



HERA
Property Group

Crack the 2023 Code

Six Property Investment Trends
Your Competitors Wish We
Kept Secret



YOUR SECRET GUIDE
Empowering Your Journey Towards Financial
Freedom and Passion-Pursuing Lifestyle



The Author

Dax Stanley

Bachelor of Science (Environment)
Bachelor of Engineering (Land Surveying)
Masters of Business & Technology
NSW, VIC Real Estate License
SKYNEWS Presenter

DAX STANLEY: EMPOWERING PROPERTY INVESTORS TO BUILD A BETTER FUTURE WITH HERA PROPERTY GROUP

Dax Stanley is a prominent figure in the real estate industry, known for his passion for helping property investors achieve their dreams.

As the founder and CEO of Hera Property Group, Dax has disrupted the landscape of property investing, offering clients a new approach that emphasizes data, technology, and access to industry experts. With a focus on empowering clients through education, Dax has developed a comprehensive guide on auction bidding for property buyers, providing actionable tips and strategies to help individuals win bids and secure their dream properties.

Dax's commitment to innovation has set Hera Property Group apart from its competitors, with a Multigenerational Wealth Model and 21-point checklist ensuring clients make informed decisions. With bold plans to expand Hera Property Group's property development division, providing affordable and eco-friendly housing options, Dax is dedicated to changing the real estate industry for the better.

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Unlock Your Financial Future:

A Deep Dive into the Six Hidden Trends Shaping Australia's Property Market in 2023



Introduction

Welcome to "Crack the 2023 Code: Six Property Investment Trends Your Competitors Wish We Kept Secret." As young, ambitious professionals, you understand the power of strategic investing as a stepping stone towards achieving financial freedom and the lifestyle you've always dreamed of. What if we told you that your dream is not far-fetched, especially with the transformative trends we're about to reveal?

In this dynamic landscape of Australia's property market, it's not just about buying property - it's about knowing when, where, and what to buy. We've unearthed six surprising trends that are shaping the market in 2023. From the growing housing supply crunch to the significant influence of job market activity on property value growth, these trends will provide you with an insider's perspective. Let's dive into the world of property investment where each trend could be the key to unlocking your financial future. Get ready to gain an edge that most investors wish we kept secret!

SIX TRENDS THEY DON'T WANT YOU TO KNOW

INTRODUCTION

Revealing the Six Unseen Trends in Australia's 2023 Property Market



Your Guide to Navigating the
Opportunities and Challenges of
Today's Investment Landscape

Revealing the Six Unseen Trends in Australia's 2023 Property Market

In this chapter, we will delve into a summary of the six key trends that are quietly shaping Australia's property market in 2023. These trends, while not always apparent, have significant implications for investors who are ready to take a closer look. Each of these trends presents its own unique opportunities for savvy investors like yourself. Let's pull back the curtain and explore these influential forces.



TREND #1: THE UNRELENTING HOUSING SUPPLY CRUNCH

Australia is currently in the throes of a housing supply crunch that shows no signs of resolution in the immediate future. This situation not only highlights the value of existing properties but also underscores the potential returns from real estate investments in strategic locations.

TREND #2: THE MOSAIC OF AUSTRALIA'S PROPERTY SUBMARKETS

Australia's property market is not a monolith - it comprises myriad submarkets, each with its own cycles of growth and decline. Understanding these submarket dynamics can empower investors to make decisions that align with their financial goals and risk tolerance.

TREND #3: IGNITING THE RENTAL MARKET: RECORD-LOW VACANCY RATES

With rental vacancy rates plunging to their lowest point in over a decade, Australia's private rental market is ablaze. This trend presents a golden opportunity for investors to potentially earn significant rental income.

TREND #4: THE IMMIGRATION WAVE: A CATALYST FOR DEMAND

The coming decade is expected to see a surge in immigration, fuelling the demand for housing in Australia. This anticipated influx presents an opportunity for strategic investments that could yield substantial returns.

TREND #5: THE JOB MARKET-PROPERTY VALUE CORRELATION

The correlation between job market activity and property value growth is significant. By keeping an eye on employment trends, investors can potentially predict areas of property value growth.



