



MEDIA RELEASE

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NEW SURVEY: SELLING ON THE MIND OF PROPERTY OWNERS

Three out of four property owners that are looking to sell their property are expected to do so over the coming two years, according to a new survey.

The LocalAgentFinder Real Estate Sentiment Report explores the attitudes of one thousand Australians in relation to topical property issues. The report was commissioned by LocalAgentFinder and completed by independent research agency, Nature, in August of this year.

The survey suggested that Australians are extremely sympathetic to the plight of first home buyers, with 71 per cent of people believing that the government is not doing enough to help this group.

Interestingly, more than half of survey respondents said that they would like to know the buyer of their property. Within this group, two out of three were willing to offer a discount to genuine first buyers, with nearly one in four comfortable to discount their property's price between 5 and ten per cent.

The CEO of LocalAgentFinder, Matt McCann said he suspected that many people were well aware of the capital gains that they had achieved in recent years, and this was affecting their attitudes toward selling and first home buyers.

"The survey results suggest that Australians that are looking to sell are looking to do so as soon as possible, so they are likely well aware of the downturn in the market of late," said Matt McCann.

"The prospect of rising interest rates may also be contributing to this view, with over half of respondents saying that they were 'stressed' by the prospect of rates increasing.

"The same group seems extremely aware of the effect the property boom has had on first home buyers and wants action to keep the Australian dream alive," said Matt McCann.

78 per cent of respondents felt the government should do more to help retirees downsize, while 84 per cent believed that the government isn't doing enough to limit foreign investment into Australia's property market.

Most people said they would consider or prefer a private sale over an auction. Respondents over 55 years old were 400 per cent more likely to prefer a private sale.

28 per cent of respondents want the negative gearing system to remain as it is, while 19 per cent want negative gearing to be removed completely. Eight per cent of those surveyed want negative gearing to be scaled back to new properties, while 14 per cent want the tax benefits scaled back.

In positive news for real estate agents, when it comes to advice around property advertising, sellers trust real estate agents more than family, friends, and property listing websites.

However, while vendors typically pay property advertising costs in Australia there may be upcoming pressure on agents to absorb these costs, with nearly half of respondents believing agents should pay for advertising. Two out of three sellers were unaware that they could ask the agent to cover advertising costs.

When sellers are choosing an agent, they ranked the agent's track record as the most important factor, followed by the strength of the relationship with the agent then the agent's commission rate and, customer testimonials.

Matt McCann said that the data paints a rosy picture for the future of agent comparison platforms which are growing in popularity with Australians.

"The most important agent information for those surveyed is quickly and easily available on websites like LocalAgentFinder and at no cost," said Matt McCann.

"While there are likely turbulent times ahead for the Australian property market, it is interesting to note that Australians appear to have very clear opinions about a number of controversial property topics.

"LocalAgentFinder expects that these opinions may change the dynamics of the property market over time as governments and real estate professionals respond to these views," said Matt McCann.

For more results from the report, please follow [this link](#).

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