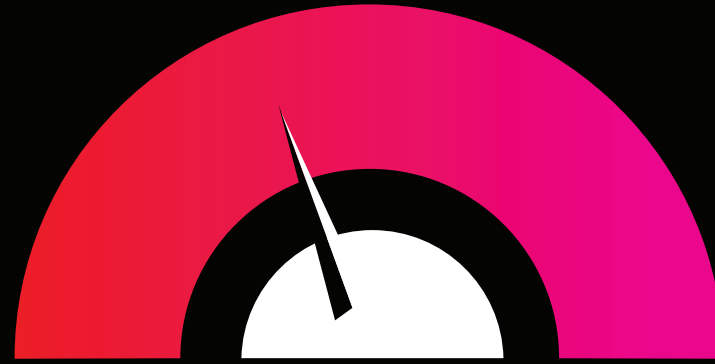


2021 REBAA & PTA



**BUYER BAROMETER**

**SURVEY**

REBAA

Property  
TALK  
Australia

# INTRODUCTION

Welcome to the 2021 REBAA & PTA Buyer Barometer Survey. For the first time ever, we've joined forces with Australia's fastest growing online real estate community to get the most up-to-date information on what home buyers and investors are thinking about real estate.

For the past three years Property Talk Australia (PTA) has been building a community of seasoned investors, home buyers and aspiring property investors. Our aim was to gather insights and data through a survey process, utilising PTA's national and international community of members as well as the client networks of our very own REBAA members.

2020 was a tumultuous year for the Australian property market in the midst of a global pandemic, record low interest rates, massive government incentives and softer lending conditions. Despite the uncertainty, our survey found that only 15 per cent of buyers put their search on hold in response to COVID-19, proving that the pursuit of 'the great Australian dream' can withstand the sharpest of downturns.

Our results also show that investors will be a dominant force in 2021 with 43 per cent of those looking to invest this year buying a subsequent investment. This year's report also highlighted the increasing role buyer's agents are playing in the real estate transaction with almost a third of those surveyed willing to use a buyer's agent in their next property search.

We will be back next year with more insights and trends as we endeavour to monitor the temperature of the Australian property market over the coming decade. In the meantime, enjoy the results.

Cate Bakos - President,  
Real Estate Buyers Agents  
Association of Australia  
(REBAA)



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Property Talk Australia is delighted to have joined forces with the Real Estate Buyers Agents Association for the purposes of establishing the annual REBAA & PTA Buyer Barometer Survey.

PTA is an online Facebook community and a space where thousands of everyday Australians with an interest in buying, selling and renovating property converge to share their knowledge and experiences. Our membership of close to 11,000 Australians, spans the whole country and includes every type of property enthusiast from the 18-year-old wanting to enter the market to seasoned investors with substantial portfolios.

The results are now in and we are excited to be able to share the findings with REBAA and PTA members as well as the general public. While there are plenty of great insights, the key takeaway for us real estate enthusiasts, is that Australia's love affair with property remains steadfast in the face of a pandemic and the worst economic conditions in decades.

We hope the results inform buyers in their decision making in 2021 and we are delighted for Property Talk Australia to have played a small part in it.

Eric Wu, Chris Dimitropoulos Vivien Bull and Anna McDonald  
Property Talk Australia



# SUMMARY OF KEY FINDINGS

## HOUSES

THE NUMBER ONE INVESTMENT CHOICE IN 2021



**49%** of property buyers are looking to invest in a house in 2021 with 4% looking to buy apartments and 7% a unit.

## BUYERS UNDETERRED BY COVID-19



**21%** said they purchased during COVID-19.

Only 9% said they changed their buying criteria in response to the pandemic.

## INVESTORS LOOK FOR RENOVATION POTENTIAL



**24%**

of respondents said they were looking for a property to renovate and hold.

## INTERSTATE AND REGIONAL LOCATIONS IN DEMAND

Borderless investing stays in favour as

**23%** of buyers say they are considering an interstate location for their next purchase.



## INVESTORS LOOK TO TRUSTED ADVISORS



**45%** of respondents said they would use a broker to obtain a loan.

More than a quarter say they would use a buyer's agent to find them their next property.

## VAST MAJORITY OF RESPONDENTS HOLD PROPERTY (note: respondents could fit into multiple categories)

**40%** of respondents categorise themselves as owner-occupiers. **37%** of respondents categorise themselves as investors.

