

# What buyers want

MEDIA RELEASE

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What do home buyers want? Well, during 2008, it appears they wanted a house in a well-positioned suburb that had a variety of styles, and plenty of stock, available. And if they were after a unit, well, it was all about location.

The Real Estate Institute of Queensland's (REIQ) sales volume report has found contemporary properties close to all the mod cons were the most popular with southeast homebuyers last year.

And across the State, it was the variety of homes - from contemporary to those ripe for renovation - on offer, and the availability of stock, that most appealed to buyers.

"In each major region of Queensland, buyers are looking for the best possible position - within a budget," REIQ chairman Peter McGrath said.

"The most popular suburbs usually provide plenty of affordable or mid-range properties and are close to amenities such as shopping centres, entertainment precincts or schools. These characteristics never really change whether someone is buying a house or a unit."

Brisbane's Forest Lake was again the most popular suburb in Queensland with preliminary sales of 532 over the year - a result testament to the diversity, and amount, of stock available.

"Forest Lake provides ample opportunities for people to buy new - or nearly new - contemporary homes with all the latest appliances, close to amenities and at mid-range prices," Mr McGrath said.

A master-planned community 22km southwest of Brisbane, Forest Lake is also particularly popular with first home buyers and young families given the extensive range of learning facilities on offer.

The second most popular suburb for houses across the State was Buderim in the Sunshine Coast with 491 sales.

Buderim - located atop Buderim Mountain southwest of Maroochydore - has evolved from a holiday destination to a bone fide desirable residential area over the past 10 years.

It offers a range of property including acreage living, new residential developments, and prestige property boasting uninterrupted views of the coast line.

The third more popular suburb for houses was Kirwan, southwest of Townsville with 417 preliminary sales.



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The suburb – famously home to Dairy Farmers Stadium – is popular with families and boasts a number of new residential developments, is close to schools and amenities.

Unit buyers are obviously still adhering to the immortal words of location, location, location with Surfers Paradise, Southport and Brisbane City taking out the top three spots for unit or townhouse sales in 2008.

Surfers Paradise – the heartbeat of Gold Coast unit sales – came in at number one with 1,136 sales over the year. The area remains popular with owner-occupiers and investors alike.

The iconic suburb is close to all the action and has a huge range of units and townhouses - from affordable studios to prestige multimillion-dollar penthouses – available.

Nearby Southport came in at number two with 687 sales which can partly be attributed to its desirable location overlooking the Broadwater, but also its proximity to nearby employment hubs.

Brisbane City, with 660 sales, was third. Brisbane's central business district continues to be attractive to residential buyers given the amount of stock available, and the trend for younger people to live closer to their place of work and entertainment precincts.

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