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

OLIVER HUME

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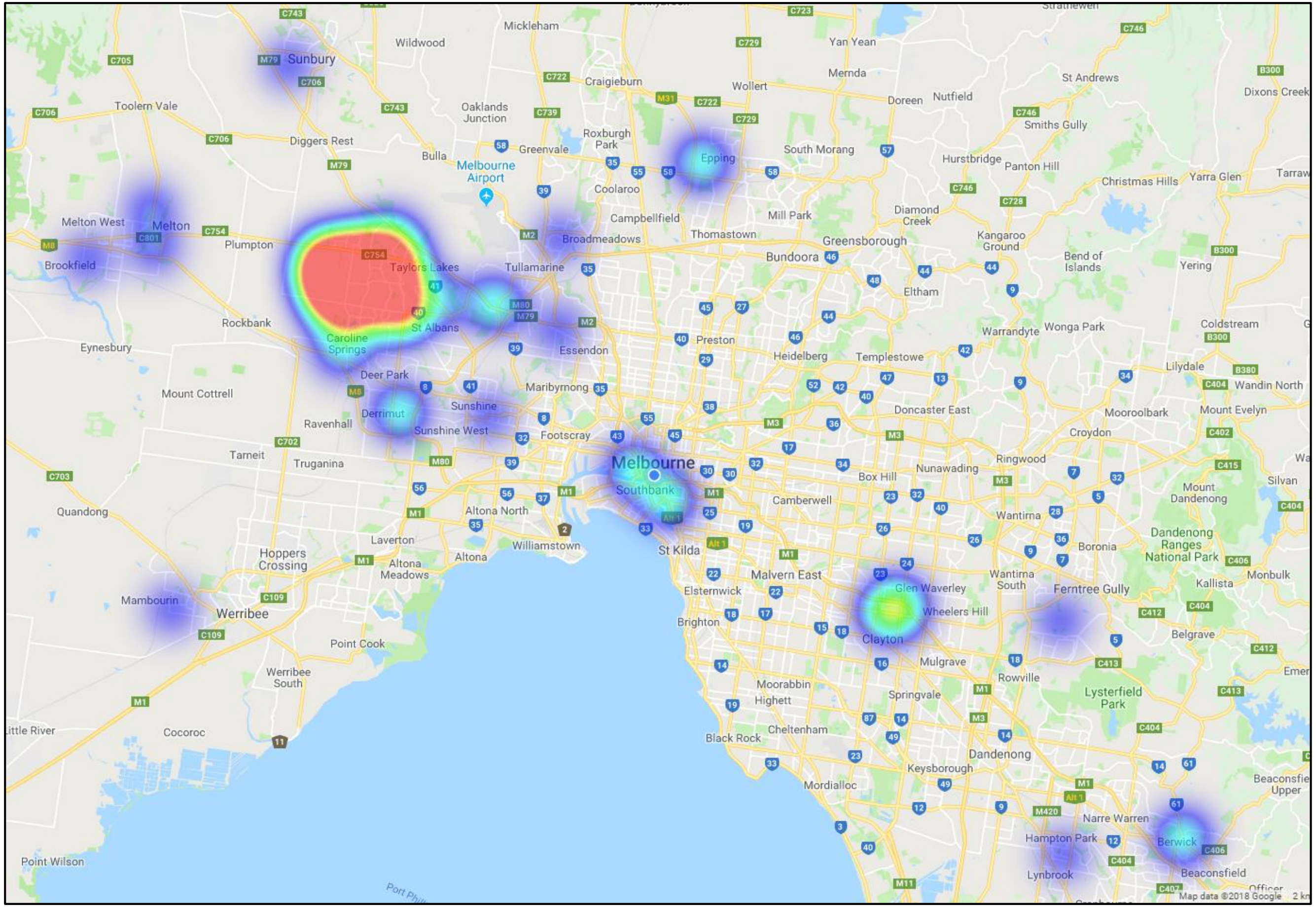
ASPIRE PURCHASER DATA

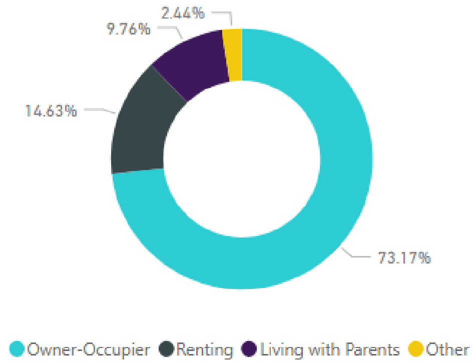
ASPIRE
SALES
2018 YTD

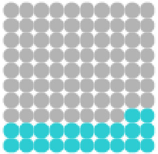


TOP SUBURBS

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

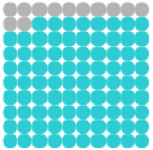
Current Living Circumstances





22%

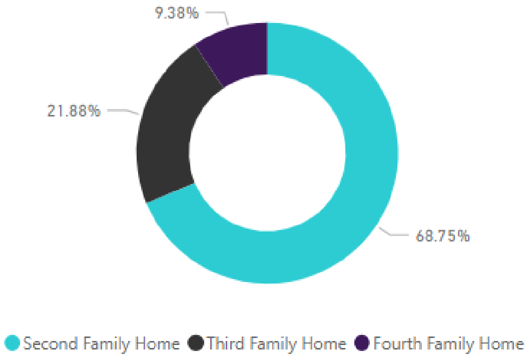
of respondents were first home buyers.