TREND #6: GOVERNMENT ASSISTANCE: THE DOUBLE-EDGED SWORD

While government financial assistance to property buyers can stimulate the property market, it can also inadvertently boost property price growth. Understanding this delicate balance can help investors make informed decisions about when and where to invest.

In this chapter, we've unveiled the six pivotal trends shaping Australia's property landscape in 2023. From understanding the housing supply crunch to leveraging the rental market and acknowledging the influence of immigration and job trends, you're now better equipped to make informed investment decisions.

TREND N.1

Decoding the Housing Supply Crunch: Australia's Key Property Trend of 2023



Understanding the 'Party' of Property:
The Intricacies of Australia's Housing
Shortage

The Party Dilemma: Analysing Australia's Housing Supply Crunch

Imagine you're at a party where the host has only ten pieces of cake, but there are twenty guests. Some people would miss out, right?

This situation mirrors what's happening in Australia's housing market - there are more people who want houses than there are houses available.

This phenomenon, known as a 'housing supply crunch', is a significant trend investors must understand to navigate the property landscape effectively.



The Shrinking Cake: The Downward Trend of Housing Supply Since 2011

Since 2011, the number of houses for sale has been decreasing, while more and more people are moving to Australia.

This disparity results in fewer houses available for each person. It's similar to the party scenario where there's not enough cake for everyone. Understanding this ongoing trend is crucial for investors looking to capitalise on the opportunities that a supply-limited market can offer.

The Challenge of Baking More: Construction Limitations in Meeting Housing Demand

You might wonder, "Why don't we just build more houses?" Indeed, building new houses could solve the problem, but it's not as simple as it sounds.

Building new houses takes time, and it's been challenging to keep up with the speed at which new households are forming. This issue became more prominent during the early 2010s and the recent pandemic when the need for new houses became even more pressing.

As an investor, knowing these dynamics can help inform your decisions in the property market.



The Government's Party Plan: An Outlook into the Future of Housing Supply

But there's a plan in place! The government aims to build 1 million new homes over five years from 2024. This is akin to the party host ensuring there's enough cake for everyone next time.

As an investor, this might raise the question, "Is this bad for me?"

The answer is no. These new homes will help balance the number of houses with the number of people who want them, leading to a healthier housing market. Plus, most of these new homes will be in areas that investors usually avoid, so your investment opportunities will still be abundant. Understanding these government initiatives provides you with a broader perspective on the future of Australia's housing market.

TREND N.2

Understanding Australia's Diverse Property Landscape: A Symphony of Submarkets



A Deep Dive into Australia's Dynamic
Property Submarkets

The Property Orchestra: Australia's Multifaceted Market

Australia's property market is like an orchestra, with each instrument playing its own tune. Each city, with its unique growth pattern influenced by local economic activity, housing demand & supply, and other factors, contributes to the symphony of the overall property market.

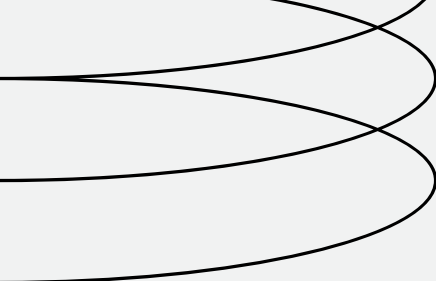


The Rhythm of Growth: Australia's Robust Property Market Over The Decades

Despite the individual ups and downs of each city, the data reveals that Australia's property market, as a whole, has been growing robustly over the past decades. Just like an orchestra that creates beautiful music despite the varied tunes of individual instruments.

The Misconception of Uniformity: Debunking the Myth of a Homogenous Market

The recent pandemic-induced housing boom may have given some the impression that the Australian property market is one entity, with every city moving in sync. However, this isn't the case. Each state and each city moves in its own cycles, similar to different sections of an orchestra playing at their own pace.



THE SYMPHONY OF SUBMARKETS: THE POWER OF CUMULATIVE GROWTH

Despite the ups and downs in each submarket, Australian properties have proven to be a robust grower.

