

An aerial photograph of a suburban neighborhood with houses, streets, and trees. A large, thick red graphic element, resembling a stylized arrow or a corner bracket, is overlaid on the right side of the image, pointing towards the bottom right. The text 'Building New Homes That Buyers Want' is overlaid on the left side of the image in a large, white, sans-serif font.

# Building New Homes That Buyers Want



Let's hear from  
buyers what  
mattered to them  
in their search



areas that I was familiar with,



# The 3 things buyers are looking for:



Space



Safety



Sustainability



# Size matters



House & Land  
Buyers



**76%**

Say the  
**property size**  
is important  
to them



**73%**

Say the  
**land size** is  
important to  
them



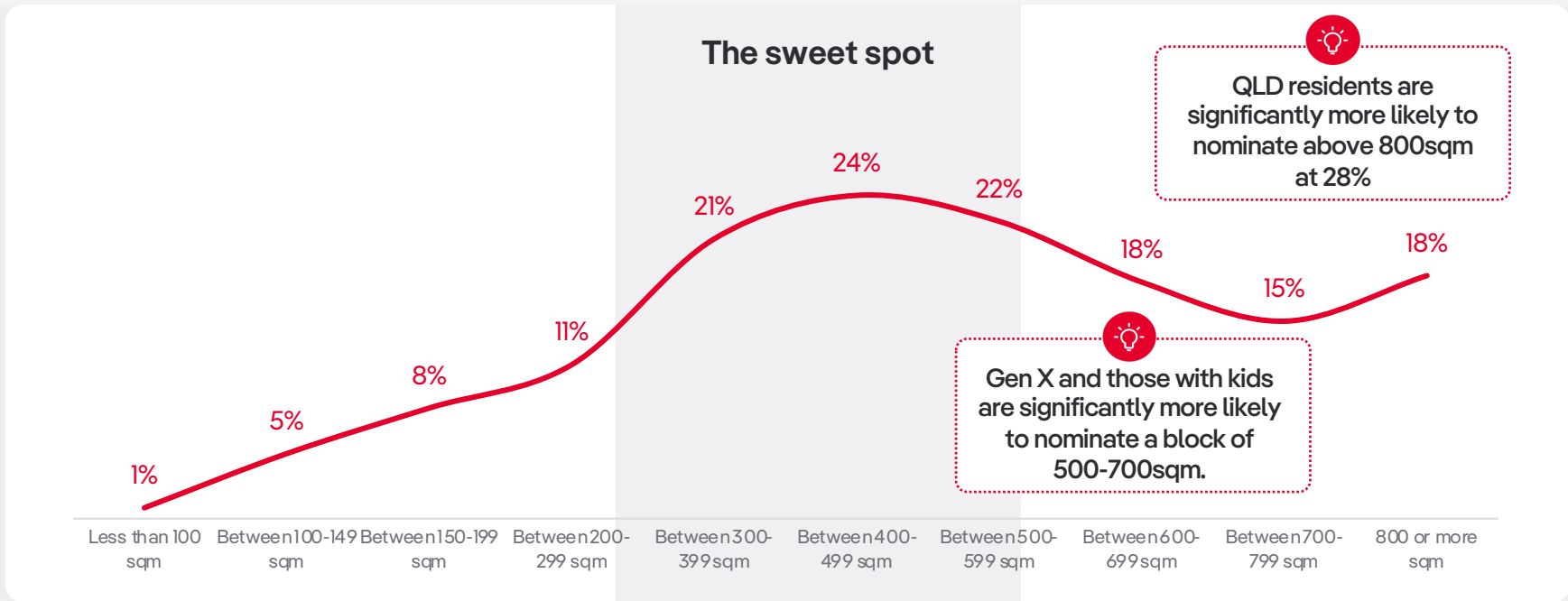
**45%**

**Did not purchase**  
in a land estate  
due to small  
block sizes

D1 How important are / were the following factors in purchasing / building a new house, unit, villa or townhouse?  
D7 Why did you choose not to purchase in a land estate? D7 Why wouldn't you consider a land estate?  
Base: Total House & Land n=1062