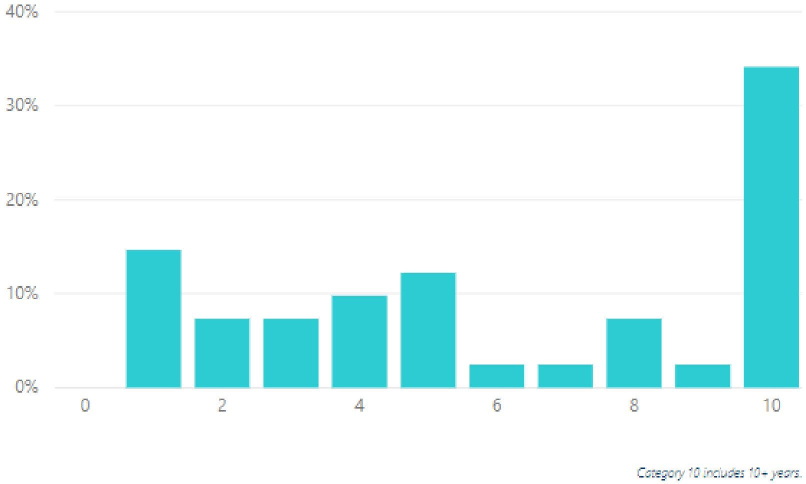
88%

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

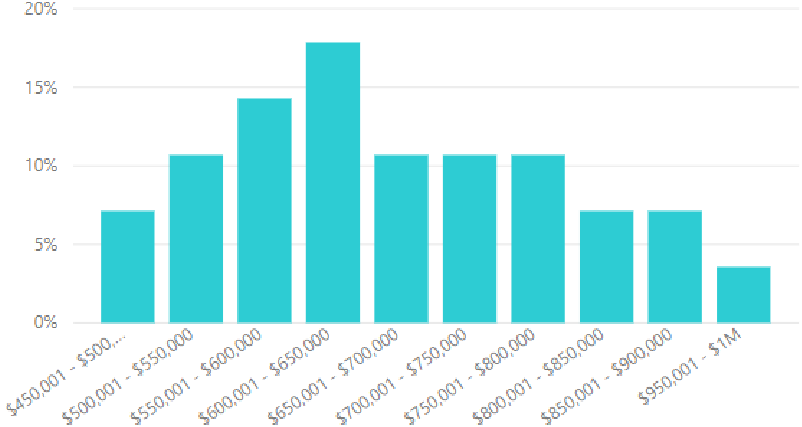
Upgrade Buyers



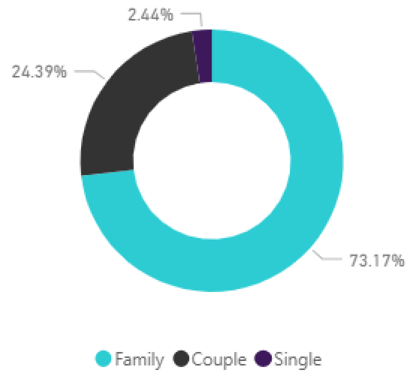
Years Resided at Current Residence



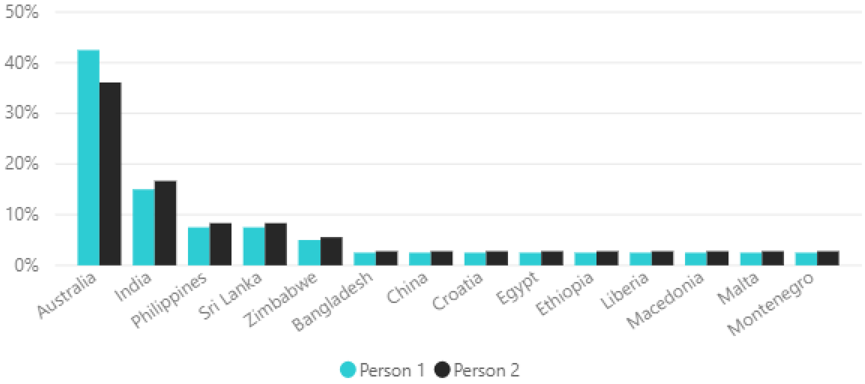
Current Dwelling Value (post August 2017)



