



property d_stilled

A WHOLE *News* WAY TO GROW

Property ownership is under **more** **pressure** than ever

From aspiring homeowners, to those at the end of their journey, all are feeling the pressure. Rising interest rates and the rental crisis is impacting how people feel and behave, and even forcing some to enter the market whether they want to or not.

Property has become high stakes endeavour and one that is leaving Australians feeling unbalanced and uncertain today.



1 in 2

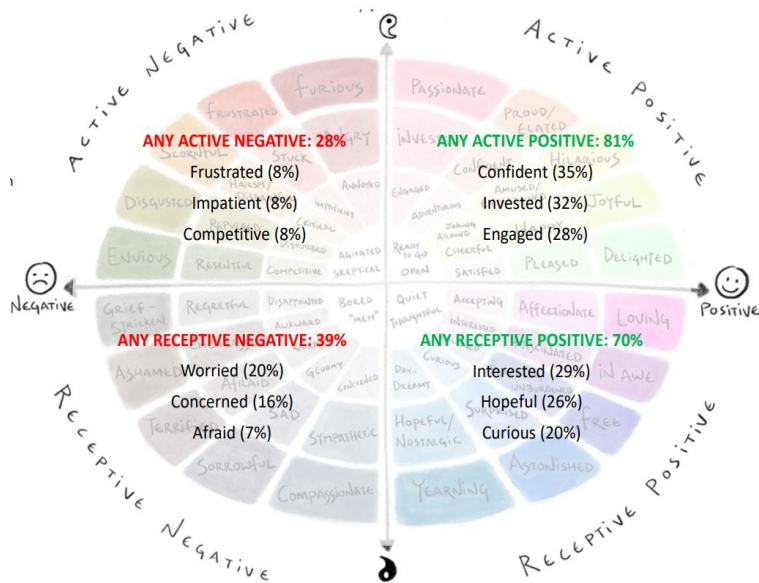
Buyers and sellers
are frustrated by the
property market

40%

of Australian house
and unit markets
record double-digit
rent increase

Pressure is being felt from all angles

- **Pressure from the market:** rising costs, lack of property availability.
- **Pressure from the media:** exacerbating existing concerns and fears.
- **Pressure from their personal lives:** family priorities and their own goals.



High stakes means that emotions are supercharged

Australians are heavily invested when navigating the real estate landscape. For both buyers and sellers alike, emotions are at an all time high.

Unlike other categories, when it comes to property there is a lack of consistent more 'steady' emotions, instead feelings are magnified and heightened, making it challenging to move on from disappointments, and intensifying past frustrations.

Kester Limner Wheel.

Concern extends across generations

Gen Z and Millennials don't have the monopoly on fear and concern about the property market, older homeowners are feeling it too. Despite being more confident and positive about their own personal property successes, older consumers are expressing their concern for the next generation.

60%

of Gen X and Boomers
say they are

“Concerned about younger generations trying to get into the property market, and I am feeling the pressure to make decisions not just for my future but for the future of my children and grandchildren.”



Despite market volatility, optimism prevails

Most Aussies remain hopeful and believe the market will flatten out 'eventually'. Whilst they may have accepted that their time may not be now, they believe improvement is on the horizon.

This optimism is helping to counteract the doom and gloom of conversations (and experiences) around the property market and infusing a sense of resilience and hope.



76% Feel confident that **the effort they put in** will get them closer to achieving their property goals.

67% Are confident that the **property success** they and others have had in the past **will happen again** in future.

67% Feel confident about their **home ownership and investment plans**

The **Australian dream** is very much still alive

56%

Say they are **obsessed with home ownership** - with owning property a sign of achievement and security

Main reasons looking to buy property

1. Building financial independence (41%)
2. Looking for a better lifestyle (37%)
3. Moving to a new area (24%)

And people are **adapting to make it a reality**

60%

Are interested in **new models and pathways** that can help them be successful.

69%

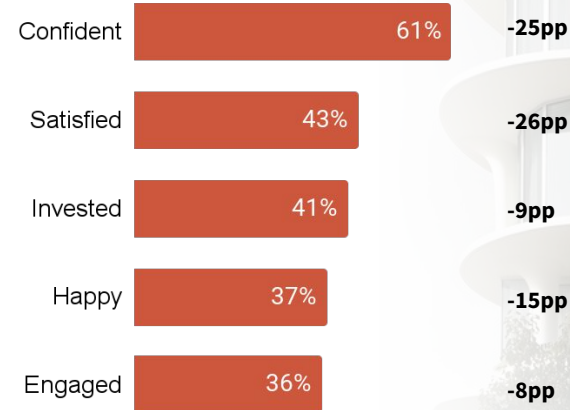
Believe there are opportunities and ways to be successful with property if you **adjust your expectations or look in the right places** (e.g. purchasing regionally rather than in the bigger cities).

