

Realtor hails Ipswich 'ugly duckling' status



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NOBODY likes to be called an ugly duckling, but if it is meant in a positive way your reaction could be favourable.

Ipswich has been named among Australia's top 12 "ugly duckling" areas.

Now before you get the claws out, the label is not meant negatively, but rather as a compliment that pays tribute to the city's growing real estate potential.

A www.hotspotting.com.au national report describes an ugly duckling area as having the potential to thrive in real estate through increased development, infrastructure, transport and other influencing factors.

At other times, these features of the region have been portrayed in a less-than-positive light.

The ugly duckling selection gives investors and property enthusiasts a heads-up on where best to invest to receive better

returns.

www.hotspotting.com.au creator/director Terry Ryder said like the fairytale, ugly duckling areas were expected to blossom into real estate swans.

Deception Bay and Beenleigh were two other Queensland locations named in the hotspotting real estate report.

"Quite often people's perceptions about Ipswich are outdated," Mr Ryder said.

He said Ipswich was experiencing movement in property prices as the area's industry and residential development continued to attract people to the city.

He said with the intended upgrade of the Ipswich Motorway, the western corridor was expected to experience a real estate boom and house some of south-east Queensland's expanding population.

In the south-east Queensland

regional plan, the Ripley Valley's population is intended to increase dramatically over two decades.

Mr Ryder said the development occurring in the suburbs of Redbank, Collingwood Park and Springfield was also helping to lift the tone of the area.

The real estate expert also touched on housing affordability, saying Ipswich was still a very affordable area.

Recent Real Estate Institute of Queensland median house prices illustrated Ipswich's affordability compared to Brisbane.

For the June quarter, the average house price within the Ipswich area was \$274,500. This compared to Brisbane's staggering \$434,000.

■ If you have a newsworthy property story call QT property reporter Eliza Plant on 3817 1805 or email eliza.plant@qt.com.au.