

A family of five is gathered on a brick patio at dusk. A young girl in denim overalls is running towards the camera, followed by a small brown dog. In the background, a man, a woman, and two other people are seated around a wooden table, enjoying a meal. The patio is decorated with string lights and potted plants. A large green semi-circle graphic is overlaid on the left side of the image, containing the text.

Domain

Profit and Loss Report

Selling your home?
Here's how much most sellers
made in the first half of 2025

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Executive summary

Profit-making resales hold strong in 2025, but some markets are losing steam

Australian home owners are continuing to cash in as market momentum regains pace. In the first half of 2025, 97% of house resales and 88% of unit resales delivered a profit – levels not seen since 2005 for houses and 2022 for units (figure 1).

Longer holding periods are magnifying returns. Most sellers hold their homes for around nine years (houses) and eight years (units), allowing more time for equity growth and shielding against short-term fluctuations.

And it's not just the proportion of sellers making money that's notable – profits are growing too (figure 2). The median gross gain rose to \$365,000 for houses and \$202,000 for units, up from a year earlier. For the minority selling at a loss, the median shortfall held steady at \$55,000 for houses and \$46,000 for units.

These strong outcomes reflect the long-term impact of rising property prices, especially since 2021. They've also been supported by increasing tenure, with the typical hold period now stretching to nine years for houses and eight years for units, up by three and two years respectively compared to 15 years ago. This longer hold time gives owners more opportunity to build equity and realise capital gains.

Figure 1. Proportion of profit-making resales

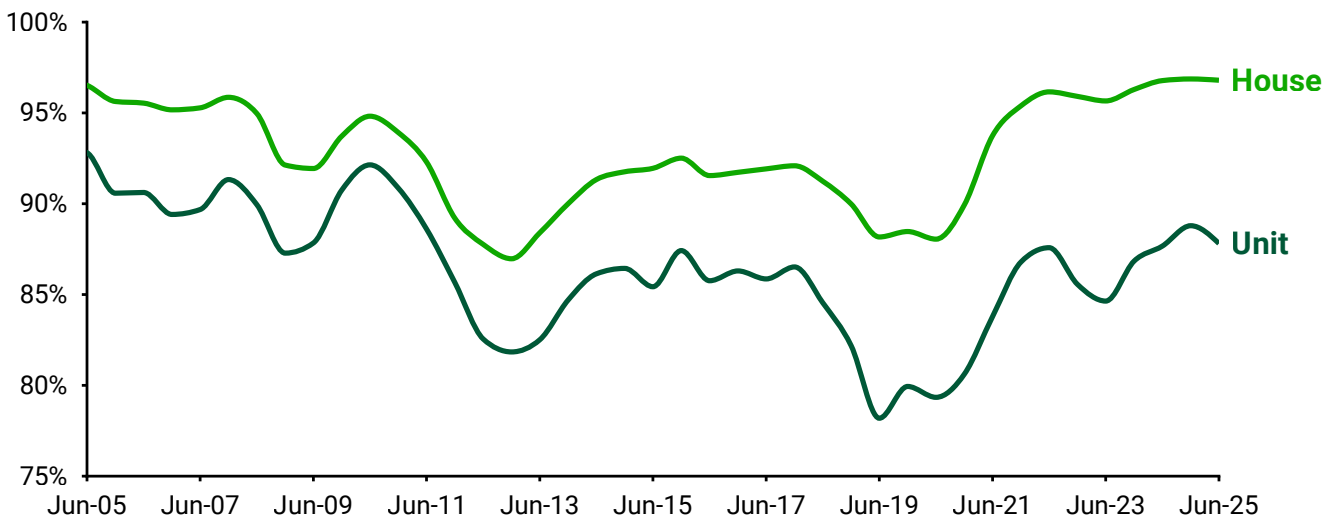
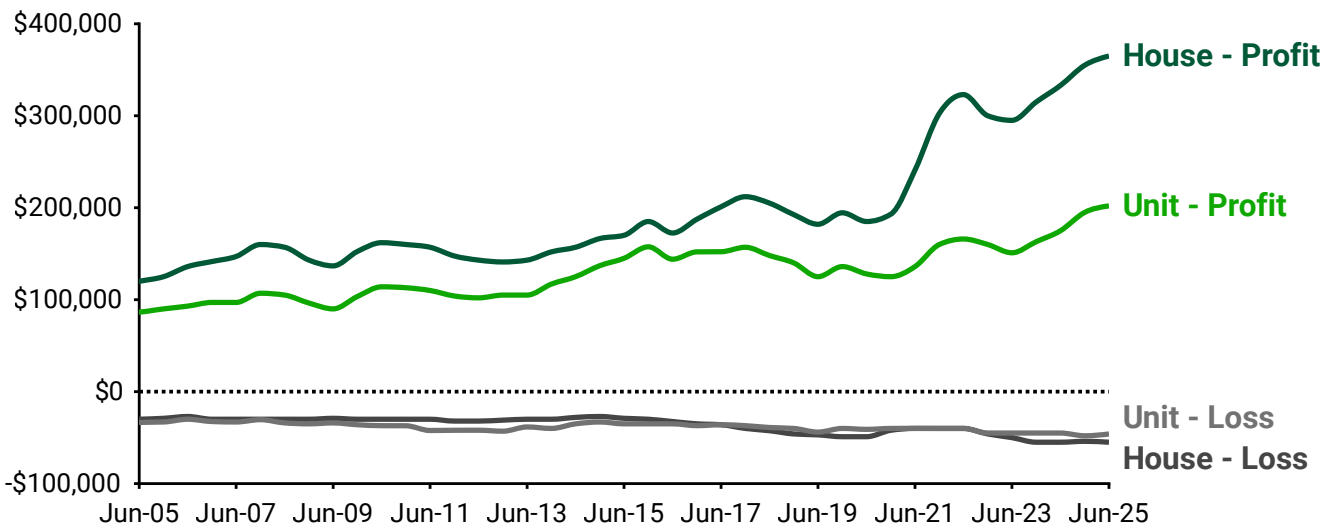


