

PROPERTY PULSE

 **Position**

• Spring Edition 2026



Delivering Results Based
on Strategy and Reach

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One Integrated Team.
One Shared Goal

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Foreword by Richard

Richard Lawrence

Director, Position Property

Since Position Property was established in 1999, we have had the privilege of helping over 15,000 people achieve their property goals. Whether it has been purchasing a first home, securing an investment property, upsizing, downsizing or building a long-term property portfolio, we are grateful to have played a role in so many property journeys across South-East Queensland.

As we look ahead, there has never been a more exciting time to be part of the Queensland property market. With Brisbane preparing to host the 2032 Olympic and Paralympic Games, our region is experiencing significant investment, infrastructure growth and renewed confidence that will shape the future of our communities for generations to come.

This year also marks an exciting milestone for Position Property with the launch of our new brand. While our look has evolved, our values remain unchanged. We are still the same dedicated team committed to delivering exceptional service, trusted advice and outstanding results for our clients.

Today, with more than 50 property professionals across residential sales, project marketing, property management and finance through our trusted partners at Astute Finance, we offer a complete property solution supported by four offices across Brisbane, giving our clients access to local expertise and specialist advice wherever they are on their property journey.

No matter where you are on your property journey, our team is here to help. Thank you for being part of our story. We look forward to helping you achieve your financial goals for many years to come.



More Than a Transaction. A Property Partnership

“Since 1999, we have guided Brisbane families, investors and developers to make more informed property decisions at every stage of the journey.”

Position Property has been operating in Brisbane for over 25 years. We are an interdependently owned and operated agency with a single integrated business specialising in project marketing, residential sales, property management and finance support through Astute Position.

For someone new to Position Property, that connection is a practical advantage. Your agent knows about not just your suburb, but also what buyers are paying, what tenants are demanding, what is coming out of the ground nearby, and where the Brisbane market is heading. When your circumstances change, there is a team around you who already understands your goals and your history.

We bring a considered and informed approach to every property transaction. From the first conversation, our clients benefit from clear advice, genuine insight and a tailored strategy designed around your individual goals.

With four offices and one integrated team selling across South-East Queensland, our advice stays relevant well beyond settlement. That is why Position Property is your genuine choice in your property journey.

25+ Years
In the Brisbane
property market

15,000+
Sales and
counting

4 offices
Located in
Paddington, West
End, Chermiside
& Teneriffe

Delivering Results Based on Strategy and Reach



“Selling is not about reaching the most people. It is about reaching the right people, at the right moment, with the strongest possible case for your property.”

An exceptional sales result begins with a strong understanding of the buyer. It comes from knowing who is most likely to value your property, what is motivating their search, what other opportunities they are considering and how to create genuine competition through meaningful buyer conversations.

At Position Property, every residential sales campaign is informed by insights from across our integrated business. With expertise spanning project marketing, residential sales and property management, our team has a broad view of buyer behaviour across different price points, suburbs and property types.

This practical market intelligence helps shape every stage of the campaign. Our agents can identify buyers within our database who are most likely to recognise the value of your property, supported by a clear understanding of their needs and individual circumstances. Pricing strategies are informed by current buyer demand alongside recent comparable sales, while negotiations are tailored to each buyer's position and motivation.

For sellers, this creates a more informed and considered approach to taking a property to market. Position Property's database includes more than 165,000 buyer contacts across Greater Brisbane, while our four office locations generate consistent buyer enquiry throughout the inner north, inner south and broader metropolitan market.

By combining local knowledge with extensive market reach, we connect your property with the right buyers and create the conditions for an exceptional result.

Find out what your property is worth.
positionproperty.com.au/sell/sell-with-us/



One Integrated Team. One Shared Goal



From left to right - Peter Robertson, Zach Jansen, Brad Munro

“The best results come from agents who know the market and understand the buyer.”

Peter Robertson

Chermside & North Brisbane

- Founding director of Position Property
- 35 years in the industry
- 1,200 plus sales
- Six consecutive years ranked Chermside's number one agent by RateMyAgent
- Average days on market: 27

Peter's strength is in the depth of his market knowledge and his reputation for honest, well-timed advice. Sellers trust him because his insights are shaped by evidence, not expectation.

