

# Identity Property Buyers

NEWSLETTER #004

## What Is Set For Geelong Property Post COVID Lockdown

**Welcome** to the next instalment in the IDentity Property Buyers Newsletter series. Today's chat is about providing you with a prediction of what is to come in the Geelong market following the release of everyone from their COVID-2020 lock-down.

Like Melbourne, Geelong is not just one single market, it is made up of quite a number of smaller sub-markets. The fact is a lot of them will behave slightly differently as there are many influencing factors playing a role here. Today we will stick to discussing houses and work out what is installed for them with respect to pricing changes.

### Here are some significant factors playing a part...

People in apartments and smaller dwellings are longing for more space, as being stuck inside is tough, especially with limited room to move around.

Quality homes in quality locations in Melbourne will not become cheaper when people emerge from being cooped up.

More companies and their workers will continue with work from home arrangements, so less commuting will be required.

Housing affordability is pushing people further away from Melbourne CBD.

More affordable housing in great lifestyle suburbs will be in much greater demand.

### So what are we expecting down in Geelong?

Demand for quality homes is set to rise with a large number of Melbourne based people looking at the great lifestyle drivers on offer. More and more people are comparing their current residence with what is on offer in Geelong. Value for money to achieve those lifestyle drivers in Geelong is often significantly better there. They now believe that the dreaded 5 day commute could quite easily be reduced to 2 or 3 days, with new work from home acceptance standards.

### Suddenly it's now a really attractive & viable option!

Quality homes in quality Geelong locations are set for some pretty decent capital growth. We are already seeing it, but with such low stock available and very few transactions, statistical validity is challenged.

The spring selling season along with open homes and auctions are set to begin, so more stock will hit the market. However pent up demand will soak up everything on offer plus more.

When looking to purchase quality houses we are set for some stiff competition. Being ready to act when quality options present is a must, otherwise you will be left empty handed and chasing the market. An understanding of what constitutes quality is a must, and unfortunately it does take quite some time to learn.

Trying to get up to speed, understanding how much something is worth and trying to work out how much to pay will cost you greatly. You will simply miss out and once again be left chasing the market.

**Don't get left behind when the market is moving, take control with your very next steps in a professional way today!**

**Let our professionals at IDentity Property Buyers help you avoid all those costly mistakes and provide you with a fantastic experience and an exceptional end result....**

**At IDentity Property Buyers we build Investment Portfolio Plans for clients who want exceptional results.**



Thank you very much Identity Property Buyers! Your expertise, professionalism and vast knowledge of the whole process right from planning to purchase was absolutely priceless. You converted what was a daunting and stressful period to a smooth process which gave me confidence and allowed me to ease my mind.

Your strategic approach on auction day was amazing. I'm extremely happy with my purchase and look forward to continuing our business relationship in the future. Thank you!

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**Make contact today and schedule in a Free, No Obligation chat with one of our Buyers Agents & Property Strategists.**

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