

Industrial base keeps region on right road

by **Conor Power** FOCUS ON: **TIPPERARY SOUTH**

“There is some trading-up activity going on; not so much from the second-time buyer, but more from the third-time buyer

Area:	Tipperary Town
House type:	Two-bed detached (see picture, right)
Year built:	2003
Value at peak:	€310,000
Sale price:	In the region of €160,000

OF THE three main towns in South Tipperary, (Cashel, Tipperary town and Clonmel), it is the latter which arguably enjoys the best advantages in terms of a sound industrial base offering employment opportunities.

“There’s good employment in the town,” says one Clonmel-based auctioneer. “We have Abbot, Boston Scientific, Merck Sharpe & Dohme, Medite Europe and Showerings all within a short distance of the town. And, thankfully, they’ve been all generally hiring instead of firing in the last few years.”

If the rest of the southern Premier County can’t boast quite such an impressive multinational line-up, it is worth noting that it’s one of the few territories in Munster that can boast of having important infrastructural developments underway throughout. There is a €20m flood relief scheme in Clonmel, a new service station and fast-food outlet on the outskirts of Cashel and Tipperary town is about to receive a decentralised Justice Department following the arrival of broadband and natural gas.

“The increase in the number of enquiries alone since Christmas has been dramatic,” says one agent based in Tipperary town.

Area:	Tipperary Town
House type:	Three-storey retail
Year built:	19th Century
Peak value:	€600,000
Sale price:	Around €425,000

Although the higher end property has dropped the most, there is now an increasing level of activity up to €200,000.”

Purchasers from overseas in South Tipperary have predominantly been from the UK, traditionally speaking. This market essentially dried up about a decade ago, but agents in the Tipperary town area are reporting the reappearance of this rare species.

“Enquiries from the UK are up quite significantly,” says one agent. “The perception over there seems to be that our market has now bottomed out.”

“I think that there’s still a confidence issue in the market generally,” says one auctioneer in the area. “But the most important issue is the availability of credit... We have quite a large database of would-be buyers who can’t proceed because of lack of credit availability.”

The average price for a three-bedroom semi-detached home in South Tipperary is between €150,000 and €160,000 — down from a high of



between €195,000 and €220,000. In Clonmel meanwhile, the market has sufficient kinetic energy enough that a new development of 15 houses in the town is continuing to be built and managing to sell.

“The small scheme is selling in blocks of five and we’re managing to sell those as we go — maybe five over a six-month period,” says the Clonmel agent involved.

This makes it one of the few new developments in Munster that are functioning and managing to achieve this. Taken alongside the phenomenon of more ghostly developments not a million miles away, it illustrates more clearly than ever that when a property market is stripped back to the bare bones, it all comes down to location.



This stylish two-bedroom detached home is a good example of one of many great bargains currently on offer in South Tipperary. It sold for just €160,000.

FOCUS ON: **TIPPERARY NORTH**

Focus shifts from luxury to affordability

Three-bed homes are €140,000 to €150,000; down from €210,000 and €260,000 peaks

IN THE part of Munster that stretches into the midlands, the northern end of Tipperary is marked by a lot of open landscape and gently rolling hills, with Lough Derg running along its western boundary villages. The principal towns are Nenagh, Thurles and Roscrea.

In North Tipperary, the three-bed semi-detached house is the most sought-after at present. Again, this choice is much down to what money is available and activity is mostly concentrated down at the lower end.

Over in Nenagh, one auctioneer claims that the opposite is true: it is the stand-alone property — particularly the bungalow on the outskirts of town — that is holding its value better and most in demand.

This is perhaps a reflection of the locations involved. Nenagh is a town with Lough Derg nearby to the east and in this area it is perhaps this attraction that prioritises the notion of moving out towards the lake in the minds of many homeowners. In Roscrea, the attraction is more focused on the town itself. Trading up activity is still very limited in the area according to one agent in Thurles: “There’s too little activity in trading up to get a true picture yet — it’s more investors trying to get out rather than people trading up.”

Area:	Roscrea
Type:	Four-bed bungalow
Year built:	2007
Peak:	€300,000
Sale price:	Around €180,000

Area:	Roscrea
Type:	Four-bed bungalow
Year built:	2006
Peak:	€350,000
Sale price:	Around €200,000

The average three-bedroom semi-detached house can currently be bought for approximately €140,000 /€150,000. This is down from a peak of about between €210,000 and €260,000.

The rental market is strong and stable and one agent in Roscrea puts current yields at approximately 10% — something that is commanding the interest of an increasingly active amount of “cash buyers in their 50s and 60s. Rents would be stronger here than in any of the towns surrounding us,” he adds.

Rental values for the standard three-bed semi are c.€650/month in Roscrea (versus around €500/month in Portlaoise).