

# SILK ROAD

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# WHAT PEOPLE ARE LOOKING FOR WHEN IT COMES TO PROPERTY

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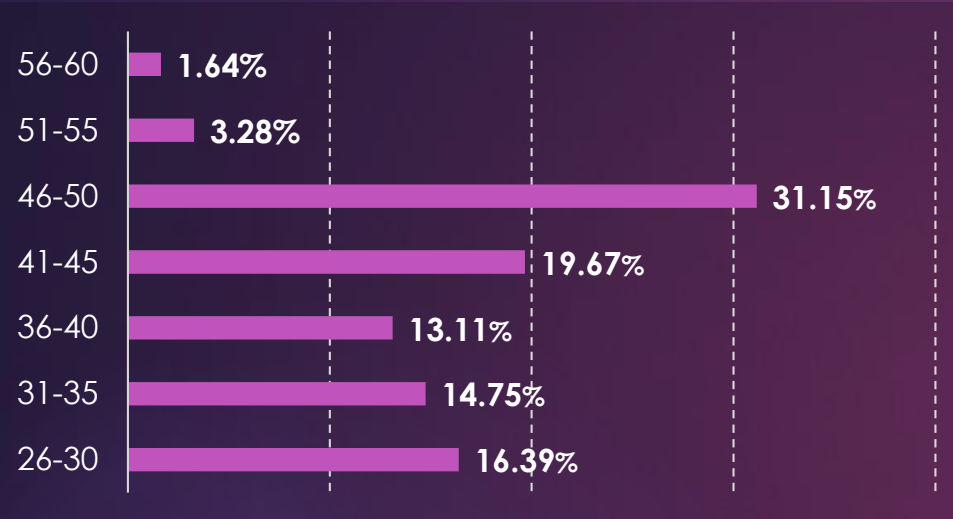
## INITIAL REVIEW