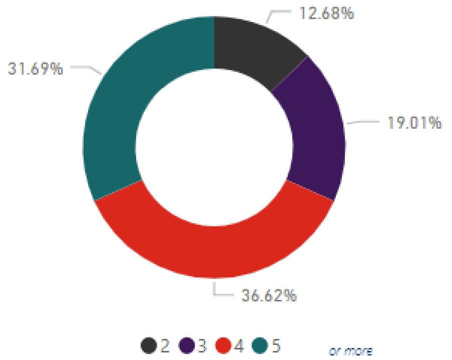
Current Living Circumstances



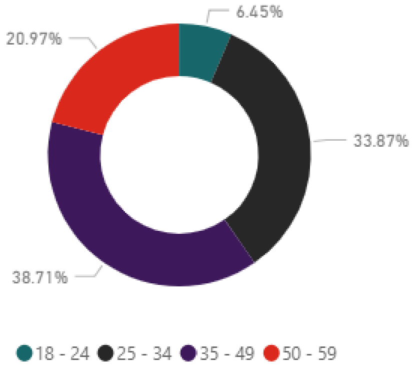
Country of Birth - Top 10 (%)



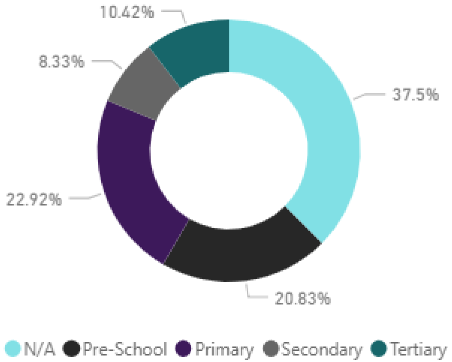
Household Number of Persons



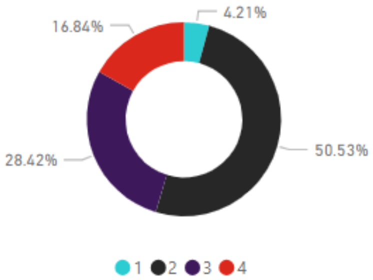
Age Distribution



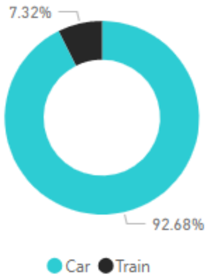
Count of School Level by School Level



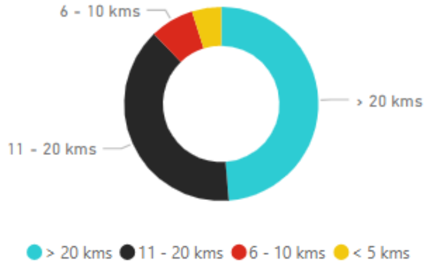
Vehicles per Household