“Peter provided honest advice, a well-structured sales strategy, and communicated with us every step of the way.”

Verified testimonial

Zach Jansen

Greater Brisbane & Off-the-Plan Sales

- Operating across 50-plus suburbs
- Specialist in aligning existing home sale timing with off-the-plan settlement
- Highest recorded sale price: \$8.7 million

Zach's ability to coordinate complex transactions, where clients are simultaneously managing a sale and approaching project settlement, makes him the natural first call for buyers nearing completion on a new build settlement.

“Zach's consistent communication made selling an absolute breeze. A true professional.”

Verified testimonial

Brad Munro

West End, Milton & Inner Southside

- Consistently ranked number one in 4101
- ARERA Queensland Agent of the Year, seven consecutive years
- 98 per cent clearance rate within 14 days
- Average sale prices consistently above competitor benchmarks in the same buildings

Brad's results come from methodical campaign strategy, pricing discipline and a negotiation approach built on preparation rather than pressure.

“Brad and his team had a superior strategy from day one. Results beyond our expectations.”

Verified testimonial



A Smarter Way to Sell

“Selling well is not about listing quickly. It is about setting the right strategy, pricing with confidence, and finding the buyer who values your property most.”

We establish a realistic market position, tailor every campaign to suit the individual property and build genuine competition from there. The objective is not simply to find a buyer. It is to find the buyer with the highest opinion of value.

The difference shows in the numbers, and in the quality of the outcome that follows.

Our Approach to Selling Well



Honest Appraisal

Evidence-based pricing, not optimism. The right price generates enquiry and creates competition. The wrong price creates doubt and erodes momentum over time.



Tailored Campaign

Photography, copywriting, styling guidance and digital presence managed as one connected strategy. Every element is shaped around your property.



Wider Reach

165,000 plus database contacts. 45,000-plus monthly email contacts. 120,000-plus Social media reach per month. Your property reaches the people most likely to buy it.



Skilled Negotiation

Experienced, measured and focused on the best available outcome. Not simply closing the deal, but extracting full value from the right buyer at the right moment.



“For my first time selling a property Brad was very helpful and communicated well every step along the way. Never made me feel like I was asking stupid questions or was wasting his time. Highly recommend.”

Client testimonial
Brad Munro Client, West End

Find out what your property is worth.
positionproperty.com.au/sell/sell-with-us/



Your Most Valuable Investment

“A well-managed investment property does not happen by accident. It happens when the right systems, the right people and the right approach are in place from the start.”



From left to right - Oliver Creevy, Nicholas Petrie

Managing an investment property to the highest standard requires experience, sound judgement and a genuine understanding of each owner's financial goals.

Our highly experienced property management team manages quality houses and apartments across Greater Brisbane, combining local market knowledge with proactive tenant matching, thorough inspections, reliable rent collection and clear, consistent communication. It is a considered approach designed to protect each property, minimise vacancy and support its long-term performance.

For investors considering a change, moving your property management to Position Property is straightforward. **Give us the go-ahead and our experienced team will manage the entire transition on your behalf.**

“A great experience working with this professional team. Their communication style was clear, responsive, and always respectful, making the entire process smooth and stress free. They demonstrated strong market knowledge, providing valuable insights and guidance at every step.”

Client testimonial

5 Things Your Property Manager Should be Doing

01.

Lease Faster Than The Industry Average

This means less lost income if your investment sits vacant.

02.

Match Tenants From Our Database First

Quality tenants identified and approached before the property is advertised publicly.

03.

Conduct Genuine Routine Inspections

Real inspections, with attention to detail. Your investment is monitored with care and respect.

04.

Manage Maintenance Transparently

Trusted tradespeople, clear cost communication, no surprises.

05.