APRIL 2017

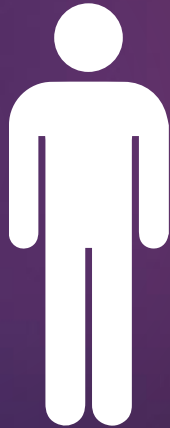




## AGE SPLITS



## GENDER



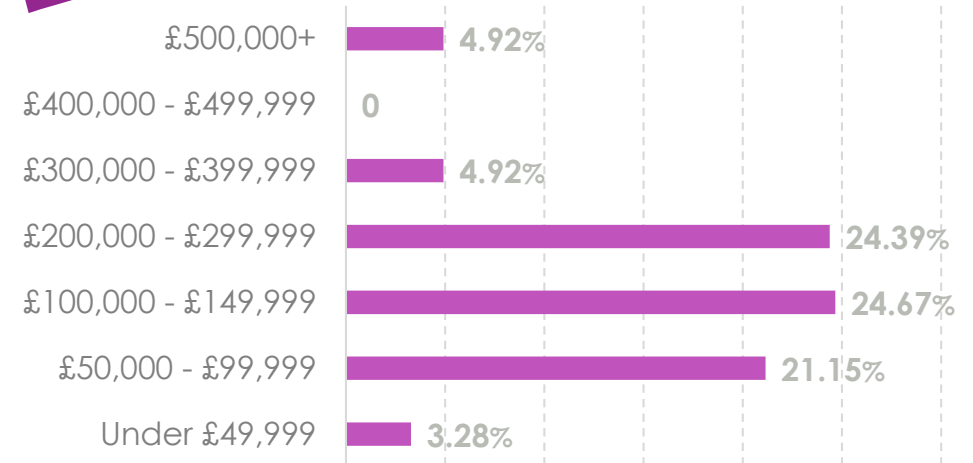
MALE  
65%



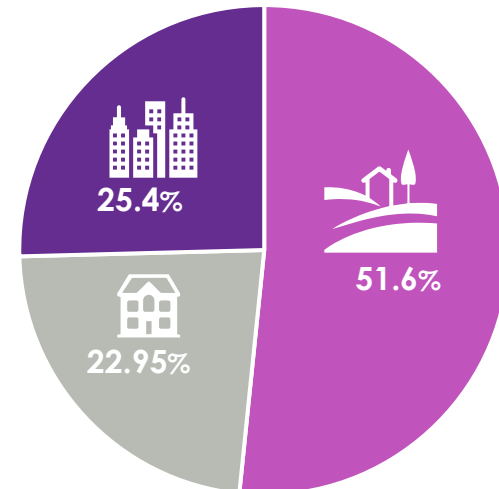
FEMALE  
35%



## HOUSEHOLD INCOME



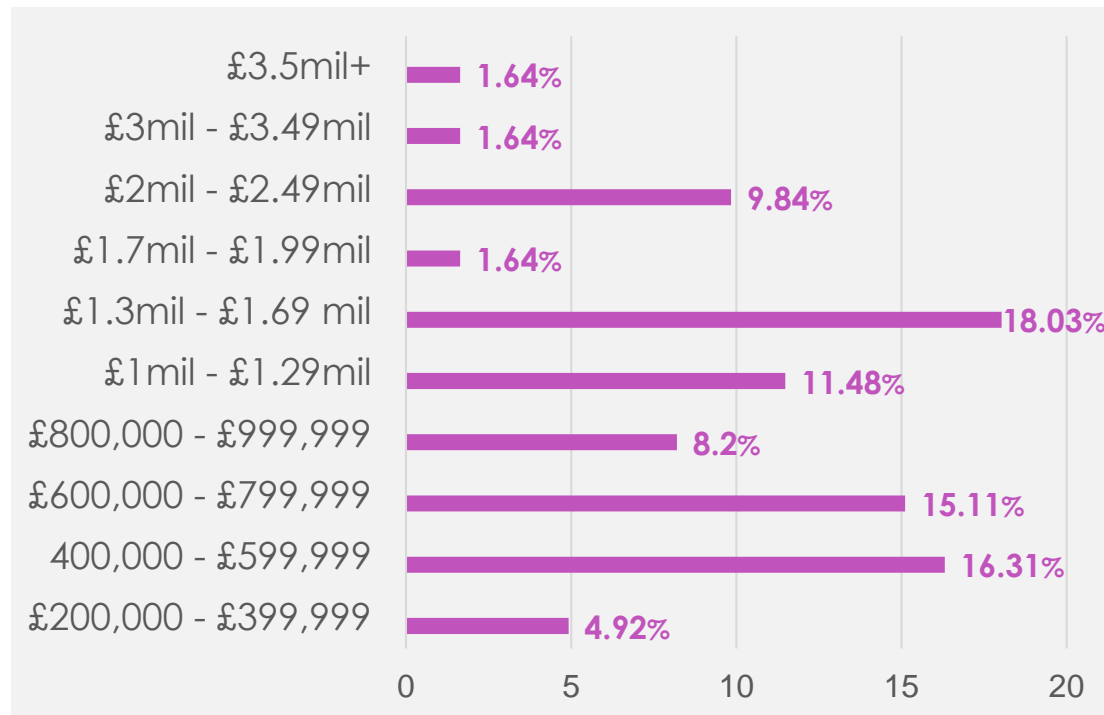
## AREA THEY LIVE IN



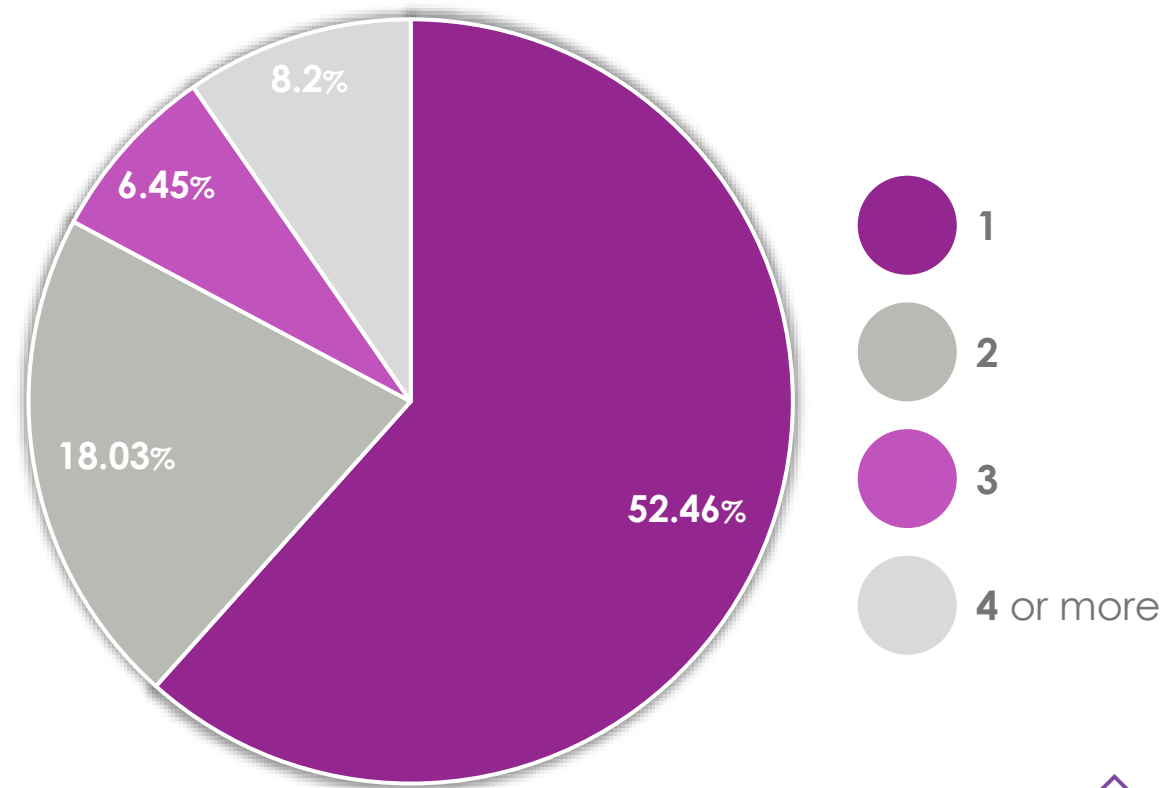
- Countryside
- Suburbs
- City/Town