Figure 2. Median profit and loss from resales



Key takeaways



Property remains a reliable path to wealth: 97% of house and 88% of unit resales delivered a gain – close to two-decade highs for houses.



Bigger returns: Median profits climbed to \$365,000 (houses) and \$202,000 (units), both up year-on-year.



Losses remain rare: Less than 4% of houses sold at a loss, with a typical shortfall of \$55,000. For units, it was 12% of resales with the loss sitting at \$46,000.



Holding longer is paying off: Australians are staying in their homes longer, giving more time for price growth and helping to shield against short-term volatility.



Post-pandemic equity realised: Gains reflect the strong price growth of recent years now being crystallised.



Little sign of distress: Most sellers are transacting from a position of financial strength, with minimal evidence of forced or loss-making sales.



While profit-making sales remain dominant, some unit markets and select capitals are lagging. However, with momentum returning and most owners sitting on substantial equity, the market remains firmly tilted toward profitable outcomes.

Capital cities snapshot: Houses still a safe bet

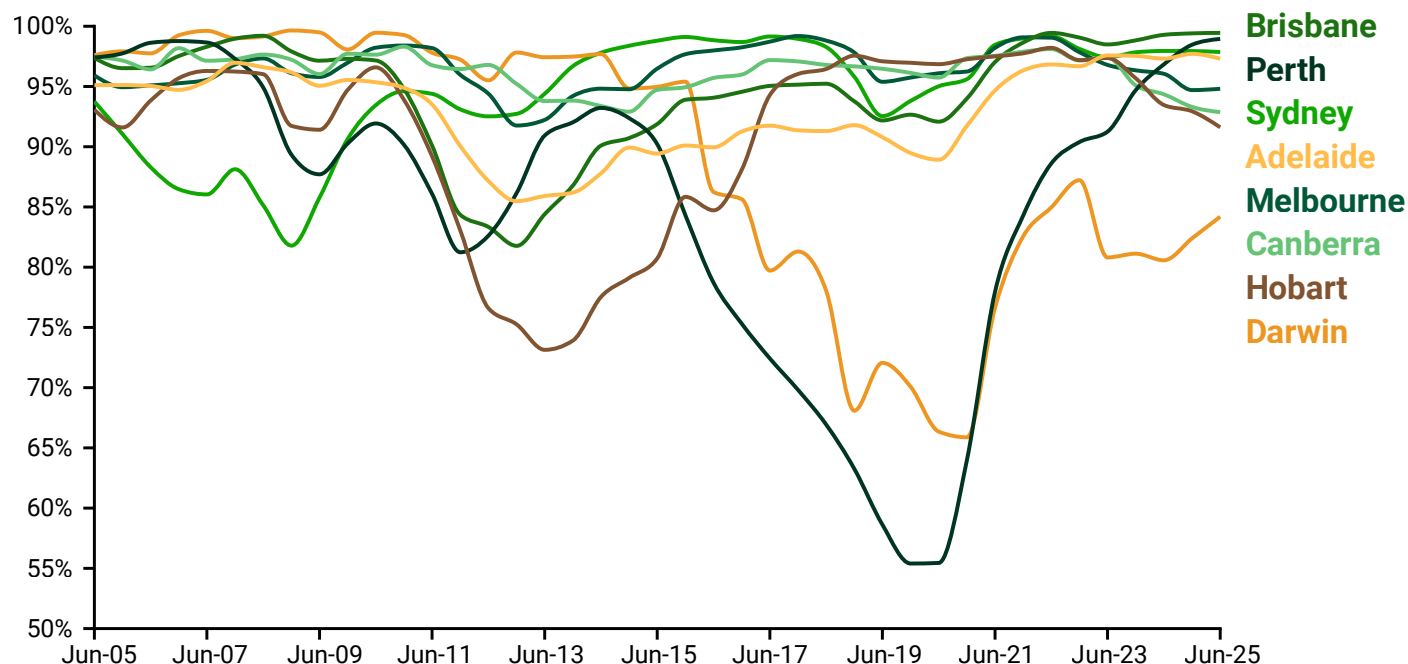
House sellers in capital cities continued to enjoy strong returns, with the proportion of profit-making resales broadly aligned with outcomes in regional areas. Brisbane and Perth led with more than 99% of house resales delivering gains, while Darwin, Hobart and Canberra recorded the lowest share of profitable sales (table 1).

Brisbane and Perth have increased their share of profit-making resales in recent years, while Sydney remains consistently high (figure 3). The share of profit-making resales has edged lower in other capitals.

Table 1. Profit and loss outcomes for house resales

Location	Profit			Loss		
	% sales	Median gain (\$)	Median gain (YoY %)	% sales	Median loss (\$)	Median loss (YoY %)
Australia	96.8%	\$365,000	9.6%	3.2%	-\$55,000	0.0%
Combined capitals	96.9%	\$438,500	8.3%	3.1%	-\$62,000	-4.6%
Combined regionals	96.7%	\$280,000	12.0%	3.3%	-\$46,500	3.3%
Sydney	97.9%	\$700,500	6.9%	2.1%	-\$110,000	-13.4%
Melbourne	94.8%	\$376,000	-3.1%	5.2%	-\$50,000	11.1%
Brisbane	99.5%	\$480,000	12.9%	0.5%	-\$150,000	150.0%
Adelaide	97.3%	\$430,000	19.6%	2.7%	-\$200,000	15.3%
Perth	99.0%	\$339,000	22.4%	1.0%	-\$62,000	-4.6%
Canberra	92.9%	\$420,000	0.0%	7.1%	-\$79,000	21.5%
Hobart	91.6%	\$282,978	4.0%	8.4%	-\$50,000	0.0%
Darwin	84.2%	\$157,250	-25.8%	15.8%	-\$34,000	-43.3%