Real Time Visibility

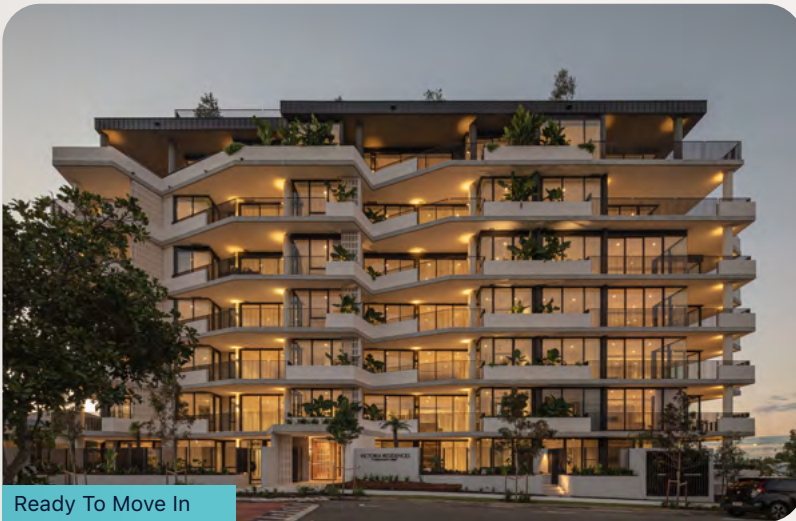
You should know what is happening with your property at every stage.

Speak with our property management team.
positionproperty.com.au/lease/property-management/



NEW DEVELOPMENTS FEATURE

“We are the exclusive agent for a range of new residential developments. If your next move is to downsize, or upgrade we have a large selection of apartments, townhomes and homes available to buy off the plan, currently under construction or ready to move in.”



Ready To Move In

Sales Display: On Site | 7 Weightman Street, Herston

Elevated by History, Nature
& Architectural Vision.

Victoria Residences

7 Weightman Street, Herston

3 BED | 2 BATH | 2 CAR
FROM \$2,199,000

3 BED | 2 BATH | 2 LIVING | 2 CAR
FROM \$2,499,000

Framed by the leafy expanse of Victoria Park and the heritage charm of Brisbane's most storied suburb, this exclusive address offers the best of both worlds - moments of quiet retreat with the vibrancy of the CBD just minutes away.

The residences pair warm brickwork and greenery with light-filled interiors, creating contemporary sanctuaries with sweeping views of parklands and the city skyline.

Where Nature Sets the Scene Evergreen Sherwood

18 Egmont Street, Sherwood

2 BED | 2 BATH | 1 CAR
FROM \$989,000

2 BED | 2 BATH | 1 CAR + STUDY
FROM \$1,169,000

3 BED | 2 BATH | 2 CAR
FROM \$1,384,000

Nestled in the heart of Sherwood and bordering the established Sherwood Parklands, Evergreen presents a boutique collection of architecturally designed two and three-bedroom apartments created for a lifestyle shaped by nature, connection and considered design.

Positioned just moments from Sherwood Central Shopping Centre, local cafes, schools, transport and everyday essentials, Evergreen offers a rare balance of tranquillity and convenience, just 12km from Brisbane CBD



New Release

Artist Impression

Sales Display: On Site | 18 Egmont Street, Sherwood

View our all of our current
projects.
[positionproperty.com.au/
project/current-projects/](https://positionproperty.com.au/project/current-projects/)



*Prices are correct at the time of printing

Secure Your Home With Time to Prepare Your Move

Buying off the plan is about securing the right property today, with the time and flexibility to prepare for the lifestyle or investment opportunity ahead.



For many buyers, one of the greatest advantages of buying off the plan is time. Once the contract is signed and the deposit paid, the purchase price is secured, with the balance due at settlement. With completion often 12 to 36 months away, there is time to save, arrange finance and prepare an existing property for sale, without rushing important decisions.

For example, a couple planning to rightsize can secure their preferred apartment now, then use the time before completion to prepare and sell their family home when it suits their circumstances.

Buying early can also provide greater choice across floorplans, aspects, levels and locations within a development. New properties offer contemporary design, lower maintenance requirements and applicable warranties, while investors may benefit from tax advantages.