## VALUE OF MAIN HOME



## NUMBERS OF PROPERTIES OWN



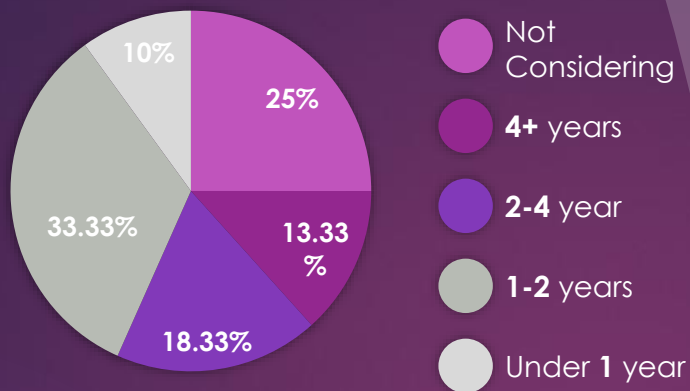
# PURCHASING A NEW PROPERTY



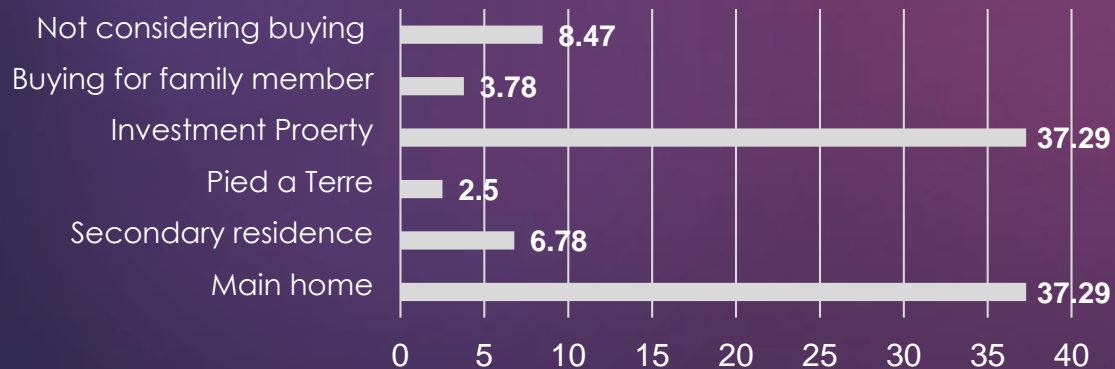
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## TIME FRAME TO PURCHASE NEXT PROPERTY

- Only 25% are not considering purchasing a new property in the near future
- 12-24 months provides an opportunity for sales of off plan



