

March 2023

# THE PATH TO PROPERTY

The *moments* that matter in  
Australia's property journey

the *growth*  
d\_stillery

An aerial photograph of a coastal town, likely in a tropical or subtropical region. The town is built on a peninsula or a narrow strip of land, with a large body of water (the ocean) to the left and a smaller body of water (a bay or lagoon) to the right. The houses are densely packed, many with swimming pools and private docks. The water is a deep blue, and the sky is a clear, bright blue. The overall scene is one of a well-developed, affluent coastal community.

# Executive Summary

The *moments* that matter

# Executive Summary – Key findings

1.

7 in 10 Australians who are engaged in the property market\*, use News Media for their property content needs

2.

At the active decision stage this reduces to 1 in 4, while comparatively 1 in 2 are using property listing sites (eg. REA / Domain)

3.

At any given point in time, over 2/3rds of engaged Australians sit in the passive stage

4.

Desire (typically in 5 common forms) + Capacity are the two essential elements to leap from the passive to active stage

## So what?

NCA's ability to understand, and **turn on our passive audience's desire** (*via targeted content and experiences*), and help **clarify their capacity** (*via data & education*), will positively impact the quality and quantity of qualified leads we provide to REA and partners.

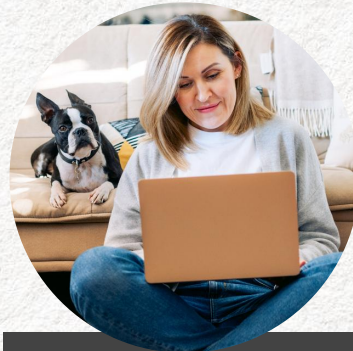
# Digital platforms are leading the way for Property content consumption and decision making

What platforms do you use to engage with property content?



77%

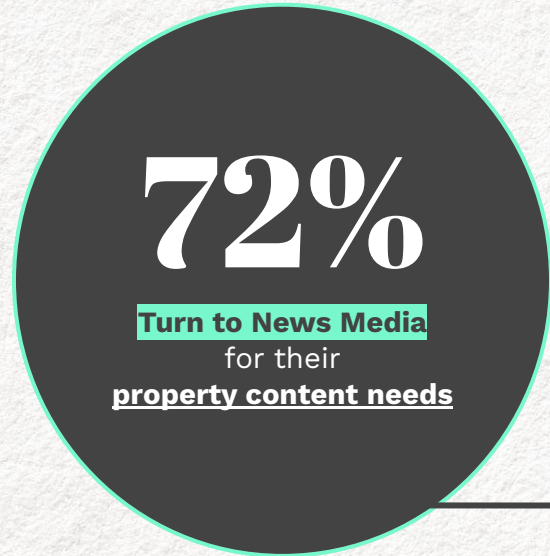
Use their mobile



60%

Use their laptop or PC

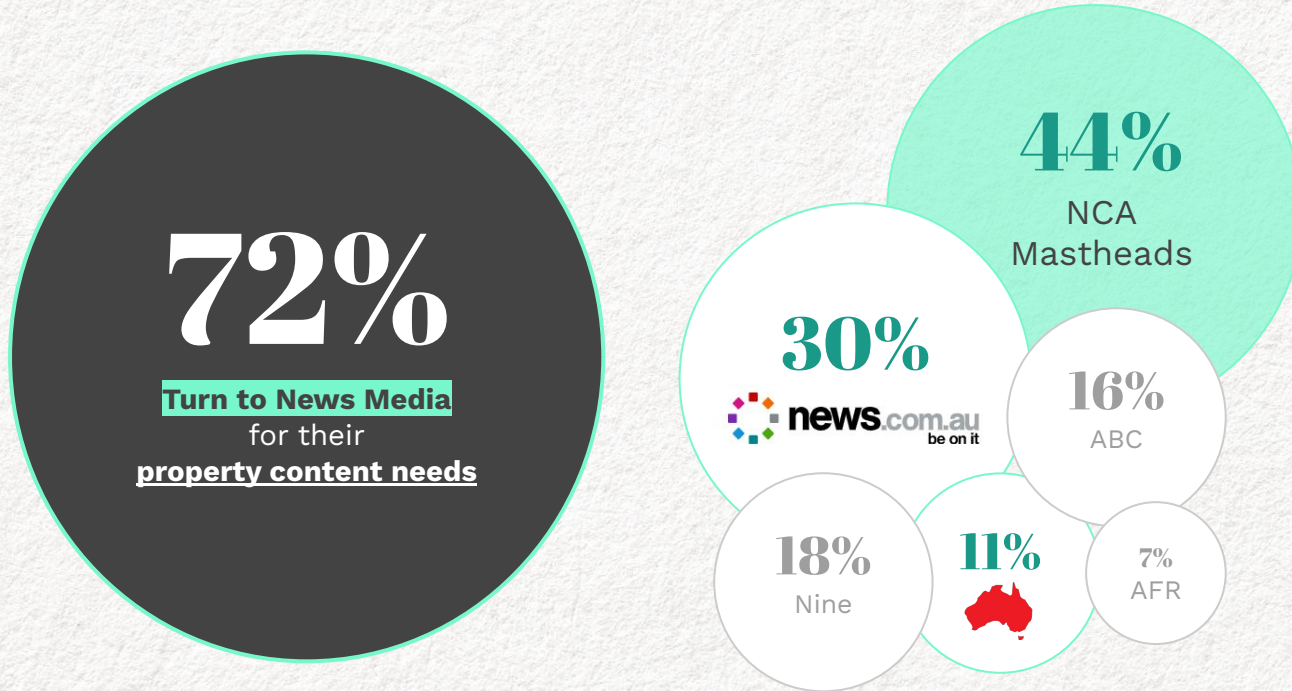
# 7 in 10 industry participants\* consume News Media for Property, however there is a shift towards REA & Domain for information at the decision stage