More than simply securing a future property, buying off the plan creates the space to plan ahead, get organised and choose a home that genuinely suits your lifestyle and long-term goals.

Find Your Brand New Property Today
[positionproperty.com.au/project/
current-projects/](https://positionproperty.com.au/project/current-projects/)



What Buyers Say About Working With Us



After more than 12 months exploring established homes and reviewing countless plans for new developments, we knew La Belle was the right choice immediately. While other properties required significant compromises, La Belle stood out for its spacious, practical floor plans with excellent separation between living and bedroom areas.

This is our third off-the-plan purchase through Doug Walsh and Position Property, which gave us confidence La Belle would be delivered as advertised and we couldn't be happier.

Chris & Di,
La Belle Buyer
Indooroopilly



"Buying at The Alfred was an easy decision and the Rogerscorp & Position Property Team made my experience stress free!

I genuinely felt The Alfred represented strong value for money, combining a prime location, significant surrounding infrastructure investment, quality finishes and highly functional floor plans"

Melissa
The Alfred Buyer
Woody Point

Making Your Next Move is Easy With One Connected Team

From Family Home to Fresh Beginnings:
ALBA Residences



Catherine and Brian, now settled at ALBA Residences, Albany Creek

After 30 years in their family home, one Brisbane couple knew the time had come to move on. What they did not expect was how smoothly the transition could run when both sides of the move were coordinated by one connected team.

They purchased their new home off the plan at ALBA Residences through Luke Best from Position Property's Projects team. Rather than placing the family home on the market straight away, Luke introduced them to Peter Robertson and Melea Black-Sinclair from the Chermside residential team, who recommended a campaign timed to align with the ALBA settlement date rather than rushing to market prematurely.

Melea worked closely with the clients in the lead-up to launch, assisting with styling and preparing the property thoroughly before the campaign opened.

Peter provided detailed pricing guidance and managed the sale through to completion, maintaining close communication with both the clients and Luke throughout so every party remained aligned.

The campaign delivered a suburb record sale price, with settlement timing coordinated precisely to align with the couple's move into ALBA Residences. For the clients, it was not simply a property transaction. It was a fully supported transition into a new chapter, managed from first conversation through to the day they moved in.

If you are considering a similar move, our Projects, Residential and Property Management Teams are available to guide the process end to end.

Markets Move. The Reasons to Buy Have Not

Property decisions start with your personal goals not the headlines.

Confidence in property comes from looking beyond short-term commentary and understanding the fundamentals that shape the market over time. While every market moves through different phases, Brisbane has continued to demonstrate its strength, resilience and capacity for long-term growth.

For buyers and sellers, the most important consideration is rarely a headline or forecast. Property decisions are personal. Growing families need more space, rightsizers are looking for a simpler lifestyle, first home buyers want to move beyond renting, and investors are focused on building their financial future. These needs continue through every market cycle.

When people focus on why they are moving and what they want to achieve, the way forward often becomes much clearer. Buying and selling within the same market can provide greater certainty because their relative position remains largely unchanged. For some buyers, securing a new property at today's price ahead of a future settlement can also create valuable time to save, arrange finance and prepare an existing home for sale.

Our confidence in Brisbane and South East Queensland comes from the fundamentals: strong population growth, resilient

employment, ongoing infrastructure investment and sustained demand for housing. Combined with limited new supply and one of the nation's tightest rental markets, these conditions continue to support the region's long-term outlook.

New homes and apartments also take considerable time to plan, approve and deliver. Construction costs, labour availability and development timeframes mean supply is not keeping pace with demand. This creates an environment in which well-located, quality property is likely to remain highly valued.

Brisbane offers a compelling combination of lifestyle, connectivity and economic opportunity. Major infrastructure investment is reshaping the city, while continued interstate migration reflects its growing appeal as a place to live, work and invest.

As Brisbane looks towards 2032 and beyond, buyers who choose quality property in well-connected locations and remain focused on their individual goals can move forward with genuine confidence. The opportunity is not about trying to predict the perfect moment. It is about making a considered decision that is right for each buyer and positioning themselves for the future.

