

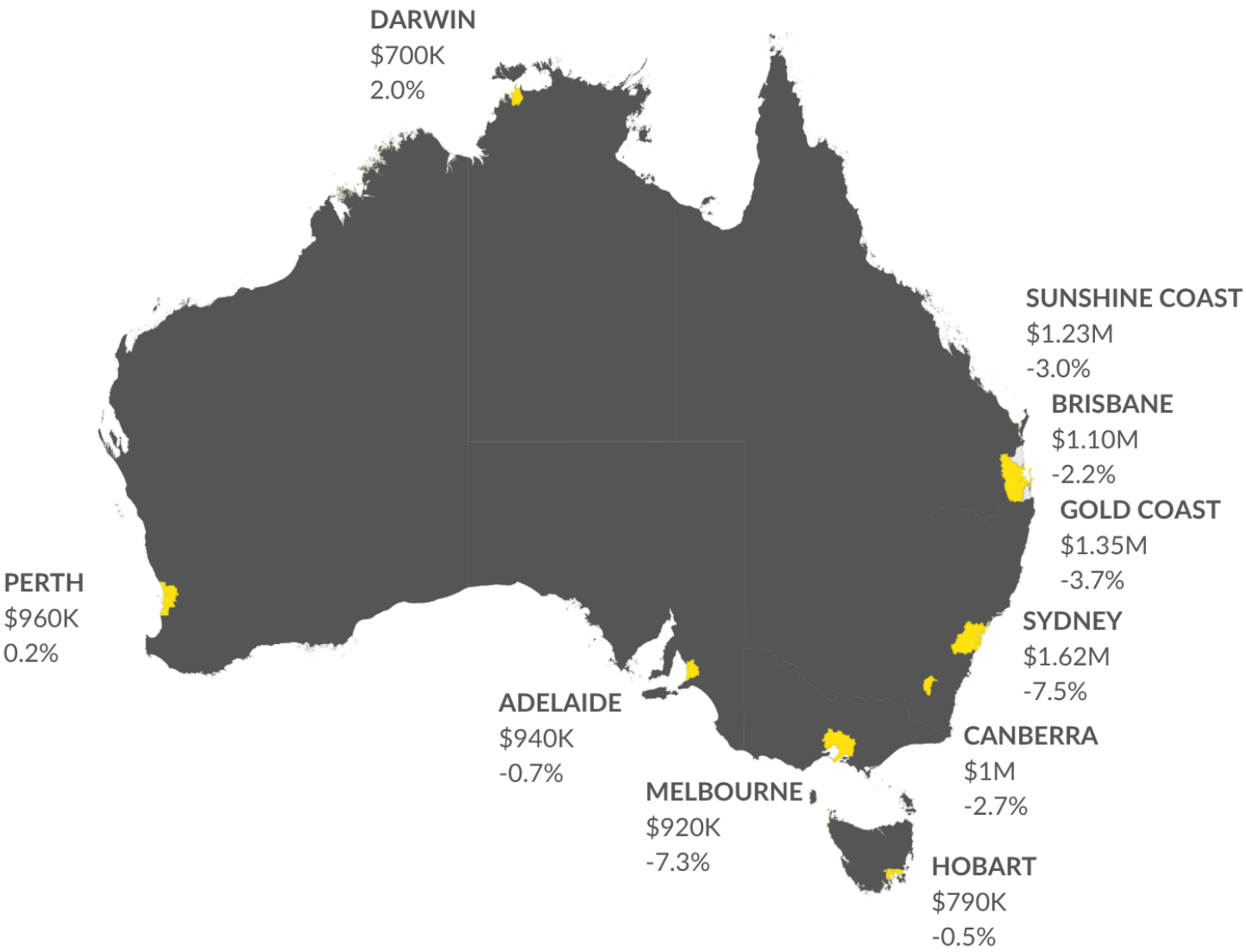
RAY WHITE **NOW**

FLOREY

PROUDLY PRESENTING PROPERTY MARKET INSIGHTS

MAJOR CITY HOUSE PRICES (% CHANGE) IN THE LAST 12 MONTHS

AUSTRALIA*	FLOREY
$980K	$960K
0.0%	-2.2%