*Likely evolving along the decision journey from 'Passive to Active'*

What news media are you currently turning to meet your content needs around property?  
What information sources do you use to inspire and inform your property related decision making?  
\* Industry participants have bought or sold a property within the past 2 years, or intend to do so in the next 2 years.

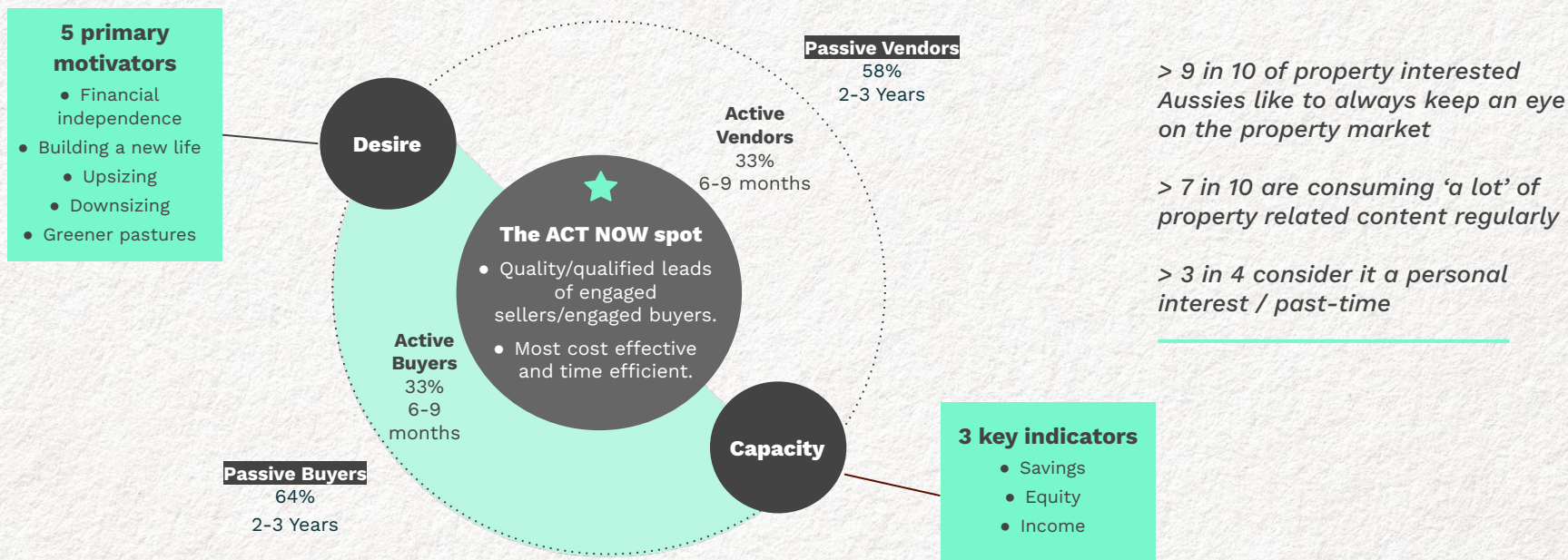
# Our network has a strong footprint within News Media for Property industry participants



Question: What news media are you currently turning to meet your content needs around property?