For both buyers and sellers, **confidence is key to success**, and something that is highly desired

It's not over the top thrill that people seek when it comes to engaging with the property market: but a steadiness and consistency of emotions. Confidence is the most desired emotional state when it comes to buying and selling, closely followed by happiness and satisfaction.

Buyers and sellers are currently more worried and concerned about property than they want to be.

Desired Emotional state



Difference vs current state

Confidence is **best built through** transparency or self-direction

Transparency

Why is it important

People are skeptical of the information, resources and tools on offer from the industry, and feel a disconnect between what they're told by the industry vs what they are seeing first hand.

- **1 in 2** are sceptical of the information that they see and hear about the property market and industry

They are seeking

Transparent and trusted advice and information

How it is delivered

REFRAME MARKET ACCESS:

Guidance on understanding and accessing available subsidies or incentives

VISUALISING - CALCULATORS:

Personalized financial calculators/tools that demonstrate the potential return on investment for specific scenarios and market conditions.

Self-Direction

Why is it important

People feel reactive, not proactive when engaging with the property market. They lack access to the resources that help them feel more in control of their emotions and behaviours.

- **1 in 4** are not confident researching and understanding the property market

They are seeking

They are seeking the tools and guides to help them take control

How it is delivered

STEPPING PEOPLE THROUGH IT - GUIDES:

Easy-to-follow guides that explain the process of buying or selling a home, including common terms and potential pitfalls

VISUALISING

- TRACKING:

Use easy-to-understand graphs or interactive tools to show potential buyers and sellers the financial impact of their decisions

Segment deep dives



First Time Buyers

First time buyers are **feeling more under pressure and frustrated** than experienced buyers - they are less confident and optimistic about achieving their property dreams.



61%

I am **frustrated by the current situation**
(vs. 49% experienced buyers)



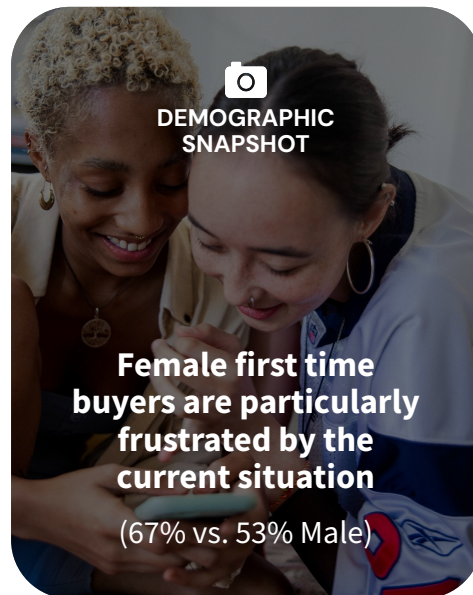
61%

I feel **under pressure to buy** given the current rental crisis *(vs. 33% experienced buyers)*



65%

I know I **need to be more pragmatic** because I **won't necessarily achieve my property dreams** in the short term *(vs. 53% experienced buyers)*



Female first time buyers are particularly frustrated by the current situation

(67% vs. 53% Male)

First time buyers **feel their property goals becoming unattainable and are scared** about the state of the market. As a result, they're more likely to not stall or pivot to new plans.

NARRATIVES FIRST TIME BUYERS LEAN INTO...

I'm **FEELING SO SCARED** about the state of the property market that it's like **I'M FROZEN STILL**. It's better that I don't make any moves at all

(49% ▲ vs. 32% experienced buyers)

I have **NO CONTROL** over the property market, and my goals feel so out of reach that I **MAY AS WELL JUST GIVE UP** now

(45% ▲ vs. 34% experienced buyers)

I'm **NOT QUITTING** my property goals, but what I want right now isn't possible so I'm considering my options and **PIVOTING** to a new plan

(57% ▲ vs. 44% experienced buyers)



DEMOGRAPHIC SNAPSHOT

Millennial first time buyers feeling this more so..

- I'm **NOT QUITTING** my property goals, but what I want right now isn't possible so I'm considering my options and **PIVOTING** to a new (62% ▲ vs 57% total first home buyers)
- I have **NO CONTROL** over the property market, and my goals feel so out of reach that I may as well just give up now (53% ▲ vs 45% total first home buyers)



FIRST TIME BUYERS - HOW TO BUILD CONFIDENCE

Reframing market access and **Social proof - success stories** are the best ways to build confidence for first time buyers

1. REFRAME MARKET ACCESS (52%▲ vs 45% experienced)

Guidance on understanding and accessing available subsidies or incentives

2. SOCIAL PROOF - SUCCESS STORIES (42%▲ vs 35% experienced)

Hear from others who have navigated their property journey successfully.
Learn from their experiences and gain inspiration.

