

4207 Summer Market Wrap — January Review & February Outlook

January has kicked off with real momentum across the 4207 market. Summer buyers are active, competition is selective, and well-priced homes are cutting through quickly. For sellers, this early-year window is about visibility, speed, and getting ahead of the crowd before the year fully ramps up.

Market Activity Snapshot (Last 30 Days)

New Sale Listings: 104 ↑ **(+52.94%)**

A sharp lift in new listings shows sellers are testing the market early. While stock has increased, buyer enquiry has kept pace — homes launching now benefit from fresh-year attention before February listing volumes build further.

Average Days on Market: 49.38 days ↑ **(+68.53%)**

Days on market have stretched, signalling buyers are more selective. For sellers, this reinforces the importance of pricing correctly and launching with strong presentation — the homes that do this are still moving.

Average Vendor Discount: 0.61% ↓ **(-3.17%)**

Discounting remains extremely tight. This is a key confidence signal for sellers: buyers are negotiating less, particularly on well-positioned properties, supporting firmer outcomes.

Recently Advised Sales: 94 ↑ **(+52.04%)**

Sales activity has jumped strongly alongside listings. This confirms that buyer demand is real — not just enquiry, but transactions — which is critical for sellers considering timing.

Recently Withdrawn Listings: 230 ↑ **(+0.86%)**

Withdrawals are broadly stable. This suggests sellers who are priced and prepared correctly are staying the course, while only a small portion are stepping back.

Total Rental Listings: 528 ↑ **(+4.69%)**

Rental supply has lifted slightly, but remains elevated. This continues to underpin investor interest and supports buyer demand from landlords watching yield and tenant pressure.

What These Numbers Are Telling Us

January is a market of opportunity — but only for sellers who lead with strategy. Buyer demand is active, discounting is low, and sales volumes are up. While days on market have increased overall, the homes that are priced sharply and marketed well are still selling

without heavy negotiation.

Why January Is Powerful for Sellers

January buyers are decisive. Many are relocating, upsizing, or acting on plans made over the Christmas break. Listing now means less competing stock than later in summer, motivated buyers, and strong visibility before the traditional February surge.

Looking Ahead

As we move into February, listing volumes are likely to rise further. Sellers who act early in the year place themselves ahead of that competition, while buyers are still focused and engaged. Preparation, pricing, and timing will remain the difference between sitting and selling.

New Podcast: Now Live: *How to Sell a Tenanted Property (Worth the Waite)*

If you're a landlord in Beenleigh or Eagleby considering a sale, our latest *Worth the Waite* episode breaks down what you need to know before listing with a tenant in place. This podcast explains the legal realities, how tenant cooperation impacts price and buyer demand, why selling at the end of a lease often achieves stronger results, and how inspections, access, and incentives are handled in the real world. A must-listen for investors wanting to avoid costly mistakes and maximise their outcome this January.

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Eileen Chen and Benjamin Waite, your local real estate experts, are here to guide you through the selling process and help you achieve your property goals.

Reach out to our team today for a free appraisal update to find out what your property may be worth – your perfect buyer may already be looking.

Talk soon,

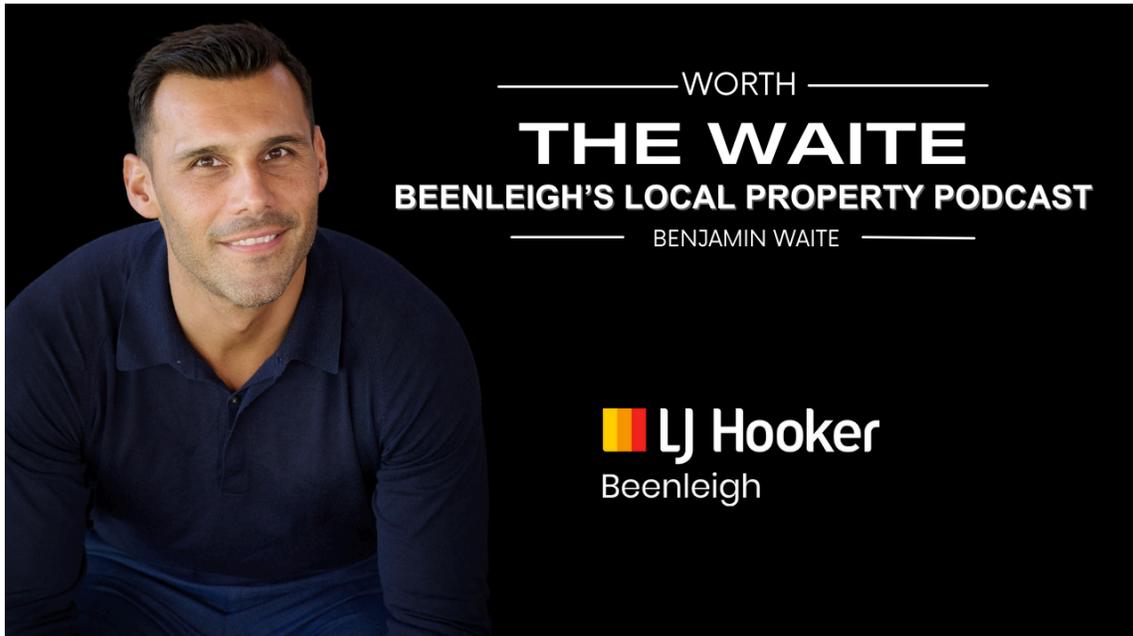


Eileen Chen | Benjamin Waite
Sales and Marketing Specialist

0452 352 547 / 0431 265 700
eileen.chen@ljhbeenleigh.com.au / sales1@ljhbeenleigh.com.au
1/14-16 James St, Beenleigh QLD 4207
beenleigh.ljhooker.com.au



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Brorad Pty Ltd T/as LJ Hooker Beenleigh, 1/14-16 James Street Beenleigh QLD
Ph: 07 3807 7900 | F:
e: bs@ljhbeenleigh.com.au visit: beenleigh.ljhooker.com.au

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