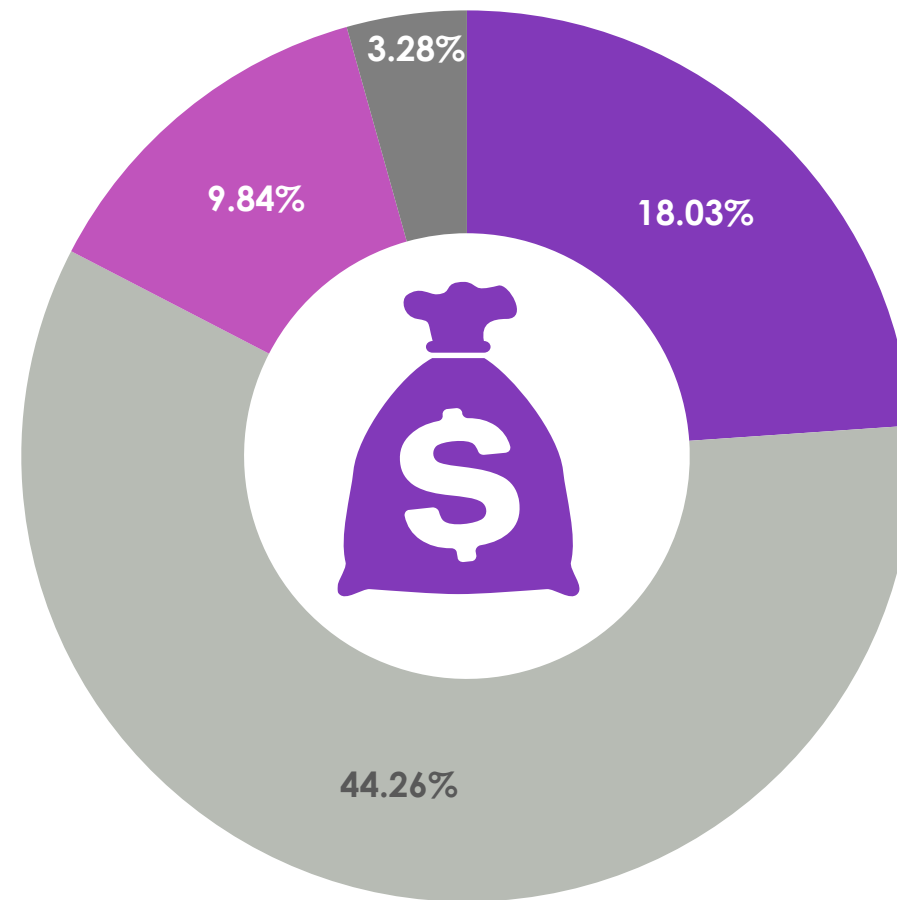
## TIME FRAME TO PURCHASE NEXT PROPERTY



- Only 25% are not considering



## VALUE WHEN CONSIDERING AN INVESTMENT PROPERTY



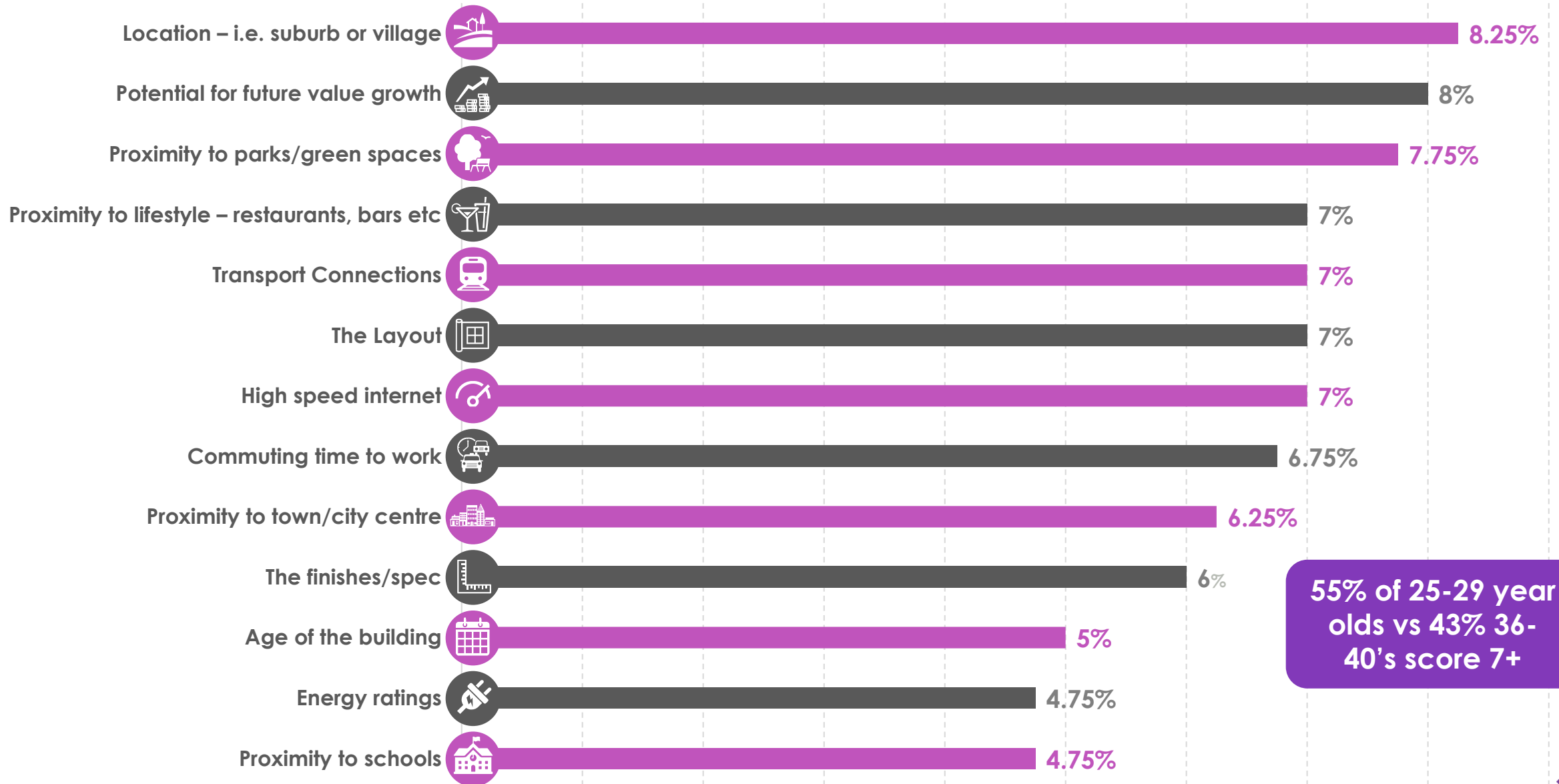
- Only 25% are not considering

# FACTORS OF APPEAL WHEN PURCHASING PROPERTY

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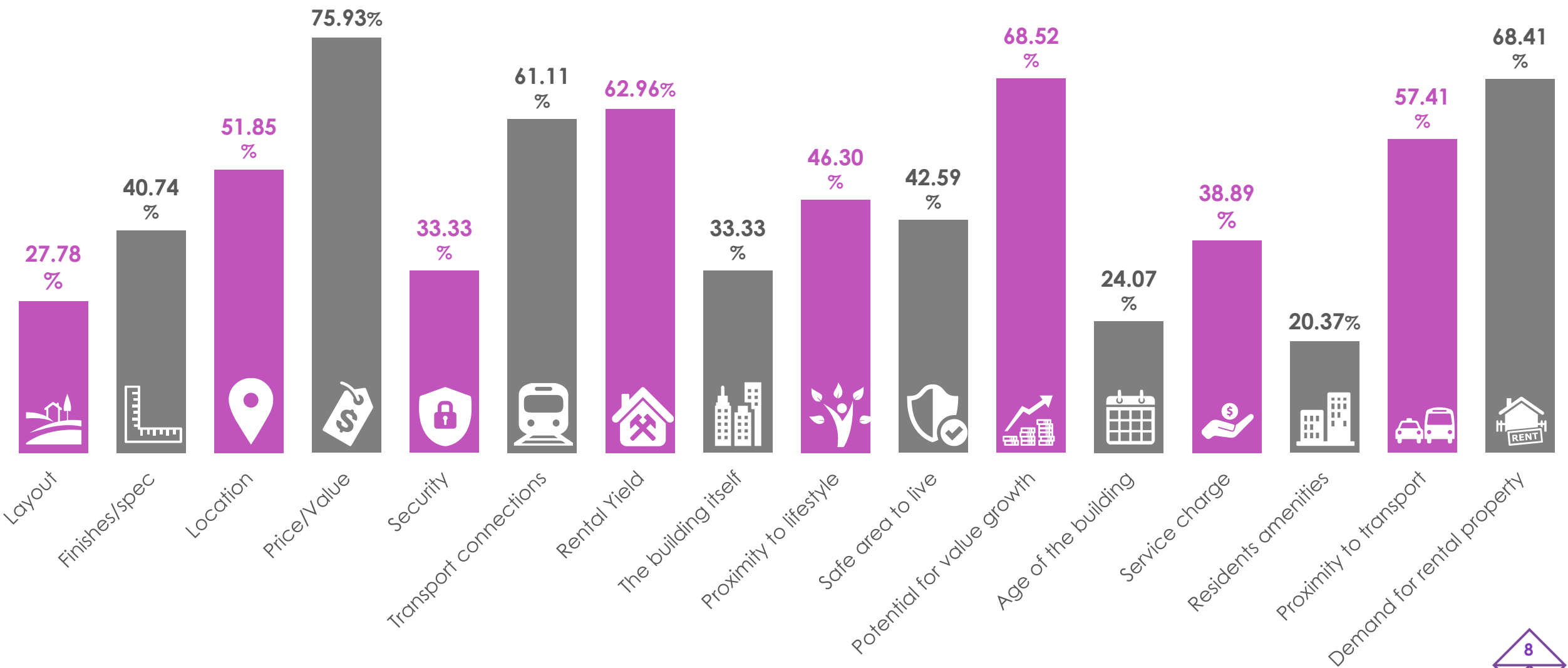