DEMOGRAPHIC SNAPSHOT

Millennials find Prompting Urgency/real time market insights most useful
(41%▲ vs 37% First Time Buyer Total)

Provide accurate, real-time information on market trends (including changing conditions, such as increasing prices or decreasing inventory) so buyers and sellers can make informed decisions, at the right time.

Female first time buyers find the following most useful:

- Stepping through it – Guides (54%▲ vs 49% First Time Buyer Total)
Easy-to-follow guides that explain the process of buying or selling a home, including common terms and potential pitfalls.
- Visualising – Calculators (48%▲ vs 42% First Time Buyer Total)
Offer personalized financial calculators or tools that demonstrate the potential return on investment based on specific scenarios and market conditions.

F1. Which of these would be useful to you?
Base: Total Buyer (1039), First Time Buyer (566), Experienced Buyer (473)

▲ Significantly higher / lower to Non at 95% CL



Experienced Buyers

EXPERIENCED - ATTITUDES

Experienced buyers are **more engaged and confident** about the the market overall.



Like to keep an eye on the property market, it's a personal interest

(79%▲ vs 66% first time buyers)



Often discuss property and the property market with family, friends or colleagues

(74%▲ vs 65% first time buyers)



Feel confident about their home ownership and investment plans

(71%▲ vs 55% first time buyers)



Read/watch/listen to a lot of property related content and information

(65%▲ vs 54% first time buyers)

Experienced buyers are generally **more positive, less worried and more confident** than first time buyers - the narratives they lean into reflect this

NARRATIVES EXPERIENCED BUYERS LEAN INTO...



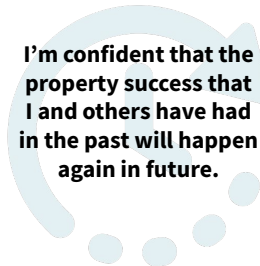
I feel confident that the effort I personally put in towards achieving my property goals will get me closer to achieving them.

(78% ▲ vs. 72% first time buyers)



Your dream home is never your first purchase, you work up to it with every house purchase and renovation you make.

(73% ▲ vs. 64% first time buyers)




I'm confident that the property success that I and others have had in the past will happen again in future.

(68% ▲ vs. 55% first time buyers)



I've heard a lot about how bad the property market is right now, but I'm not worried and it's not stopping me from actively looking for my next property purchase.

(63% ▲ vs. 55% first time buyers)



Looking at the state of the property market now makes me feel happy about the property decisions I've made in the past.

(68% ▲ vs. 41% first time buyers)



EXPERIENCED BUYERS - HOW TO BUILD CONFIDENCE

Loss aversion and Stepping people through it are the strongest ways to build confidence with this audience

1. LOSS AVERSION/OPPORTUNITY COST (44%▲ vs 41% experienced)

Understand the potential financial implications of delaying property decisions through insightful reports and analyses.

2. STEPPING PEOPLE THROUGH IT - GUIDES (44% vs 49% first time)

Easy-to-follow guides that explain the process of buying or selling a home, including common terms and potential pitfalls.

DEMOGRAPHIC SNAPSHOT

Boomer+ experienced buyers resonate more with Familiarity Bias
(52%▲ vs 39% total experienced buyers)

Share information about similar properties that have recently been sold in the area and highlight the successful transactions and their positive outcomes, such as the selling price or the speed at which the property was

F1. Which of these would be useful to you?
Base: Total Buyer (1039), First Time Buyer (566), Experienced Buyer (473)

▲▼ Significantly higher / lower to Non at 95% CL



First Time Sellers

While first time sellers are **not particularly optimistic**, they wish **they were more adventurous**, and are interested in new models and pathways to help them be successful



45%

I'm **frustrated** by the current situation
(▲ vs. 38% experienced sellers)



58%

I know I **need to be more pragmatic** because I **won't necessarily achieve my property dreams** in the short term
(▲ vs. 42% experienced sellers)



57%

I wish I was **more adventurous** and willing to take more risks when it comes to property and home ownership
(▲ vs. 37% experienced sellers)



66%

I think there are many ways to invest in property, and am **interested in new models and pathways** that can help me be successful
(▲ vs. 51% experienced sellers)

DEMOGRAPHIC SNAPSHOT

Millennials first time sellers

- Know they need to be more pragmatic (62% ▲ vs 58% total)
- Wish they were more adventurous (61% ▲ vs 57% total)
- More interested in new models and pathways (70% ▲ vs 66% total)

First time seller Females are:

- More frustrated (52% ▲ vs 45% total)



FIRST TIME SELLERS - HOW THEY ARE THINKING AND FEELING

First time sellers are **frustrated by uncertainty and factors out of their control**. They think it's unfair that they need to compromise and they're feeling stuck and hopeless.

