

ASPIRE BUILDER BREAKFAST

October 2018



SALES TO DATE & STOCK AVAILABILITY

- XX lots sold
- XX lots available to sell, sized from XX to XX
- Prices between \$ and \$
- Open to builder and joint marketing campaigns



CONSTRUCTION UPDATE

- Stage 21A/B and Stage 22 under contract
- Branch sewer construction has commenced

Stage	SOC	Expected Titles
21A & B	July 2019	July 2019
22	September 2019	September 2019
23	November 2019	November 2019





ASPIRE RESEARCH UPDATE

OCTOBER 2018

●LIVER ■■UME



1.0

ASPIRE PURCHASER DATA

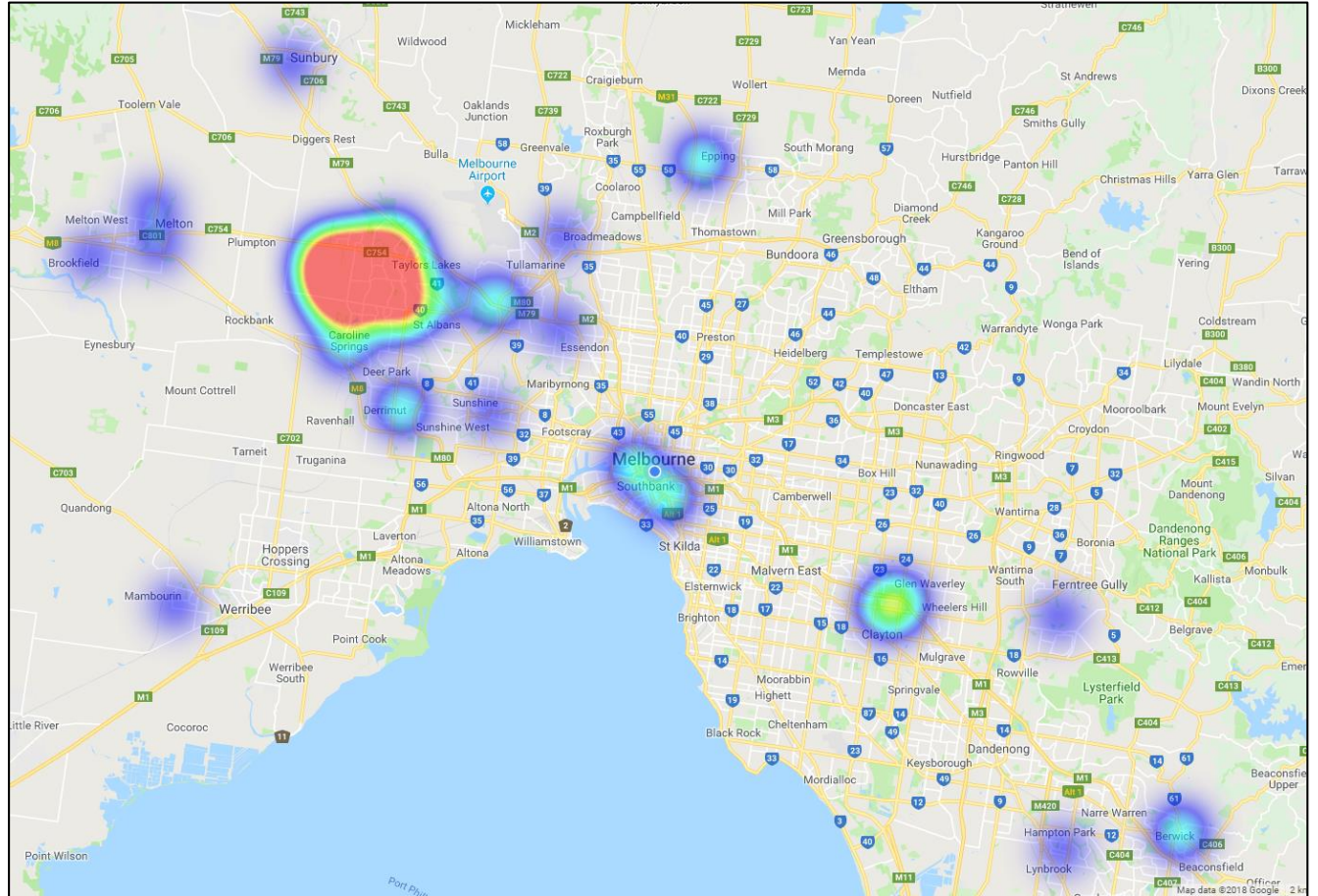
PURCHASER PROFILE



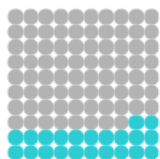
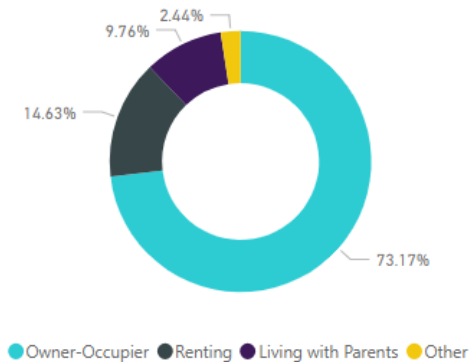
ASPIRE SALES 2018 YTD

