



The State of the Market

Debra Goostrey
CEO UDIA

Heat on banks
to keep lending

CONSTRUCTION NICK LENAGHAN

Slide in value brings dose of reality

ECONOMY SHRINKS

WHAT'S NEXT? ADRIAN ROLLINS ECONOMICS CORRESPONDENT

All the arrows pointing

and gloom
Casts shadow
over reasons
for hope

The Australian Financial Review
www.afr.com • Thursday 26 February 2009

Property

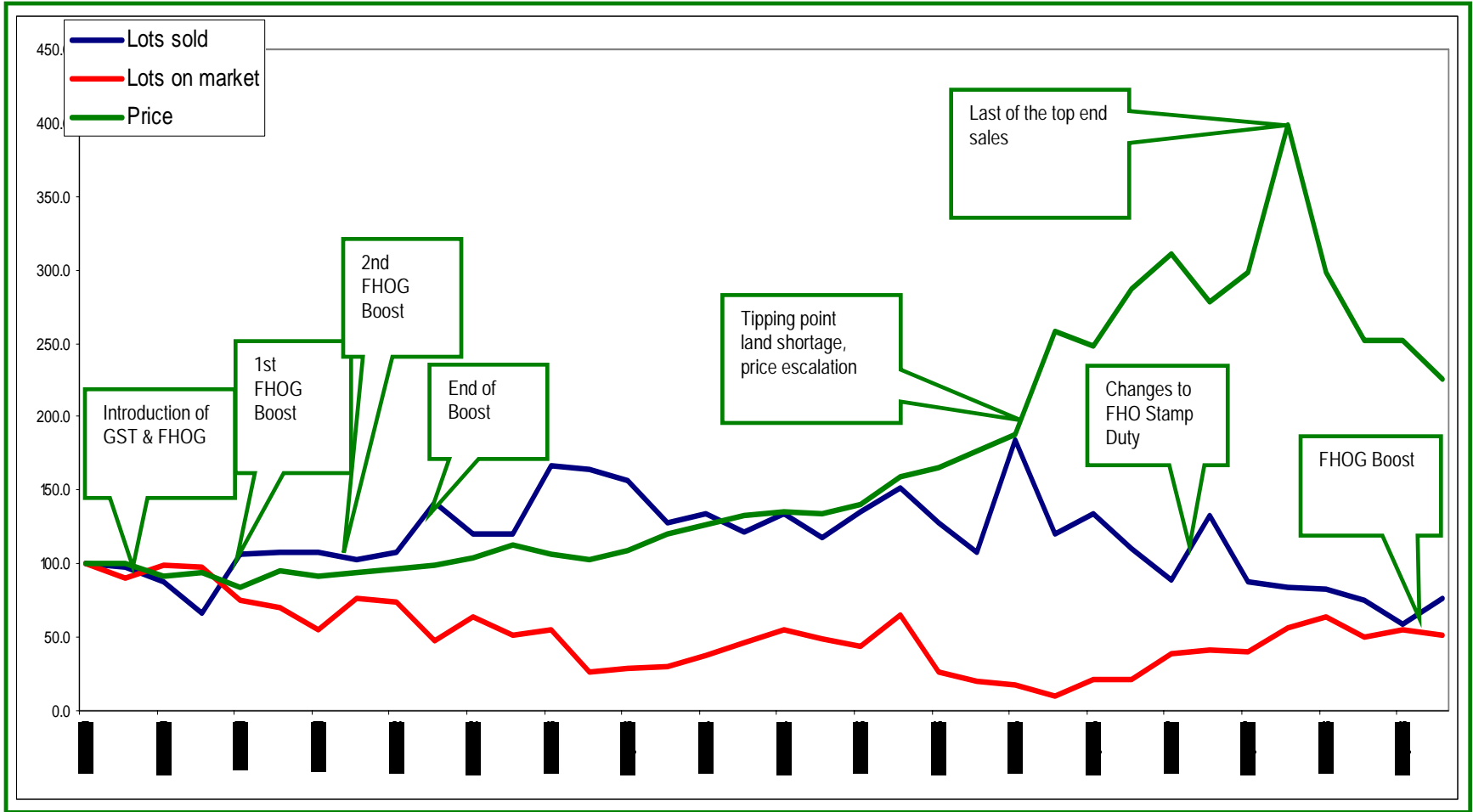
Growth slumps: it's a recession

Rudd under pressure over new initiatives

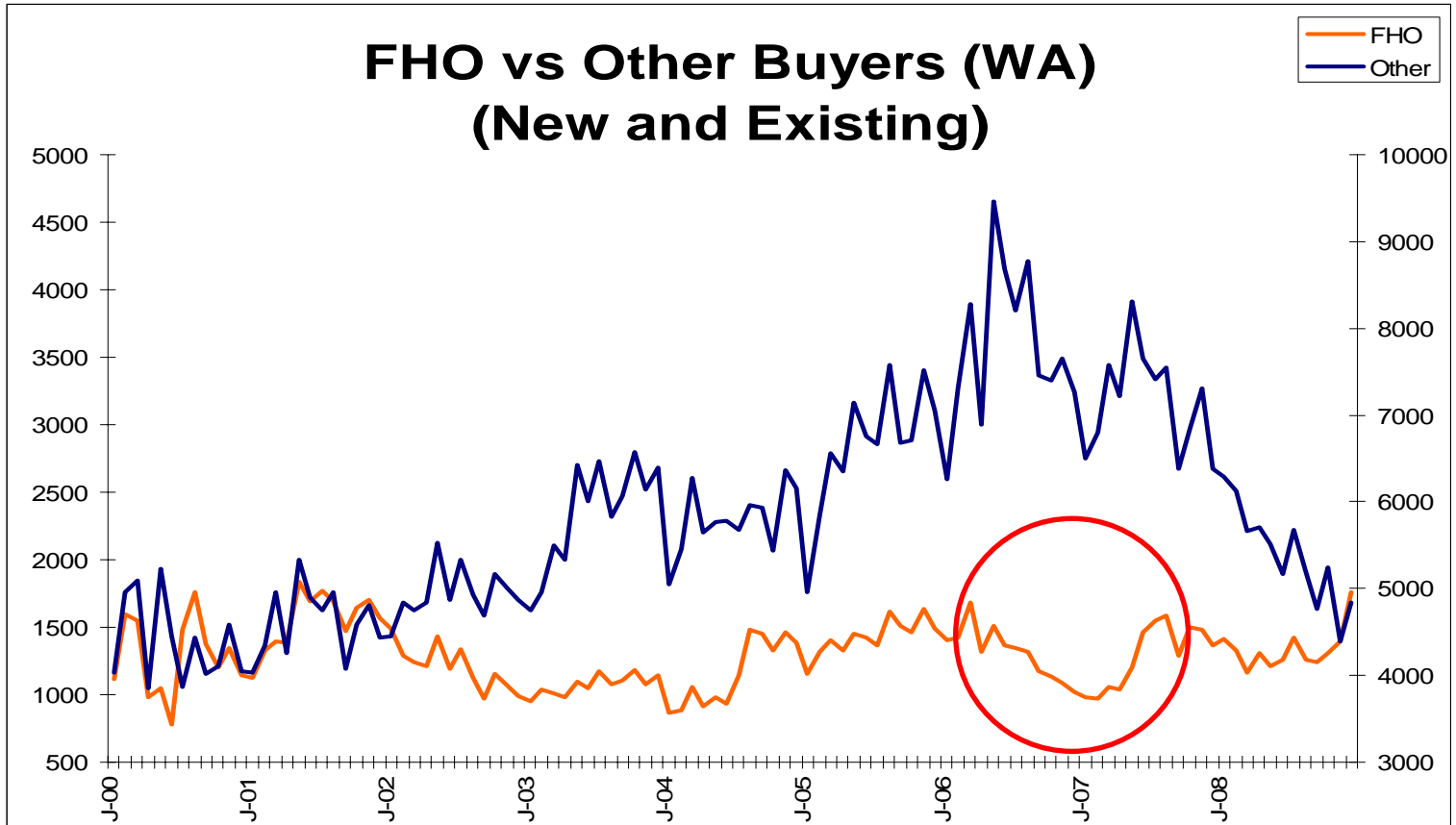
Pressure on PM as thousands sacked

BANNED

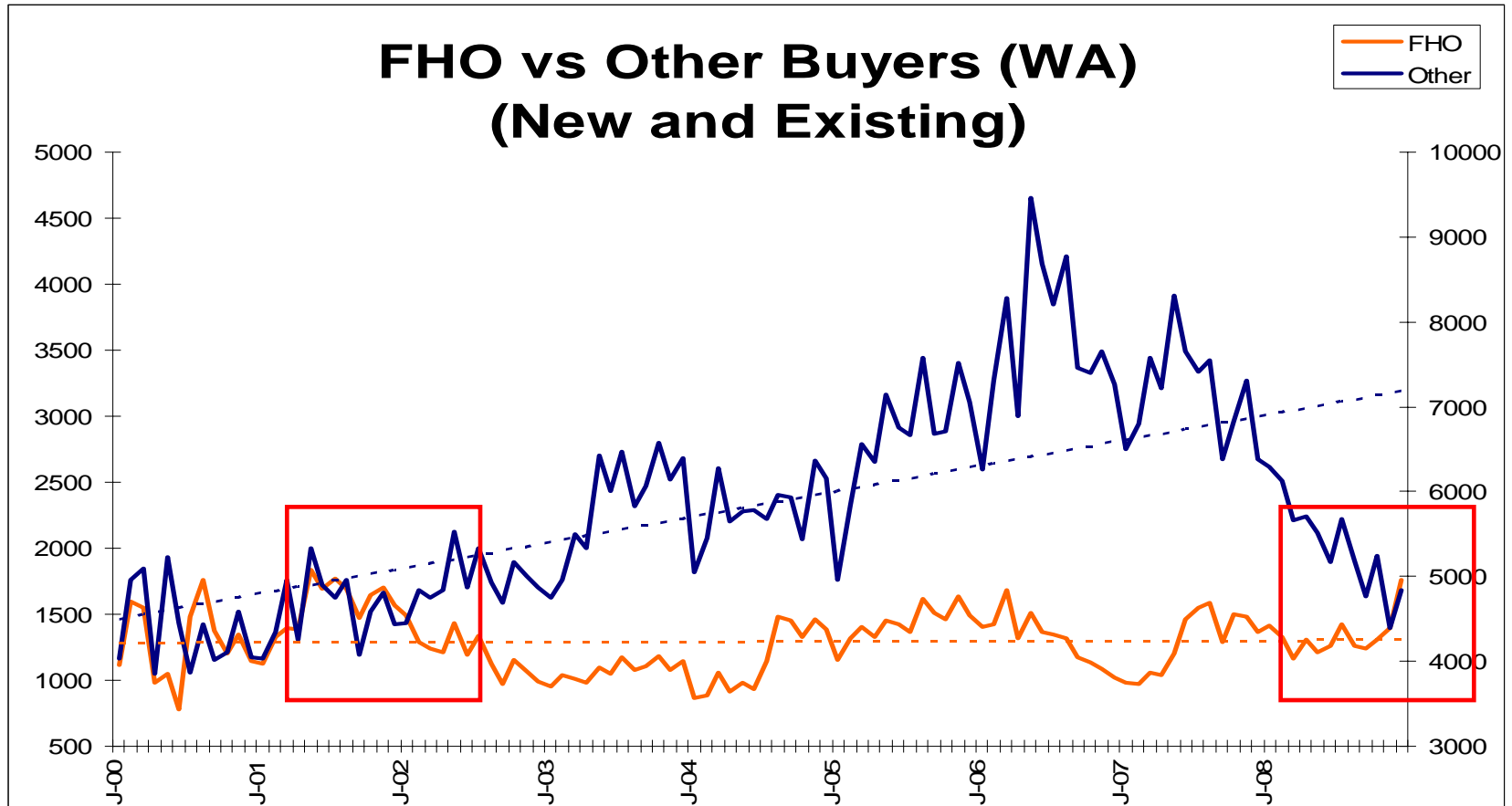
What Happened??