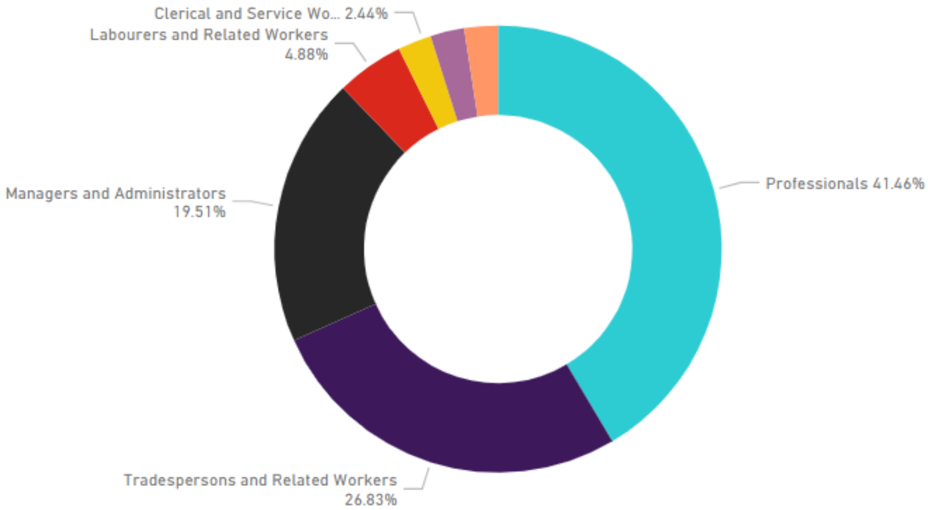
Mode of Transport to Work



Distance Travelled to Work

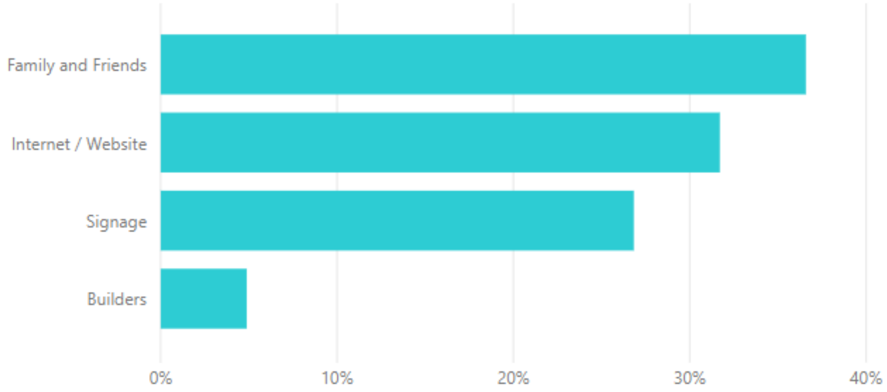


Occupation

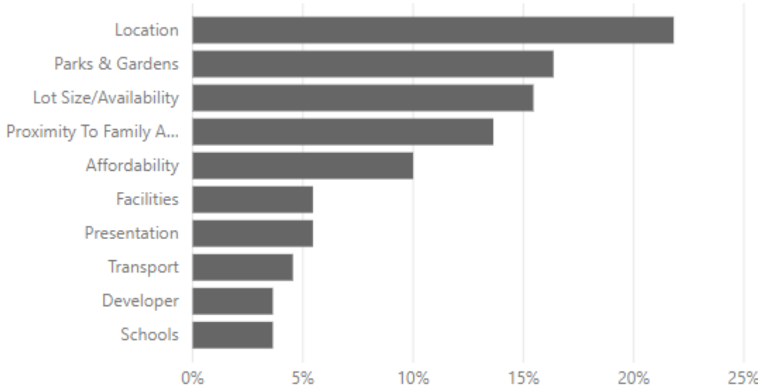


Annual Household Income (CRM only)

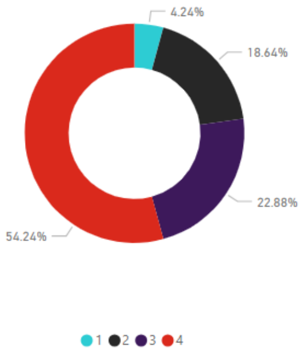
Estate Enquiry Source - Target Marketing - Top 10 (%)



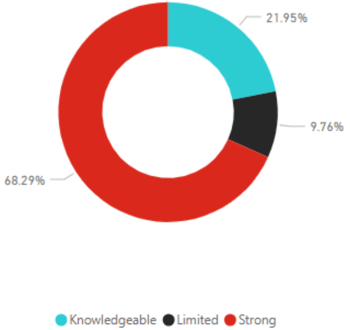
Reason for selecting estate - Top 10 (%)