Accessing Equity to Upgrade

With Brisbane's continued growth, using property equity to upgrade your primary place of residence is a way of upgrading your lifestyle.

Your Reasons to Move

Families still need more space, downsizers still want simplicity, and investors still want long term security, regardless of what the market is doing this quarter.

Supply Falling Behind Demand

Fewer new homes are being delivered each year, and history shows constrained supply continues to support property values over the medium to long term.



Brisbane's Momentum Set To Continue

New research from Urbis, one of Australia's leading independent property economics, planning and market research consultancies, highlights the powerful economic and demographic forces continuing to shape Brisbane's residential property market.



Five Key Takeaways of The Brisbane Market Snapshot

1

Brisbane's Economy Continues to Strengthen

Brisbane is one of Australia's fastest-growing capital city economies, contributing \$201 billion to the national economy in 2024.

2

Population Growth is Driving Sustained Housing Demand

Greater Brisbane is expected to welcome almost 558,000 additional residents by 2046, taking the population to more than 3.4 million people.

3

Housing Supply is Struggling to Keep Pace

Perhaps the report's most significant finding is the growing imbalance between housing supply and demand.

4

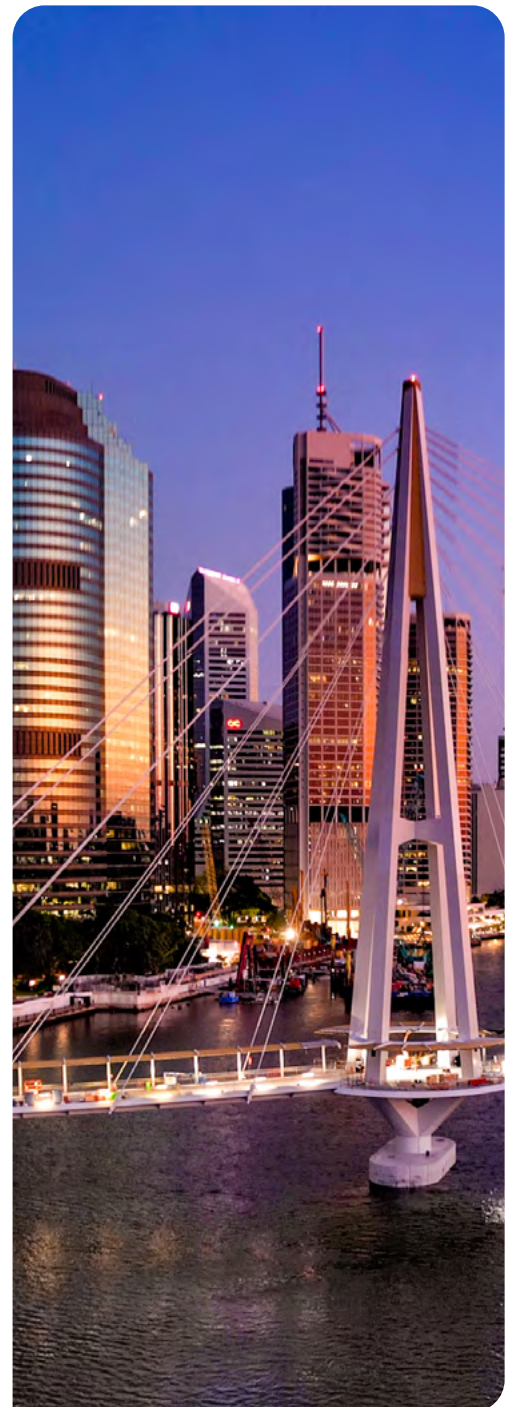
Record Infrastructure Investment is Reshaping The City

A record \$116.8 billion infrastructure pipeline is transforming Brisbane well ahead of the 2032 Olympic and Paralympic Games.