# FACTORS OF APPEAL WHEN PURCHASING PROPERTY



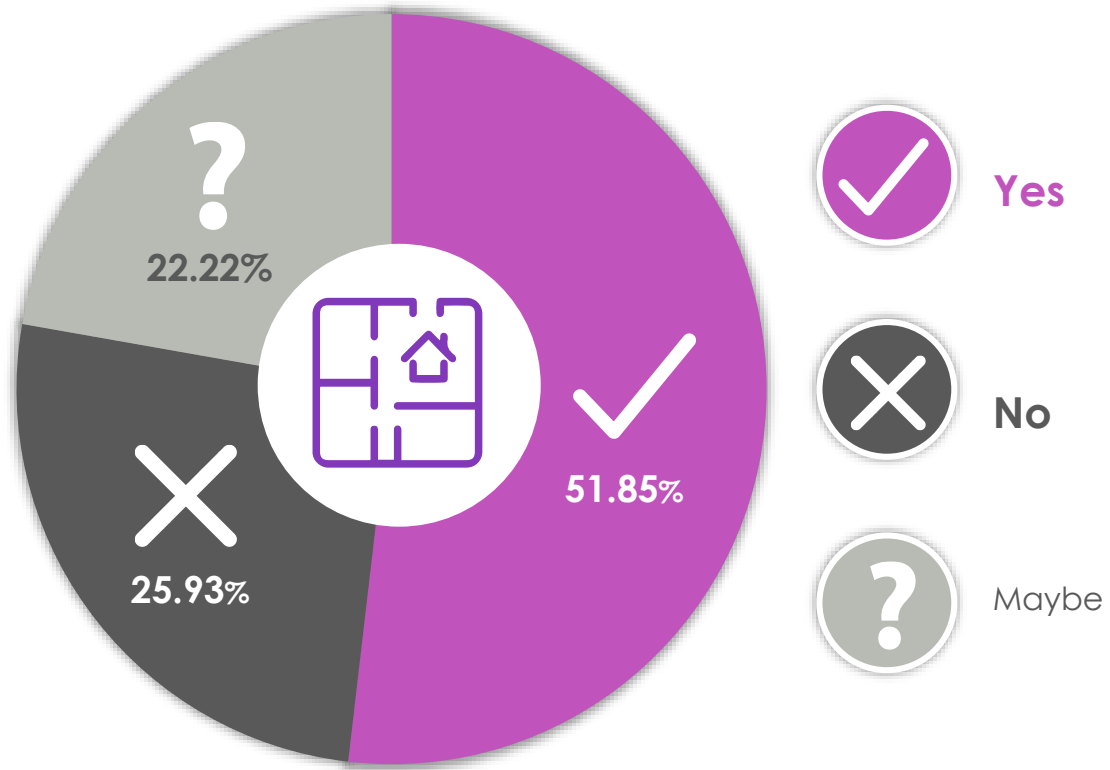


# CONSIDERATIONS WHEN PURCHASING INVESTMENT PROPERTY





# CONSIDER PURCHASING OFF PLAN



## IF NOT, WHY NOT?

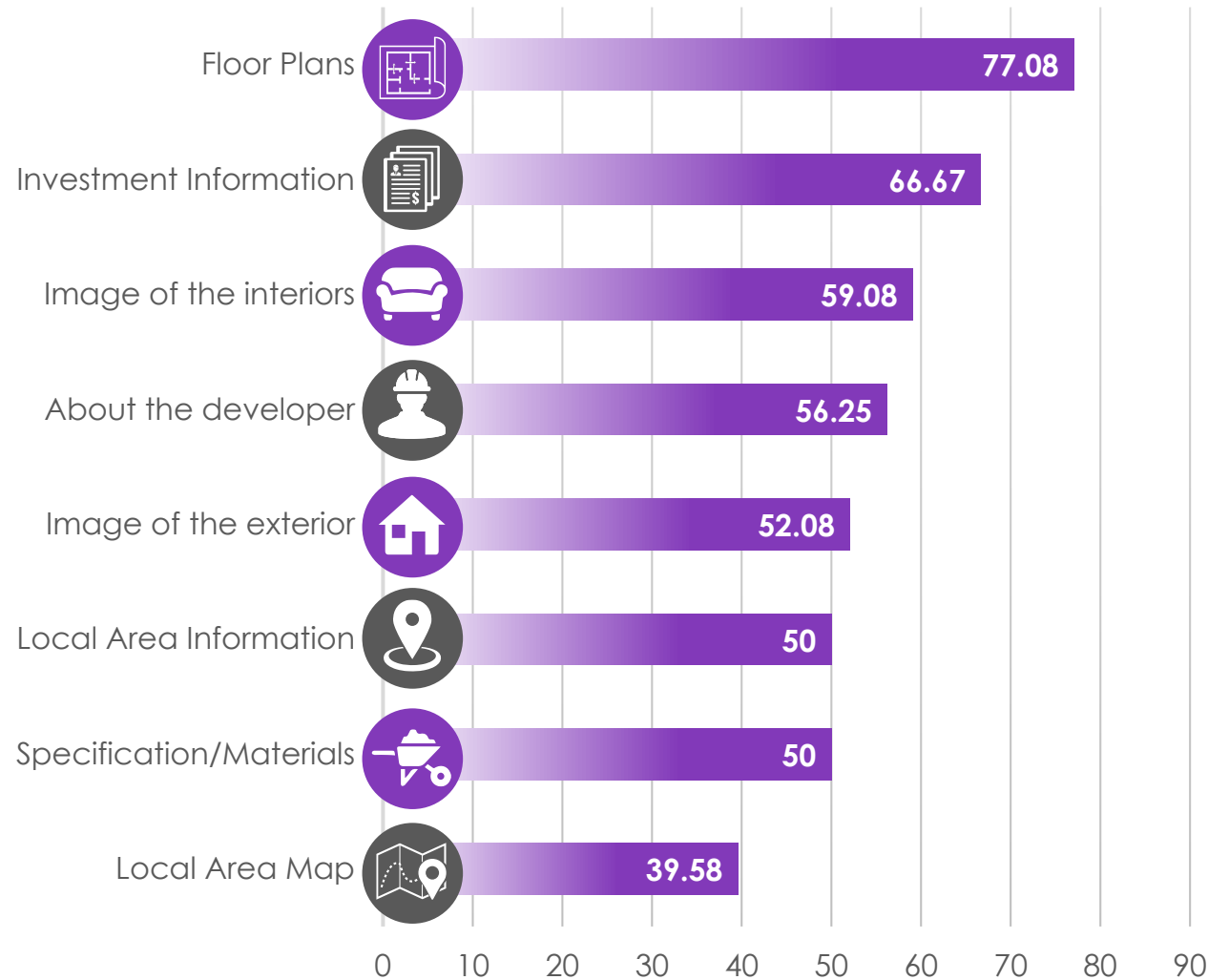
Would only purchase a freehold house with development potential