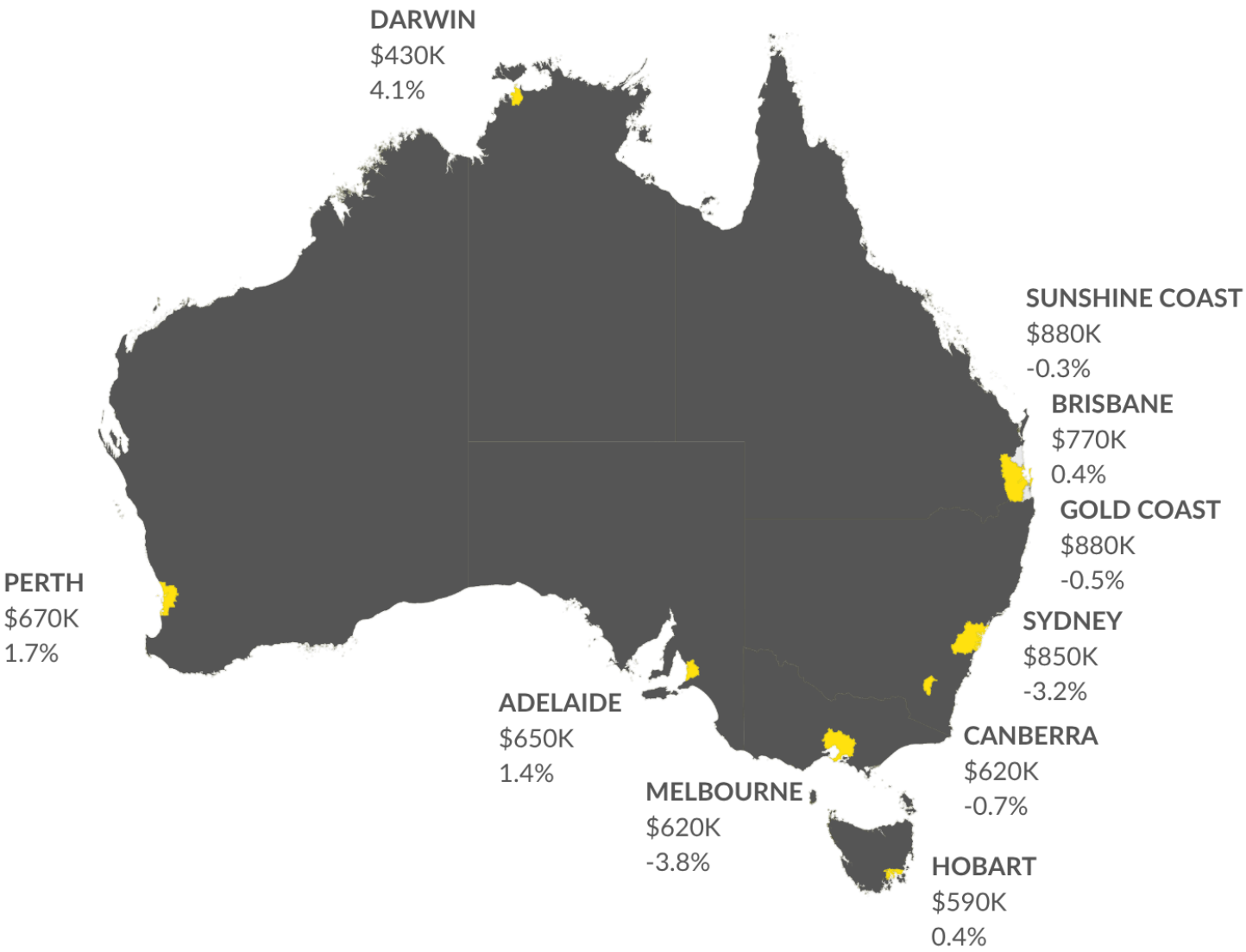


$ MEDIAN HOUSE PRICE
% CHANGE IN PRICE

Source: Neoval, Cotality
Updated as of September 2026
**VIC and national data sourced from Cotality due to data availability.*
All other major cities sourced from Neoval.