Figure 3. Proportion of profit-making resales, houses, capital cities

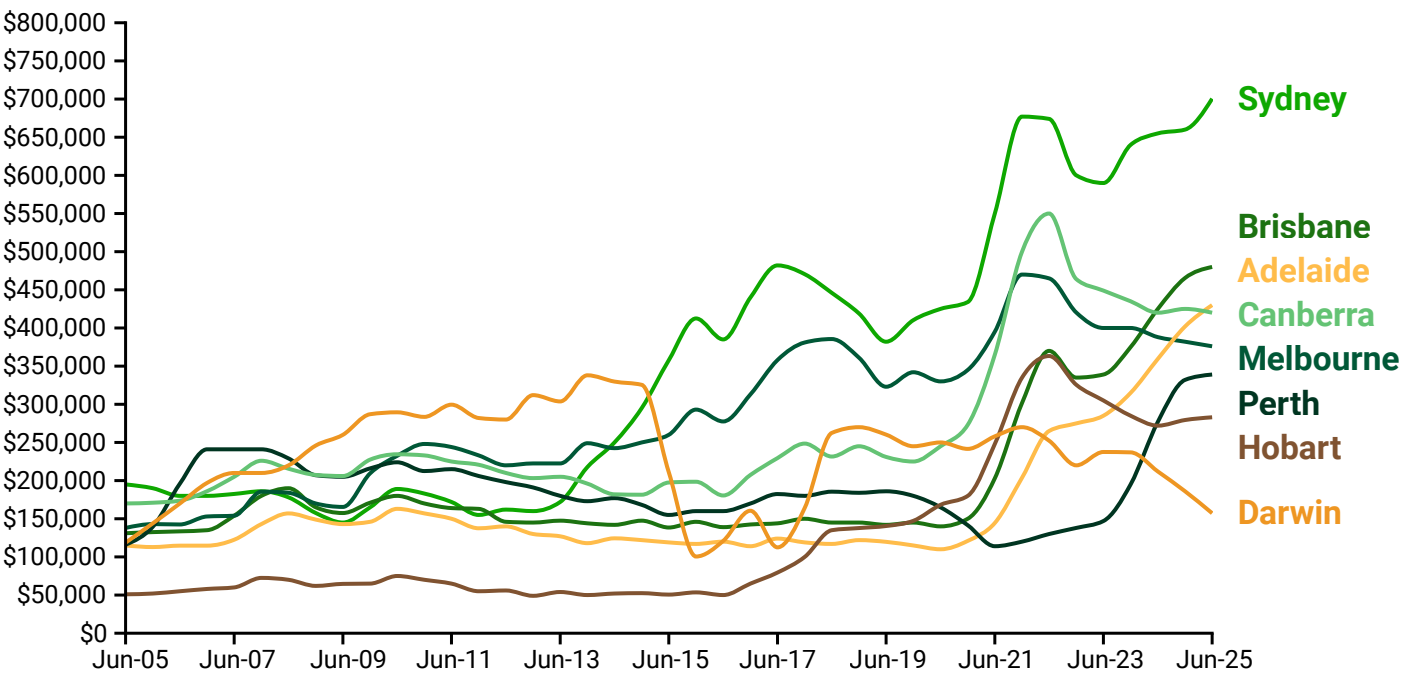


Profits driven by price points

Median profits remain highest in Sydney (\$700,500), followed by Brisbane (\$480,000) and Adelaide (\$430,000) (figure 4). While many cities have seen resale profits grow over time, Canberra, Melbourne, Hobart and Darwin have recorded declines since 2022.

On the loss side, Adelaide and Brisbane posted the largest median losses. However, with relatively few loss-making sales overall, trends remain less reliable.

Figure 4. Median profit-making resales, houses, capital cities



Capital cities snapshot: A mixed outcome for units

Unit resale outcomes were more varied across capital cities. Brisbane, Adelaide and Perth outperformed with more than 97% profitable resales (table 2). Meanwhile, Melbourne underperformed significantly, with only 73% of units selling for a gain.

Regionally, unit sellers fared better overall, with a higher share of profit-making resales than in capital cities. A key factor is longer hold periods, with regional units typically