# Desired Block Size

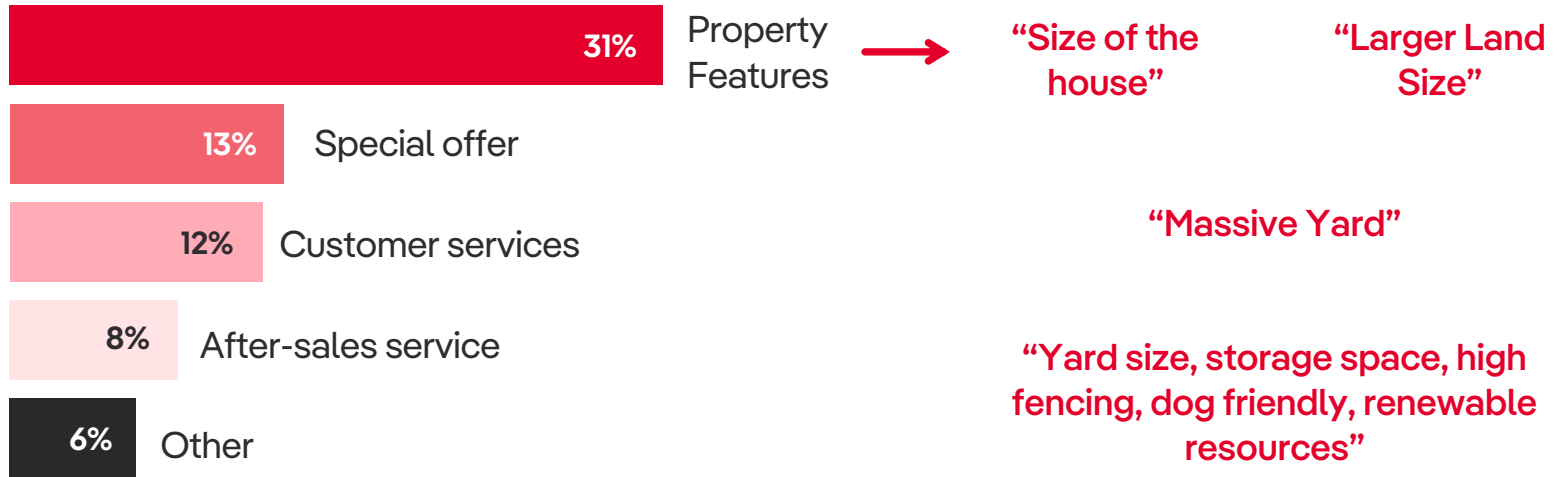


D8 - Thinking about building / buying in a land estate, what block sizes would you / did you consider? 8% Not Sure  
Base: Total House & Land n=1062




# Size trumps between ‘like for like’

Deciding factor when price, location and size are equal



B46/C43. Assuming location, size and price of the properties on your shortlist are the same, what would motivate you to choose a property over the others?  
Total New House and Land Buyer Sample n=1,062





**“Space does not equal size. You don’t simply show off cubic metres of air. Actually, the well-designed home can be really small, really efficient, really sustainable and ecological.”**

*- Kevin McCloud, Grand Designs Host*



# Need for screening & sound proofing grows



New Apartment  
Buyers



**37%**

Say **privacy**  
is more  
**important** than  
last year



**33%**

Say  
**soundproofing** is  
**more important**  
than last year



**68%**

Say the **size of**  
**the apartment**  
is important to  
them

E1 How important are / were the following factors in purchasing / building a new house, unit, villa or townhouse? D7 Why did you choose not to purchase in a land estate? D7 Why wouldn't you consider a land estate? E32 In the past year, which apartment features have become more or less importance for you/your household?  
Base: Total Apartments n=1012





