



APRIL NEWSLETTER

SMR expands market research on estates to include apartments

Property developers will gain a deeper understanding of their market following results of independent research about to be undertaken by SMR.

The third annual Estate Research project will cover 15 estates and 10,000 homes and, as in previous years, will ask residents to consider issues like:

- What they're looking for in an estate
- What factors influence their buying decisions
- How their estate could be improved
- Would they purchase again in the same estate
- The state of the property market

SMR CEO Mark Perger said the survey was the biggest of its kind in WA and over the past two years, had provided a valuable tool for estate planning.

And now the survey had been expanded to also include an inaugural Apartments Survey.

Three thousand questionnaires will be distributed via direct mail to apartments around WA and would tackle similar issues to those outlined in the estate research.

During the research project, SMR will be working alongside industry representatives Jaxon, Australand, Diploma, Pindan, March, Psaros Group, Finbar and Devwest.

Mark said there was a real desire among developers to understand the level of enthusiasm for apartment-living and also the demographic characteristics of people who purchase these kinds of properties.

Results are expected at the end of June.