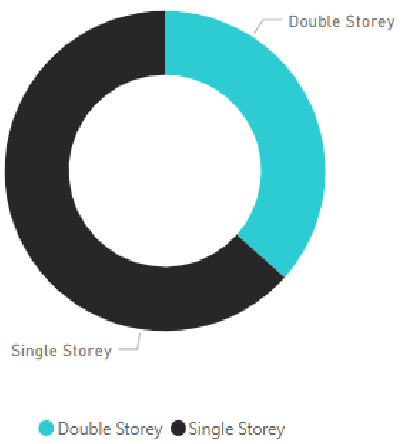
Estate Visits Before Purchase



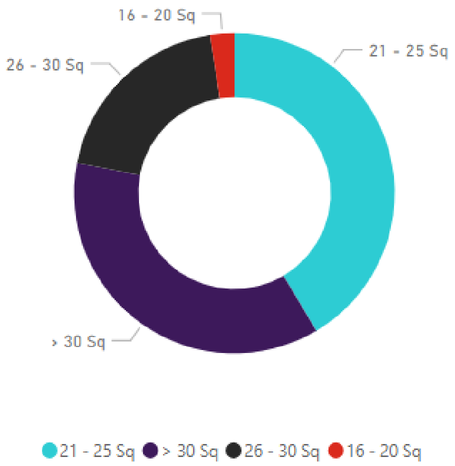
Purchasers Familiarity with Area



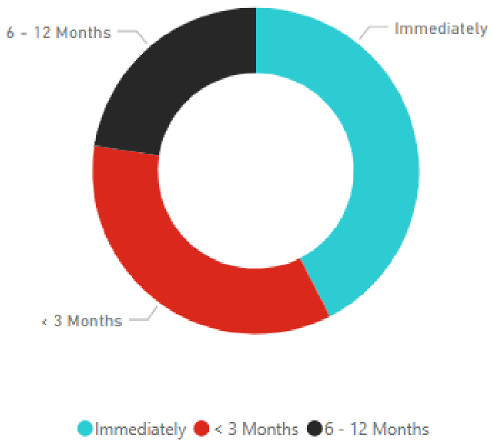
Proposed House Storeys



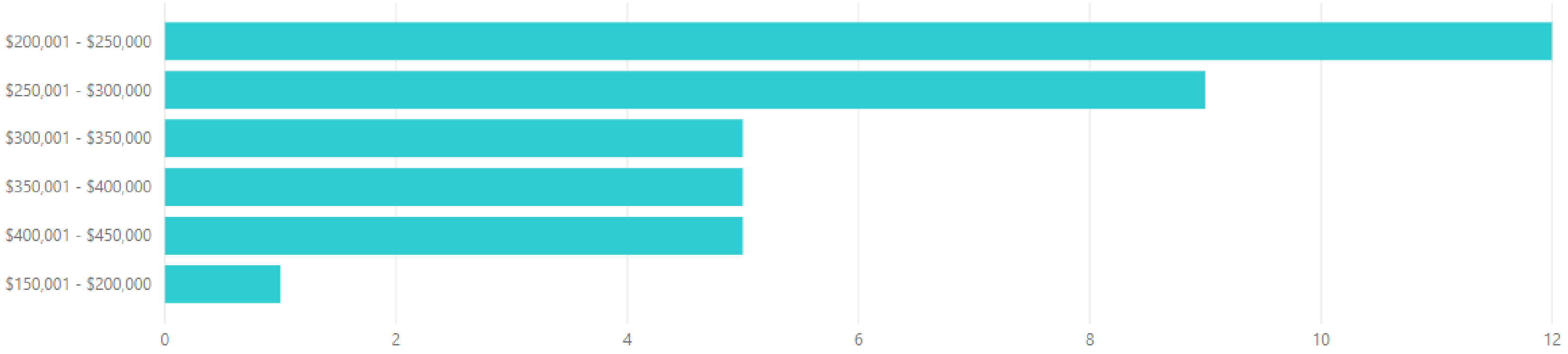
Proposed House Size

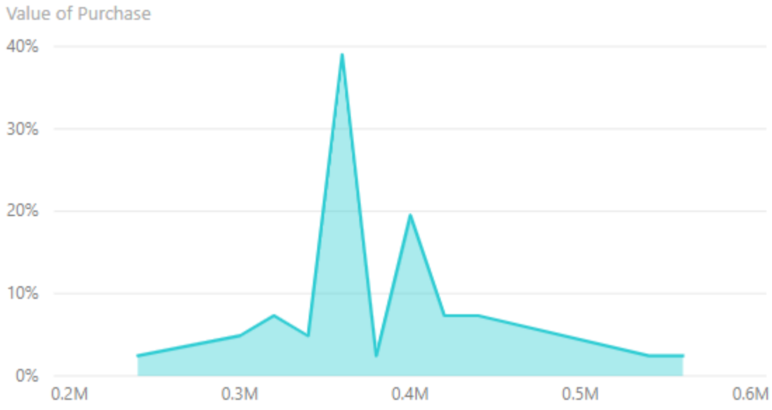


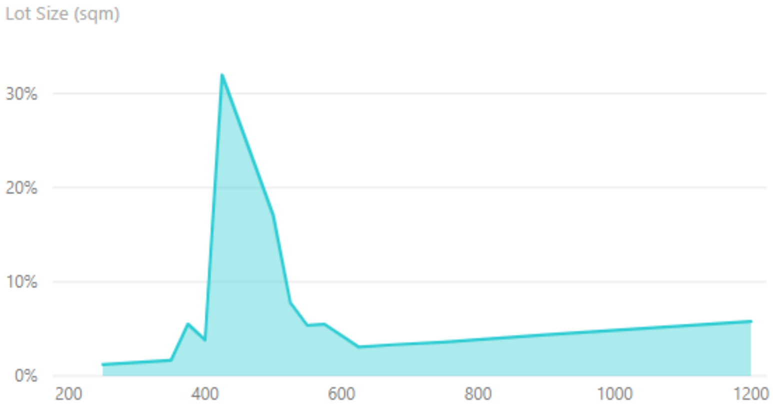
Construction Timeframe

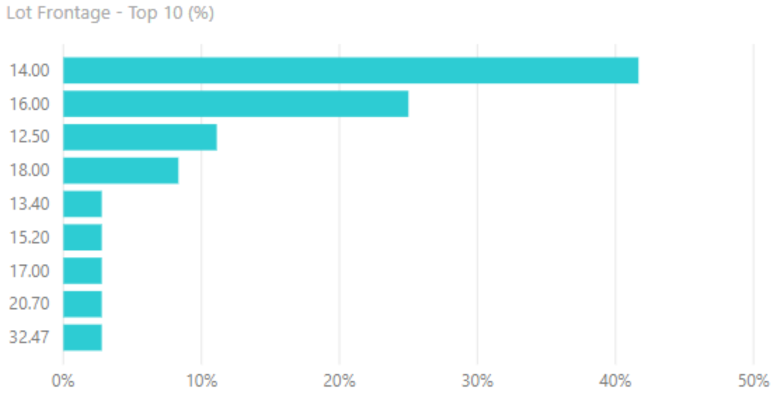