# Buyers want more than just what's inside

Top 5 most desired features from neighbourhood + property



D14B Property features D31 Neighborhood functional features D32 Neighborhood emotional features  
Base: House & Land buyers n=1062, Apartment buyers n=1012



# Body Corporate: Willingness to Pay

## 24/7 security services



Elevator maintenance



Professional property management (for household repairs)



Maintaining common areas



Green initiatives



Shared energy-efficient appliances / features



Concierge



■ Not worth paying more for ■ Neutral ■ Worth paying more for

E33 Which of the following apartment features are you willing to pay more or less for?  
Base: Total Apartment n=1012



# Sustainable property features on the rise



House & Land  
Buyers



**38%**

Say  
**sustainable  
features** have  
**become more  
important**



**40%**

Say **energy  
efficient  
appliances**  
have **become  
more important**



New Apartment  
Buyers



**30%**

Say  
**sustainable  
features** have  
**become more  
important**



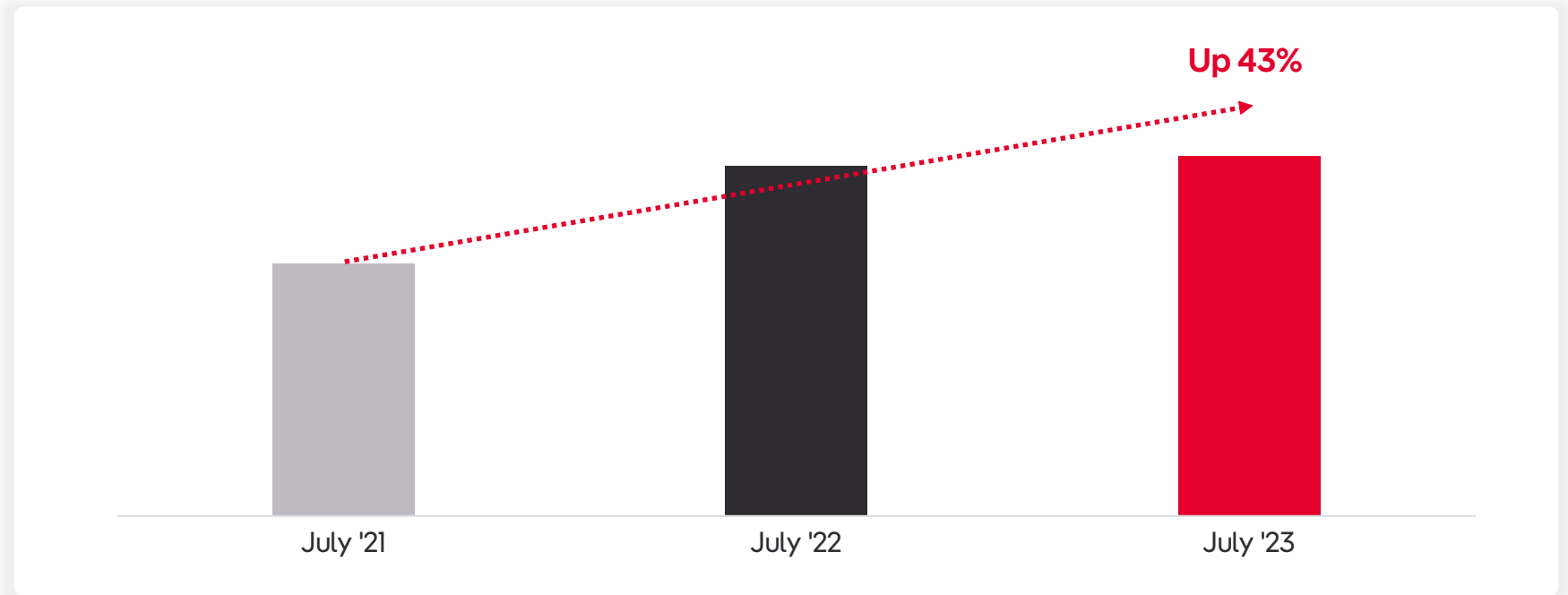
**34%**

Say **energy  
efficient  
appliances**  
have **become  
more important**

D33 In the past year, which household features have become more, or less important? E32 In the past year, which apartment features have become more, or less important for you/your household? more or less for?  
Base: Total House & Land n=1062, Total Apartments n=1012