A reasonable collection of respondents categorised themselves as 'aspiring'; indicating a willingness to engage with the group for hints, tips and sharing.



# HOUSES THE NUMBER ONE INVESTMENT CHOICE IN 2021

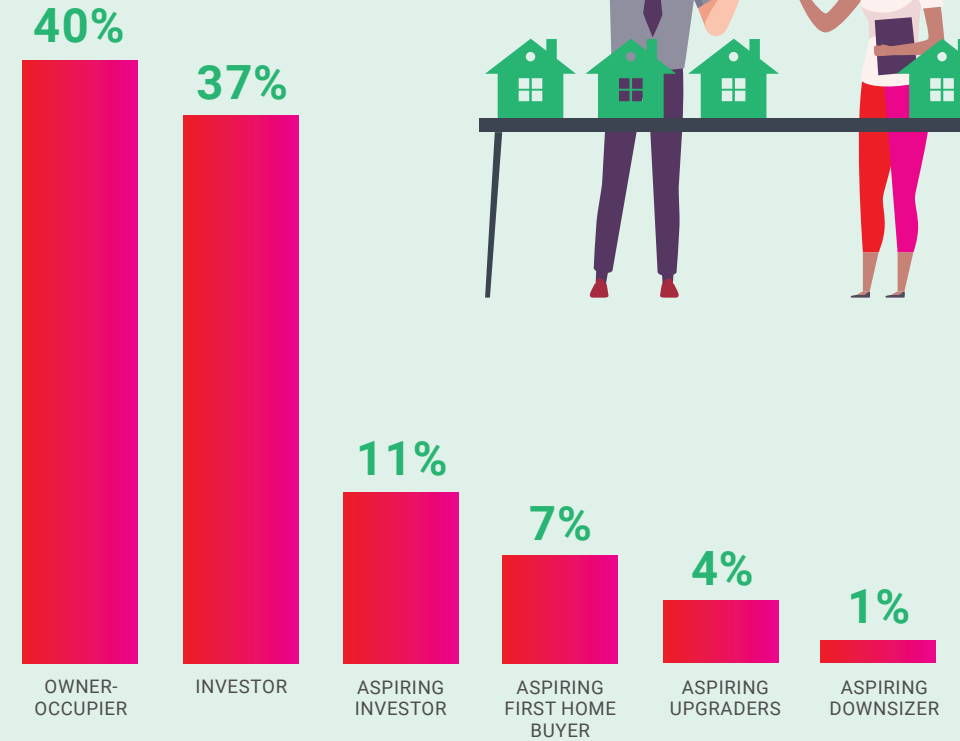
Of those looking to purchase a property in the next 12 months, 49% are interested in purchasing a house, with the remaining distribution including townhouse at 10%, unit at 7%, holiday home at 4% and apartment at 4%. The remaining 26% are not considering a purchase at all in 2021.

Almost half, about 40% are owner occupiers, 37% are investors, 11% are aspiring investors, 7% are aspiring first home buyers, 4% are aspiring upgraders and 1% are aspiring downsizers.

About 31% of respondents have been searching for a property for less than a month. Some 23% have been looking for between one and three months, 19% have been searching from three-six months, 15% six-12 months and 13% for more than a year.

Of those who want to buy now, less than a quarter actually can. A staggering 78% have not secured finance despite strong buying intentions.

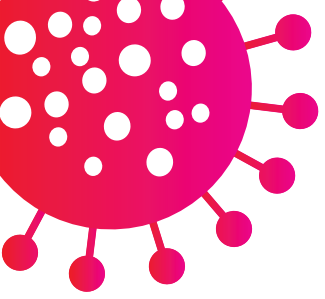
Which categorises you?



Have you secured finance for your next property?