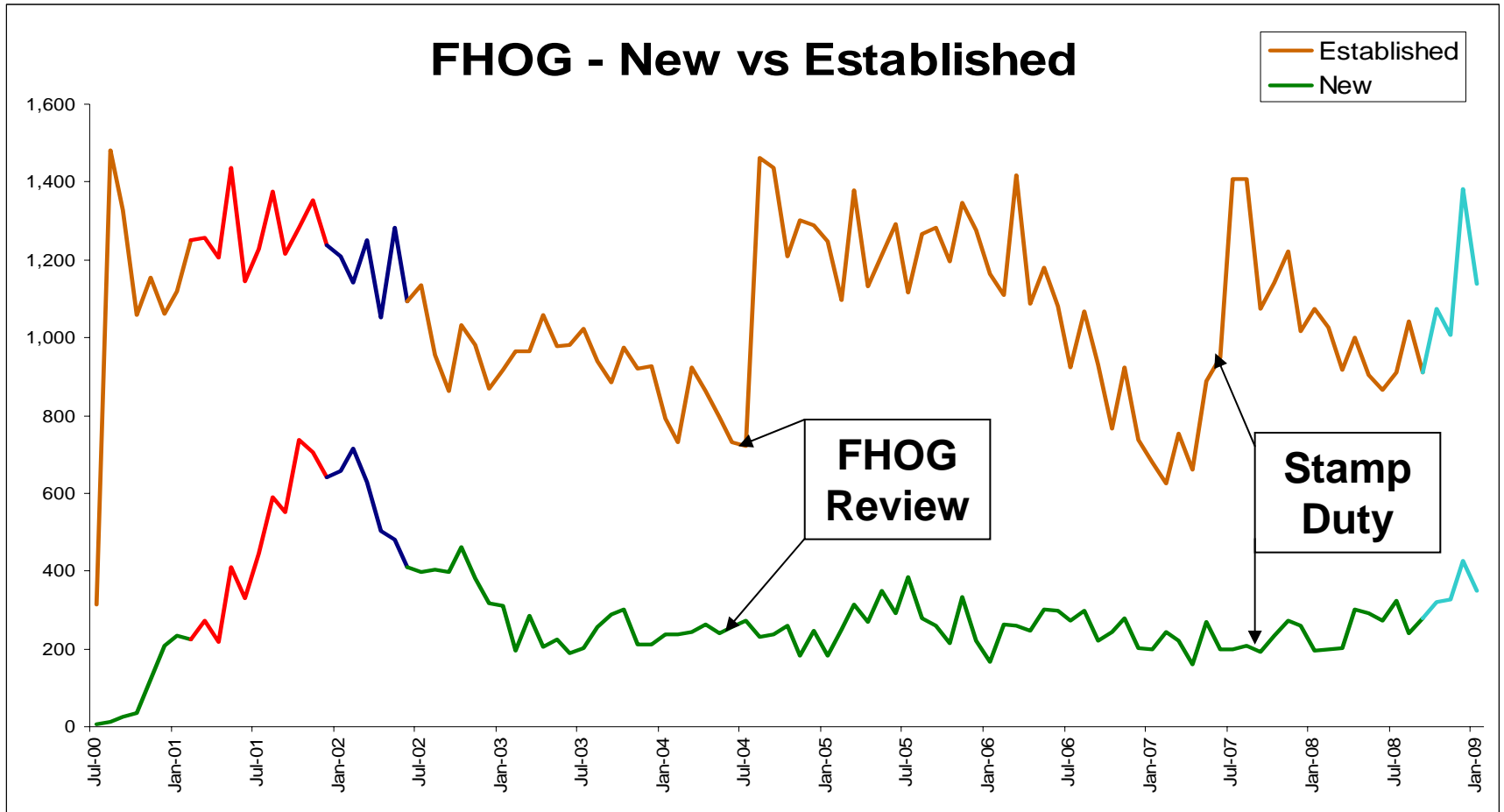
First Home Owners



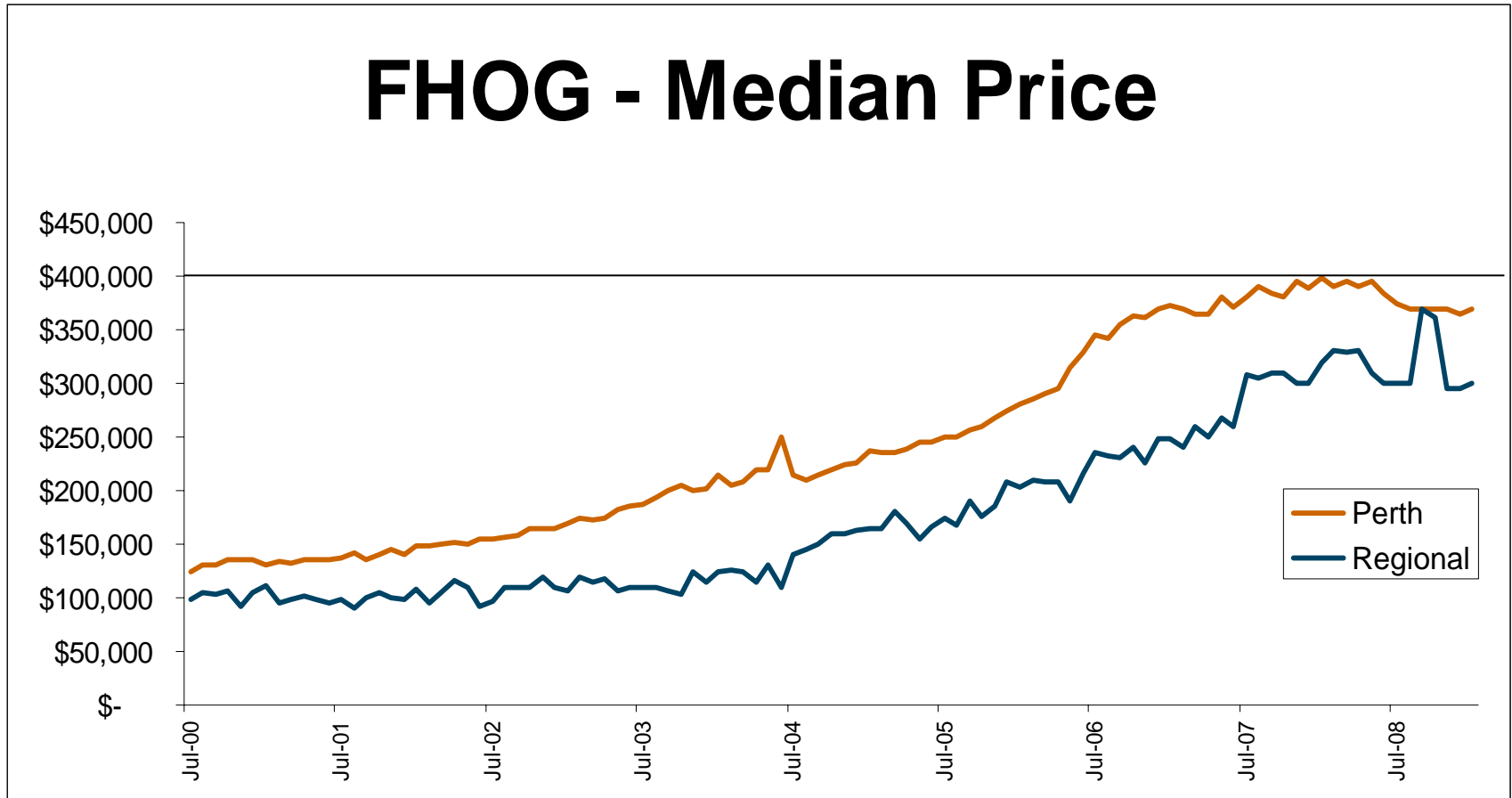
First Home Owners



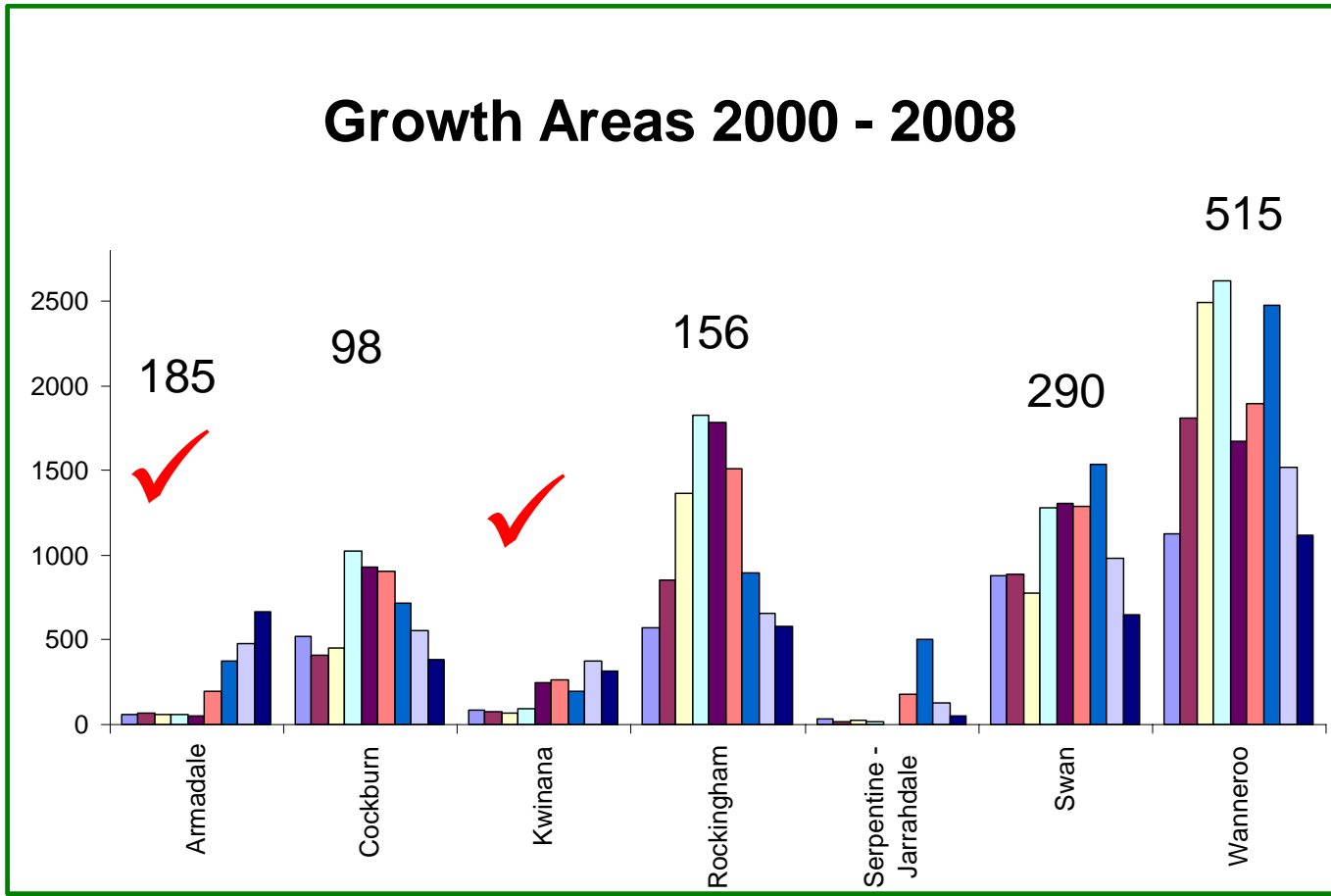
First Home Owners



First Home Owners



First Home Owners



So what is the Perth Market?