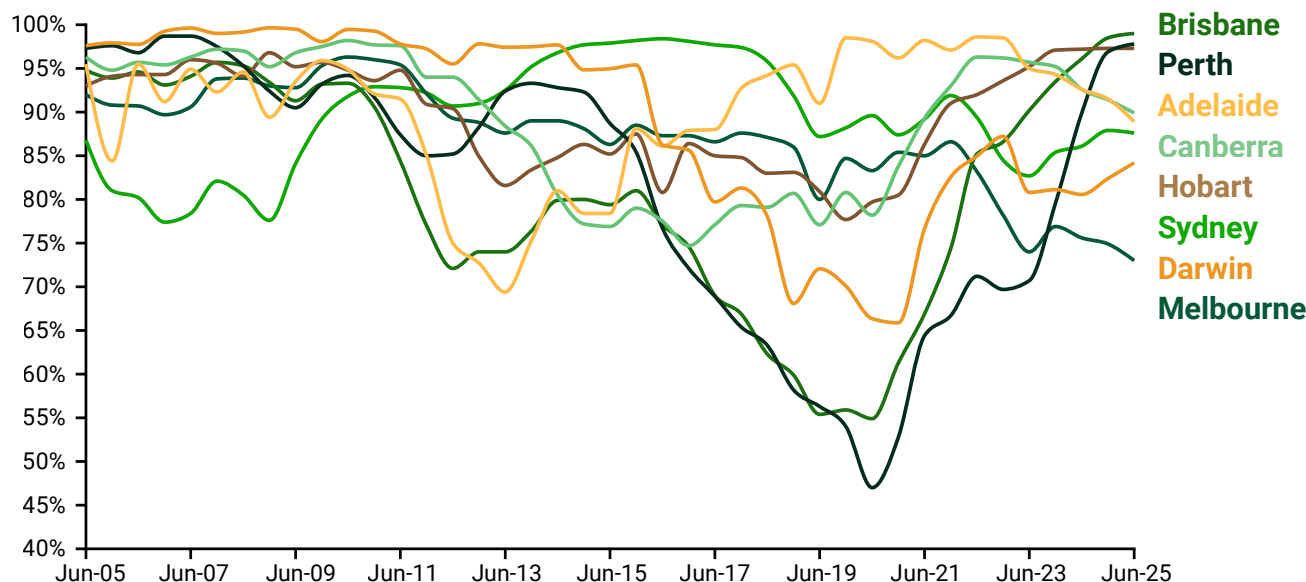
held for three years more. This likely reflects a greater share of older owner-occupiers in regional markets, particularly in lifestyle towns and retirement hubs, where properties are typically held for longer.

Brisbane and Perth have recorded the most dramatic improvements in the share of profit-making resales over recent years (figure 5), while Melbourne has deteriorated.

Table 2. Profit and loss outcomes for unit resales

Location	Profit			Loss		
	% sales	Median gain (\$)	Median gain (YoY %)	% sales	Median loss (\$)	Median loss (YoY %)
Australia	87.8%	\$202,000	15.4%	12.2%	-\$46,039	2.3%
Combined capitals	85.6%	\$195,000	18.1%	14.4%	-\$45,000	4.7%
Combined regionals	95.7%	\$225,000	12.5%	4.3%	-\$56,500	-5.8%
Sydney	87.6%	\$190,000	0.0%	12.4%	-\$45,000	0.0%
Melbourne	73.0%	\$120,000	-5.9%	27.0%	-\$45,000	7.1%
Brisbane	99.0%	\$255,000	40.4%	1.0%	-\$253,000	729.5%
Adelaide	97.3%	\$253,100	37.4%	2.7%	-\$197,500	295.0%
Perth	97.8%	\$180,000	55.5%	2.2%	-\$50,000	66.7%
Canberra	89.9%	\$130,000	-10.1%	10.1%	-\$28,000	-21.5%
Hobart	88.9%	\$201,000	0.5%	11.1%	-\$40,000	-41.2%
Darwin	53.4%	\$55,000	-31.3%	46.6%	-\$59,500	-27.3%