TOP SUBURBS

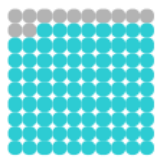
1. Fraser Rise
2. Caroline Springs
3. Hillside
4. Sydenham
5. Taylors Lakes
6. Taylors Hill



Current Living Circumstances

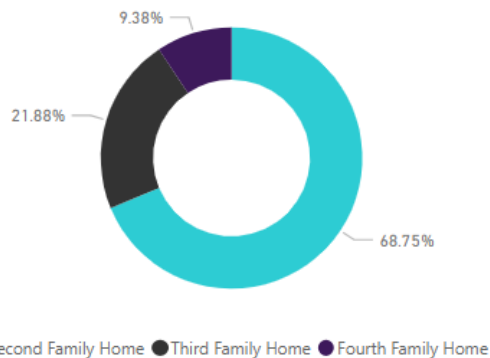


22%
of respondents were first home buyers.

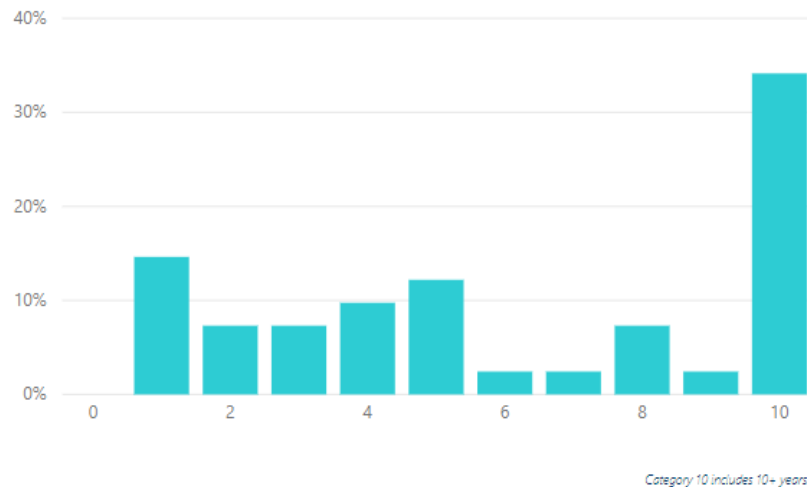


88%
of respondents were buying as owner-occupiers (balance investors).

Upgrade Buyers



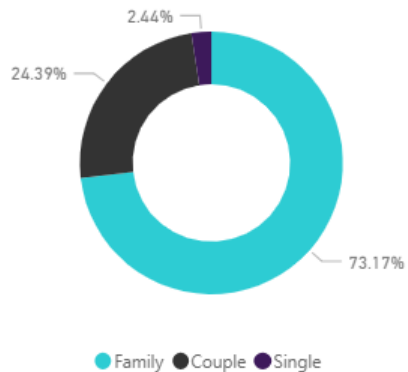
Years Resided at Current Residence



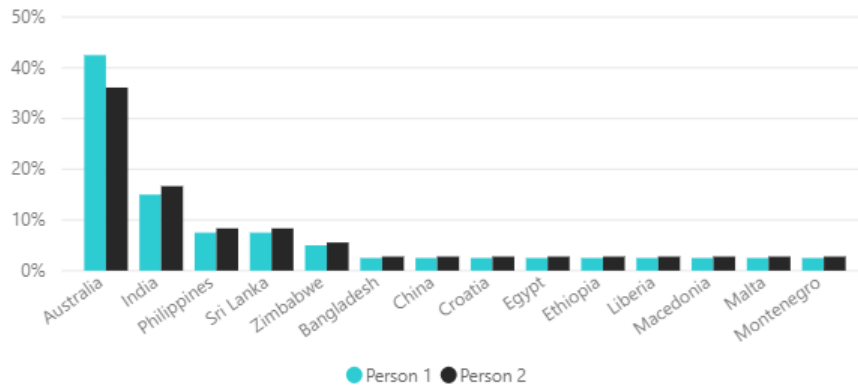
Current Dwelling Value (post August 2017)