78% 22%





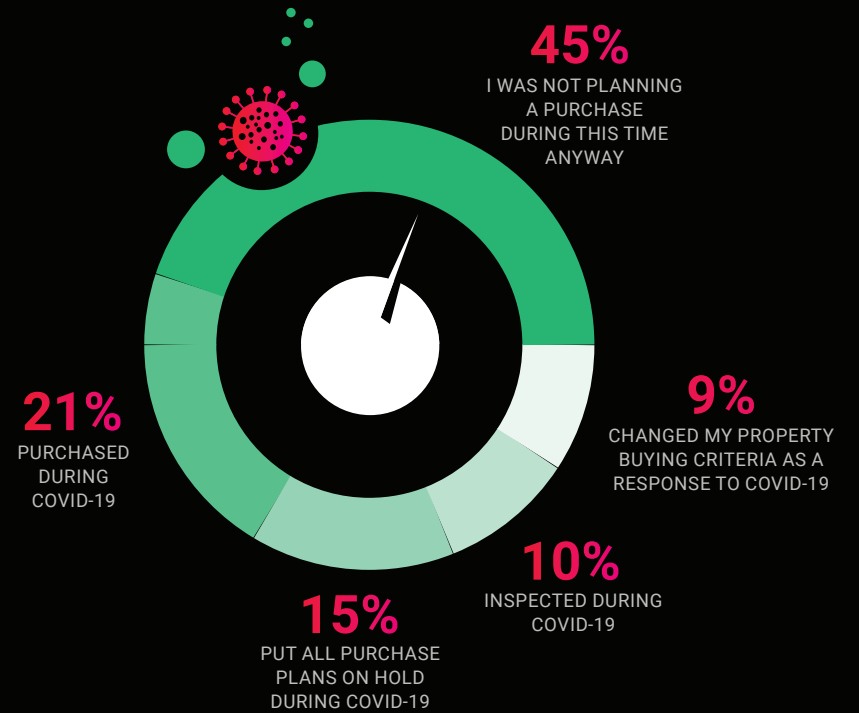
# BUYERS UNDETERRED BY COVID-19

Despite a turbulent year, the survey found that 21% of buyers had purchased a property during COVID-19.

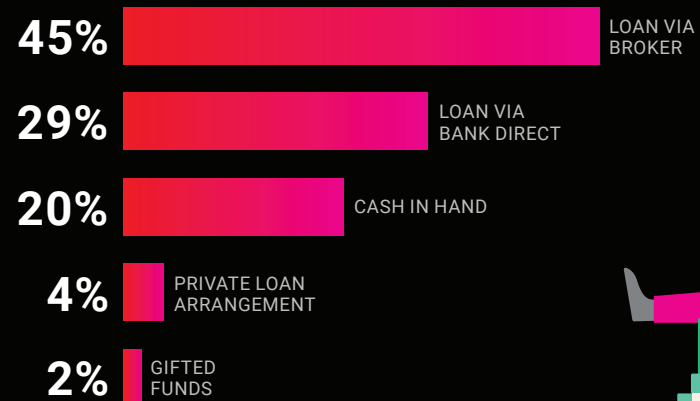
Record low interest rates, relaxed lending and massive government spending fuelled demand. Only 15% of respondents put off buying a property because of the pandemic and 9% changed their purchasing criteria as a result of COVID-19.

An astonishing 20% plan to fund their next purchase with cash in hand and about 29% intend on financing their next loan directly through a bank.

## How would you describe the impact of COVID-19 on your property goals and inspection activity?



## How will you obtain finance?





# SEARCH TIMES AND PREFERRED ENTITIES FOR PURCHASE

In the midst of a difficult buying year, combined with an overall stock shortage, it is evident that buyer frustration is high. From tight days on market to buyer's agent enquiry levels, the media stories aren't off the mark when it comes to detailing the seller's market being exhibited in capital city and regional locations.

Of all respondents, over 13% have been searching for more than a year, and 15% for six-12 months.

A little more than half have been searching for up to three months, a clear indication that many held off until sentiment improved and COVID lockdowns eased.