Couple family with no children	Couple family with children	Lone Person	One Parent or other family	Group
26%	33%	25%	12%	4%

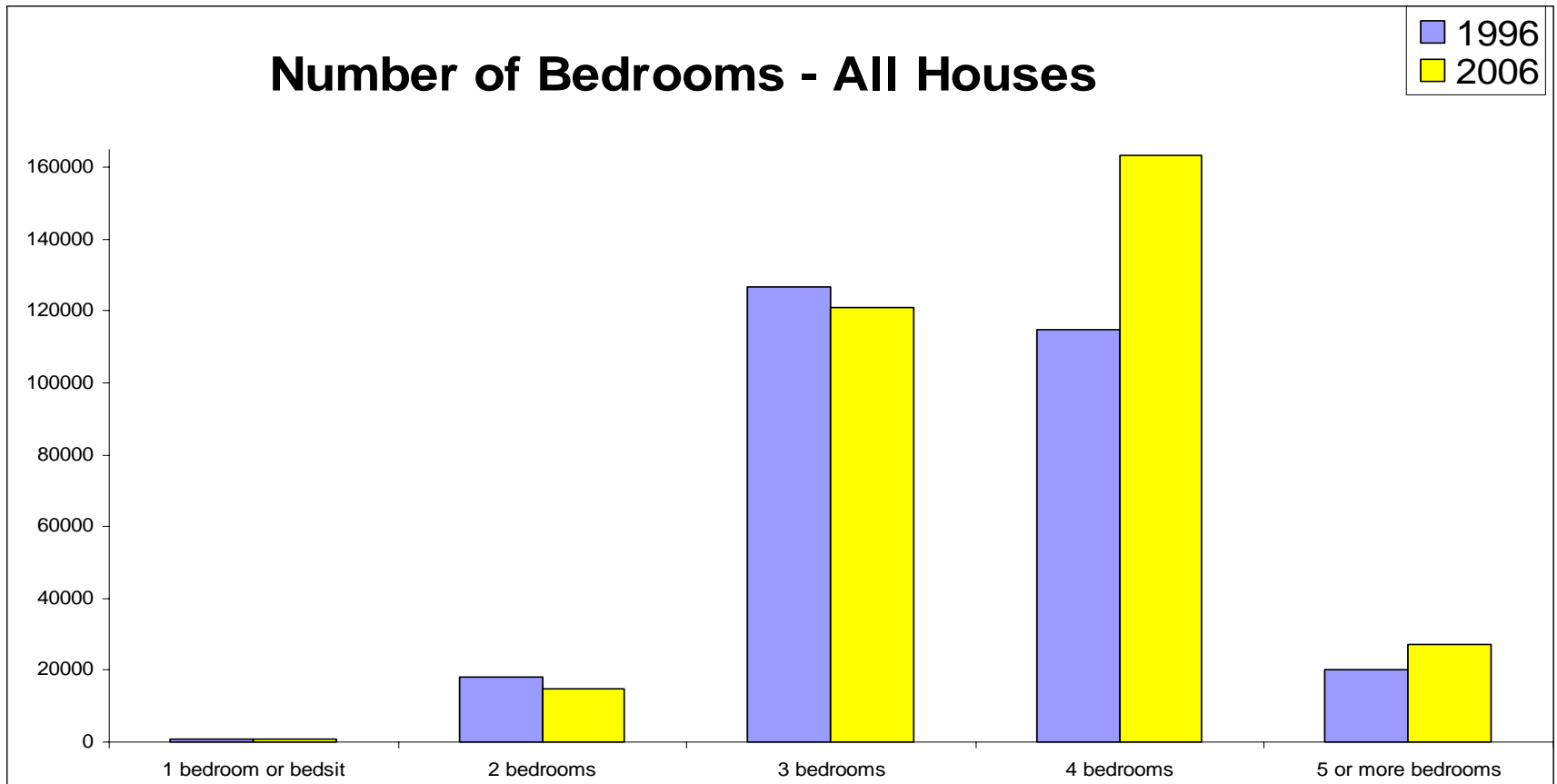
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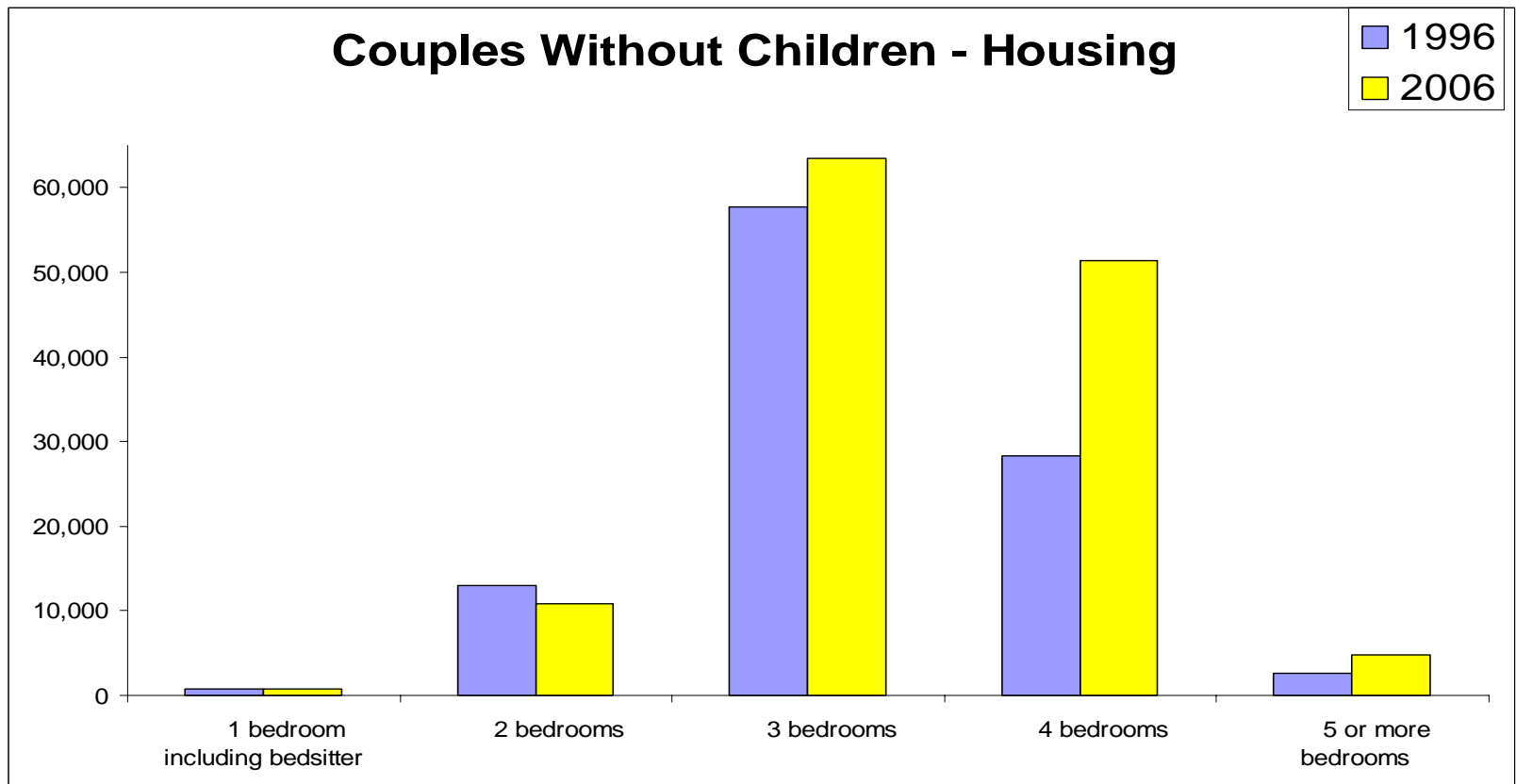
What is the Market?