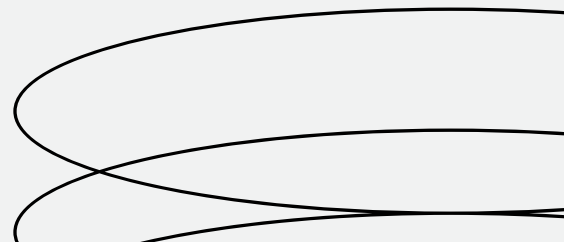
Over the past 30 years, house value has achieved a total 453% growth, averaging 5.9% per year.

This illustrates the power of cumulative growth, akin to the crescendo in a symphony, where each note, no matter how small, contributes to the overall piece.

MAKING YOUR MOVE IN AUSTRALIA'S PROPERTY ORCHESTRA

With the insights into the dynamics of Australia's diverse property submarkets, you're well-equipped to make your next move. Each city in this property orchestra plays its own tune and understanding these unique rhythms can help you make strategic investment decisions.

Identify the cities where the pace of growth aligns with your investment goals. Remember, you're not just a spectator; you're a conductor. With the right knowledge, you can orchestrate your investments to create a harmony of success. Now is the time to make your move in Australia's property market.



SIX TRENDS THEY DON'T WANT YOU TO KNOW

TREND N.3

Unpacking the Heat: Australia's Sizzling Rental Market in 2023

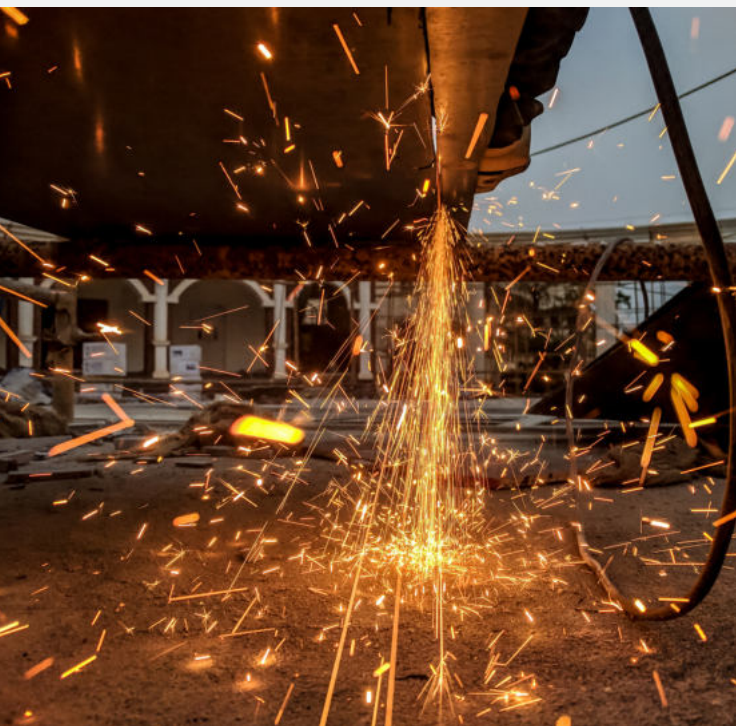


Navigating the Opportunities in
Australia's Sizzling Rental Market of
2023

THE BLAZE OF THE RENTAL MARKET: A DIVE INTO DECLINING VACANCY RATES

In Australia, rental vacancy rates are at their lowest in over a decade, making the rental market hotter than ever.

The number of for-lease properties has been on a downward trend since 2016, igniting a nationwide surge in rental prices.



THE SPARK: IDENTIFYING THE CAUSES OF THE RENTAL CRISIS

One of the major causes of this rental crisis is the suppressed investor activity in recent years, due to factors such as lending restrictions, higher interest rates, and increased costs. This reduction in investor activity has contributed to the shortage in rental properties and the subsequent decline in vacancy rates.

FAN THE FLAMES: THE IMPACT OF RISING RENTS ON INVESTOR ACTIVITY

The rising rents, with an average increase of 25% since January 2021, may attract more investors to the property market. This could revitalise the market, generate value growth, and help alleviate the rental crisis.