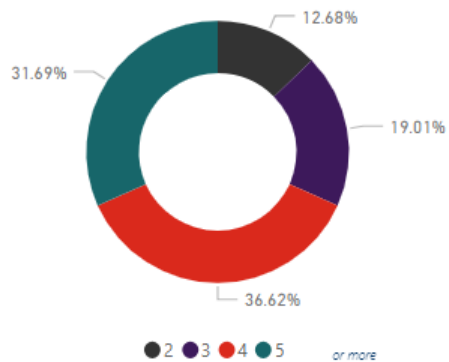
Current Living Circumstances



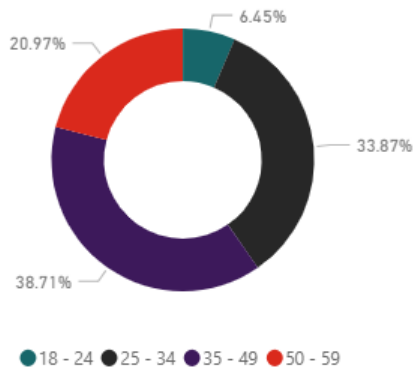
Country of Birth - Top 10 (%)



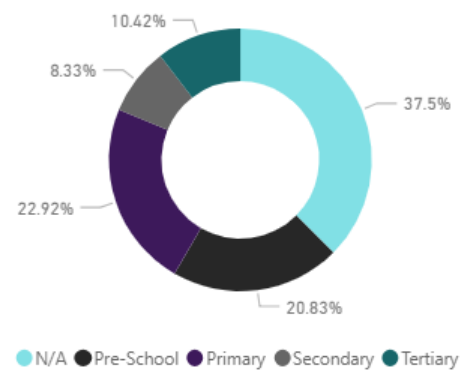
Household Number of Persons



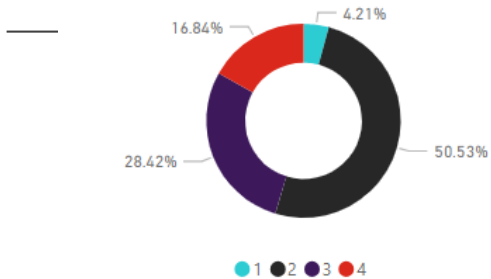
Age Distribution



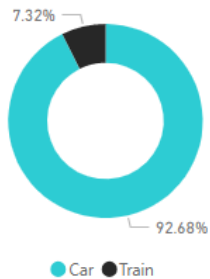
Count of School Level by School Level



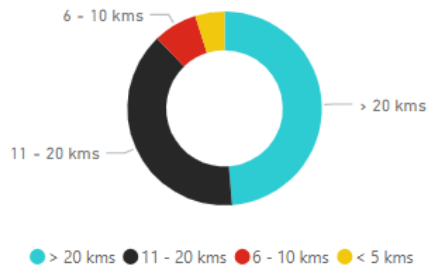
Vehicles per Household