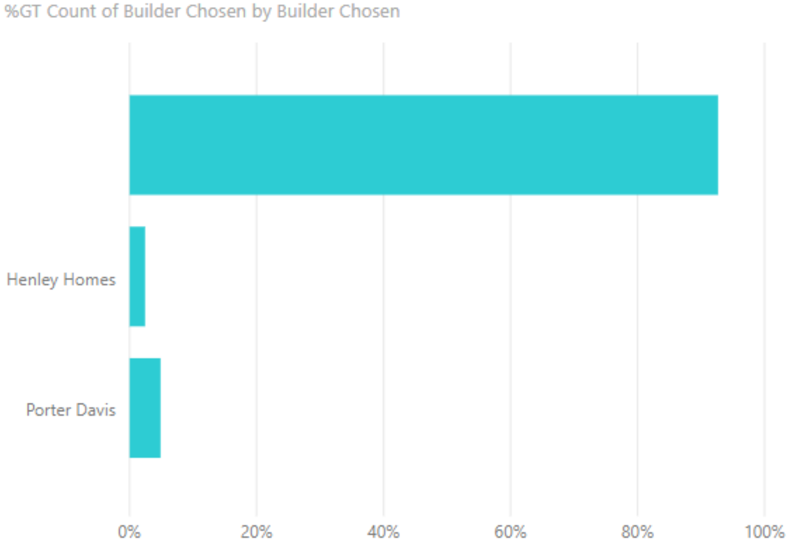
Planned House Price Range




Value of Purchase
40%
30%
20%
10%
0%
0.2M
0.3M
0.4M
0.5M
0.6M


Lot Size (sqm)
30%
20%
10%
0%
200
400
600
800
1000
1200


Lot Frontage - Top 10 (%)
14.00
16.00
12.50
18.00
13.40
15.20
17.00
20.70
32.47
0%
10%
20%
30%
40%
50%

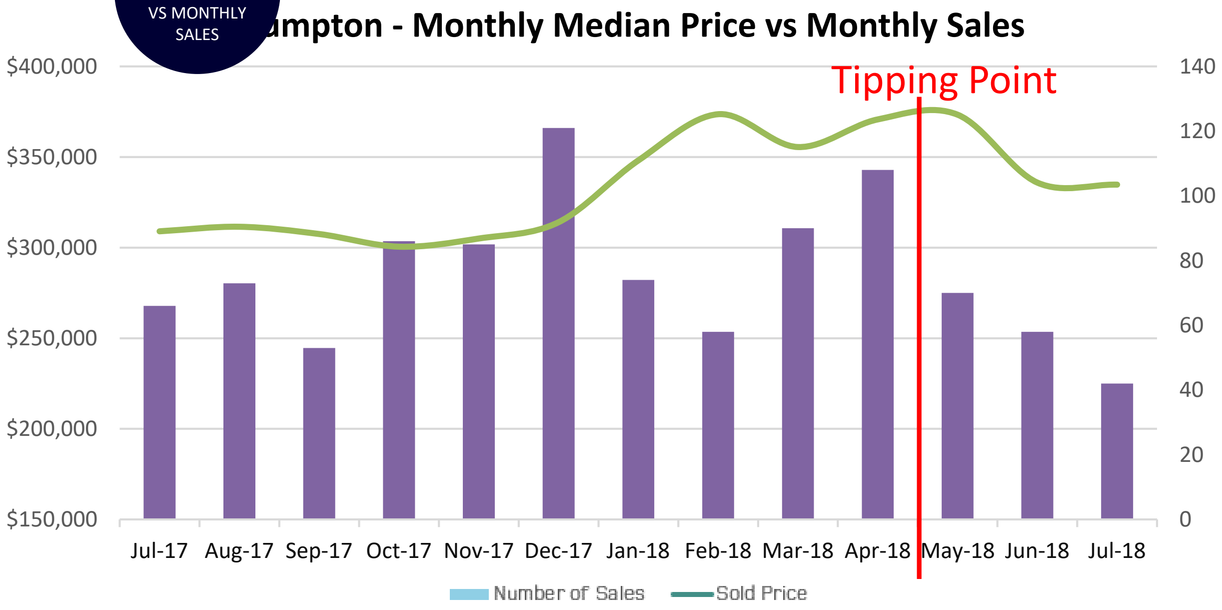

%GT Count of Builder Chosen by Builder Chosen
Henley Homes
Porter Davis
0%
20%
40%
60%
80%
100%

