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Loganholme & Bethania Summer Market Wrap — January Review & February Outlook

January has delivered a classic Queensland summer market — fewer sellers active, motivated buyers back early, and clear opportunities for well-prepared homes to stand out. With many homeowners still in holiday mode, both Loganholme and Bethania are showing conditions that favour sellers who move decisively at the start of the year.

Market Activity Snapshot

Loganholme

New Sale Listings: 6 (↓45.45%)
Fewer new listings came to market over the past 30 days, tightening available choice. For sellers, this means less competition and stronger visibility for well-priced homes.

Average Days on Market: 49.1 days (↑132.48%)
Homes are taking longer to sell, signalling that buyers are selective. Properties that are priced correctly and presented well are still attracting attention, while others linger.

Average Vendor Discount: 2.56% (↑11.72%)
Discounting has edged up, reinforcing the importance of realistic pricing from day one to secure early interest and avoid prolonged campaigns.

Recently Advised Sales: 5 (↓64.29%)
Lower sales volumes reflect the quieter holiday period rather than a lack of demand — a common January pattern.

Recently Withdrawn Listings: 22 (↑15.38%)
More withdrawals suggest some sellers paused campaigns over Christmas. This reduces active competition for those who remain on the market.

Total Rental Listings: 45 (↑16.67%)
Rental supply has lifted slightly, though it remains relatively contained, continuing to support underlying buyer and investor interest.

Bethania

New Sale Listings: 8 (↓70.37%)
Listing numbers dropped sharply, creating a genuine scarcity of available homes. This is a strong signal for sellers considering a January launch.

Average Days on Market: 62.62 days (↑66.28%)
Longer selling times highlight a market that rewards preparation and pricing strategy rather than urgency alone.

Average Vendor Discount: 0.1% (no change)
Discounting remains virtually non-existent, indicating firm price expectations and buyer willingness to meet the market when value is clear.

Recently Advised Sales: 8 (↓66.67%)
Sales activity slowed over the holiday period, consistent with seasonal trends rather than changing fundamentals.

Recently Withdrawn Listings: 19 (↑11.76%)
Withdrawals have increased, further limiting active stock and improving exposure for committed sellers.

Total Rental Listings: 35 (↑16.67%)
Rental availability has risen modestly, yet remains tight enough to underpin ongoing investor enquiry.

What These Numbers Are Telling Us

Across both suburbs, January is characterised by low listing volumes and reduced competition. While buyers are measured, they are active — and with fewer homes to choose from, quality listings attract stronger attention. Sellers who price accurately and present well are best placed to capitalise on these conditions.

Why January Is Powerful for Sellers

January rewards early movers. With many properties withdrawn or delayed until later in the year, homes that launch now benefit from clearer buyer focus, less noise online, and stronger enquiry per listing. Waiting until late summer or autumn may mean competing against a surge of new stock.

Looking Ahead

As February approaches, buyer activity typically lifts alongside new listings. Sellers who act early can establish momentum before competition increases, while those who delay may need to work harder on pricing and presentation to stand out.

"Spring always rewards the prepared seller — thoughtful presentation and smart timing make all the difference in today's balanced, opportunity-filled market."
Brock Morley – Lead Sales Agent

Brock Morley, your local real estate expert, is 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.

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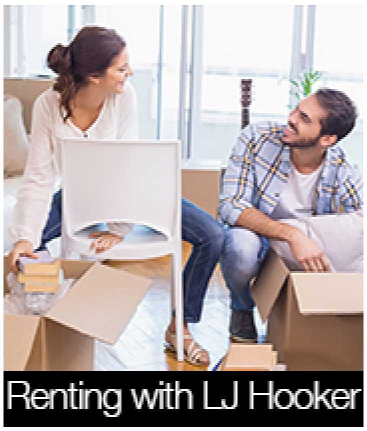

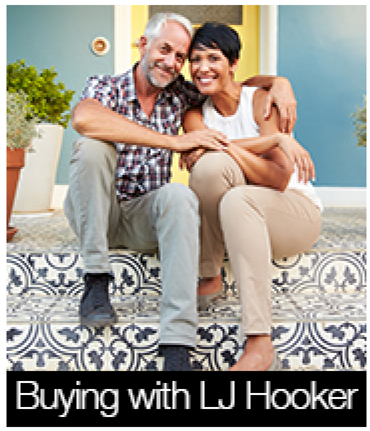

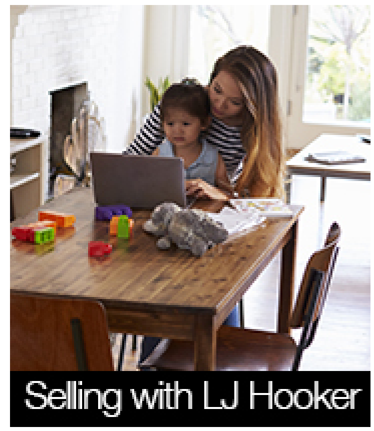

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