# NCA's ability to activate and curate 'engaged' buyers and vendors is our value sweet spot

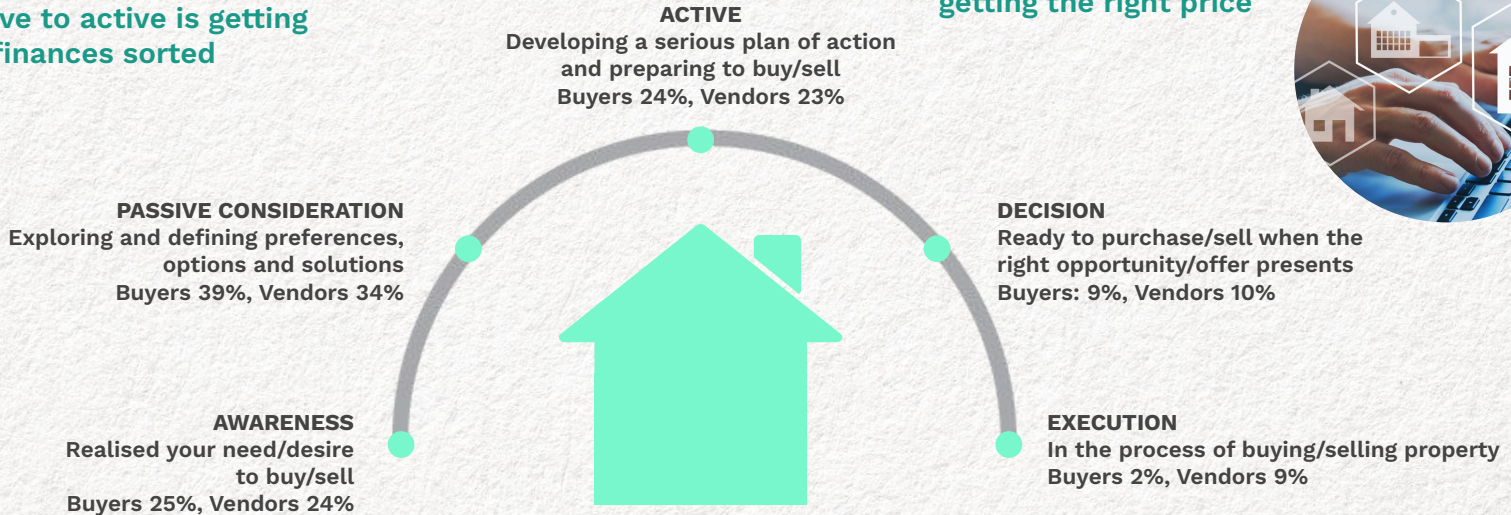
Desire + Capacity are the two key components of an engaged buyer or vendor.  
Our ability to understand and engage with them in the 'moments that matter', while helping our partners' connect with these audiences is our opportunity.



# Knowing where audiences are at today is the key to knowing what they need tomorrow

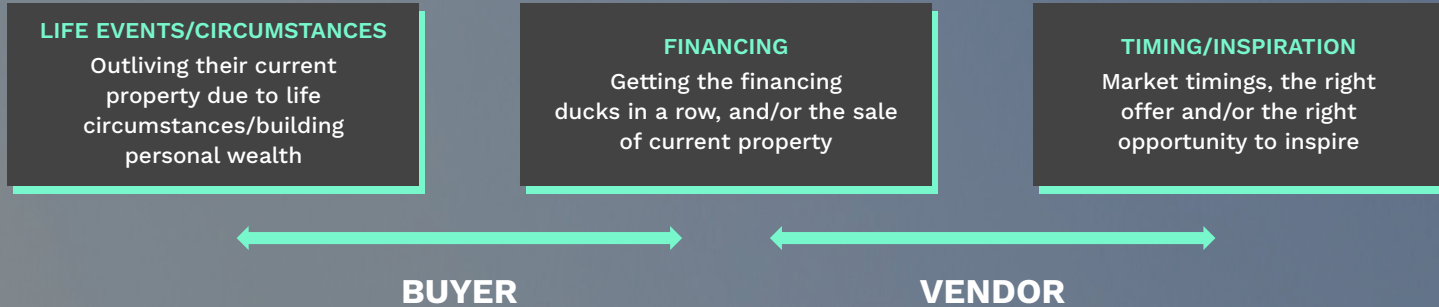
>60% sit in the passive stage: #1 trigger for buyers to move to active is getting their finances sorted

#1 trigger to move from active to execution is getting the right price





# Triggers along the purchase journey act as entry points



# There are barriers to navigate along the way

Our role is to address the barriers keeping them on the journey

## BARRIERS

- Housing affordability, falling house prices & rising interest rates
- Confidence in getting the right information to make a decision
- Ability to save a large enough deposit & get the right financing
- Suitable housing stock availability

## PAIN POINTS

- Getting the right information to assess the market, location or individual property
- Uncertainty around where the market is headed
- Building issues/quality 'surprises'
- Dealing with real estate agents
- The moving process

# NCA Property - Key Moments

## PASSIVE

## ACTIVE

## POST

AWARENESS

PASSIVE  
CONSIDERATION

ACTIVE  
CONSIDERATION

DECISION

NESTING PHASE



**Key Moment #1**  
PASSIVE to  
ACTIVE?



**Key Moment #2**  
ACTIVE to  
DECISION?



**Key Moment #3**  
DECISION to  
NESTING?

### Key Questions

*What are the key moments, triggers and barriers to nudge someone from passive to active?*

*What are the key moments, triggers and barriers to nudge someone from active to decision?*

*What are the likely next decisions on their property journey?*

### Key Learnings

**CONFIDENCE...**  
*...to begin / to act / to explore  
Via; Education / Inspiration / Capacity*

**FIND THE 'RIGHT'...**  
*...price, location, features, yield  
Via... Options / Comparisons / Projections*

**EMPOWERMENT**  
*Livability / Design / Homeware /  
Insurance*



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[NewsampAccessSession@news.com.au](mailto:NewsampAccessSession@news.com.au)