MAJOR CITY UNIT PRICES (% CHANGE) IN THE LAST 12 MONTHS

AUSTRALIA*	FLOREY
$730K	$660K
0.0%	-0.7%



$ MEDIAN UNIT PRICE
% CHANGE IN PRICE

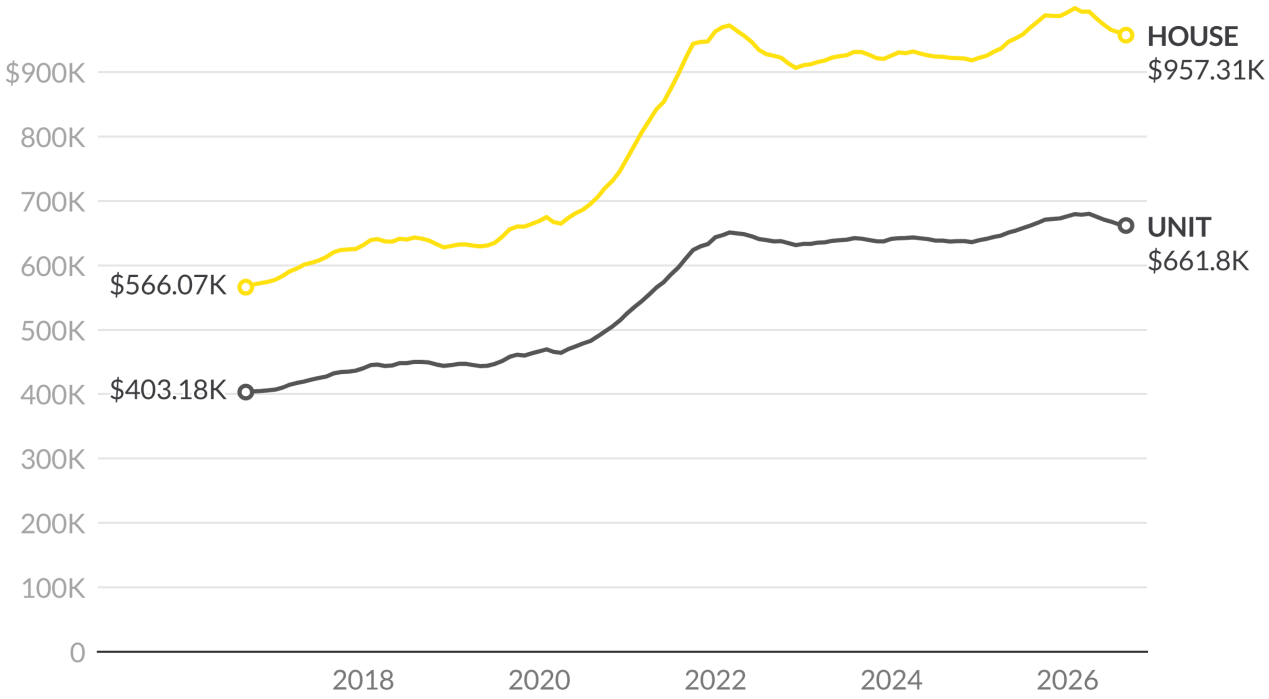
Source: Neoval, Cotality
Updated as of September 2026
**VIC and national data sourced from Cotality due to data availability.*
All other major cities sourced from Neoval.

Florey 1 and 10 year price growth

Property	Current Price	1Y $ Growth	1Y % Growth	10Y $ Growth	10Y % Growth
HOUSE	$960K	– $21K	-2.2%	+ $391K	+69%
UNIT	$660K	– $4K	-0.7%	+ $259K	+64%