2006 Census	Couple family with no children	Couple family with children	Lone Person
Separate house	82%	94%	56%
Semi-detached	11%	4%	22%
Flat, unit or apartment	6%	>1%	20%
Other dwelling	1%	>0%	1%

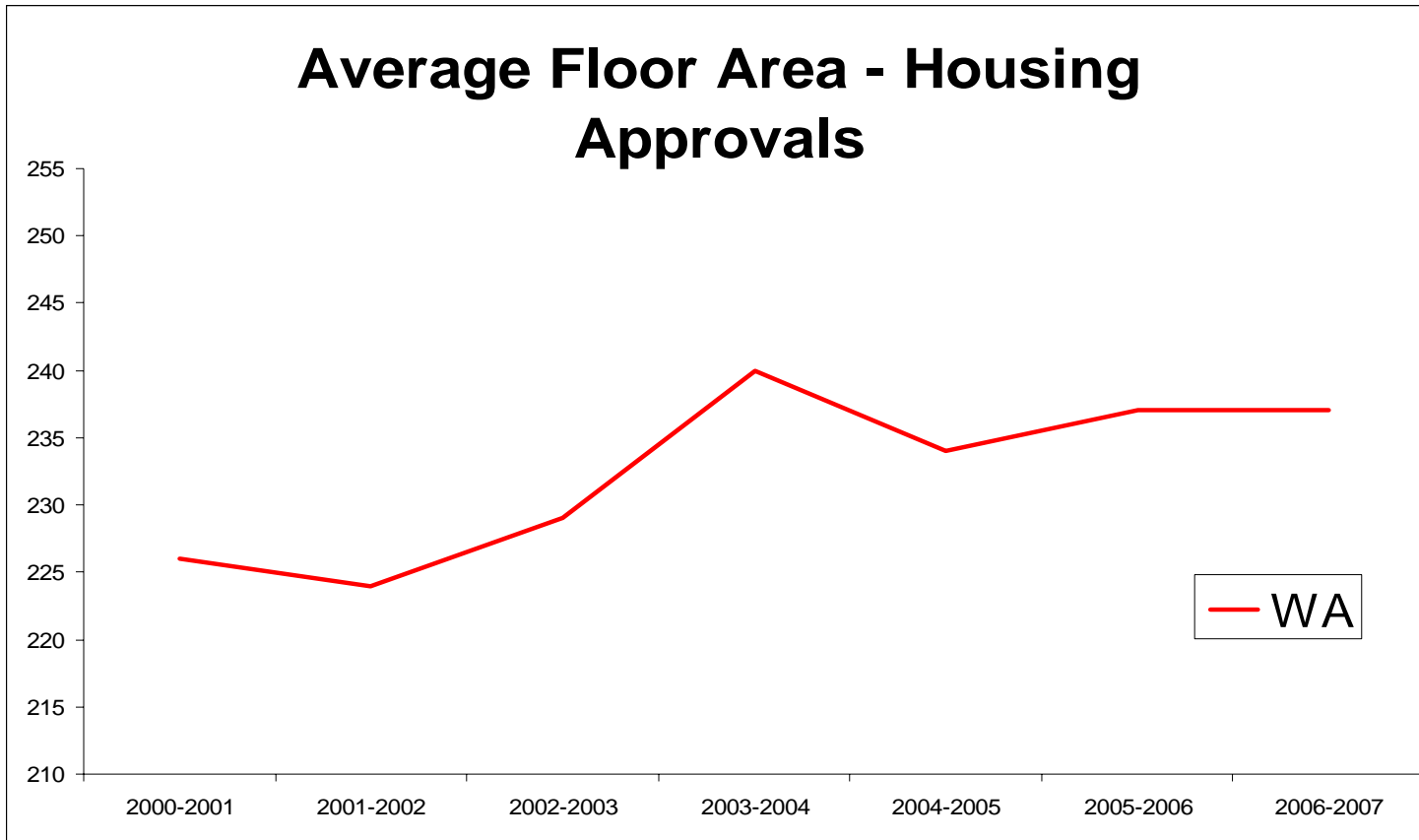
Size Matters - Housing