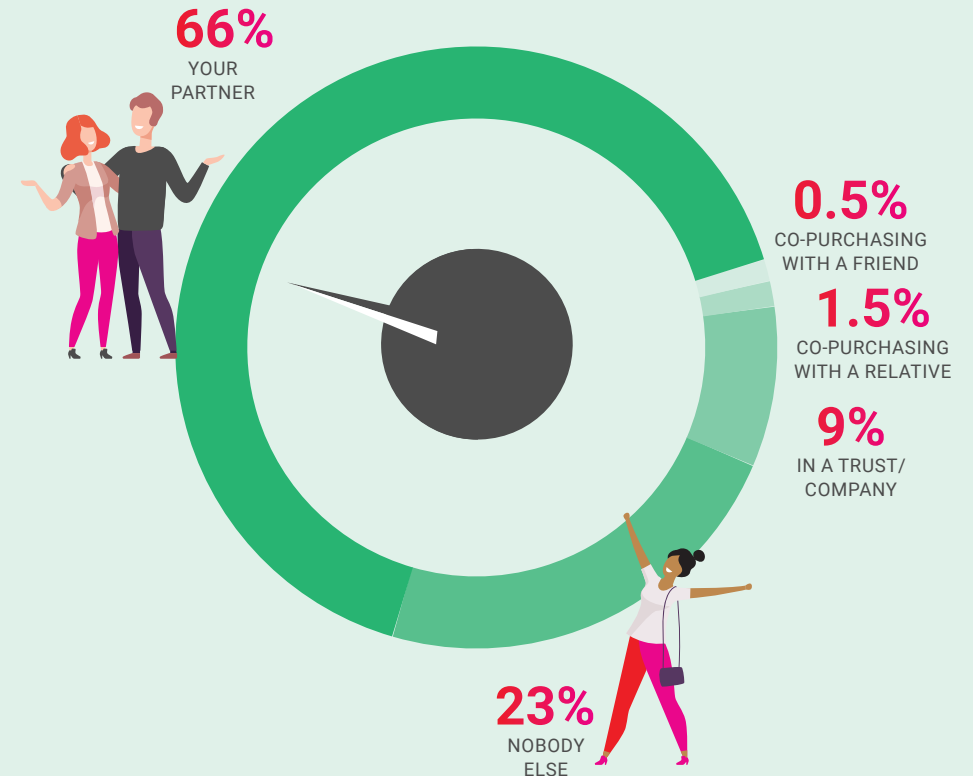
Future surveys will be telling when we contrast responses to this same question.

When it comes to who people like to buy with, over 66% choose to buy with their partner, while 23% go it alone. 11% plan to buy in a different entity/structure.

How long have you been searching for a property?



Who are you planning on buying with?



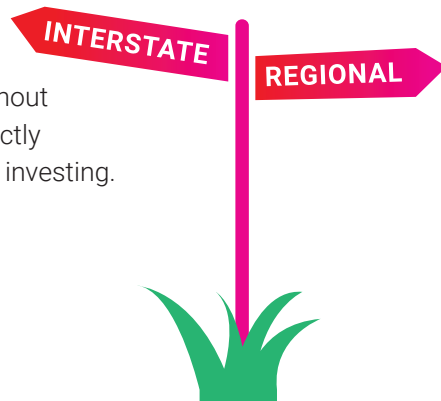
# INTERSTATE AND REGIONAL LOCATIONS IN DEMAND

While 35% of respondents say they are looking for a property purchase within a half an hour's drive of their home, 23% of buyers say there are considering an interstate location for their next purchase. Around 26% of buyers are looking at an investment within an hour's drive of their current home and 16% are considering a purchase more than two hours from their current address.

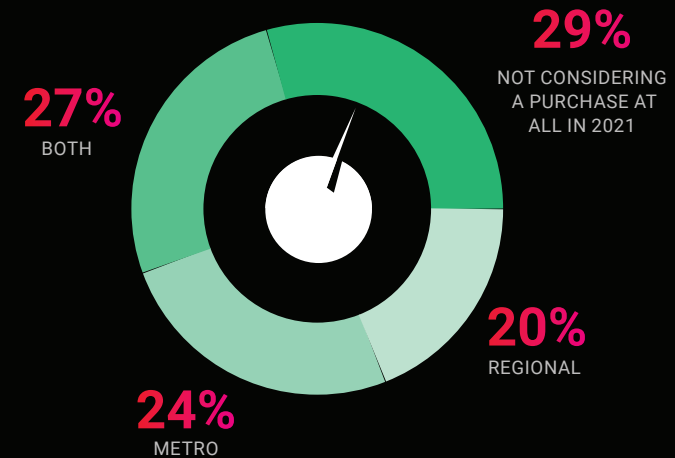
The steady surge in regional property markets that marked 2020 is expected to continue as COVID-19 stretches into 2021. While 24% of respondents are looking to buy in a capital city location, 20% are looking regionally and 27% are undecided and would consider buying in either locale.