You always get stung on service charges

I don't see value in new build

I would want to see the property tangibly

# CONSIDERATIONS WHEN PURCHASING AN INVESTMENT PROPERTY



When open ended,  
price comes after safety  
and modern

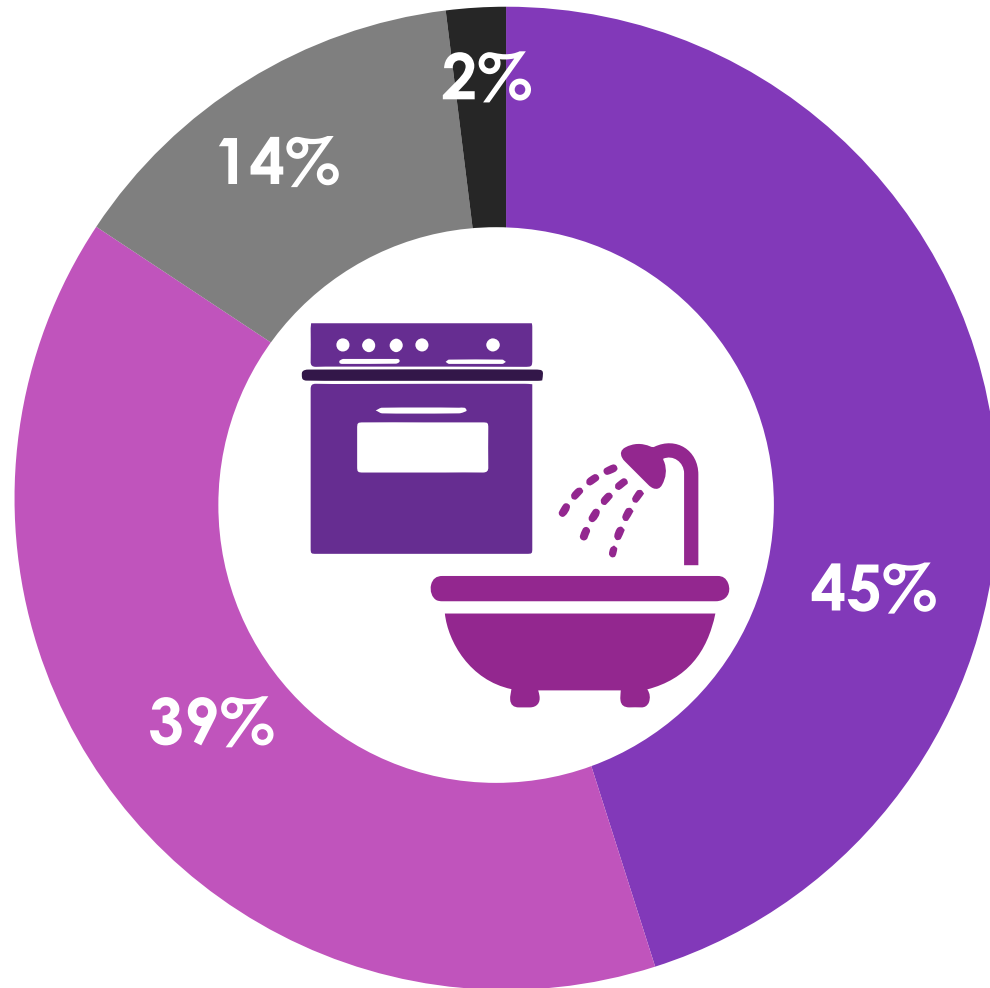


Storage is 7th most  
rated factor



# IMPORTANCE OF OPTIONS

## (KITCHEN & BATHROOM FINISHES, COLOURS ETC)



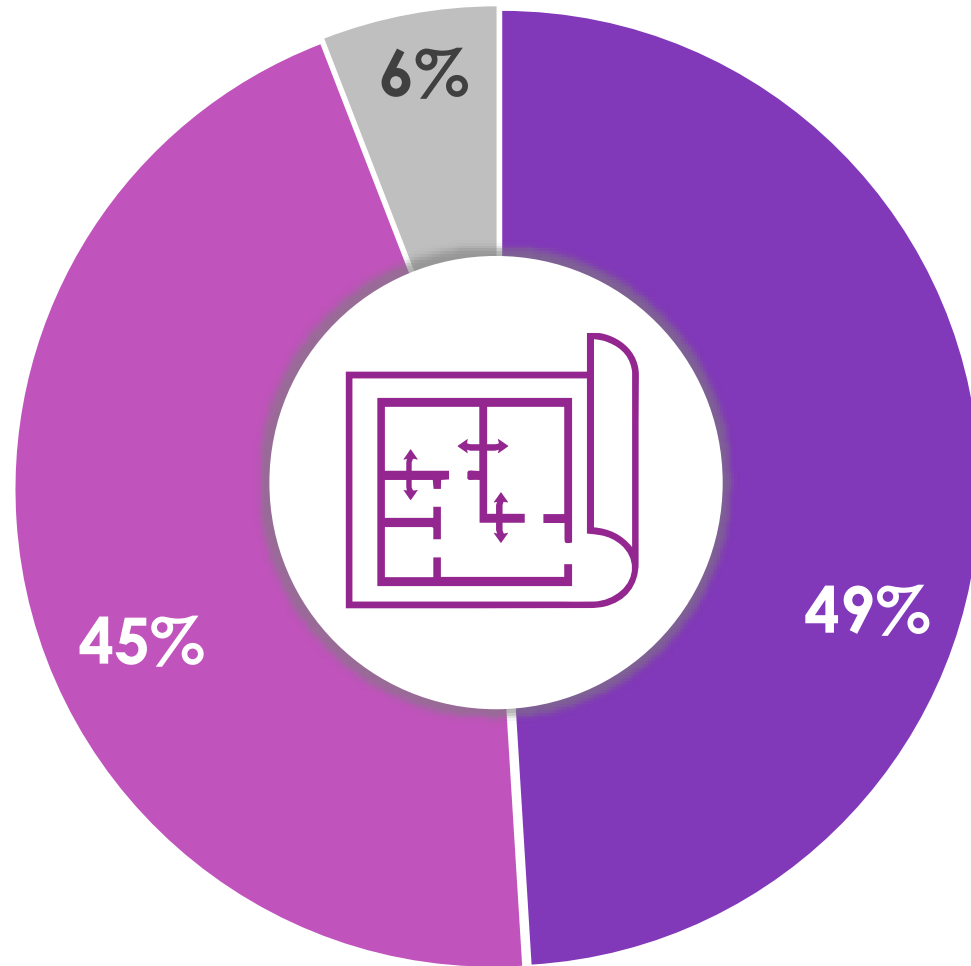
When open ended, price comes after safety and modern



Storage is 7th most rated factor

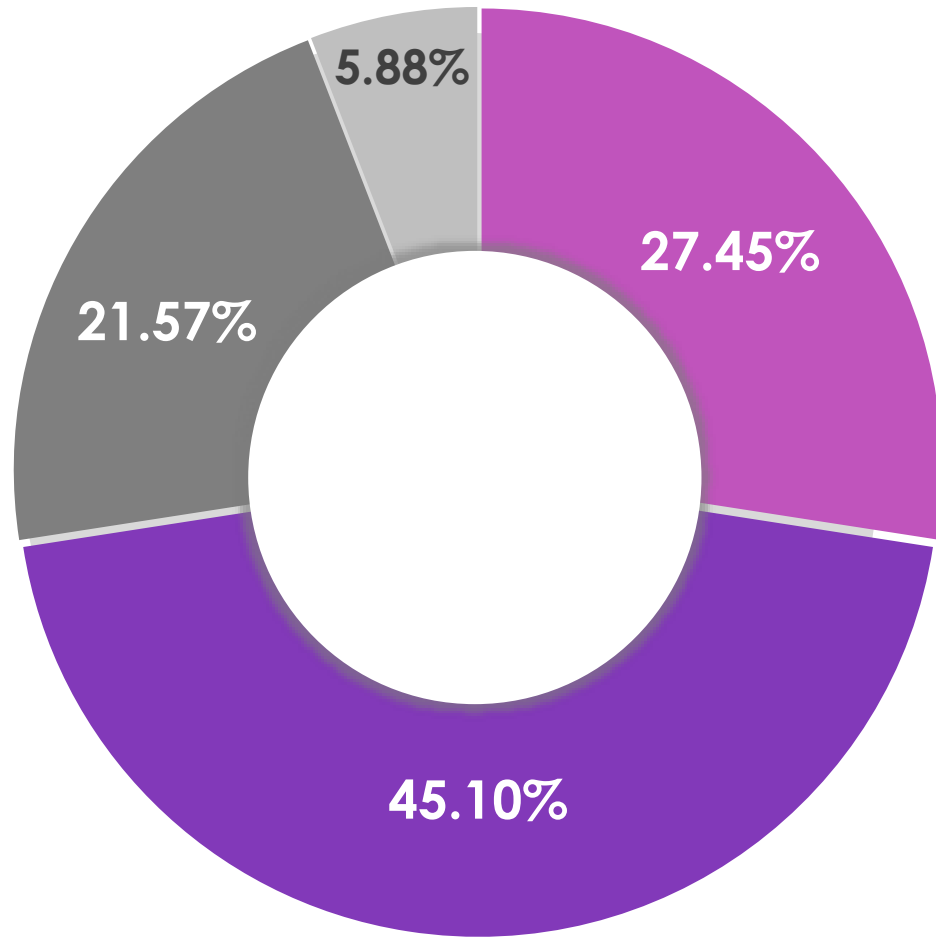
- Very important
- Quite important
- Not that important
- Not at all important