QUENCHING THE BLAZE: THE POTENTIAL SOLUTION TO THE RENTAL CRISIS

More investor activity could potentially ease the rental crisis.

By supplying more rental properties, investors can contribute to a rise in vacancy rates and a healthier, more balanced rental market.



Understanding the dynamics of Australia's rental market is crucial for strategic investing. With vacancy rates at their lowest in a decade, there's a significant surge in rental prices. This situation, while presenting challenges, also brings unique investment opportunities.

One of the key drivers of the rental crisis has been a decrease in investor activity. Yet, the rising rents might attract more investors back into the property market, leading to revitalisation and value growth. As an investor, this presents a prime opportunity for you to step in and make a difference.

Increasing the supply of rental properties can help alleviate the rental crisis and bring balance back into the market. This not only contributes to the overall health of the property market but can also yield substantial returns for savvy investors like you.

The current heat of Australia's rental market requires strategic navigation. By understanding these trends and dynamics, you can make informed decisions and potentially reap significant benefits in this sizzling market. It's time to turn up the heat on your investment strategy.

TREND N.4

The Immigrant Wave: Navigating Australia's Future Housing Demand



Capitalising on Australia's Rising
Housing Demand in the Coming
Decade

SETTING SAIL: THE ROLE OF IMMIGRATION IN POPULATION GROWTH

Immigration significantly contributes to Australia's robust population growth.

Unlike natural growth, immigration immediately amplifies housing demand, first in the rental market and then, with some delay, in the owner-occupied and investment sectors.



CHARTING THE COURSE: PROJECTED IMMIGRATION GROWTH

The current population and immigration projections indicate that around 2.5 million additional immigrants will arrive in Australia over the next decade.

This influx equates to a need for one million additional homes, reinforcing Australia's strong housing demand.



RIDING THE WAVE: IMMIGRATION'S IMPACT ON HOUSING DEMAND

The influence of immigration on housing demand is immediate and substantial.

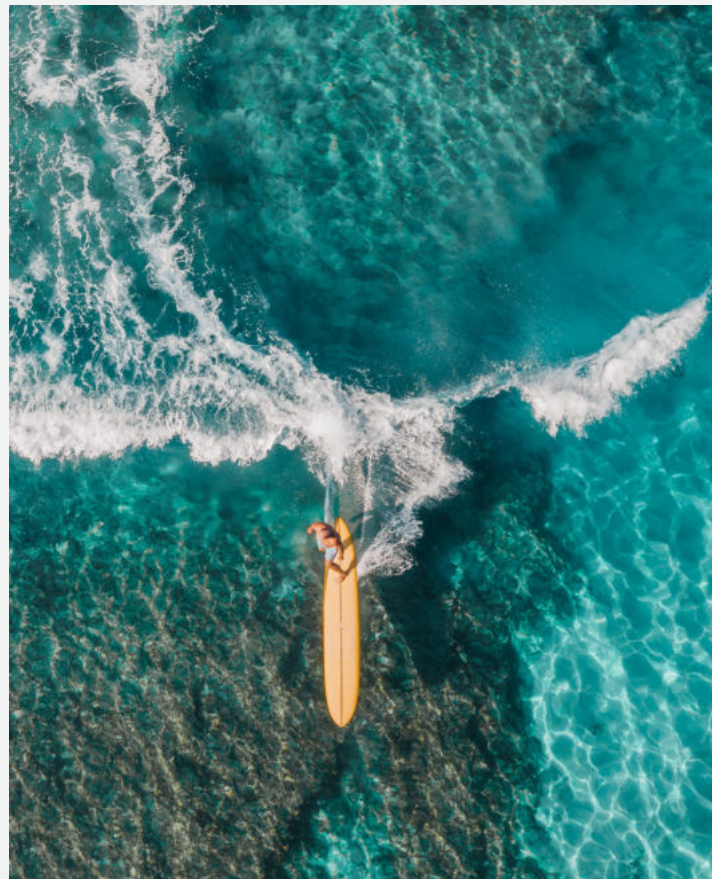
With immigrants primarily entering the rental market initially, this group contributes significantly to the robust demand in this sector.