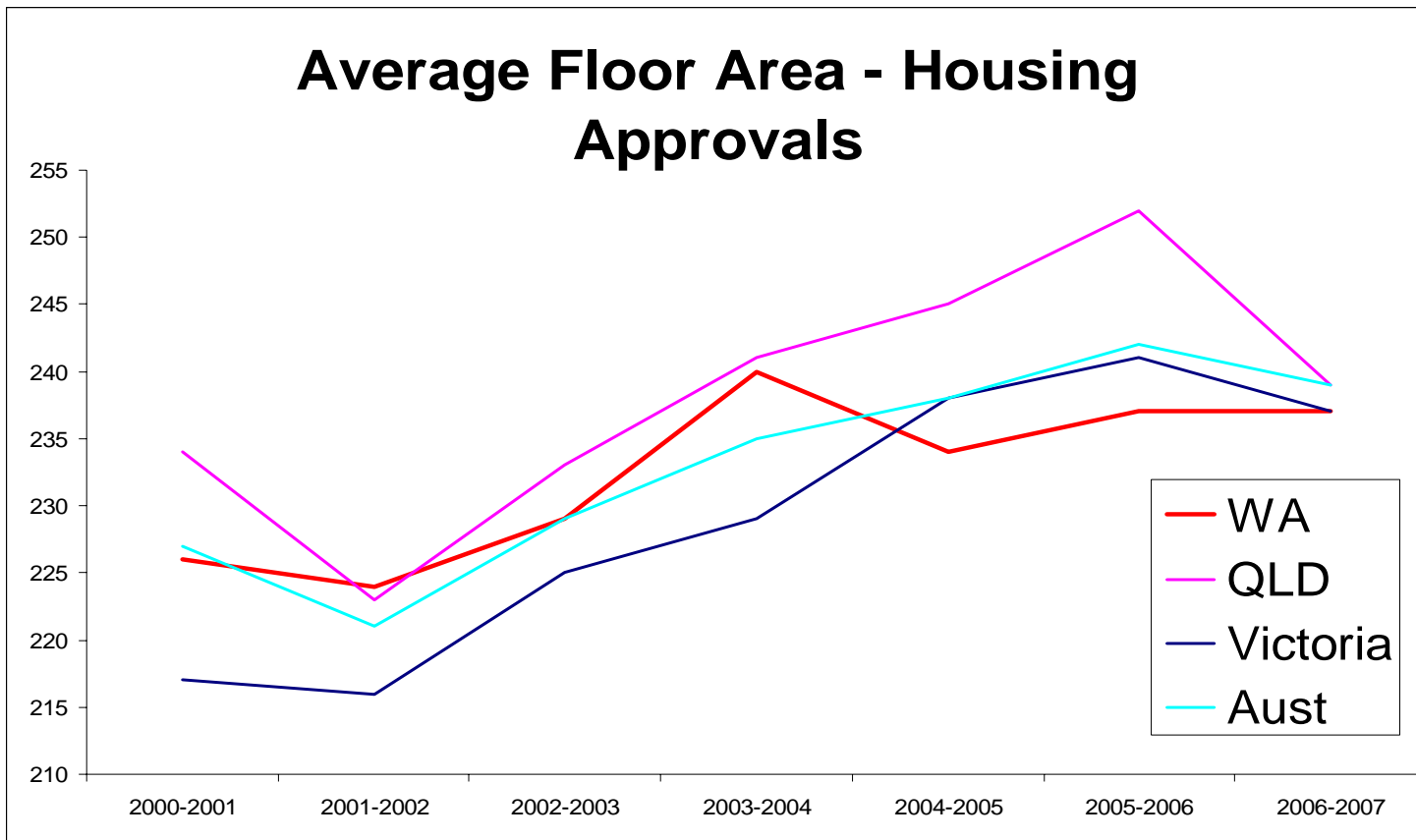
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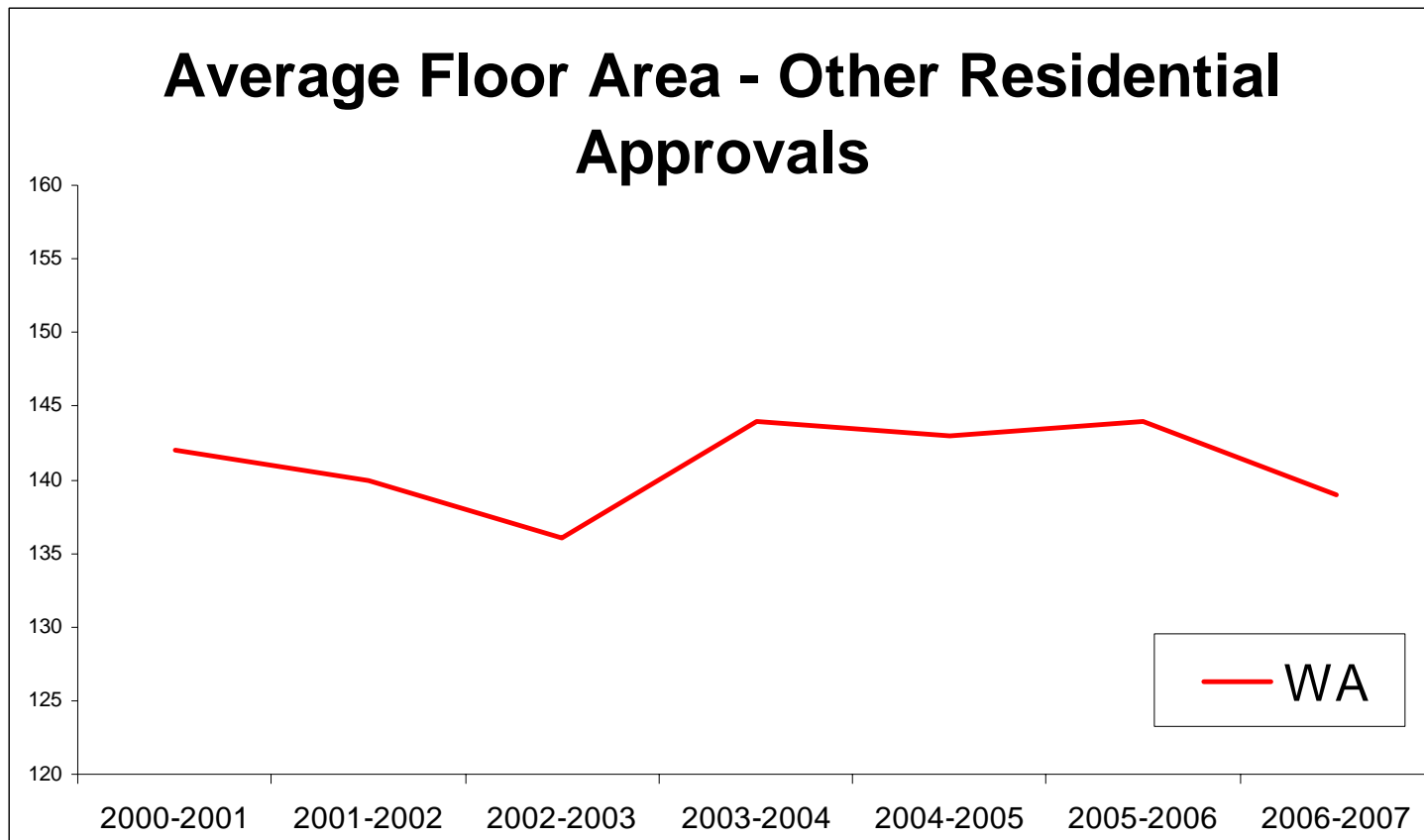
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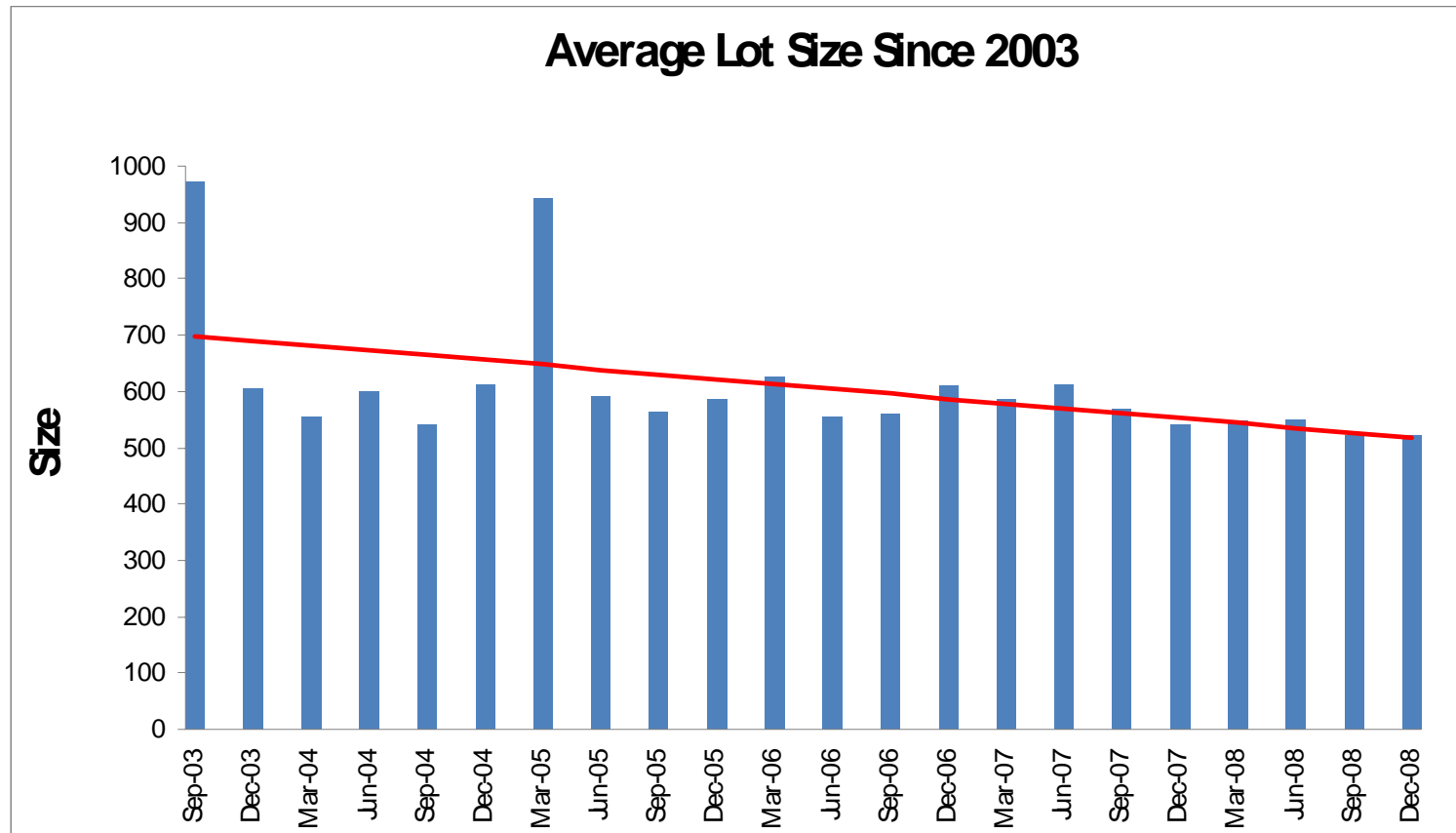
Size Matters - Housing