Figure 5. Proportion of profit-making resales, units, capital cities



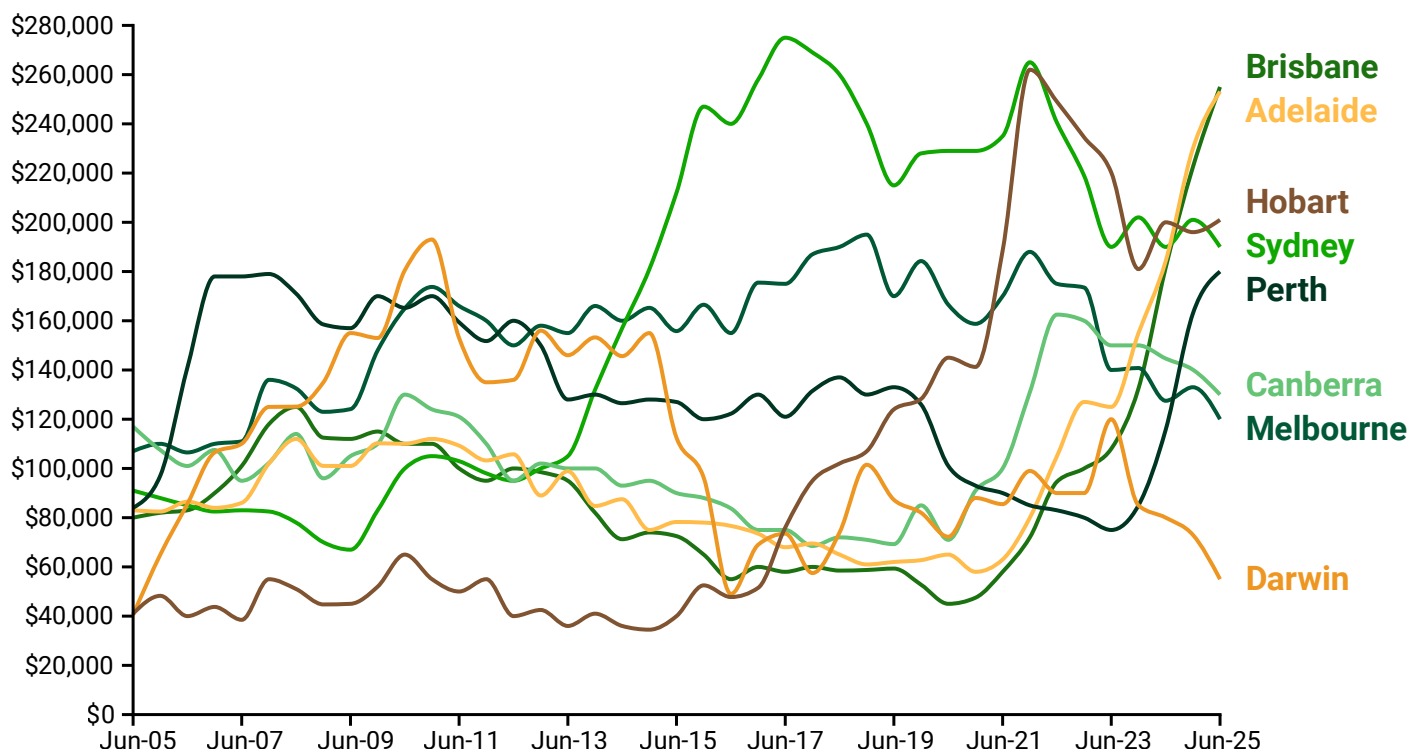
Median profits are rising in select markets

Brisbane and Adelaide units are delivering the highest median resale profits, even outpacing Sydney – despite lower price points (figure 6). These results reflect strong capital growth in both markets since 2021.

By contrast, median profits have fallen in Canberra and Melbourne over the past year, while Sydney has held steady.

Median losses were highest in Brisbane and Adelaide, though these figures are based on smaller sample sizes and may reflect some overpaying when market conditions were especially heated. Sydney, Melbourne and Canberra recorded the smallest unit losses. Overall, median losses remain volatile without a clear upward or downward trend.

Figure 6. Median profit-making resales, units, capital cities



Regional Australia: Steady gains and fewer surprises

Houses: Resilient across the board

Resale outcomes for houses in regional Australia remain strong and fairly uniform (table 3). In most regional markets, more than 95% of sales delivered a profit, with regional Northern Territory the main exception.

Regional NSW recorded the highest median house profits, followed by regional Queensland, both reflecting robust long-term growth. Regional South Australia, meanwhile, saw the largest losses.