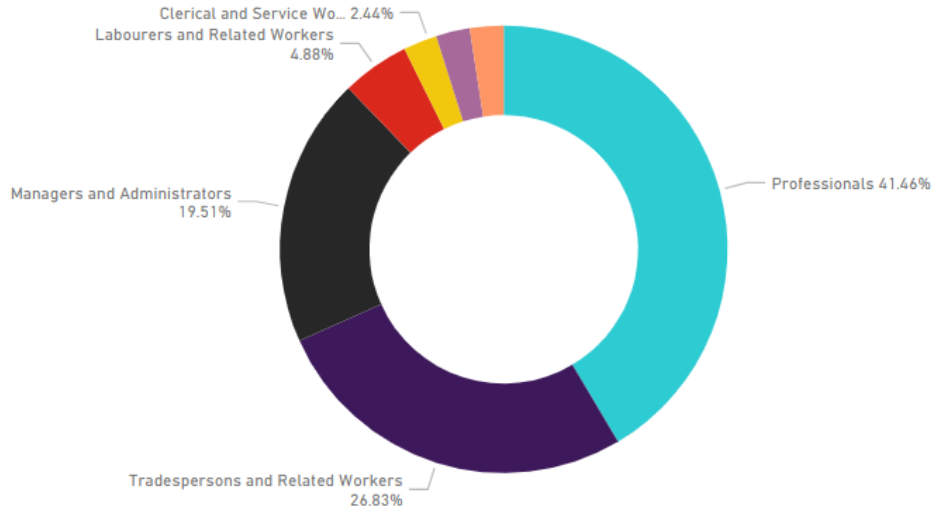
Mode of Transport to Work



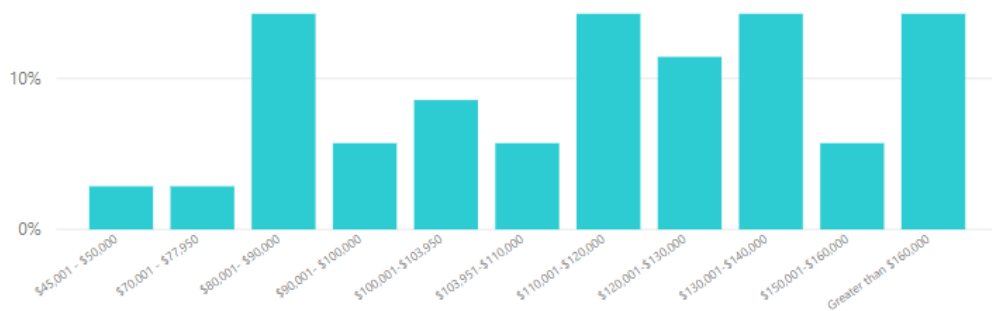
Distance Travelled to Work



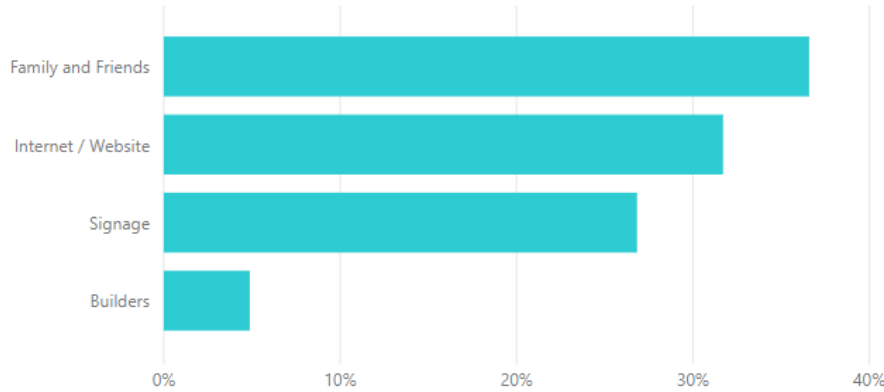
Occupation



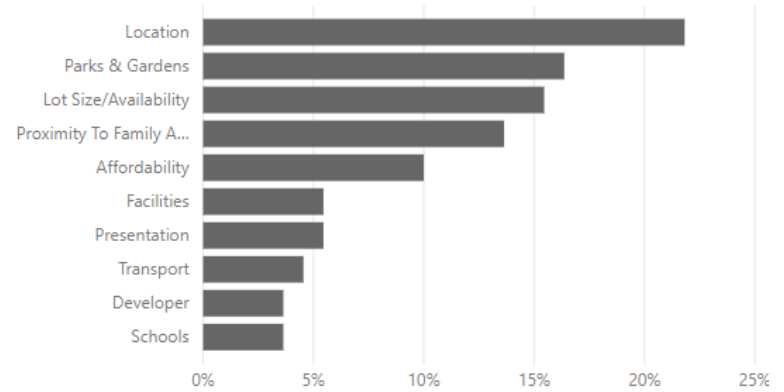
Annual Household Income (CRM only)



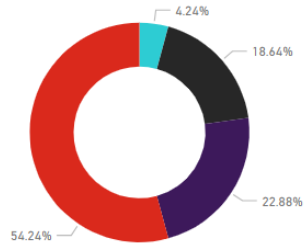
Estate Enquiry Source - Target Marketing - Top 10 (%)



Reason for selecting estate - Top 10 (%)