2.0

MELTON CORRIDOR RESEARCH

PRICE INCREASES LEAD TO VOLUME CHANGES AND MARKET SHIFT

PLUMPTON - MONTHLY MEDIAN PRICE VS MONTHLY SALES



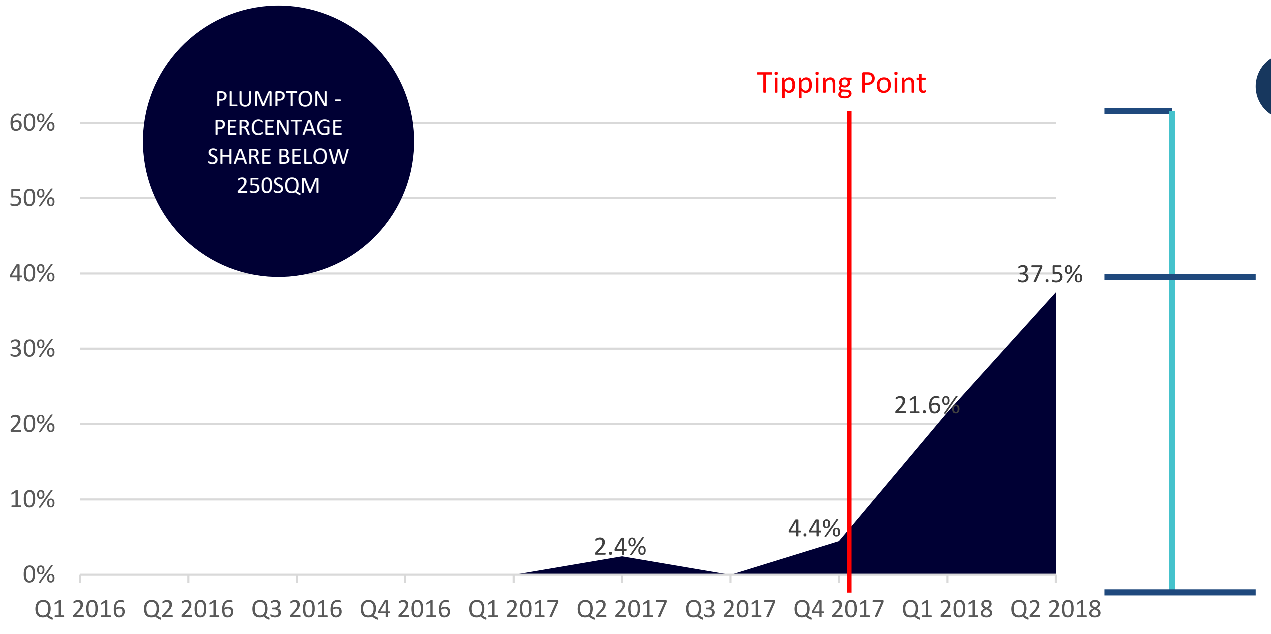
Prices reached a 'tipping point' forcing changes in buyer decisions and vendor strategies