NARRATIVES FIRST TIME SELLERS LEAN INTO...

It's **UNFAIR** that I've done everything right to achieve my property goals but factors outside of my control mean I **NEED TO COMPROMISE**

(52% ▲ vs. 37% experienced sellers)

I'm **UNSURE** what the right move for me is right now because it's hard to know what the market will do next, and I **DON'T FEEL IN CONTROL** of any of it

(57% ▲ vs. 39% experienced sellers)

I have **NO CONTROL** over the property market, and my goals feel so out of reach that I **MAY AS WELL JUST GIVE UP NOW**

(44% ▲ vs. 23% experienced sellers)

**No noteworthy demographic call outs*

E1. Below are some more statements people have made about buying and selling property. How strongly do you agree or disagree with these? Base: Total Seller (1035), First Time Seller (590), Experienced Seller (445)



FIRST TIME SELLERS - HOW TO BUILD CONFIDENCE

Visualise tracking, Reframing market access and **Social proof** resonate more with first time sellers and encourage participation

1. VISUALISE TRACKING (48%▲ vs. 39% experienced sellers)

Use easy-to-understand graphs or interactive tools to show potential buyers and sellers the financial impact of their decisions

2. REFRAME MARKET ACCESS (52%▲ vs. 45% experienced sellers)

Guidance on understanding and accessing available subsidies or incentives.

3. SOCIAL PROOF – SUCCESS STORIES (46%▲ vs. 39% experienced sellers)

Hear from others who have navigated their property journey successfully. Learn from their experiences and gain inspiration.

📷 DEMOGRAPHIC SNAPSHOT

- **Millennial first time sellers** find **Loss Aversion – Opportunity cost** more useful (49%▲ vs 37% First Time Seller Total)
Understand the potential financial implications of delaying property decisions through insightful reports and analyses.
- **Gen X first time sellers** find **Stepping people through it – guides** more useful (59%▲ vs 49% First Time Seller Total)
Easy-to-follow guides that explain the process of buying or selling a home, including common terms and potential pitfalls.



Experienced Sellers

Experienced sellers are generally **less frustrated and sceptical**. They have more confidence in themselves given their experience and history.

1. LESS FRUSTRATED (38% ▼ vs 45% first time sellers)

I am frustrated by the current situation

2. LESS SKEPTICAL (45% ▼ vs 52% first time sellers)

I am sceptical of the things I hear about the property market, because it contradicts the reality of what I see on the market

3. MORE CONFIDENT (72% ▲ vs 66% first time sellers)

I feel the strategies I have followed so far have helped me achieve success when it comes to property – and will continue to work for me in the future





EXPERIENCED SELLERS - HOW THEY ARE THINKING AND FEELING

Experienced sellers are **confident about and conscious** of different pathways to property success

NARRATIVES EXPERIENCE SELLERS LEAN INTO...

I feel **CONFIDENT** that the **effort I personally put in towards** achieving my property goals will **get me closer to achieving them.**

(81%▲ vs. 76%
first time sellers)

There are opportunities and ways to be successful with property if you **ADJUST your expectations and look in the right places**

(75%▲ vs 67%
first time sellers)

Property success isn't about getting more but getting just what my family and I need. Not borrowing too much but **living within OUR MEANS** without money worries so that we can get out and enjoy life to the full.

(75%▲ vs 68%
first time sellers)

**No noteworthy demographic call outs*

E1. Below are some more statements people have made about buying and selling property. How strongly do you agree or disagree with these?
Base: Total Seller (1035), First Time Seller (590), Experienced Seller (445)

Familiarity bias and Prompting Urgency are likely to resonate more with experienced sellers

1. FAMILIARITY BIAS (48%▲ vs 40% experienced)

Share information about similar properties that have recently been sold in the area and highlight the successful transactions and their positive outcomes, such as the selling price or the speed at which the property was sold

2. PROMPTING URGENCY (44% vs 42% experienced)

Provide accurate, real-time information on market trends (including changing conditions, such as increasing prices or decreasing inventory) so buyers and sellers can make informed decisions, at the right time

DEMOGRAPHIC SNAPSHOT

Females find the following more useful:

- Reframe Market Access (52%▲ vs 45% First Time Seller Total)
Guidance on understanding and accessing available subsidies or incentives.
- Visualising – Calculators (45%▲ vs 39% First Time Seller Total)
Offer personalized financial calculators or tools that demonstrate the potential return on investment based on specific scenarios and market conditions.
- Social proof (46%▲ vs 39% First Time Seller Total)
Hear from others who have navigated their property journey successfully. Learn from their experiences and gain inspiration.



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