Table 3. Profit and loss outcomes for regional house resales

Location	Profit			Loss		
	% sales	Median gain (\$)	Median gain (YoY %)	% sales	Median loss (\$)	Median loss (YoY %)
Regional NSW	97.2%	\$330,000	5.1%	2.8%	-\$50,000	0.0%
Regional VIC	94.7%	\$230,000	-1.7%	5.3%	-\$35,000	0.0%
Regional QLD	98.0%	\$313,000	22.7%	2.0%	-\$62,250	24.5%
Regional SA	96.7%	\$215,000	22.9%	3.3%	-\$80,000	77.8%
Regional WA	95.2%	\$224,000	40.0%	4.8%	-\$65,000	30.0%
Regional TAS	95.7%	\$227,500	7.3%	4.3%	-\$25,750	-42.78%
Regional NT	80.8%	\$135,000	3.8%	19.2%	-\$35,000	-12.5%

Units: Regions outshine the capitals

Regional units outperformed their city counterparts, with a higher proportion of profit-making sales (table 4). Regional Queensland and regional NSW topped the list for resale success, thanks to strong demand and price growth. On the flip side, regional Northern Territory and Western Australia recorded the lowest share of profitable sales.

Median profits were strongest in regional Queensland, and lowest in regional Northern Territory and Western Australia. Median losses were highest in regional Tasmania and South Australia, where market volatility has been more pronounced in recent years.

Table 4. Profit and loss outcomes for regional unit resales

Location	Profit			Loss		
	% sales	Median gain (\$)	Median gain (YoY %)	% sales	Median loss (\$)	Median loss (YoY %)
Regional NSW	96.2%	\$213,000	5.4%	3.8%	-\$37,000	5.7%
Regional VIC	93.9%	\$165,000	2.2%	6.1%	-\$30,000	20.0%
Regional QLD	96.3%	\$255,000	15.9%	3.7%	-\$70,000	7.7%
Regional SA	94.5%	\$155,000	45.5%	5.5%	-\$119,000	118.3%
Regional WA	89.9%	\$119,750	31.6%	10.1%	-\$45,000	-47.1%
Regional TAS	93.4%	\$151,000	6.7%	6.6%	-\$159,000	16.9%
Regional NT	67.6%	\$44,750	-37.5%	32.4%	-\$31,000	14.8%

Where are the biggest gains?

The largest resale profits for houses are typically found in premium capital city suburbs, where higher entry prices mean even modest capital growth can translate into significant dollar gains (table 5). These areas also tend to have longer holding periods, as they're typically home to older households who are more likely to stay put. Longer tenure in these areas allows equity to build over time and compounds the value of any market appreciation.



Table 5. Top city areas with the largest median profit – houses

Rank	Sydney	Melbourne	Brisbane	Adelaide	Perth
1	Eastern Suburbs - North (\$2,462,500)	Boroondara (\$1,192,500)	Brisbane Inner - West (\$1,029,085)	Burnside (\$830,000)	Cottesloe - Claremont (\$1,005,000)
2	Manly (\$2,264,500)	Stonnington - East (\$1,100,000)	Sherwood - Indooroopilly (\$885,000)	Unley (\$753,800)	Melville (\$582,888)
3	Chatswood - Lane Cove (\$1,950,000)	Bayside (\$962,000)	Brisbane Inner - North (\$857,000)	Holdfast Bay (\$747,000)	Fremantle (\$575,000)
4	North Sydney - Mosman (\$1,945,000)	Stonnington - West (\$900,000)	Carindale (\$850,000)	Prospect - Walkerville (\$719,950)	Joondalup (\$491,790)
5	Ku-ring-gai (\$1,927,000)	Manningham - East (\$829,000)	Mt Gravatt (\$797,500)	Mitcham (\$692,500)	South Perth (\$466,000)

Across regional Australia, the top-performing areas tend to be lifestyle destinations – those attracting high-income buyers seeking holiday homes, sea changers moving from the city, and downsizers preparing for retirement. These markets have experienced strong price growth, supported by demographic shifts and changing preferences in the post-pandemic era (table 6).



Table 6. Top regional areas with the largest profit – houses

Rank	Regional NSW	Regional VIC	Regional QLD	Regional SA	Regional WA
1	Tweed Valley (\$585,000)	Surf Coast - Bellarine Peninsula (\$485,000)	Surfers Paradise (\$1,040,000)	Fleurieu - Kangaroo Island (\$350,000)	Augusta - Margaret River - Busselton (\$457,500)
2	Richmond Valley - Coastal (\$583,000)	Heathcote - Castlemaine - Kyneton (\$354,250)	Broadbeach - Burleigh (\$950,000)	Barossa (\$310,000)	Bunbury (\$280,000)
3	Wollongong (\$560,000)	Barwon - West (\$299,250)	Coolangatta (\$859,000)	Yorke Peninsula (\$237,000)	Manjimup (\$245,000)
4	Illawarra Catchment Reserve (\$550,000)	Gippsland - South West (\$295,000)	Maroochy (\$750,000)	Lower North (\$220,000)	Albany (\$235,000)
5	Southern Highlands (\$537,500)	Creswick - Daylesford - Ballan (\$287,750)	Noosa (\$700,000)	Murray and Mallee (\$218,000)	West Pilbara (\$210,000)

Where are the biggest losses?