Buyers and developers substituted towards smaller lots & townhouse products

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

Source: Oliver Hume Research

PRICE INCREASES LED TO SHARP INCREASE IN SMALLER LOTS

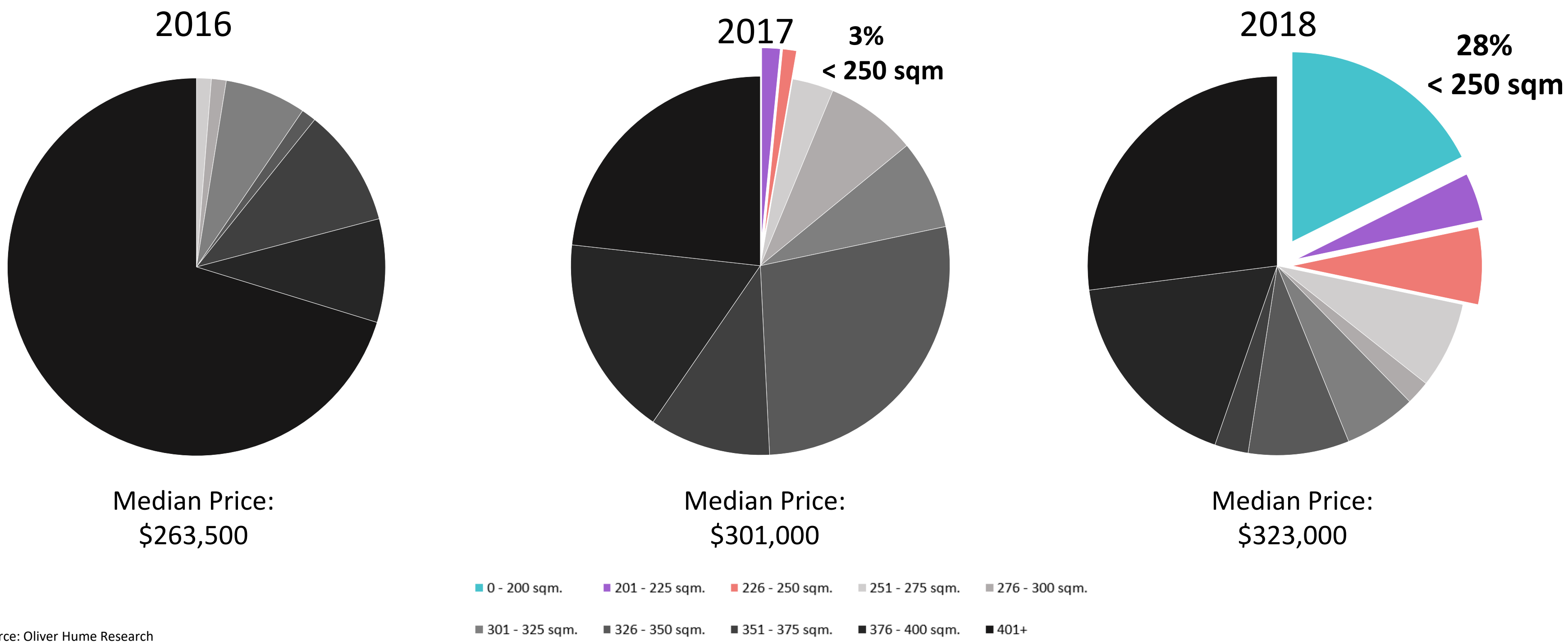


Lots sized below 250 sqm now represent well over a third of Plumpton sales

Sharp increase in market share occurred around Q4 2017 (tipping point)

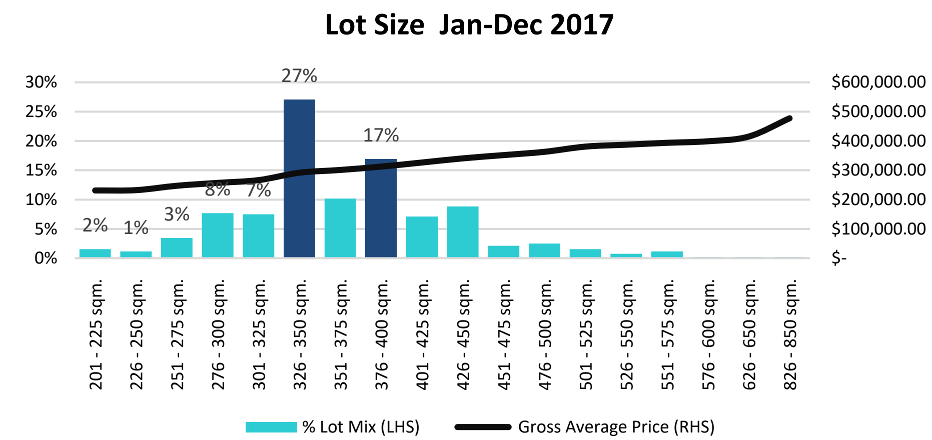
Source: Oliver Hume Research

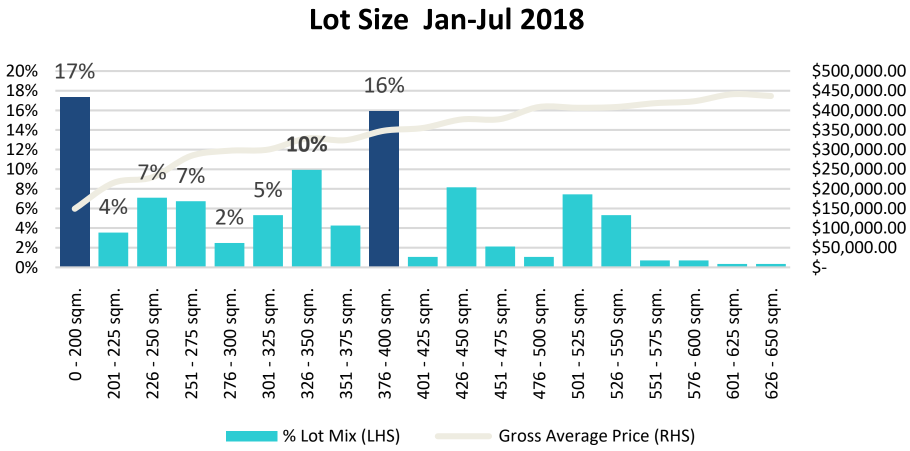
MARKET CHANGE – LOTS SUB 250 SQM HAVE EMERGED AS KEY SEGMENT



Source: Oliver Hume Research

POPULAR LOT SIZES IN PLUMTON/FRASER RISE – 2017 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.

Source: Oliver Hume Research.

THANK YOU

OH Research

OLIVER HUME