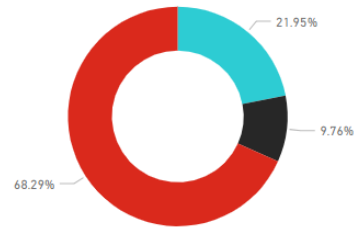


Estate Visits Before Purchase



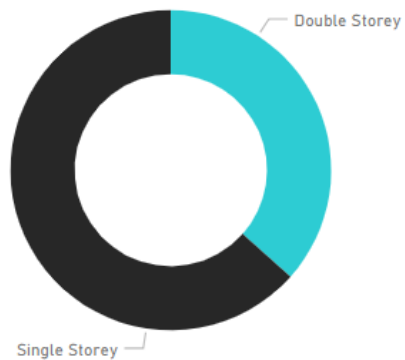
● 1 ● 2 ● 3 ● 4

Purchasers Familiarity with Area



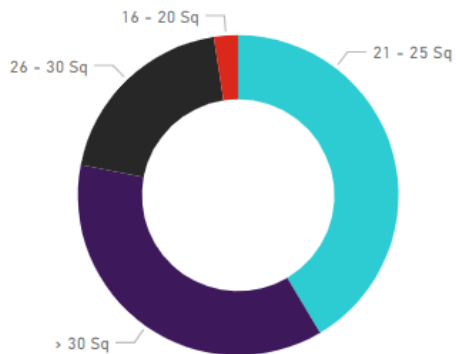
● Knowledgeable ● Limited ● Strong

Proposed House Storeys



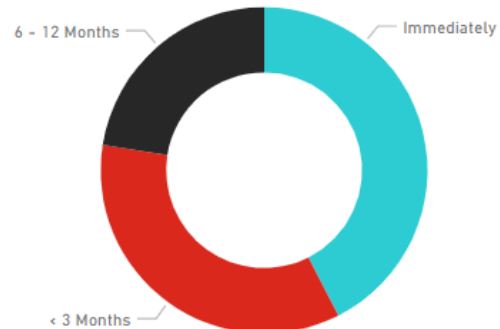
● Double Storey ● Single Storey

Proposed House Size



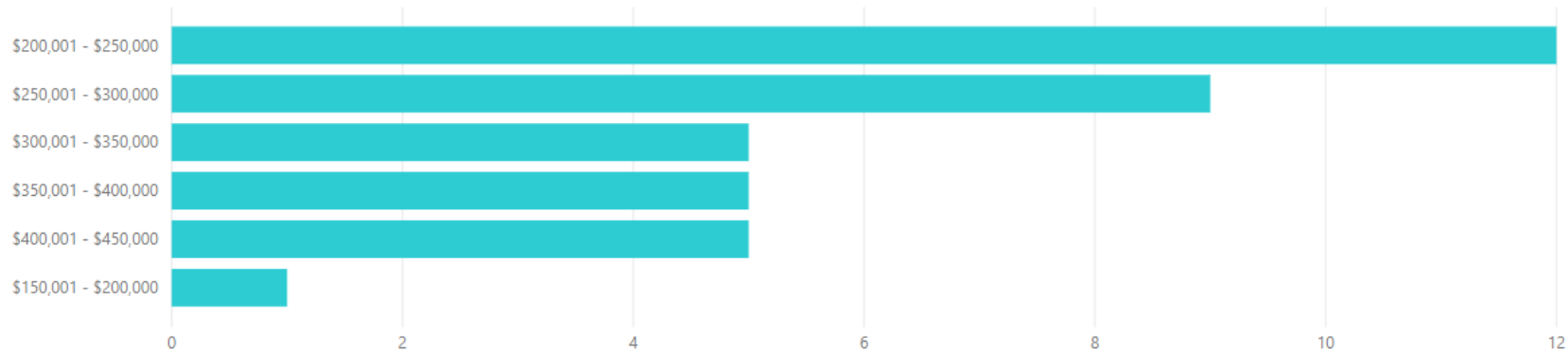
● 21 - 25 Sq ● > 30 Sq ● 26 - 30 Sq ● 16 - 20 Sq

