

The Ray White logo is a solid yellow square with the text "RayWhite." in a bold, black, sans-serif font. The background of the entire image is a scenic view of a coastal town with palm trees, buildings, and a large body of water under a clear blue sky. Several sailboats are visible in the water, and a Ferris wheel is visible on the right side of the image.

RayWhite.

RAY WHITE WHITSUNDAY MARKET UPDATE.

Quarter 3, 2026

RAYWHITEWHITSUNDAY.COM.AU

Thanks for reading the Quarterly Property Market Report for the July – September quarter. What I am writing is very different from previous quarters and years.

The market has changed, and buyers now have more choice and more negotiating power due to the larger supply of available stock.

The GREAT news is: Whitsunday upgraders have spent the past decade fighting for a home in a market characterised by low supply and high competition, much of it from deep-pocketed investors.

Those conditions have now changed, creating a window of opportunity for owner-occupier buyers. With softer pricing and listings hitting a five-year high, there is suddenly room to negotiate in a way that hasn't happened for some time.

Simultaneously, rents are continuing to climb, making the "sell, rent and wait" strategy far more expensive than most people realise.

Now could be the most opportune time for upgraders to trade up on their homes. Whitsundays homeowners ready to trade up or unlock value from well-located property they already own could become the biggest winners of the current market.

Softer investor competition combined with rising rents has created a rare opportunity window for those owner-occupiers seeking to upsize or upscale their homes.

The lower end of the market is stronger than the higher end right now, which means a seller of a \$600,000 property that was \$650,000 recently can upgrade to the \$1.2m home which was \$1.4m, making a saving of around \$150,000. Simple maths, right?

The trend has emerged just months after the Federal Government proposed changes to negative gearing and capital gains tax concessions that prompted many Australians to reassess where they held capital. A principal place of residence remains one of the few major assets that can be sold free of capital gains tax.

Buyers also have more room to negotiate, with homes spending longer on the market and total listings climbing to their highest point since 2020. No one can predict when the market will reach its bottom. Owners with a long-term view don't need to time things perfectly. They need to buy the right asset and do so in today's market.

Buyers should remember that if they can, the best time to buy may be when no one else is!

Rents, meanwhile, have moved to a vacancy rate within our office of less than 1% which had grown slightly to around 4%. Is this a direct effect of more mum and dad investors leaving the market and further decreasing the supply of rental homes? Certainly, this is one of the major reasons why.

Till next time,



Mark Beale

Principal - Ray White Whitsunday

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RayWhite

VIEW OUR
CURRENT
LISTINGS

VIEW OUR
SOLD
LISTINGS

ON THE COVER
31 Horizons Way, Airlie Beach



RAY WHITE WHITSUNDAY SALE OF THE QUARTER.

31 Horizons Way,
Airlie Beach

Mark Beale
0404 498 790

Jeremiah Roberts
0487 856 617





RayWhite

Your Investment, *Our Commitment.*

Managing an investment property comes with plenty of moving parts.
Having the right team behind you can make all the difference.

With 20 years of serving the Whitsundays, Ray White Whitsunday combines local market knowledge with hands-on property management to help protect your investment and make ownership easier. From marketing and thorough tenant screening to routine inspections, maintenance coordination and rental compliance, we take care of the details.

With straightforward advice and regular updates, we keep you informed so you can make confident decisions about your property. Whether you've recently purchased an investment or are considering a change in management, we're here to help.

Contact Kate for a free rental appraisal.

Your Property. Our Priority.



Kate Andrews.

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\$666

Average
Weekly Rent



HIGH

Rental Yield



603

Applications
Received



277

Property
Viewings



80

Properties
Leased

RENTAL MARKET SNAPSHOT

SUBURB RESEARCH

The following research includes information on properties in
the 4802 postcode.