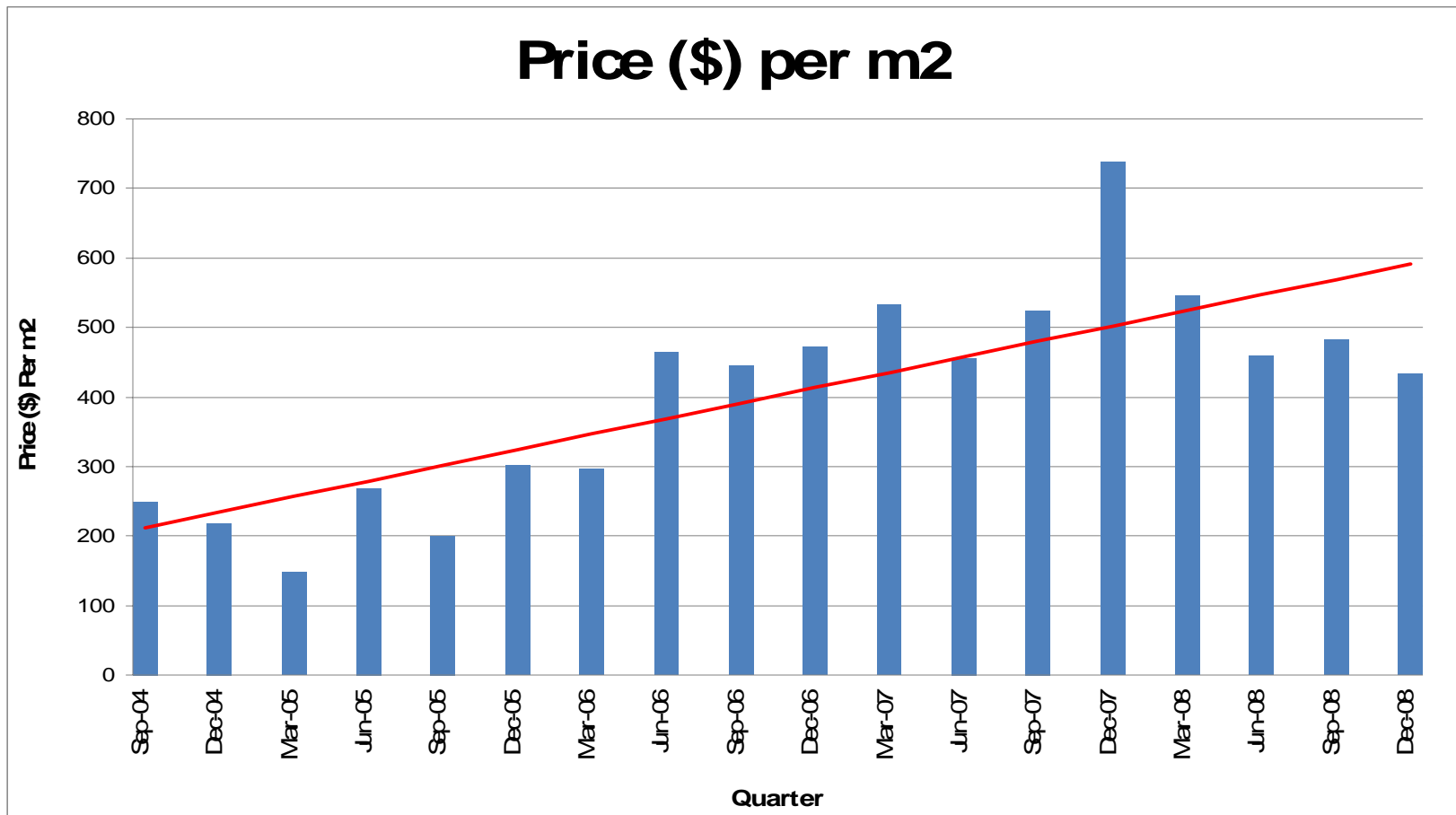
Size Matters – Medium/High Density



Size Matters - Land



Size Matters - Land





Positioning to 30 June

Price is King!

