

Welcome back to the next instalment in the IDentity Property
Buyers Newsletter series. Today's chat is a look into scarcity in property
and why it is important.

So why is scarcity important when it comes to buying a property and how

does it affect capital growth over time?

The definition of property scarcity is not having 1 apartment out of 50 in a

complex of high density 2 bedroom apartments in inner Melbourne is it?
This would be abundance...

Scarcity is defined as a shortage of supply!

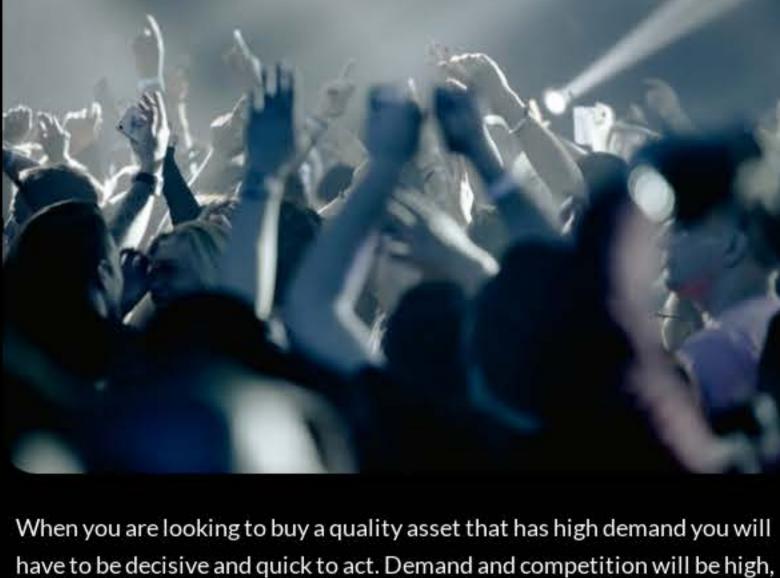


low.

When we start to tick all the boxes in relation to scarcity and appeal, the demand for this property increases and so does the value of the asset we

Imagine having to compete with 10 or 20 other bidders at Auction in order to secure the very property you are trying to buy. There is very little chance you are going to get this property cheap isn't there?

are looking for.



In this situation however you will have to be extremely careful not to overpay by significant amounts just because other people want it as much as you do.

so time will be off the essence.

You need to make sensible and rational decisions which means leaving the emotion out of the buying or bidding process.

Don't fall victim to FOMO! (Fear Of Missing Out)



without a doubt and what's affordable to you today can quickly get out of

reach.



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

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