Construction Timeframe

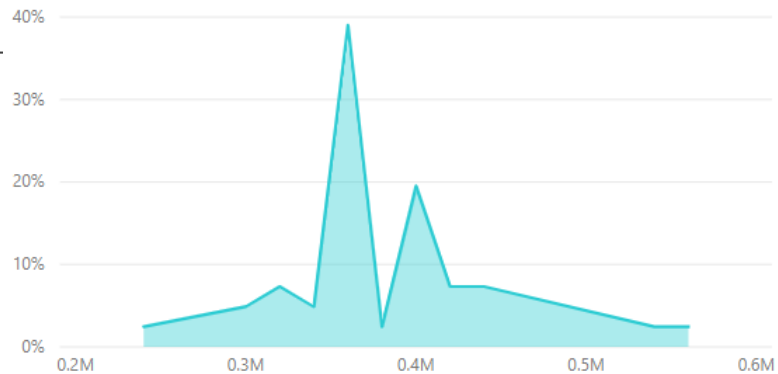


● Immediately ● < 3 Months ● 6 - 12 Months

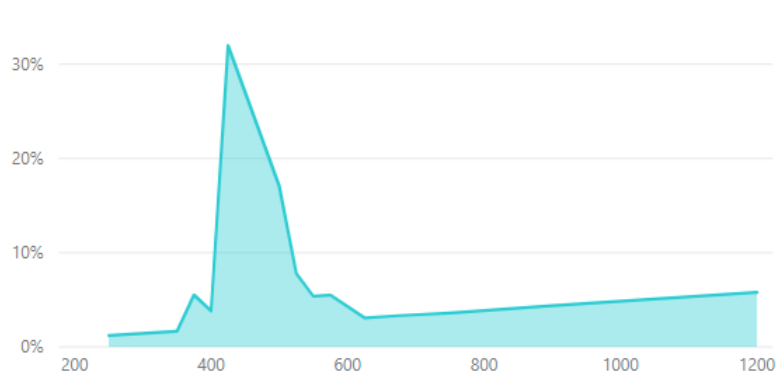
Planned House Price Range



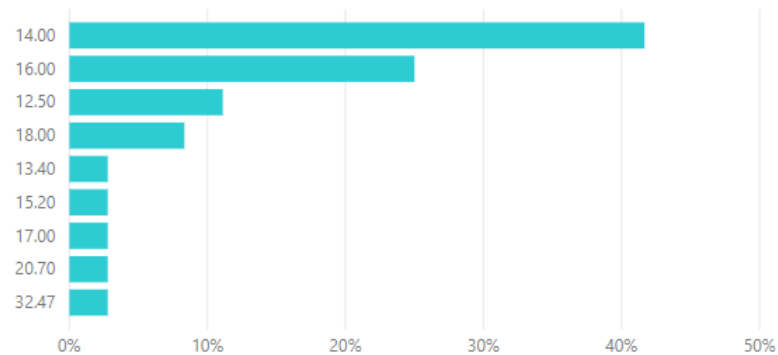
Value of Purchase



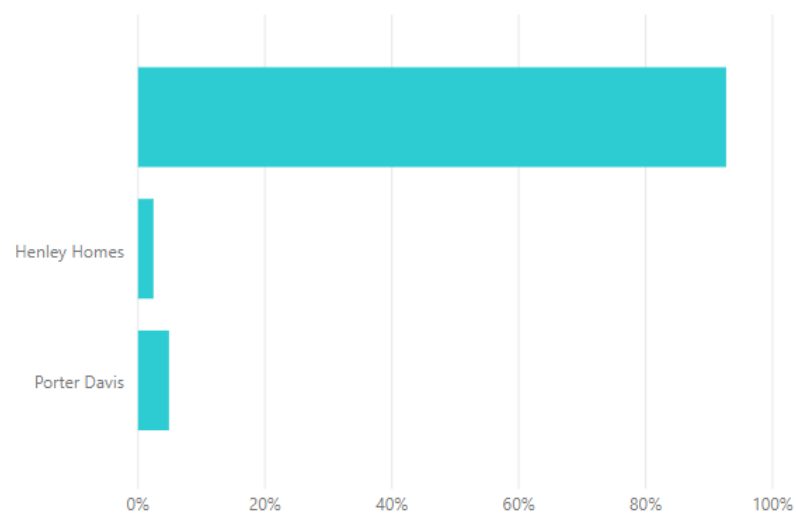
Lot Size (sqm)



Lot Frontage - Top 10 (%)