# IMPORTANCE OF LAYOUT BEING ADAPTABLE



■ Very appealing   ■ Quite appealing   ■ Not that appealing   ■ No appeal at all

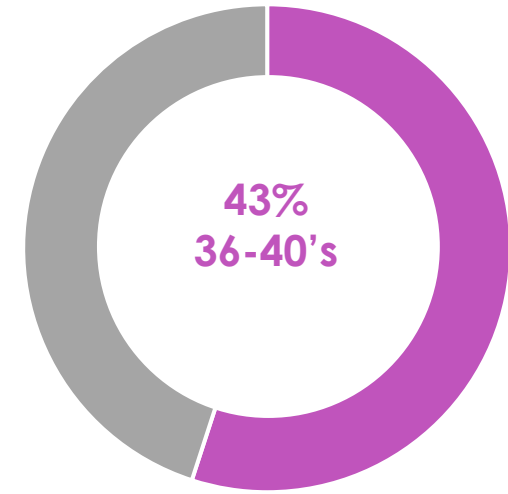
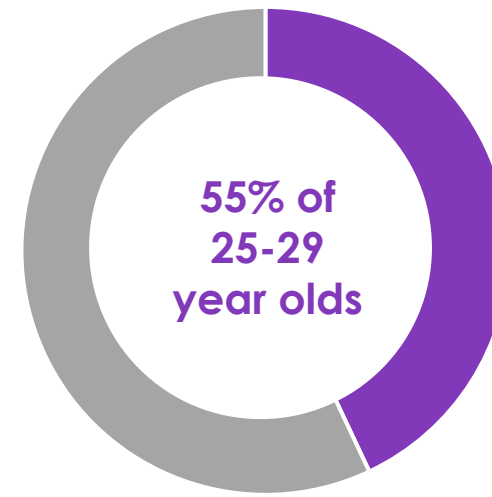
# LIKELIHOOD TO PURCHASE A STUDIO (AT 15% CHEAPER) OVER A 1 BEDROOM FLAT WITH A MOVING WALL



■ Very likely ■ Quite likely ■ Not that likely ■ Not at all likely



## INTEREST IN SEEING HOW TECHNOLOGY CAN CHANGE THE WAY WE LIVE



55% of 25-29 year olds vs 43% 36-40's score 7+

## INTEREST IN INTEGRATING NATURE INTO THE HOME





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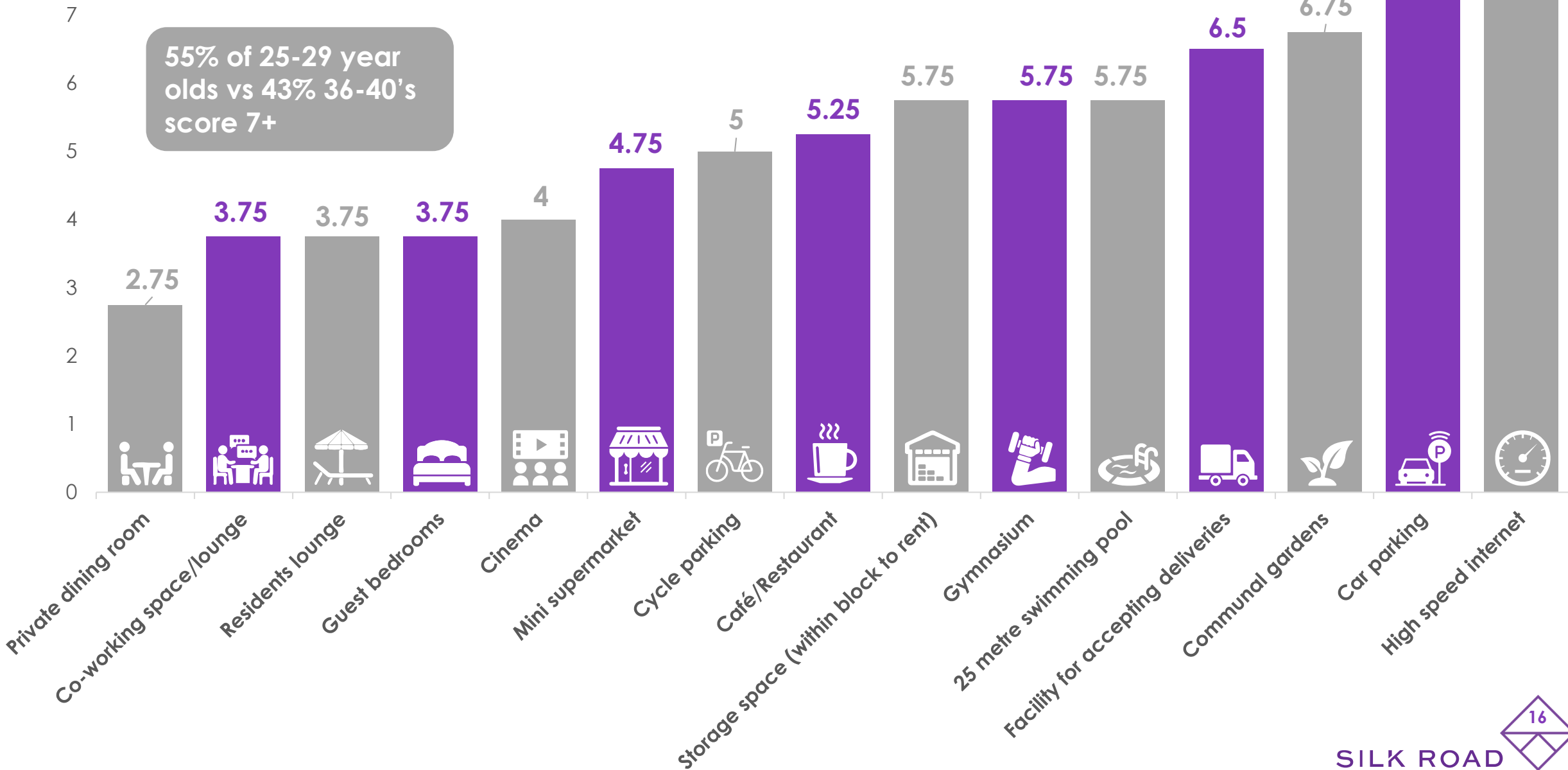
# FACTORS OF APPEAL IF CONSIDERING BUY AN APARTMENT TO LIVE IN