Be aware of the 30th June for FHOG

Land sale “camp outs” do still happen



ASHTON HEIGHTS

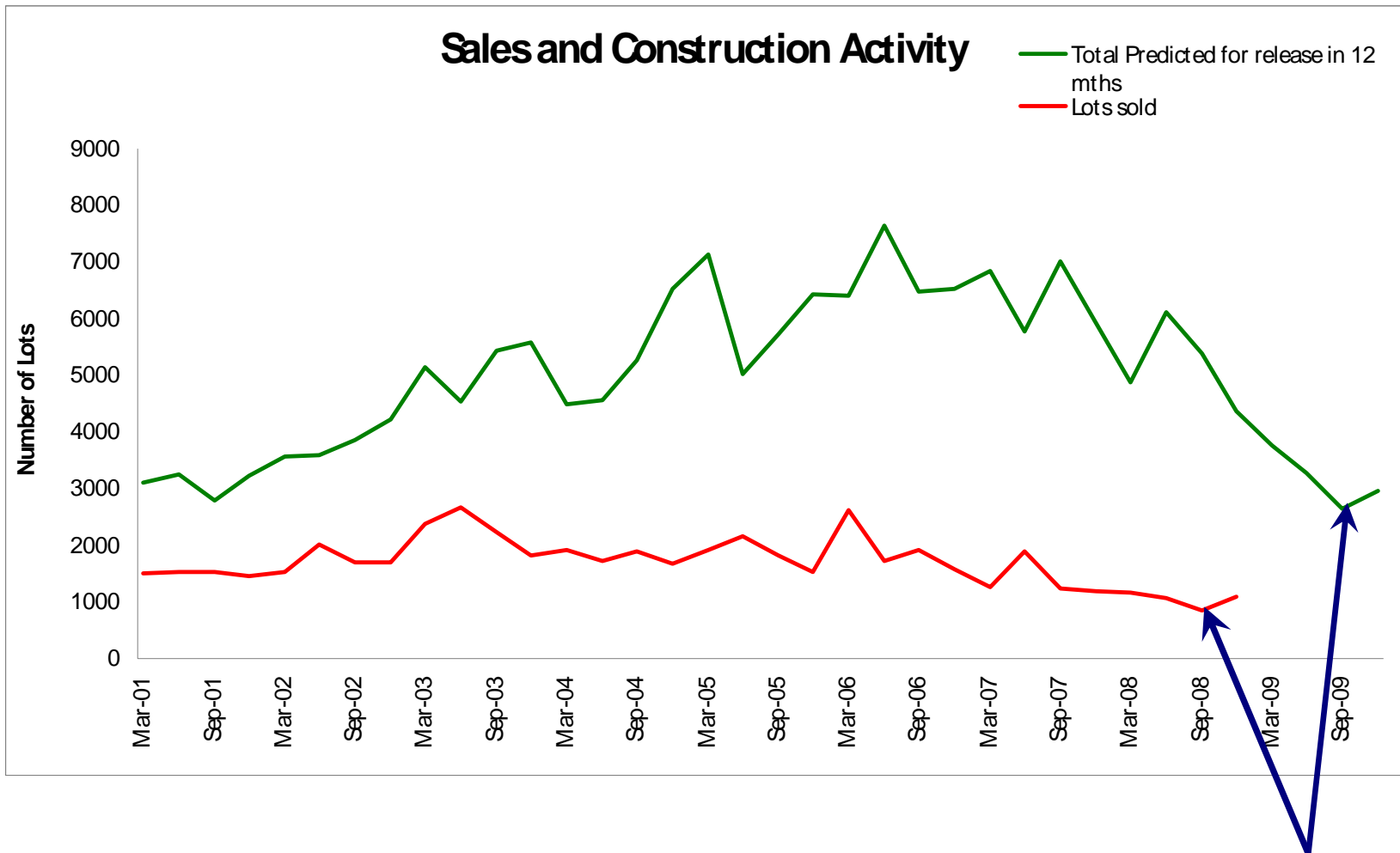


Positioning to 31 December

Good Scenario – FHOG boost continues

Bad Scenario – FHOG boost ends

And to the future





Positioning going forward

Capital for projects will remain tight
with equity requirements high

Pre-sales not “gold plated”

Hardest hit high density

Approval delays a greater factor in
financing

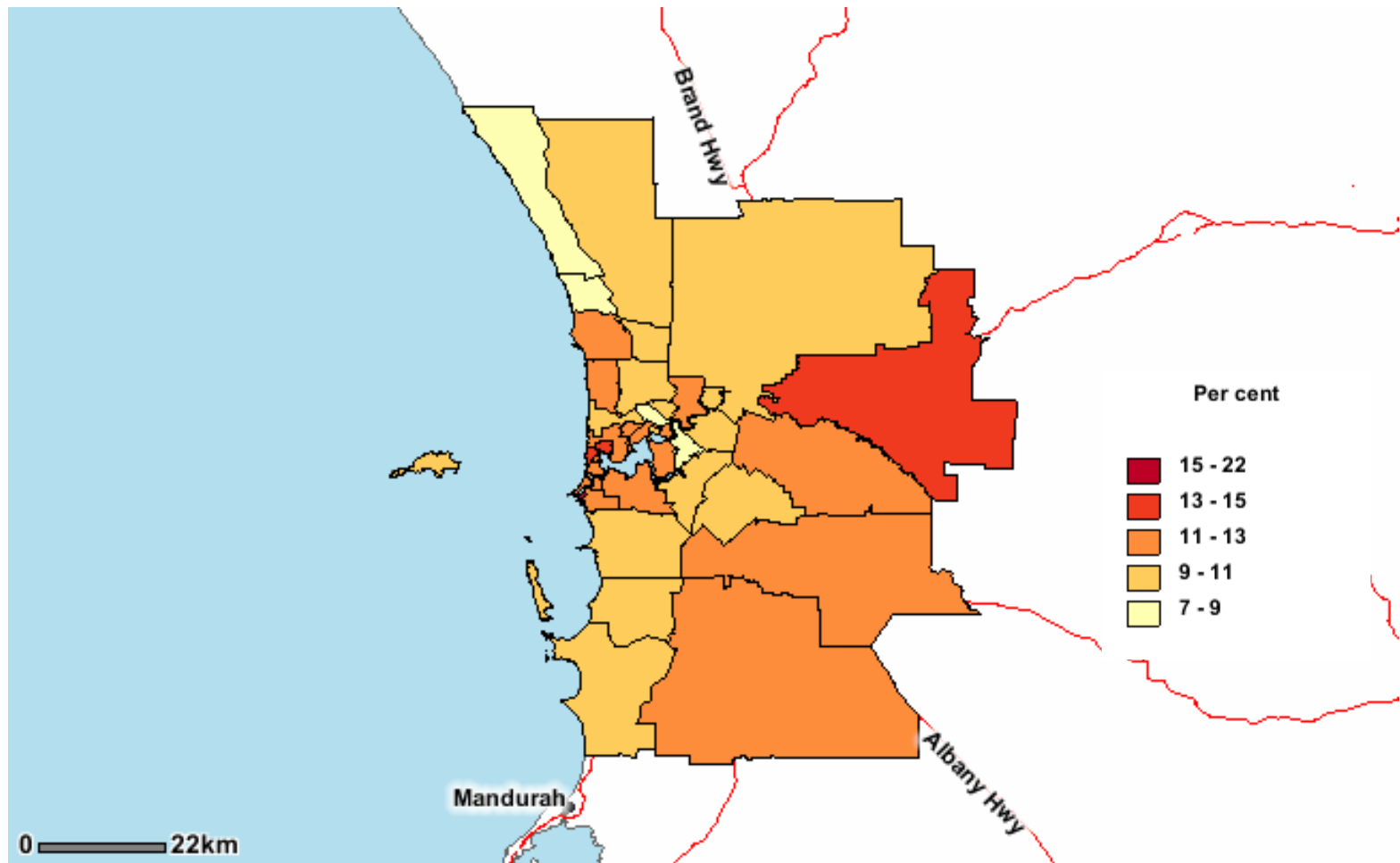


Final word.....

Watch the Complementary
Measures agenda

Don't forget the down-sizers

People aged 55-64





Final word.....

Watch the Complementary
Measures agenda

Don't forget the down-sizers

Be bold – the market is more
diverse than you think!



{15 affordable one bedroom townhouses}
(located in the heart of margaret river)

15 X 1 Bedroom Apartments
Margaret River
All sold in 6 hours
December 2008



"The future will be better tomorrow."

- *George W. Bush*