

Buyers Newsletter series. Today's chat is about how to begin to understand what is happening in the property market in the areas you are interested in. So how do we do this?

Welcome back to the next instalment in the IDentity Property

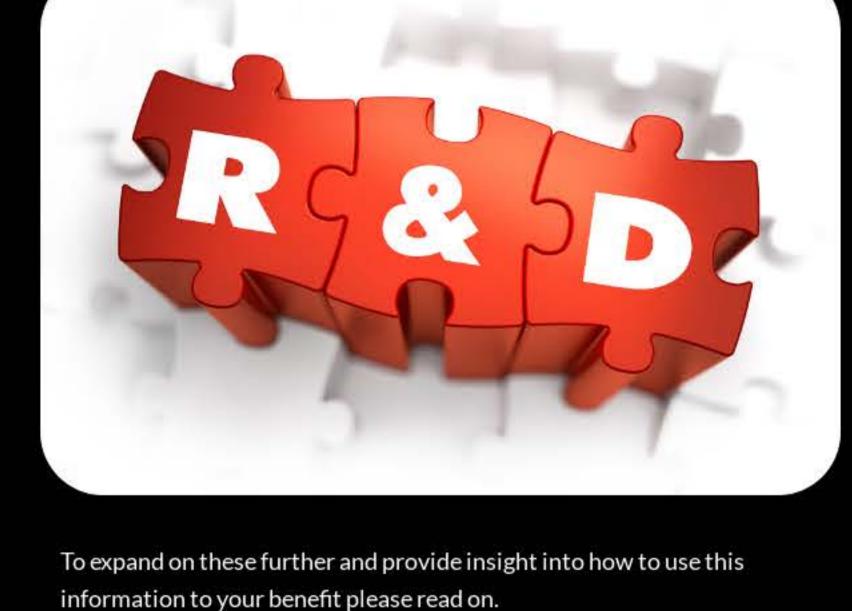
Well there are a number of key indicators which provide insight into what

is happening. Five of the key indicators are listed below:

2. The change in the number of available properties for sale

1. Buyer Sentiment

- 3. Days on market 4. Clearance Rates
- 5. Change in median price



1. Buyer Sentiment is a very interesting one as it will dictate how many people are on the ground looking. It will also dictate how many of those people looking are actually planning on purchasing. As soon as sentiment

- is raised more competition is created and prices start to rise. 2. The change in the number of properties for sale in the local area is a good indication of supply and demand. If this is consistently increasing then it is likely that there are less buyers competing. And on the contrary if the number of properties for sale is decreasing then it is likely that there
- are more buyers competing. 3. The average Days on Market for the local area provides insight into competition and the number of active buyers in the area. Short durations indicate that competition levels are high, long durations indicate competition is low. If this statistic is rapidly changing for the area then
- 4. Auction Clearance Rates are more useful in capital cities and in more normal times. But to put things in perspective increasing or decreasing clearance rates give live indications of the direction in market movement. Yes this is one of the most up to date and live statistics that can help you gauge what is happening on the ground right now.

5. Change in median prices provide relatively clear indications of suburb

direction. They should not be viewed on a month to month basis however

clear. This data lags a few months behind the actuals however as property

cycles are typically around 7 - 10 years it is extremely important to follow.

longer term trends will provide suburb price change directions that are

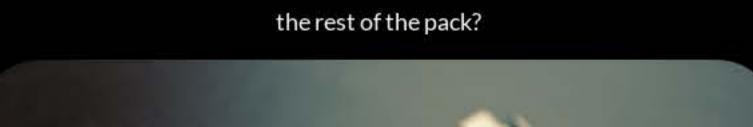
further insight into market direction can be interpreted.

So now that you are equipped with a few key market indicators... Are you going to wait for sentiment to improve and compete with

everyone else?

Or

Contact a professional who can get you into the right property ahead of





Destrict the said 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! Erhan Make contact today and schedule in a Free, No Obligation chat with one of our Buyers Agents & Property Strategists.

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