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# FACTORS OF APPEAL IF CONSIDERING BUY AN APARTMENT TO LIVE IN



## WHY MULTIPLE FACILITIES ARE APPEALING



- Encourages a more healthy lifestyle



- More likely to use when on your doorstep



- Sense of community



- Very convenient/One stop shop



- Feels like the new/modern way to live



- Allows for flexibility



- Chance to meet your neighbors



- Maximize leisure time

## WHY MULTIPLE FACILITIES AREN'T APPEALING



- Want to choose where to go rather than use everything on my doorstep



- Don't like the idea of communal sharing



- Don't want to spend time with immediate neighbors

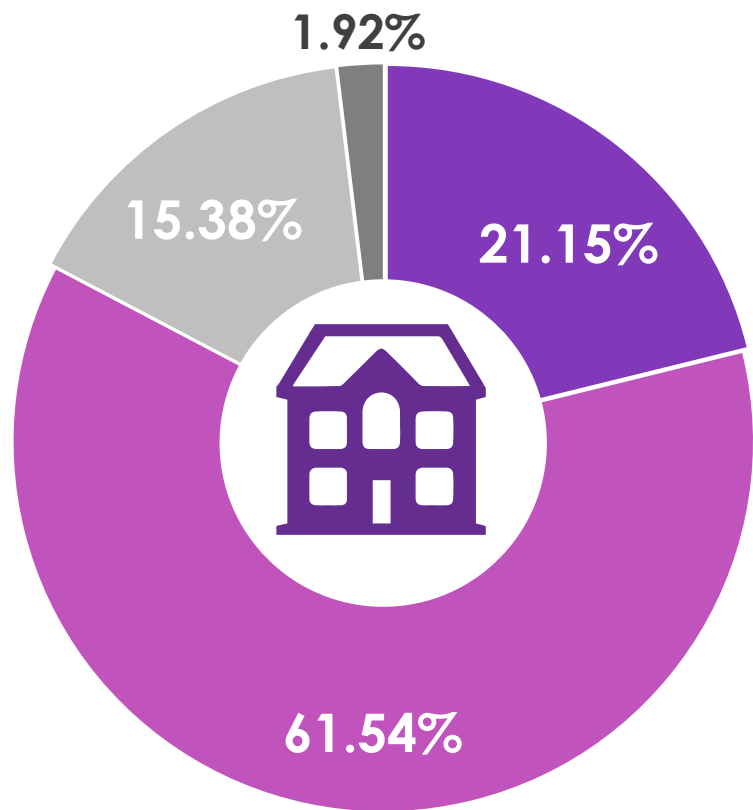


- Like privacy



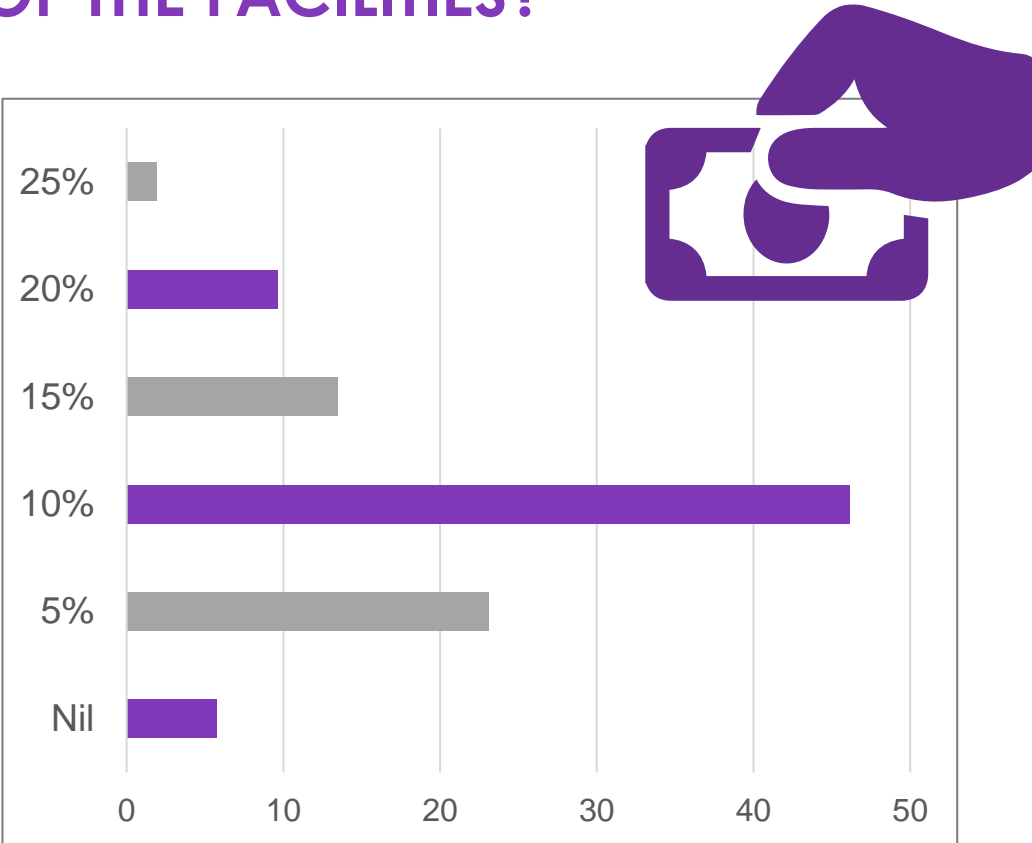
- Would expect to purchase property close to the amenities I'd want to use

IF MANY OF THE FACILITIES WERE AVAILABLE HOW MUCH OF AN IMPACT WOULD THIS MAKE ON YOUR DECISION MAKING PROCESS?



- A big impact
- Quite an impact
- Not much of an impact
- No impact at all

HOW MUCH WOULD YOU BE WILLING TO PAY VERSUS AN APARTMENT WITHOUT MANY OF THE FACILITIES?




# Next Home



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Thank you!