# Energy-efficient searches



Source: realestate.com.au internal data, July 2023 vs July 2022 vs July 2021



# Green initiatives buyers would pay more for

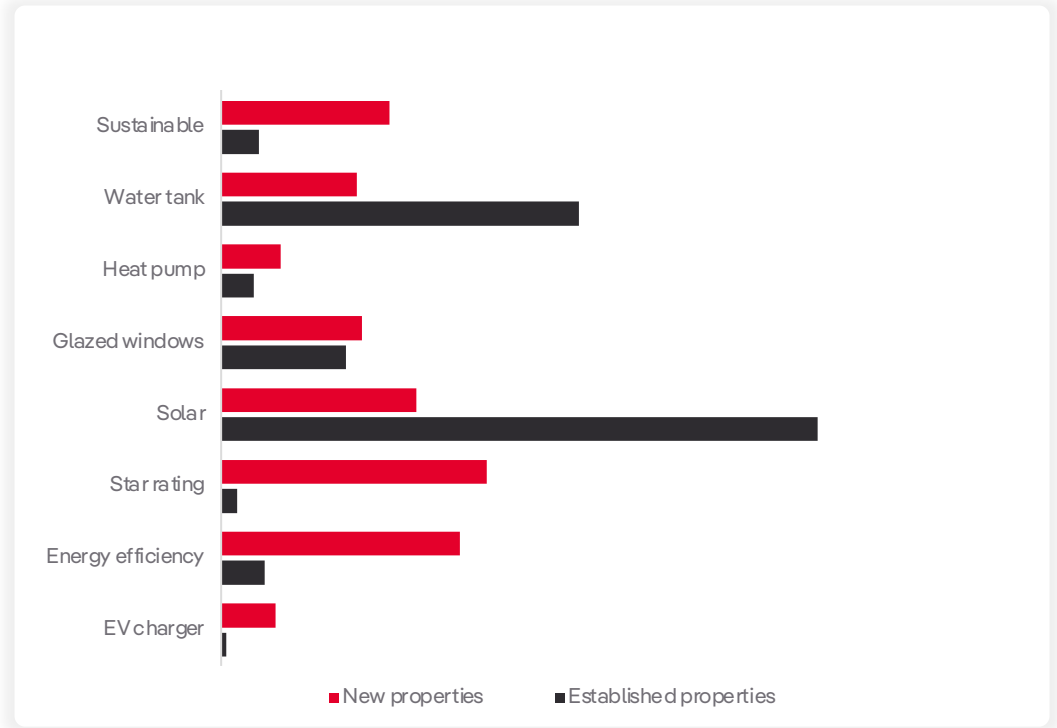
## Buyers want:

- solar (yes, even for apartments);
- energy efficient appliances;
- community gardens;
- composting;
- rainwater tanks and;
- better recycling.

“I’m looking for energy-efficient appliances, solar panels, sustainable construction materials, and water-saving fixtures. These elements contribute to environmental sustainability and can potentially lead to long-term cost savings.”



# Energy-efficient keywords displayed in new and established home listings



Source: PropTrack Energy-Efficient Housing Report, Nov 2023



# The 3 things buyers are looking for:



## Space

Showcase  
space-optimization  
features and designs



## Safety

Play up safety and  
community aspects



## Sustainability (Savings!)

Highlight energy efficient  
features in listings



# Join us at the Developer Insights Series!

Speak to your Account Partner  
for more information.



## MARCH

Sydney 19 March

Brisbane 21 March

Gold Coast 22 March

## APRIL

Adelaide, Perth & Melbourne

*– Dates to come*