



firstnational
REAL ESTATE
Hedland

2025 MARKET UPDATE

July-December





A WORD FROM SCOTT

During 2025, Port Hedland experienced significant development, industrial expansion, and infrastructure, with some limited new housing also being built. The government's Port Hedland Voluntary Buy-Back Scheme (PHVBS) is set to conclude at the end of 2025, with a settlement grace period extending to March 2026. At the same time, the port is undergoing substantial growth: the Lumsden Point Project has completed causeway works, with two new multi-user wharfs underway to expand export and import capacity, facilitate trade in minerals and renewable-energy resources, and generate new jobs and investment in the region. Major industry players, including BHP, also approved an AU\$1.4 billion port debottlenecking upgrade to support sustained iron-ore exports. Looking ahead to 2026 and beyond, these developments are expected to support both the real estate and industrial landscapes. The operational launch of the Lumsden Point port expansion is projected to attract new workers, driving population growth and increasing demand for housing, rental properties, and local services. Infrastructure investments by mining and export companies may provide more stable employment opportunities, supporting the property market, encouraging investor activity. All up, the Pilbara Development Commission is tracking \$258 Billion in new projects on the Pilbara over the next decade, although realistically, not all of these projects will proceed. The newly approved 1,311-room man camp in South Hedland is expected to accommodate workforce inflows without overburdening existing residential housing. This development could help house the construction workforce required to realise the projects mentioned above such as POSCO's 'Green Steel' ambition, ultimately making them more viable.

*Wishing you a very
Merry Christmas and
Happy New Year!*

Scott Lowe



RESIDENTIAL SALES

Between July and December 2025, Port Hedland's housing market saw a robust upswing. Median sale prices for houses climbed; recent data puts the median at around \$791,500. Demand appears supported by strong interest, especially from the first home buyers creating a sharp increase in value for dwellings in this segment. In South Hedland, activity increased as well, albeit at lower median prices than in Port Hedland. Recent data suggests the typical house sale price sits around \$470,000, with properties generally selling more quickly - average days on market are much lower (around 41 days).

On a national level, analysts expect home prices to rise further in 2026 driven by lingering supply constraints, rate cuts, and demand rebound.

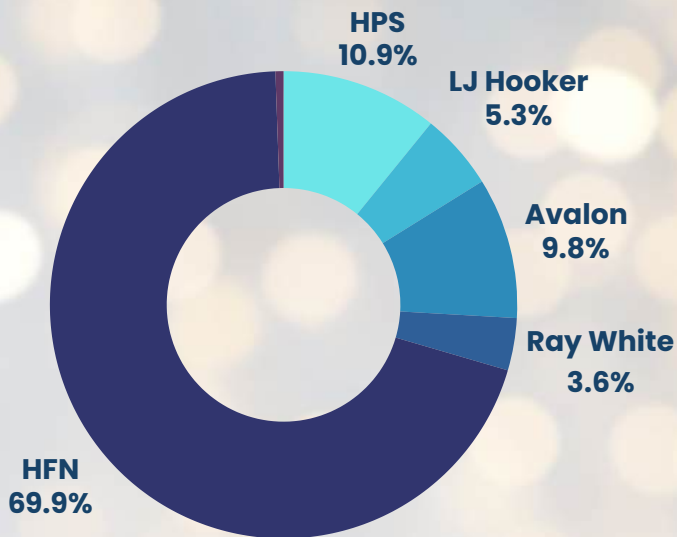
Applying that to the Pilbara, we might expect 2026 to bring moderate price growth, the growth rate may not match the booms seen in capital cities, but consistent upward pressure seems likely.

127 **SOLD AND SETTLED (JULY-DECEMBER)**
41% Investor Buyers **56%** Owner Occupiers **7** Land Sales

HIGHLIGHT SALES



DEC 24 – DEC 25



OUR PRESENCE IN THE LOCAL MARKET

Hedland First National continues to dominate the residential sales market in the Hedland region. Over the past 12 months, HFN has sold roughly two-thirds of all properties in Port Hedland (around 66–68% of the total sales) significantly more than any other agency. In South Hedland, HFN holds around 70% market share.