ANCHORING THE FUTURE: THE FEDERAL RESPONSE TO THE IMMIGRANT WAVE

The Australian government has responded to this expected surge in demand by planning to build one million new homes over five years from 2024.

But the question remains: will this be enough to keep pace with the demand generated by incoming immigrants?

We'll tackle this pressing question in the subsequent trend analysis.



TREND N.5

The Employment Engine: Job Market Activity and its Impact on Property Value Growth



Capitalising on Australia's Rising Housing Demand in the Coming Decade

CONNECTING THE DOTS: JOB MARKET AND PROPERTY MARKET ACTIVITY

The job market and property market are interconnected, with a bustling job market typically signalling an equally active property market.

This correlation often leads to property price growth, especially in regions less influenced by overseas migrants.



A CLOSER LOOK: CASE STUDY OF SOUTH AUSTRALIA

South Australia serves as a prime example of this correlation.

Trends in online job advertisements and house price growth in Greater Adelaide and regional SA over the past decade reveal a clear pattern: when job advertisements decline, house prices tend to grow more slowly.

Conversely, when job advertisements increase, house price growth rates tend to rise.

READING THE SIGNS: THE STATE OF AUSTRALIA'S JOB MARKET

Australia's unemployment rate is currently at its lowest in over 30 years, and the number of job advertisements has reached a high equivalent to its peak 15 years ago.

These indicators suggest that strong demand underpins Australia's property market, positioning it for recovery once inflation eases and consumer confidence improves.



THE ROAD AHEAD: IMPLICATIONS FOR PROPERTY INVESTORS

Understanding the relationship between job market activity and property value growth offers investors a valuable tool for predicting market trends.

By keeping an eye on employment rates and job advertisements, investors can make informed decisions and seize lucrative opportunities as they arise.

SIX TRENDS THEY DON'T WANT YOU TO KNOW

TREND N.6

Government Handouts and Property Growth: The Unseen Connection



Fueling Property Prices, Fanning
Investment Flames

GOVERNMENT HANDOUTS AND PROPERTY GROWTH: THE UNSEEN CONNECTION

Have you ever thought about how government assistance to property buyers might affect the market?

The Australian government's approach might surprise you. They pour much more financial help into boosting demand, than they do into increasing supply.

While it sounds like a good thing, especially for first home buyers, this demand-side approach can actually push house prices up. Let's explore this unexpected twist.



AUSTRALIA'S UNIQUE APPROACH:

Government support for home buyers in Australia is largely tilted towards demand-side measures.

These include cash grants and tax concessions that aim to make it easier for people to enter the housing market. But such an approach has a catch.

By encouraging more buyers without increasing the number of houses, it's like having more bidders at an auction - the prices can only go up.

DEMAND-SIDE SUPPORT

Several studies have revealed an interesting correlation between the amount of government assistance and the total dwelling value in the country.

Simply put, the more the government spends on demand-side measures, the faster the dwelling value grows.

This trend has become particularly noticeable since 2018.

NEW HOME BUYER SCHEMES: CONTINUING THE TREND

Recently, new home buyer assistance schemes have been introduced by the government, including the Help to Buy and Regional First Home Buyer Support Scheme.

These, along with other demand-side measures, are expected to further increase housing demand, thereby driving up property prices.



THE SILVER LINING FOR INVESTORS

While this trend may make it tougher for first home buyers, it represents an opportunity for investors.

A market with rising prices can present profitable investment prospects.

As property investors, it's crucial to understand these dynamics and how they can be leveraged to our advantage.

In the grand scheme of property investment, understanding the effects of government policies is key.

Despite being aimed at helping home buyers, demand-side government assistance can inadvertently drive up property prices.

While this might make the market tougher for first-time buyers, it presents an opportunity for savvy investors to capitalise on the rising property values. As always, staying informed and adaptable is the best strategy in the ever-changing property market.

Ready to navigate
Australia's property
market trends with
Hera Property Group?

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CONSULTATION NOW!**



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