Fast Facts - 4802



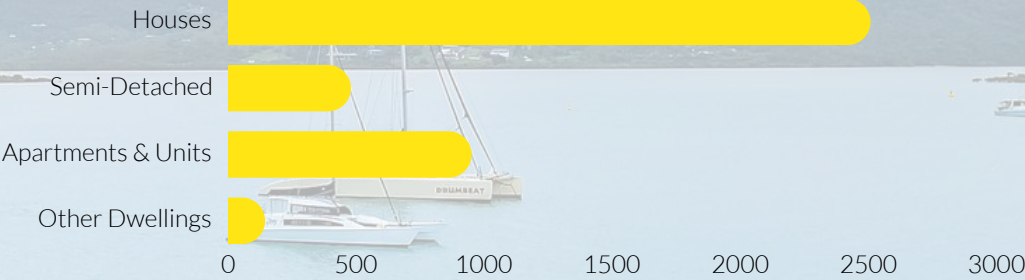
Population
13,393



Average Household Size (People)
2.3



Number Of Private Dwellings
6,151



Dwelling Structure

Source: Census 2021 Data

Provided by Ray White Whitsunday
Total Sales by Quarter

	2026	2025	2024
Jan - Mar	125	117	193
Apr - Jun	117	152	147
Jul - Sep	120	146	128
Oct - Dec	-	150	166

SALES MARKET
SNAPSHOT

Median House Sale Price

\$922,500

Median Unit Sale Price

\$590,000

Sold in 4802



Click on your suburb to view
recently sold properties

AIRLIE BEACH

CANNONVALE & CANNON VALLEY

JUBILEE POCKET

MANDALAY & SHUTE HARBOUR

WOODWARK



SUBURB RESEARCH

The following research includes information on properties in
the 4800 postcode.

Fast Facts - 4800



Population
10,081



Average Household Size (People)
2.5



Number Of Private Dwellings
4,782



Dwelling Structure

Source: Census 2021 Data

Provided by Ray White Whitsunday
Total Sales by Quarter

	2026	2025	2024
Jan - Mar	125	49	102
Apr - Jun	83	73	67
Jul - Sep	71	62	50
Oct - Dec	-	69	88

