000								
Princes Hill	-																											
Abbotsford						8	335,C	000																				
Burnley						780,0	000																					
Cremorne											*1,(065,5	500															
East Melbourne																										1,8	300,0	00
Hawthorn																	1,3	395,0	000									
Prahran									ç	968,0	000																	
Richmond							ε	869,0	000																			
South Yarra																				1,5	546,0	000						
Albert Park																				1,5	517,0	000						
Middle Park															1,2	250,0	000											
Port Melbourne								g	928,5	500																		
South Melbourne																							1,1	165,5	500			
Flemington				(660,000																							
Kensington			(640,0	000																							
Travancore	-																											
West Melbourne						760,7	750																					

Table compiled from data collected from June to August 2013. * indicates a median value calculated using 5 sales or less.



THE SECRET AGENT REPORT

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