Source: Neoval

Florey 10 year price trend



Source: Neoval

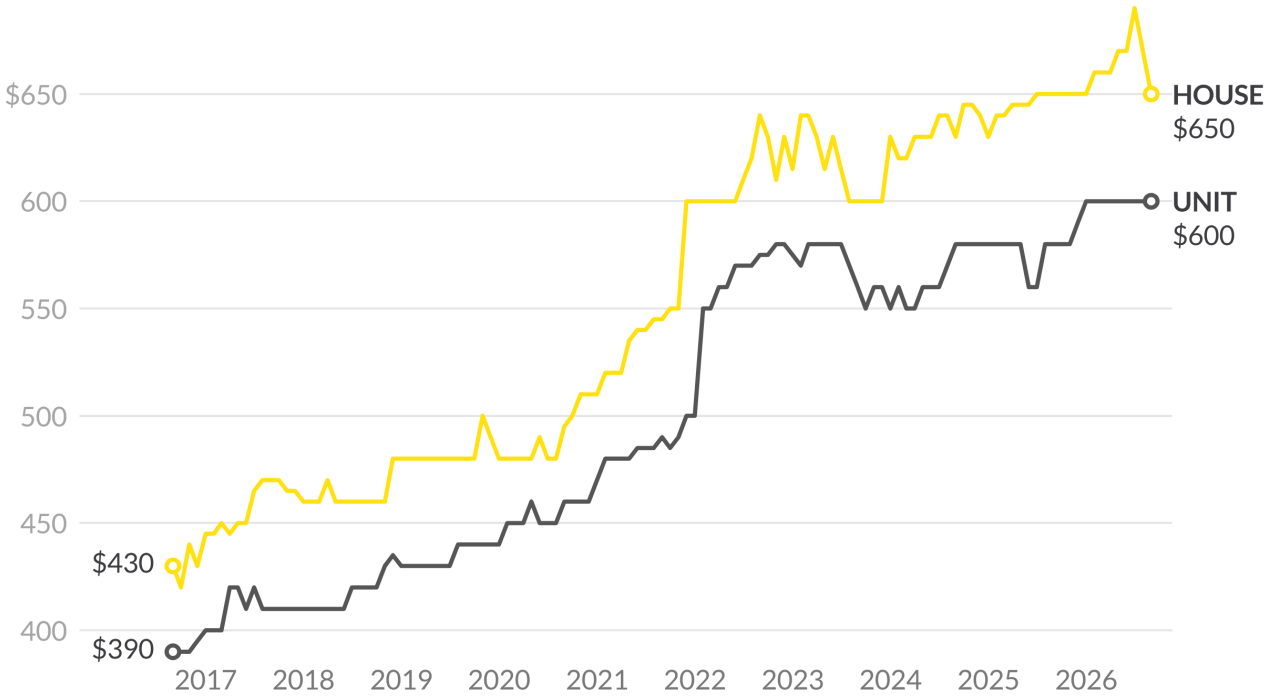
Florey's median house price is approximately $960K as of September 2026, marking a -2.2% decrease compared to this same month last year, yet it represents a robust 69.1% gain from this same month 10 years ago. This annual moderation has occurred alongside broader capital city trends. The median unit price, at approximately $660K, also saw a slight -0.7% annual dip but recorded a solid 64.1% increase over the past decade. The relative stability in unit prices reflects a pattern stronger than some major capital city unit markets.

Florey rental price growth

Property	Current Price	1Y $ Growth	1Y % Growth	10Y $ Growth	10Y % Growth
HOUSE	$650	± $0	±0.0%	+ $220	+51%
UNIT	$600	+ $20	+3.4%	+ $210	+54%

