

SE News  
HD **JLL puts value on city**  
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WC 427 words  
PD 20 June 2014  
SN Gold Coast Bulletin  
SC GCBULL  
ED GoldCoast  
PG 61  
LA English  
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GLOBAL real **estate** services **firm** Jones Lang LaSalle is making its presence felt on the Gold Coast, recruiting two of the city's leading valuers to its ranks.

The move comes ahead of an influx of Australian and foreign investment into the Gold Coast which will see the city's **property** sector surge.

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John Muchall and Lisa Murdoch, both former directors of LandMark White on the Gold Coast, will head up Jones Lang LaSalle's new Gold Coast office at 64 Marine Parade, Southport.

The **property firm** is making an aggressive push into the valuation sector, recently almost doubling its valuation and advisory business in Queensland.

It also appointed industry figures Troy Linnane and Dennis Morgan to its Brisbane office, a move which saw virtually the entire Queensland **residential** development valuation team from Colliers International join JLL in Brisbane.

Mr Muchall and Ms Murdoch have a wealth of experience in the Gold Coast market. Mr Muchall valued most of the city's highrise projects including the Hilton, Ephraim **Island**, The Sovereign Islands and unit projects from Coolangatta to Hope **Island**.

Ms Murdoch has valued virtually every **commercial** office building and local shopping centre in the city.

The pair said they planned to leverage the strength of JLL's international brand to tap into the flood of **Chinese** investment set to flow into the city.

"The **Chinese** will be major players in the Gold Coast, massive," Mr Muchall said. "There is huge money coming from **China**; they already have footholds on a number of sites.

"They are also here to stay. I learnt through 15 years working in **Hong Kong** that they look long term." Ms Murdoch said confidence had returned to the city's **commercial property** sector.

"The investment market has definitely improved and there are a lot of high net worth individuals looking to invest in the Coast again," she said.

"The syndicates and smaller level funds are also here looking for returns. "Our high vacancy rate is dropping and investors are able to **buy** many blue chip buildings for less than replacement cost." Mr Muchall said while the banks remained wary of risk they were no longer shunning the Coast and were starting to fund developments projects.

However, Mr Muchall said he hoped the development was rolled out at a pace that ensured the city did not return to a state of oversupply. "We'd like to have steady sustainable growth to see the Gold Coast return to form," he said.

**CO** lasp : JLL  
**IN** i85 : Real Estate Transactions | icre : Real Estate/Construction | ireest : Real Estate  
**NS** gcat : Political/General News  
**RE** austr : Australia | brisbn : Brisbane | apacz : Asia Pacific | ausnz : Australia/Oceania | queensl :  
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