%GT Count of Builder Chosen by Builder Chosen





2.0



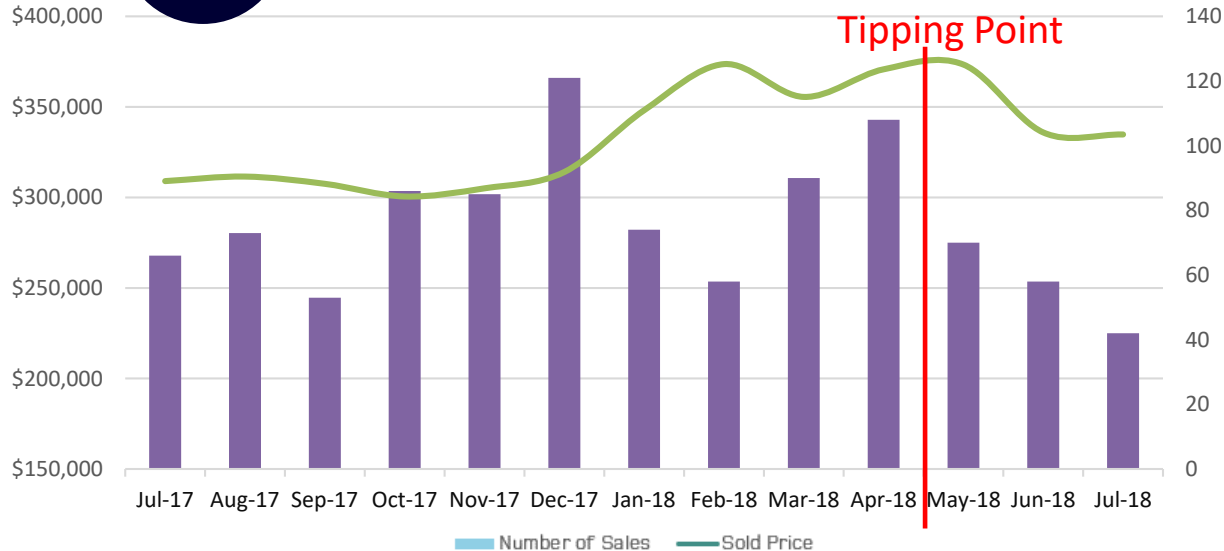
MELTON CORRIDOR RESEARCH



PRICE INCREASES LEAD TO VOLUME CHANGES AND MARKET SHIFT

PLUMPTON -
MONTHLY
MEDIAN PRICE
VS MONTHLY
SALES

Plumpton - Monthly Median Price vs Monthly Sales



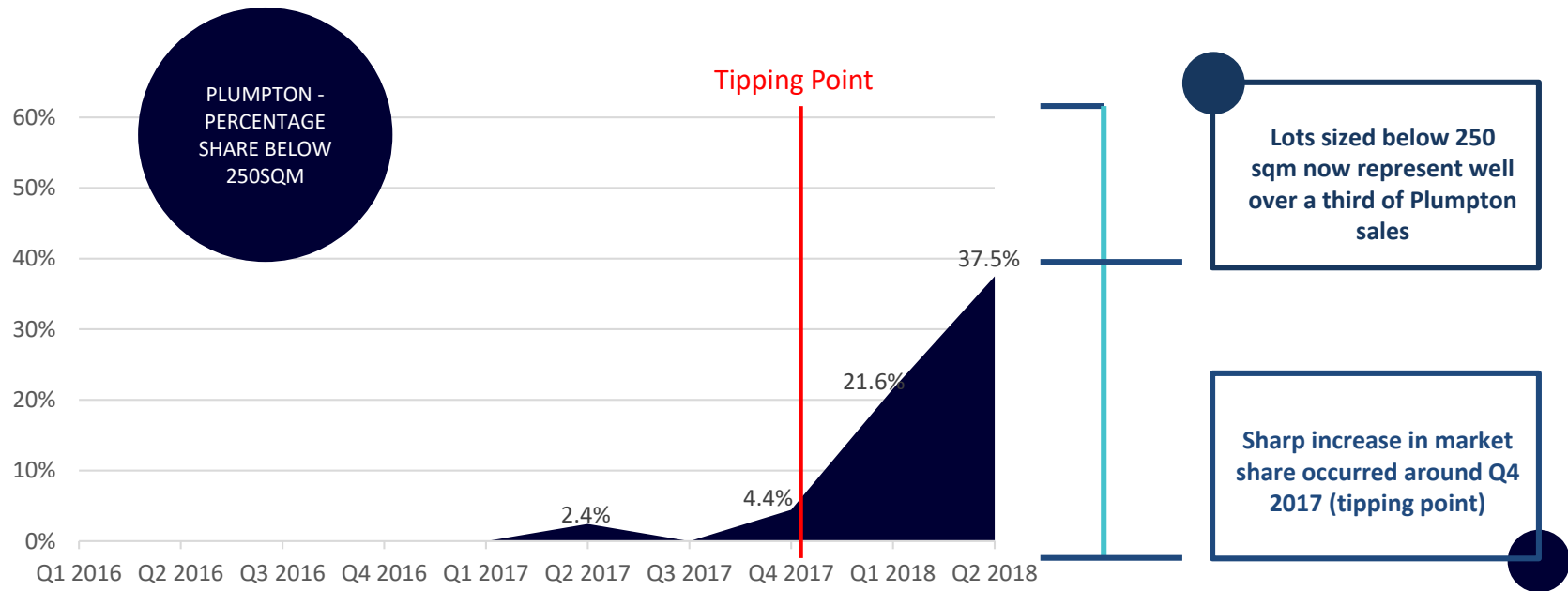
Prices reached a 'tipping point' forcing changes in buyer decisions and vendor strategies

Buyers and developers substituted towards smaller lots & townhouse products

Sales volumes declined as smaller lots were chosen and median prices retreated from peak