SALES MARKET
SNAPSHOT

Median House Sale Price
\$850,000

Median Unit Sale Price
\$256,500

Sold in
4800



Click on your suburb to view
recently sold properties

PROSERPINE

STRATHDICKIE, SUGARLOAF & RIORDANVALE

BRANDY CREEK, MOUNT MARLOW & MOUNT
JULIAN

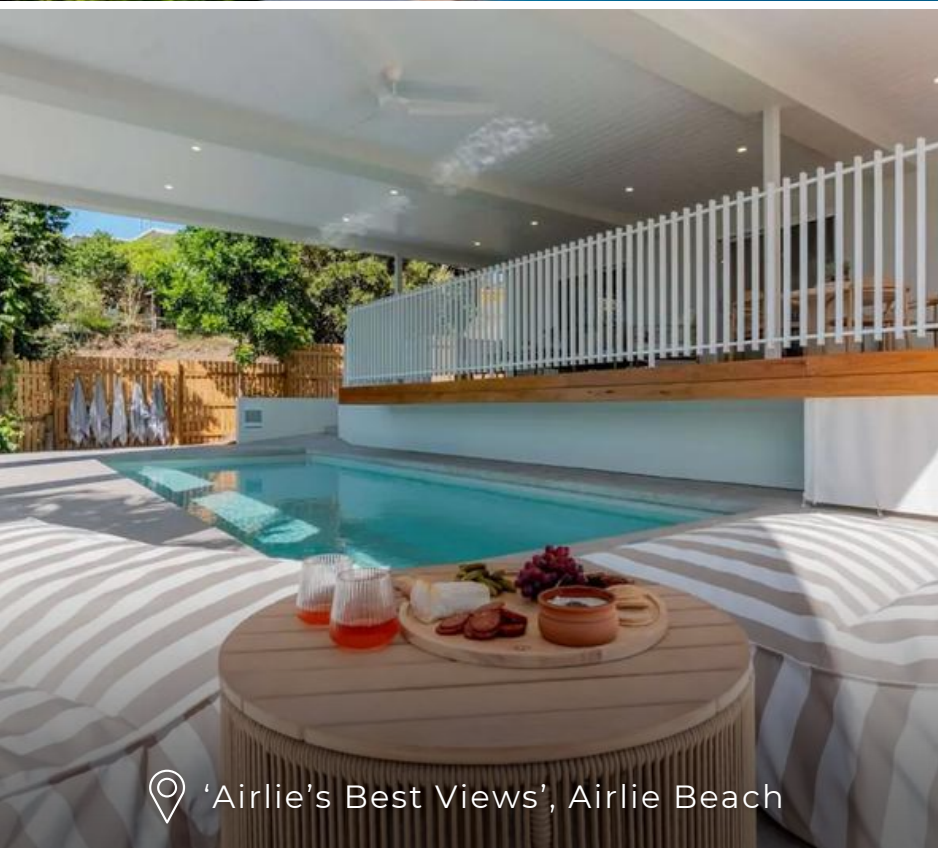
DINGO BEACH, HIDEAWAY BAY & CAPE
GLOUCESTER

Whitsunday Vacations

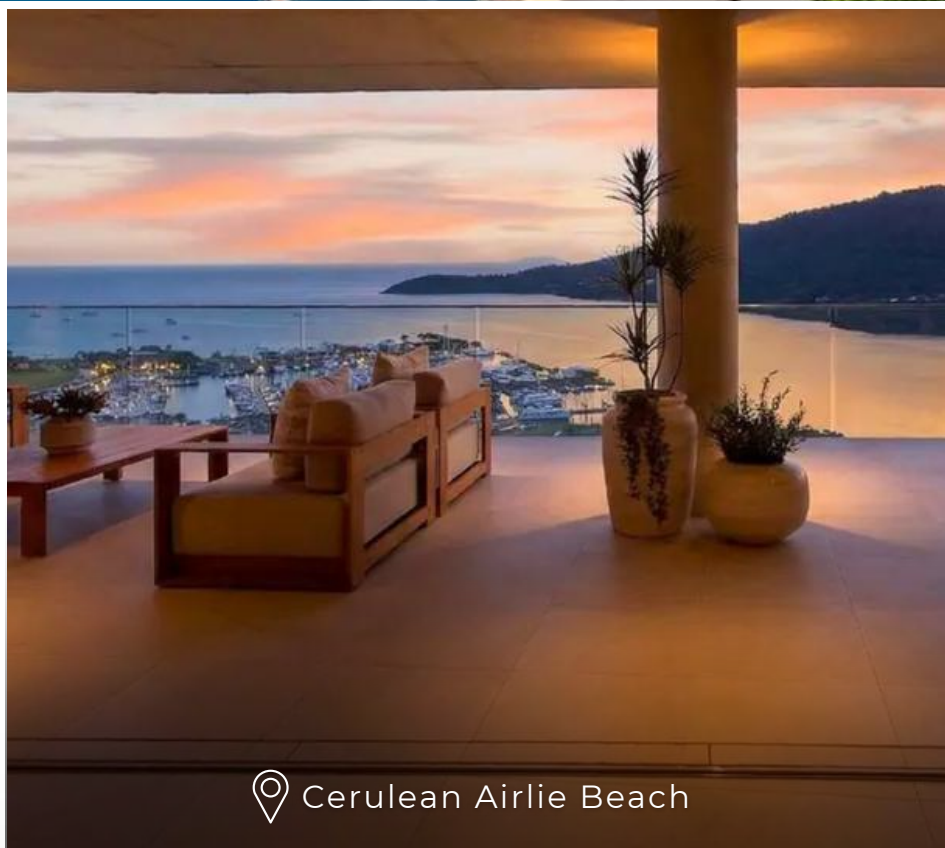
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📍 'Airlie's Best Views', Airlie Beach