On the other end of the spectrum, the largest resale losses in capital cities are also concentrated in more expensive suburbs, where a larger capital base means bigger absolute declines when prices fall (table 7). However, these losses are relatively rare and often reflect small sample sizes, with the vast majority of properties in these areas still selling at a profit.



Table 7. Top city areas with the largest loss – houses

Rank	Sydney	Melbourne	Brisbane	Adelaide	Perth
1	Eastern Suburbs - North (-\$950,000)	Boroondara (-\$200,000)	Cleveland - Stradbroke (-\$172,500)	West Torrens (-\$785,000)	Stirling (-\$225,000)
2	Ku-ring-gai (-\$375,000)	Stonnington - East (-\$135,000)	Ipswich Inner (-\$152,000)	Gawler - Two Wells (-\$428,500)	Mandurah (-\$175,000)
3	Bankstown (-\$245,000)	Bayside (-\$130,000)	Brisbane Inner - West (-\$120,000)	Port Adelaide - West (-\$260,750)	Cottesloe - Claremont (-\$150,000)
4	Camden (-\$230,000)	Port Phillip (-\$125,000)		Onkaparinga (-\$211,273)	Belmont - Victoria Park (-\$50,000)
5	Hurstville (-\$212,500)	Nillumbik - Kinglake (-\$115,000)		Adelaide Hills (-\$195,000)	Perth City (-\$45,000)

In regional areas, loss-making sales are more common in lifestyle markets as well (table 8). These regions tend to experience greater price fluctuations driven by seasonal demand, migration trends and investor activity. Despite this, losses remain the exception rather than the norm in most parts of the country.



Table 8. Top regional areas with the largest loss – houses

Rank	Regional NSW	Regional VIC	Regional QLD	Regional SA	Regional WA
1	Richmond Valley - Coastal (-\$180,000)	Barwon - West (-\$105,000)	Cairns - North (-\$202,500)	Fleurieu - Kangaroo Island (-\$175,000)	East Pilbara (-\$250,000)
2	Lake Macquarie - East (-\$145,000)	Bendigo (-\$57,500)	Broadbeach - Burleigh (-\$168,000)	Lower North (-\$172,500)	West Pilbara (-\$173,650)
3	Richmond Valley - Hinterland (-\$117,000)	Heathcote - Castlemaine - Kyneton (-\$52,500)	Noosa (-\$150,000)	Outback - North and East (-\$99,500)	Kimberley (-\$70,000)
4	Southern Highlands (-\$112,500)	Creswick - Daylesford - Ballan (-\$51,000)	Mackay (-\$130,000)	Limestone Coast (-\$62,500)	Wheat Belt - North (-\$37,000)
5	Wollongong (-\$85,000)	Surf Coast - Bellarine Peninsula (-\$50,000)	Bowen Basin - North (-\$87,500)	Murray and Mallee (-\$61,000)	Mid West (-\$24,000)



Outlook

With momentum returning and owners sitting on substantial equity, profit-making sales are likely to remain dominant through 2025. Sydney continues to show steady resilience, supported by strong demand and limited supply, helping sustain solid resale profits. Unit markets in Melbourne show signs of underperformance, while Brisbane, Perth, and many regional areas continue to lead gains. Longer holding periods and continued price growth will remain key drivers underpinning resale profits across most markets.



Methodology

All profit and loss figures are based on resales that occurred in the first half of 2025, unless otherwise specified. Only properties with matched purchase and resale data were included, which may exclude some homes held for very long periods (such as 40+ years), due to limited historical sales records.

Prices are presented in current dollar terms, and median values are calculated for each six-month reference period.

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Sources

All data presented in this report is sourced from Domain.

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Know what we know