5

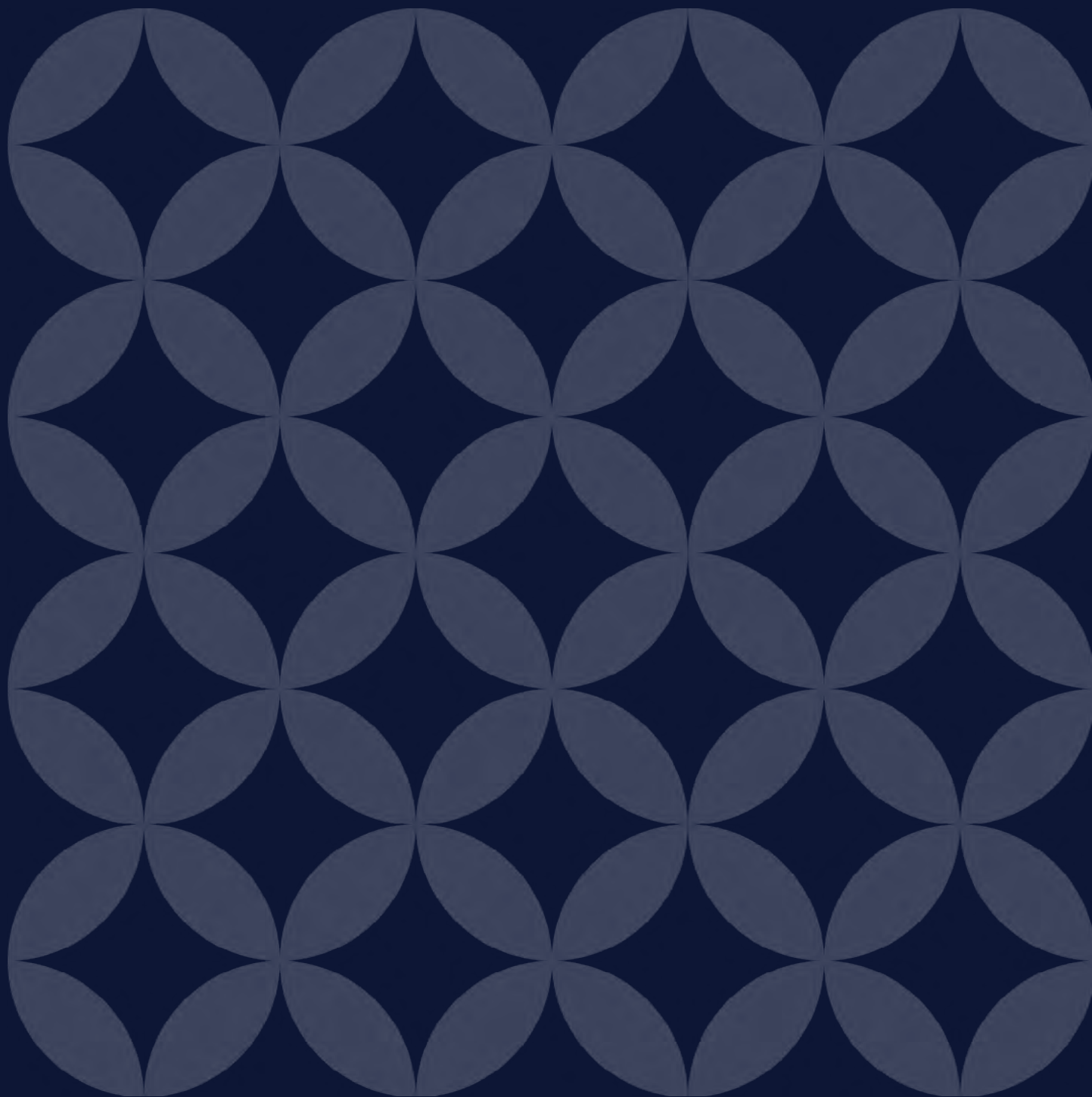
Rental Conditions Remain Exceptionally Tight

Rental vacancy rates across Brisbane remain between 0.7% and 1.0%, reflecting one of the tightest rental markets in the country.



To get your FREE copy of the Brisbane Market Snapshot scan the QR code





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