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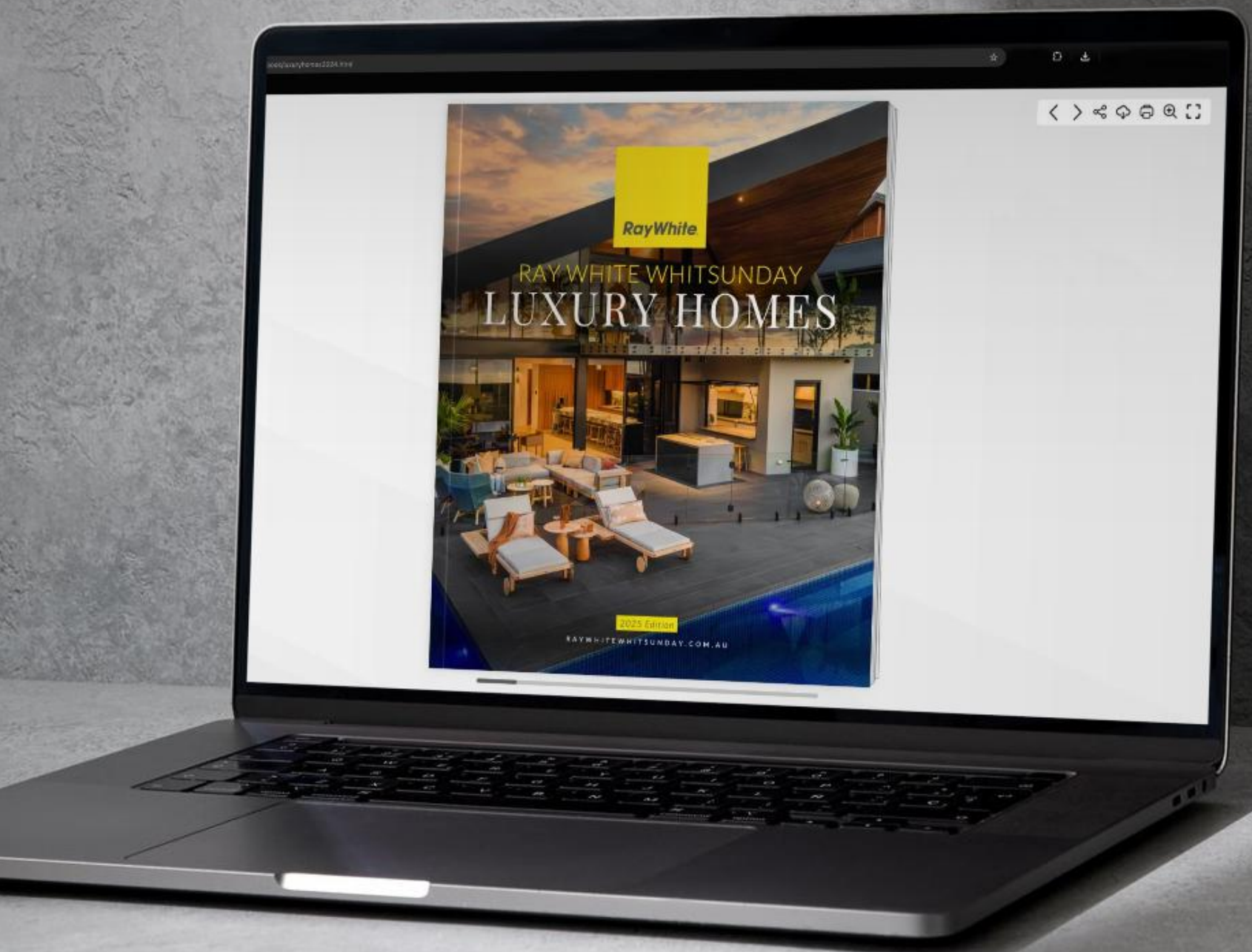
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RAY WHITE WHITSUNDAY LUXURY HOMES

Step into the world of refined living with our curated collection of the Whitsundays' most prestigious homes. From breathtaking waterfront residences to secluded retreats, each property embodies elegance, sophistication and the unmatched lifestyle our region is renowned for.

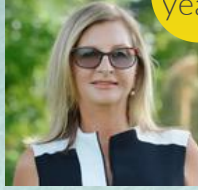
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11 agents. One shared commitment: your success.

When it comes to your property, local knowledge isn't just an advantage, it's your greatest asset.
Don't leave your most important sale to chance.

 26 years Mark Beale 0404 498 790	 21 years Lynne Erricker 0414 641 612	 19 years Andrea Clarke 0418 796 323	 18 years Anita Edgar 0418 732 968
 16 years Simon Dymmott 0400 799 788	 16 years Paul Skinner 0404 490 079	 13 years Fiona Donnellan 0432 647 708	 13 years Sue Shaw 0438 755 725
 8 years Brett Dwyer 0447 583 759	 5 years Jeremiah Roberts 0487 856 617	 3 years Nichole Kinnish 0455 512 654	

■ We bring the *whole* team

RAY WHITE WHITSUNDAY