Interestingly, investors (and aspiring investors) when asked, expressed an interest in regional investing for 2021. Some 20% are circling in on a regional strategy, while over a quarter are focusing on both metro and regional. The decreased interest rates, combined with the strong reported growth of our regional cities is a key contributor to the strong interest associated with regional investing. Now, more than ever, investors can circle in on a cashflow neutral (and in some cases, positive) outcome when targeting specific regions.

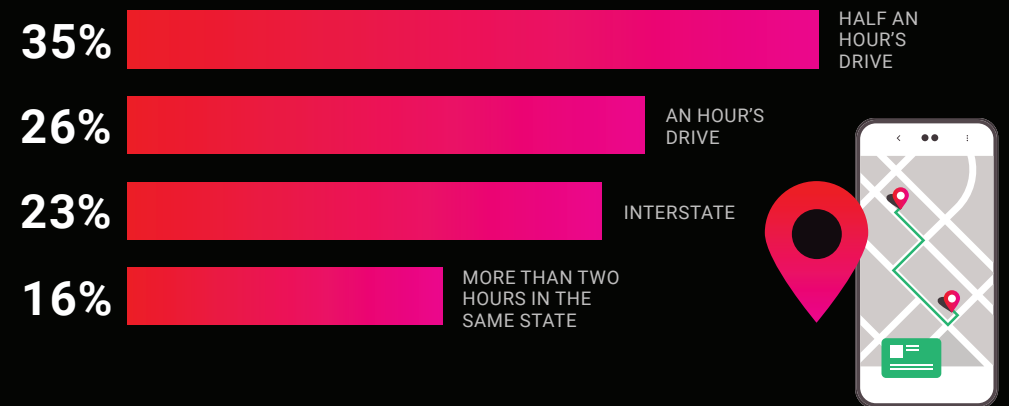
More than a quarter of respondents would buy a property sight unseen. Some 30% of respondents would take the risk and buy without physically inspecting the property which directly correlates with the trend towards borderless investing.



## What location are you looking to invest in?



## Where are you looking to buy?



## Would you buy a property unseen?





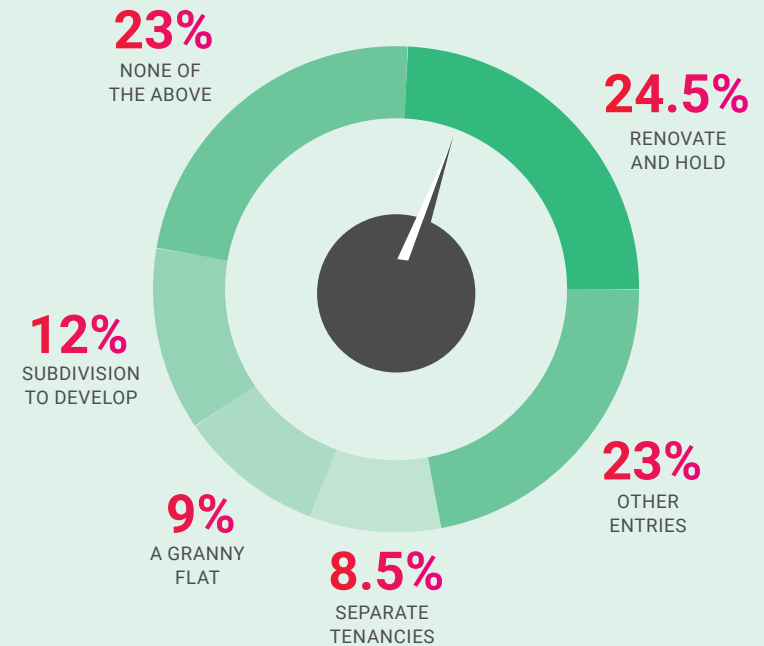
# INVESTORS LOOK FOR RENOVATION POTENTIAL

Almost a quarter of all respondents are looking for a property with renovation potential. Property investors are seeing the potential of manufacturing capital growth in the current market.

