



WELCOME TO OUR

# Monthly Newsletter



**Thank you for being a part of our community!**

**And a big Happy New Year! We hope you all had a wonderful holiday season and start to 2025! We're so excited for what the year has in store and to help even more people reach their property goals.**

**As we move into 2025, we're seeing a property market that continues to evolve, with shifts in affordability, markets entering new stages in their cycle and regional growth continuing to stand out.**

**Whether you're an investor or first-time buyer, staying informed is key to making confident decisions when purchasing properties. We hope our monthly newsletter helps keeps you up-to-date and educated on the dynamic Australian property market.**

## In this newsletter you will find:



News and market insights from the last month, a 2024 Market recap section, and our first 'Connect Corner' of 2025.



- **Housing crisis worsens as more trade workers needed** - With only 180,000 of the government's annual target of 240,000 new homes completed in 2024, an estimated 83,000 more trade workers are needed to meet the target and support housing supply. (source: Housing Industry Association)
- **Chance of February rate cut increases, following slowing of inflation in last quarter of 2024** - Both Westpac and NAB have brought forward their rate cut prediction from May to February, joining Commonwealth and ANZ, following lower-than-expected trimmed mean inflation in the December quarter CPI data. (source: ABC)
- **Sydney house prices continue declining** - For the third consecutive month, the Sydney property market saw a value decrease, a trend which is expected to continue through the first half of 2025. (source: PropTrack)

## Market Insights



- **December 2024 sees national home values decline for first time in almost two years** - National home values fell by 0.2%, the first decline in 22 months, largely driven by drops in Melbourne and Sydney. (source: CoreLogic)
- **Perth migration surge softening** - New rental application data reveals a drop in interstate and international applicants in Perth, from 39% of total applicants (Nov '23), to just 9% (Nov '24). Despite this, Perth is still expected to be a leading growth city in 2025. (PropertyBuzz)
- **Buyers continue to seek affordability** - Affordability is driving growth, with smaller capitals, regional, and unit markets seeing the strongest growth in 2024. Within capital cities, the most affordable quartiles experienced the highest growth rates in 2024 - more below. (source: CoreLogic)

## 2024 Market Recap

In 2024, Australia's property market was shaped by a strong focus on affordability, with significant growth seen in the most affordable segments.

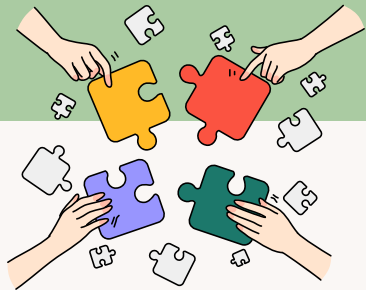
Highlighted by PropTrack's Home Price Index, regional areas and smaller capital cities such as Perth, Adelaide and Brisbane outpaced larger cities, driven by buyers prioritizing cost-effective options amidst high interest

rates and increased cost of living. This trend reflects a shift towards value-driven purchases, with affordable sectors showing resilience. Notably, regional areas outperformed capital cities in 2024, experiencing 5.1% growth compared to 4.6% in the cities. Much of this can be attributed to the subdued or negative growth in Sydney and Melbourne, where property prices are historically more sensitive to interest rate changes.

Region	Monthly growth (%)	Annual growth (%)	Median value (\$)
National	-0.2%	4.7%	\$795,000
Capital Cities	-0.3%	4.6%	\$865,000
Regional Areas	0.0%	5.1%	\$653,000
Sydney	-0.3%	3.4%	\$1,106,000
Rest of NSW	0.0%	3.5%	\$734,000
Melbourne	-0.5%	-2.5%	\$780,000
Rest of Vic.	0.0%	-2.1%	\$571,000
Brisbane	0.0%	11.4%	\$863,000
Rest of Qld	0.1%	10.5%	\$705,000
Adelaide	-0.2%	13.5%	\$793,000
Rest of SA	0.6%	13.0%	\$467,000
Perth	0.4%	17.6%	\$773,000
Rest of WA	-0.2%	13.0%	\$555,000
Hobart	0.0%	1.6%	\$671,000
Rest of Tas.	0.1%	3.5%	\$515,000
Darwin	-0.3%	-0.2%	\$503,000
Rest of NT	0.0%	0.8%	\$408,000
ACT	-0.6%	0.5%	\$838,000

Source: PropTrack - Data represents values for dwellings (house and unit combined). Regions shown are defined by ABS' CCSA standards.





# Connect Corner

Providing valuable education from other industry professionals each month, helping you make informed investment decisions and stay ahead in the market.

For this month's Connect Corner, we've leant on the expertise of **Bec Mansfield** of **Fruitful Endeavours**.

**Fruitful**  
E N D E A V O U R S

## 1. A bit about yourself, your business, where you're based & who do you help?

My name is Bec and I'm the founder of Fruitful Endeavours. Fruitful Endeavours is a finance broking firm located in Newcastle, NSW. We provide personalised finance solutions perfect for anyone who dreams big but isn't quite sure how to get there - we help them unlock their potential. We love being our clients' broker for life, supporting them through their life journey. Our relationship often starts when a client wants to purchase their first home. We then help them buy investment properties or a bigger home for their growing family. We even help clients invest in new business ventures or buy equipment for their current business. It's a real honour working with clients ongoing, partnering with them to help make those big financial decisions a little less scary.

## 2. What's your best advice for reducing the total cost of a mortgage over the long term?

I really like offset accounts, particularly lenders who offer multiple. Offset accounts allow you to put every cent towards reducing your interest, and therefore paying back your loan quicker. Every day the bank is calculating the interest expense, so even if you only have money in the account for a few days before bills are paid, you will be saving. Often clients come to us with multiple savings accounts with a lender outside of their loan. I ask them what their home loan rate is, and if the home loan rate is higher than their savings rate, well they are better putting the money into their offset account. Think of it as savings, instead of you earning interest, you are saving interest. Every little bit helps reduce the overall expense of your loan.

## 3. With interest rates looking likely to shift in 2025, what advice do you have for potential homebuyers in the coming months?

Don't wait for someone else to give you the green light. Review your personal circumstances and make the decision you want to make. The external environment is always changing.

## 4. Looking ahead to 2025, what are you most excited about in your work?

I'm looking forward to getting more connected with the Newcastle community and focusing on our client experience.

*If you'd like to know more or get in touch with Bec and the Fruitful Endeavours team, you can contact Bec at [advice@fruitfulendeavours.com.au](mailto:advice@fruitfulendeavours.com.au) or via their website [fruitfulendeavours.com.au](https://fruitfulendeavours.com.au).*





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