Source: REA

A WORD FROM THE AGENTS

“Following the increase to the first home owner grant on October 1st, the market has surged. Of the 14 offers received in November, 12 sold above the asking price, some significantly higher!”

HIGHLIGHT OF MY YEAR: Being a guest speaker at the inaugural Women for the Pilbara Forum. Fantastic event and I was honoured to attend.

Danielle Collins

“We’ve seen a huge take up of property in the past two months – stocks are low and buyers are readily available! If you are looking to sell – now’s the time!”

HIGHLIGHT OF MY YEAR: Offering complimentary auctioneering and MC services including Fashions on the Field and the Pilbara Pink Breakfast as well as sponsoring local sporting groups.

Rick Hockey

“Buyer activity could be described as chaotic; the returns in the Pilbara are as attractive as ever and the investment isn’t nearly as expensive as Perth”.

HIGHLIGHT OF MY YEAR: I thoroughly enjoyed being part of the executive committee for the South Hedland Swans AFL Club for the 4th year.

Brooke Matthews



THE RENTAL MARKET

2025 has been another dynamic year for the Port Hedland residential rental market. As the region continues to feel the impacts of resource-driven demand, limited housing stock, and remote-location logistics, our property management team has navigated a range of challenges but also delivered significant wins and improvements for our owners and tenants.



1.7% VACANCY RATE
218 LEASED in 2025

Jan-December

HEDLAND AVERAGED 60 RENTAL LISTINGS WEEKLY
HIGHEST RENT PORT HEDLAND - \$2500 PW
HIGHEST RENT SOUTH HEDLAND - \$2050 PW
CURRENT AVERAGE DAYS ON MARKET - 40

Some of our wins during the year include; faster leasing times through proactive marketing measures, a dedicated leasing specialist and expanded online exposure. We targeted our owner communication by providing more frequent property updates, improved reporting standards and prioritised clearer maintenance recommendations to help owners make informed decisions quicker.

Maintenance has been one of the biggest hurdles for all regional property managers this year, and Port Hedland is no exception.

Limited Trade Availability - The shortage of trades continues to be a pressure point. Many local contractors are booked weeks in advance, particularly handyman, builders, fencing contractors.

Remote-Location Delays - Ordering parts and materials for repairs often involves interstate suppliers, leading to unavoidable delays.

Rising Costs - Labour and material costs have increased across the board. Balancing cost-effectiveness with timely, quality repairs has required careful decision-making with owners.

By building deeper partnerships with trades we were able to increase our workforce and encourage landlords to look at preventative works to avoid costly repairs. As always, we are grateful for the trust our owners place in us and the cooperation shown by our tenants throughout the year.



Tracy Simpson
Residential Department Manager





ASK OUR BDM

In one word, how would you describe the 2025 market?

Spasmodic. We saw bursts of activity from different sectors followed by weeks or even months of complete quiet from both corporate and private tenants, making it difficult to identify any consistent pattern.

What's the best advice you can give an investor looking to purchase?

Look for a property that has been recently renovated to a high standard, is relatively new, or has been well maintained.

Location also remains key.

What can existing landlords of older homes do to keep their properties lettable?

Preventative maintenance is essential. Annual air-conditioning servicing and termite inspections are a must. Keep an eye on paintwork, window treatments, floor coverings, the yard, and general wear. Establish a plan for prioritising upgrades to ensure the property remains appealing and competitive.

Are there any new legislation changes that may impact investors in 2026?

Yes—there will be a streamlined bond release process for tenants and agents/landlords. The intention is to make bond returns less stressful, but it will require thorough and detailed documentation (ingoing and outgoing reports, evidence, and any supporting documentation) should a matter be escalated to the Consumer Protection Commissioner.

What are your predictions for the rental market in 2026?