Source: Neoval

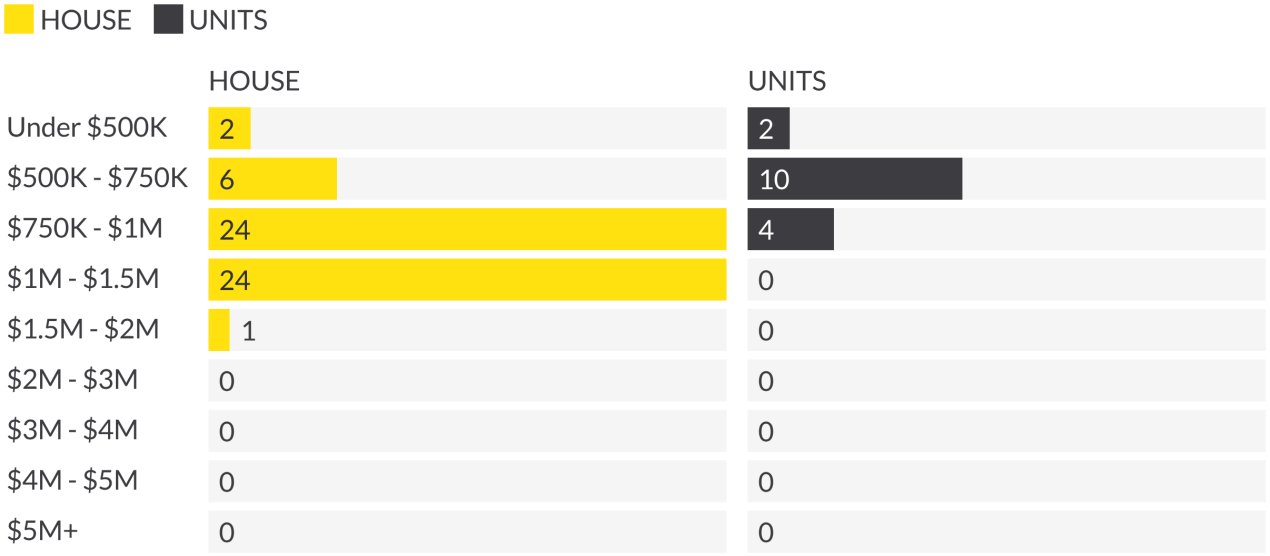
Florey rental price trend



Source: Neoval

Florey's median weekly house rental rate stands at approximately $650 for September 2026, remaining unchanged from this same month last year. Over the decade, it has recorded a solid gain of 51.2%, or approximately $220, from its position ten years ago. Meanwhile, units in the area exhibit a median weekly rental rate of around $600, representing a 3.4% increase, or approximately $20, over the past year. This growth has occurred alongside a substantial 53.8% rise, or approximately $210, since this same month 10 years ago, reflecting specific local market dynamics.

Florey 12M rolling sales count

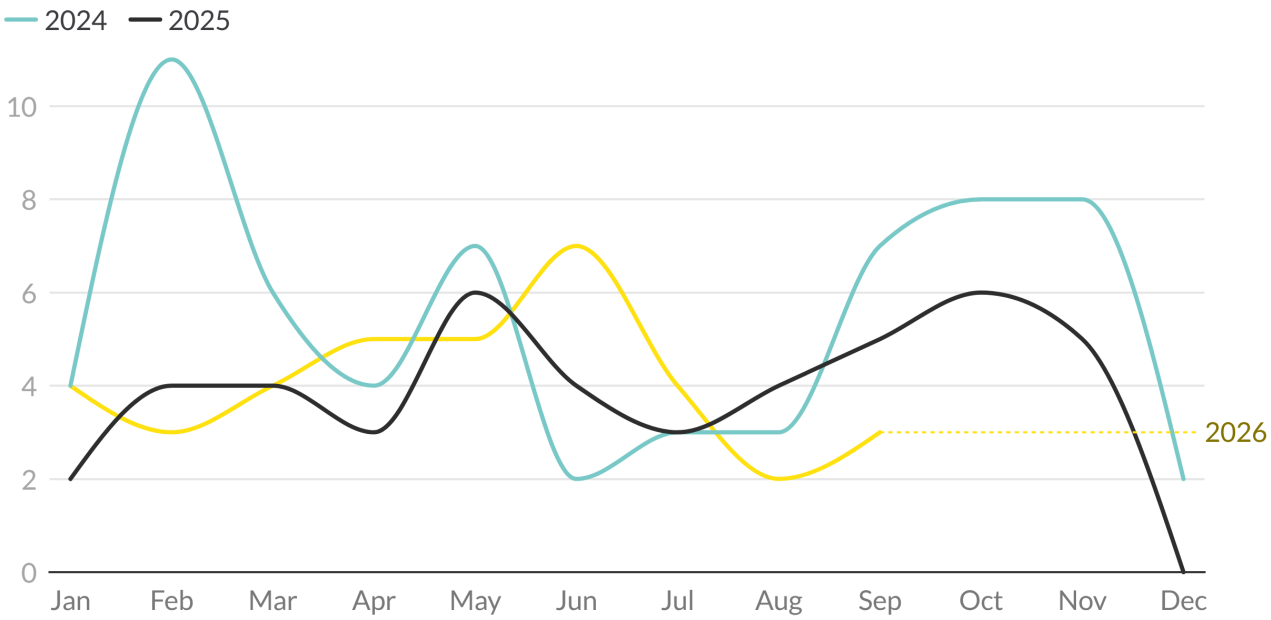


Source: Neoval

In Florey, the sales performance leading up to July 2026 reflects a concentrated market across various price ranges. House transactions were notably robust, with 24 recorded in both the $750K - $1M and $1M - $1.5M brackets, reflecting strong activity within the mid-to-upper tiers. Unit sales, in contrast, demonstrated a clear focus between $500K and $750K, accounting for 10 transactions and representing a more accessible price point. Minimal sales occurred under $500K for both property types, with luxury segments above $1.5M also seeing limited movement, collectively shaping the current market distribution.

Florey monthly volume of new listings over the past 3 years

Number of new monthly listings



Listings from whole market including Ray White.

Source: Neoval

New listings in Florey recorded a strong 50% monthly gain in September, reaching 3 properties. This recent increase occurred alongside persistent supply constraints, with new listings representing a substantial 40% decline compared to September 2025. Furthermore, current volumes are 57% lower than two years prior, reinforcing limited vendor activity within the area. Such subdued listing numbers reflect a tighter market for available properties, underperforming broader capital city trends where new listing authorities also eased.