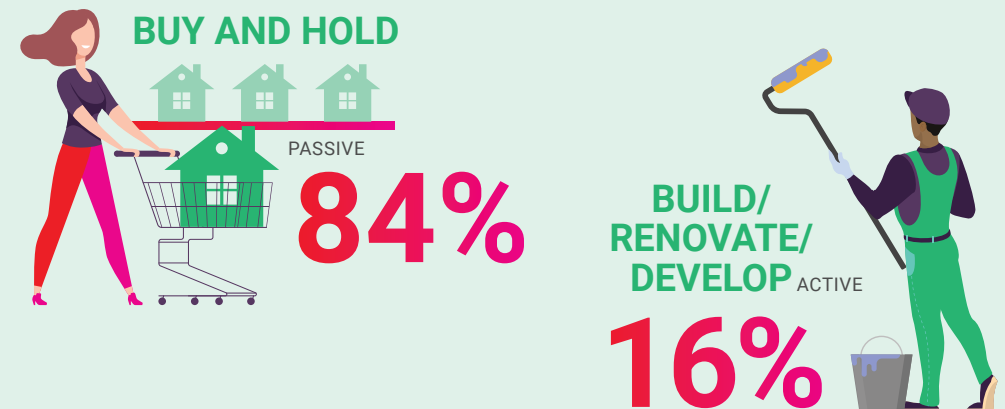
Some 24% of respondents are looking to renovate their next investment. Also attractive with 12% of those surveyed are properties which have subdivision potential, along with granny flats and properties with separate tenancies with 9% of respondents respectively.

Around 84% of property investors have a passive buy and hold investment strategy. The remaining 16% are looking for a building, renovation or development project.

## What sort of property are you looking to buy?



## What investment strategy best describes your approach?







# INVESTORS LOOK TO TRUSTED ADVISORS

Reassuringly most investors would choose a trusted advisor to manage their next investment.

The survey found 88% of investors would engage a professional property manager to manage their rental.

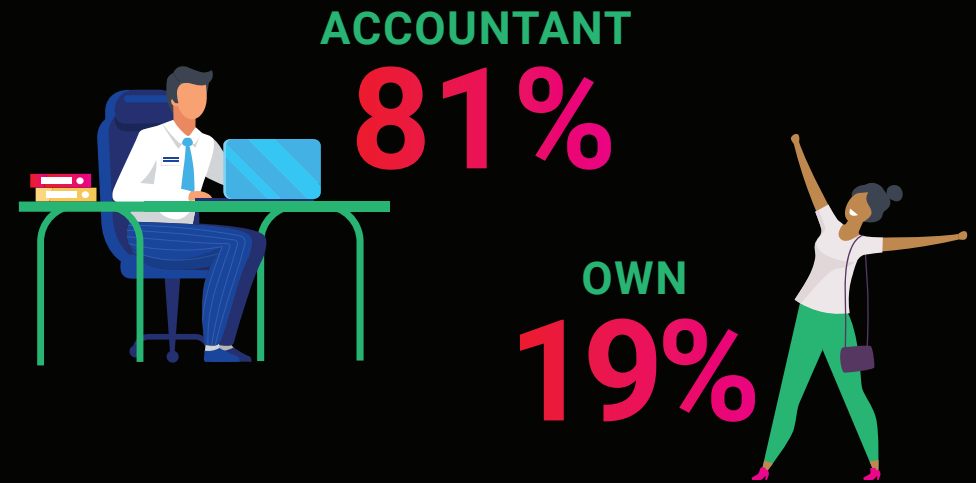
Almost a third of buyers would consider using or have used a buyer's agent to source their next property and 81% would use an accountant to prepare their next tax return.

About 45% intend to finance their next investment loan through a broker and 9% are considering purchasing their next property through a trust. Some 63% of buyers intend paying for a depreciation schedule.

Have you used a buyer's agent or are you planning on using a buyer's agent?



How will you prepare your tax return next year?



Have you previously and/or do you plan on getting a depreciation schedule?





## ABOUT THE SURVEY

The 2020 REBAA & PTA Buyer Barometer Survey was conducted online over December 2020 and January 2021.

Respondents were sourced from Property Talk Australia's (PTA's) online Facebook community and REBAA members' databases of clients. Property Talk Australia is a private property forum on Facebook. The goal of the group is to share genuine opinions and experiences all things property related – buying, selling, investing, renovations, finance and tax tips, property management & general recommendations. The group currently has circa 10,500 members.

The online community consists of homebuyers and investors.

**To download a full copy of the results please visit**

**[www.rebaa.com.au](http://www.rebaa.com.au)**

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