We expect the market to remain steady, with slight increases on well-maintained homes as quality stock continues to be limited. Current inventory levels heading into Christmas are encouraging for 2026. We look forward to delivering strong returns for our investors and monitoring the market for any further growth throughout the year.

Lastly, what was the highlight for you during 2025?

Celebrating 20 years of Hedland First National. I've been with the company for almost 17 of those years, so it was incredibly special to celebrate alongside both past and present team members. It was a wonderful achievement for Morag and Scott!



Amy Doran
Business Development Manager

SHORT STAY

- We currently manage 15 active short-stay properties, with another nine set to join our portfolio in 2026. Navigating this industry has been both exciting and challenging for our team, who recently celebrated a milestone of a day at 100% occupancy; a remarkable achievement for a growing business.
- Hedland Short Stay is now listed across all major accommodation platforms, attracting many returning guests. In August, we launched a new website and software system to streamline bookings and enhance communication with our guests.
- Supporting local small businesses and not-for-profits remains a priority, with exclusive discounts available for these groups. **Check and book online:** www.hfnshortstay.com.au



STRATA

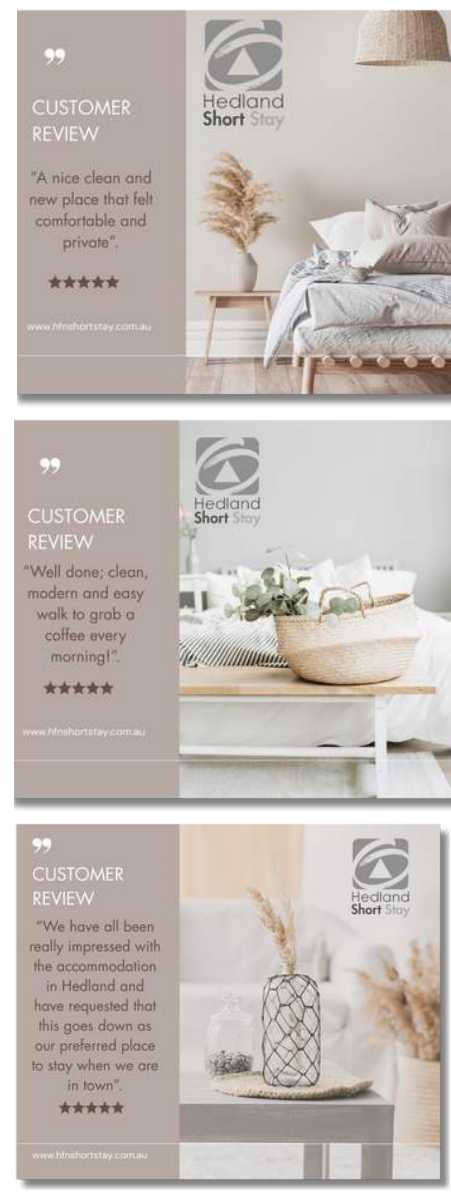
As we wrap up 2025, it's been a productive and fast-paced year across our strata community. Our focus has remained on maintaining common areas, ensuring compliance, and supporting owners through rising industry costs. Insurance increases and contractor availability have been our biggest challenges, but with strong communication and planning, we've been able to keep key maintenance works on track. Despite the pressures, there have been several positive outcomes; improved cooperation within schemes, smoother AGMs, and progress on long-term maintenance items. These wins reflect the ongoing commitment from owners, committees, and contractors to keeping each property running efficiently.

Looking ahead to 2026, we expect continued work around insurance management, clearer by-law communication, and more streamlined maintenance scheduling.

Thank you to all owners and residents for your support throughout the year. We look forward to working with you in 2026.