Methodology

Pricing data

Price data is sourced from our research partners at Neoval Research Group, providing comprehensive coverage across all major Australian capital cities and regional markets. Price movements are calculated using median values to ensure accurate representation of typical market performance.

Why median?

The median provides a reliable measure of the "typical" market price by identifying the middle value when all sales are arranged in order. Unlike arithmetic averages, which can be distorted by extreme high or low sales, the median represents the price point where half the properties sold for more and half sold for less. This methodology is particularly valuable when analysing property markets as it reduces the impact of outliers – such as exceptionally expensive waterfront properties or distressed sales – providing a truer reflection of what most buyers and sellers experience in the market. The median effectively captures the centre of the market distribution, making it an ideal measure for tracking genuine price movements over time.
Tasmania exception: Due to licensing restrictions, median data from Neoval is not available for Tasmania. For Tasmanian markets, we utilise the Median Sales AVM Value from Cotality, which represents the median (50th percentile) estimated sales value of all properties based on the hedonic imputation method.

ABS region segmentation and naming convention

Our analysis utilises the Australian Bureau of Statistics (ABS) geographical classification system, employing GCC, SA4, SA3 and SA2 naming conventions as the statistical and computational standard established by the ABS. This hierarchical structure provides a consistent framework for analysing property markets at various geographical scales, from major metropolitan areas down to individual SA2s. The visual representation and practical application of these classifications can be explored through the ABS mapping portal at https://maps.abs.gov.au, which displays the 2021 GCC, SA4, SA3 and SA2 shape files. These are the same shape files and naming conventions used by Neoval in their price modelling computations, ensuring consistency between our data sources and official statistical boundaries.

For comparative analysis purposes, the Sunshine Coast and Gold Coast regions are classified alongside GCC Major City regions. This classification reflects their substantial price growth over recent years and their common comparison with major metropolitan markets. Given their economic significance and market characteristics, these regions are considered Major City regions for the purposes of this analysis.

Listing data

National property listing volumes are sourced from Domain, Australia's leading property portal, providing comprehensive coverage of new property listings across all markets. National listings: presented as monthly counts spanning the last three years (2023-2025) to identify seasonal patterns and year-over-year trends in property supply. Major city and regional listings: current month data is presented with both monthly percentage change (comparison to previous month) and annual percentage change (comparison to same month in previous year) to highlight both short-term fluctuations and longer-term supply trends.

Sales count data

Sales count data by price point is sourced from Australian Property Monitors (APM) and Valuer General records, providing transaction data across all fixed price segments for market segmentation analysis. While filtered for residential properties only, some commercial or rural properties may be incorrectly classified as residential in the source data, potentially affecting data precision.

Temporal framework

All data series are presented on a monthly basis covering the three-year period from 2023 to 2025, enabling identification of seasonal patterns, cyclical trends, and year-over-year comparisons. This timeframe captures the full interest rate cycle from peak rates through to the current cutting cycle, providing context for current market dynamics. All data sources represent substantial market coverage but may not capture 100 per cent of market activity. Price data from Neoval provides broad market representation. Regional variations in data coverage may exist, with metropolitan markets generally providing more comprehensive data.

Commentary Generation Methodology

The market commentary throughout this report was generated using Google's Gemini 2.5 Flash, a state-of-the-art large language model chosen for its exceptional ability to analyse complex datasets and translate them into clear market insights. The model was fed comprehensive data from both our national report along with region specific metrics, enabling it to contextualise local movements within broader market trends. Through multiple iterations of refinement, we optimised the system to provide straightforward, factual descriptions of the data presented in charts and tables, avoiding speculation while highlighting key trends and significant data points. This approach represents our ongoing efforts to deliver consistent, data-driven commentary that accurately reflects underlying market information in accessible language for both property professionals and general readers.

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The Ray White Economics team delivers independent research and analysis across residential, commercial, and rural property markets. Led by Chief Economist Nerida Conisbee, the team combines rigorous data analysis with deep market expertise to produce insights that are both credible and accessible. Drawing on one of Australia's largest real estate datasets and a national network of market intelligence, the team tracks the trends, forces, and shifts shaping Australian real estate, helping buyers, sellers, and investors navigate with clarity and confidence.



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