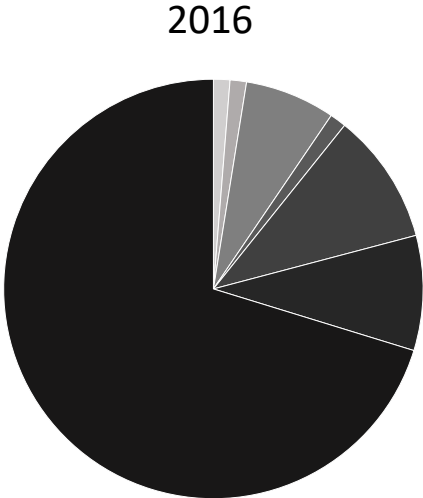


PRICE INCREASES LED TO SHARP INCREASE IN SMALLER LOTS

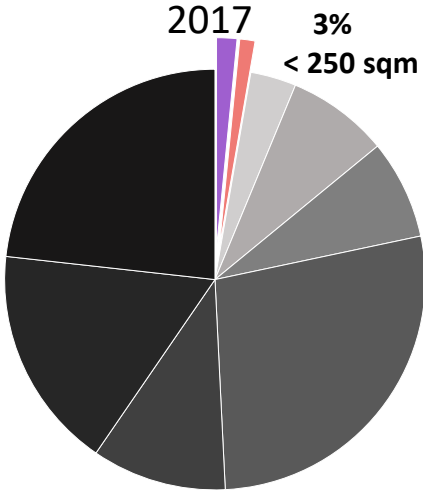




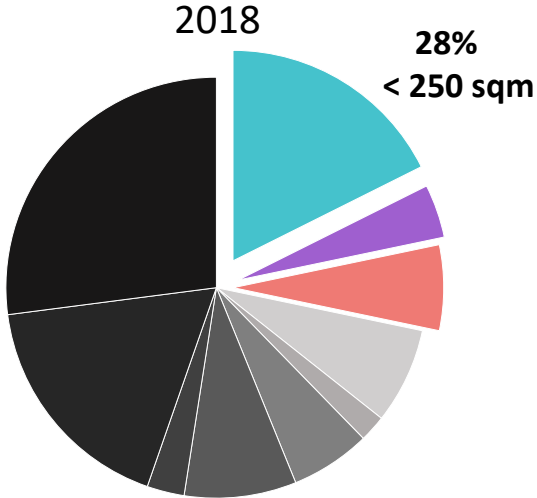
MARKET CHANGE – LOTS SUB 250 SQM HAVE EMERGED AS KEY SEGMENT



Median Price:
\$263,500



Median Price:
\$301,000



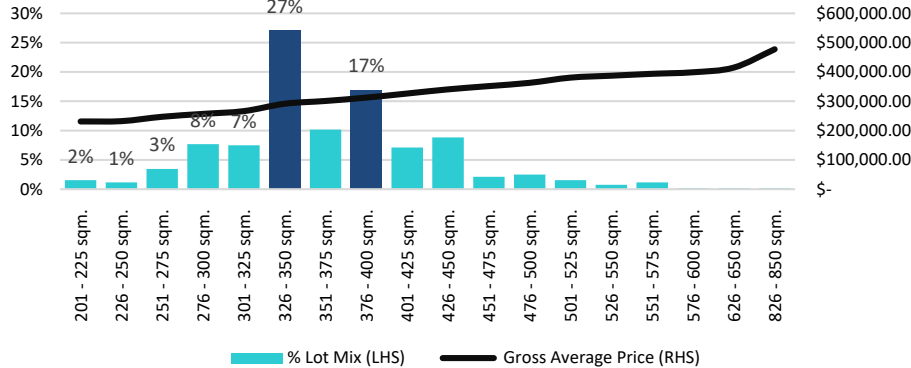
Median Price:
\$323,000

- 0 - 200 sqm.
- 201 - 225 sqm.
- 226 - 250 sqm.
- 251 - 275 sqm.
- 276 - 300 sqm.
- 301 - 325 sqm.
- 326 - 350 sqm.
- 351 - 375 sqm.
- 376 - 400 sqm.
- 401+

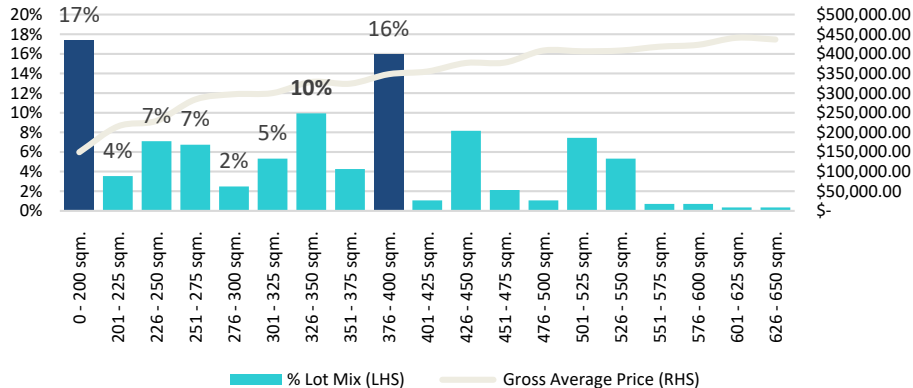
POPULAR LOT SIZES IN PLUMTON/FRASER RISE – 2017 2018



Lot Size Jan-Dec 2017



Lot Size Jan-Jul 2018



- In 2017, the most popular lot mix purchased by buyers was between 326-350 sqm (27% of all sales) but this declined to 10% of all sales in 2018.
- Due to lot price escalation and changes in buyer dynamics, lots sized 200 sqm and below have experienced increased demand in 2018.
- Comparison of lot mixes between 2017 and 2018 shows that the market trends are moving towards smaller lots due to housing affordability, lifestyle preferences and other reasons.

THANK YOU

OH Research

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