Janie Taylor Janine Ashworth



COMMERCIAL SALES AND LEASING

Recent months have seen strong demand from both owner occupiers and tenants for industrial sites with 3,000–4,000sqm yards, 400–500sqm warehouses, and the added bonus of caretaker's accommodation. Demand is mainly driven from renewables, mining, and logistics businesses seeking functional sites for vehicle movement, storage and operational flexibility. **Vacancy across our portfolio remains low, with most tenants renewing; those vacating are typically buying their own premises or outgrowing their space.** Market reviews show steady rental growth, although tenants extending continue to prefer shorter 1–2 year terms for flexibility.



During July – December
8 LEASED 12 SOLD

On the sales front, owner-occupiers remain the most active buyers, with investors selectively targeting well-located, securely leased assets. A highlight this period was leasing an Industrial Property to a national tenant on a 3-year, \$130,000 net per annum deal with annual increases, achieved with zero downtime between tenancies. This client purchased this premises for \$910k + GST just over 3 years ago, reflecting a significant capital uplift in a relatively short period.

Looking ahead, 2026 is expected to be strong, with limited stock, rising demand, and continued rental and sales growth—particularly for industrial sites with substantial yard areas.



Mark Keogh



Andrew Russell

ON THE SOCIALS WE POSTED...



We celebrated our success widely across our media platforms—particularly within both commercial and residential property management. Here are some of the highlights:



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RENTAL RESULT

\$1600 PER WEEK

4X2 REFURBISHED BRICK HOME

CORPORATE STRONG LEASE WITH TOP TIER TENANT

firstnational Hedland

RENTAL RESULT

\$1850 PER WEEK

4X2 MODERN EXECUTIVE FAMILY HOME

CORPORATE STRONG LEASE WITH TOP TIER TENANT

TESTIMONIAL

★★★★★

LANDLORD

"Makenzy is an exceptionally amazing property manager. We cannot even express fully how grateful we are to have such a thorough, efficient, reliable and amazing person looking after our property."

TESTIMONIAL

★★★★★

TENANT

"You have all been really helpful and always easy to reach out whenever we have had an issue or maintenance at the property - thank you."

TESTIMONIAL

★★★★★

OWNER

"Janine goes above and beyond, caring, responsive and efficient. She is able to handle difficult problems and is always available for assistance and advice. I haven't come across many people that come to the standard Janine does, as well as being extremely friendly and easy to deal with. Highly, highly recommend!"

HEDLAND FIRST NATIONAL

MEET OUR COMMERCIAL TEAM

ANDREW RUSSELL Sales and Leasing

MARK KEOGH Property Manager

ZOEY SAGRA Administration

We're BIG in the PILBARA

www.hfn.com.au

Suburb Winner 2025

Agency of the year

PORT HEDLAND

Hedland First National

Suburb Winner 2025

Agency of the year

SOUTH HEDLAND

Hedland First National

In the media

ABC News

Troubled Port Hedland council faces dismissal after another resignation

Port Hedland councillor Ambika Rebello resigned on Tuesday citing an untenable environment. It's the latest in a string of controversies that have engulfed the...

ABC News

'Life well lived': Port Hedland pays tribute to stalwart

Buried at home. It is fitting that after more than six decades of advocating for the town he loved, Mr Carter will be laid to rest in Port...

North West Telegraph

Lumsden Point development pushes forward Port Hedland expansion

Progress continues on the Lumsden Point development, a major infrastructure project set to enhance the Port of Port Hedland's export and...

ABC News

Plan for 1,300-room worker accommodation in WA heads to final stage of approval

A \$500 million, 1,300-room accommodation project in South Hedland has been given the green light by the regional Development Assessment Panel (...)

North West Telegraph

Milestone for heavy-haul rail innovation in the Pilbara

The first purpose-built battery-electric locomotives in Australia have arrived at Port Hedland.

North West Telegraph

Hedland pallet recycling program reducing carbon emissions

A new collaboration between Perth-based timber pallet recycling company PalletON and local governments across the Pilbara is reducing pallet...

HFN News

The Hedland First National team celebrated 20 years in business this September, attended the Pilbara Pink Breakfast, participated in several local events, and sponsored many more. Here are some of the highlights from July onwards this year.



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