



State Of Real Estate Report:

Insights from
Australian
Buyers and Sellers

InfoTrack  • Secure  xchange
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Executive Summary

Australia's property market is entering a new era, and so is the experience of those navigating it.

The 2025 State of Real Estate Report reveals a confident, equity-strong cohort driving the majority of property activity, while affordability pressures continue to reshape what and where Australians are buying. Expectations are rising, digital tools are maturing, and consumer sentiment is shifting toward experience as much as outcome.

This year's findings show improved satisfaction but also point to a growing divide: between seasoned buyers and those trying to enter the market; between seamless processes and average experiences; between professional support that delivers and touchpoints that still fall short.

With insights from over 130,000 buyers and sellers nationwide, the 2025 report unpacks who's moving, what's influencing their decisions, and how the real estate experience is evolving across suburbs, regions, and beyond. Whether you're a practitioner, policymaker, or buyer yourself, this year's data offers a sharp lens into what Australians now expect from one of life's biggest milestones.

The 2025 market is clear on what it wants:

- **Seamless digital processes**

Consumers now expect technology to simplify, not complicate, their property journey. From contract signing to identity checks and fund transfers, digital tools must integrate smoothly into workflows by removing friction, reducing errors, and delivering confidence at every stage. Convenience is no longer a differentiator; it's the baseline.

- **Fair pricing without last-minute surprises**

Pricing transparency is paramount. Buyers and sellers want to feel informed, not blindsided, especially when it comes to unexpected costs, delays, or renegotiations. The demand is clear: clarity upfront, realistic expectations, and a process that reflects the scale and significance of the investment.

- **More control, less stress**

From intense competition to emotional fatigue, property transactions remain high-pressure. Consumers want more agency over timing, information, and the decisions that shape their outcomes. The industry's challenge is to reduce uncertainty and empower people with tools, guidance, and service that put them back in control.

- **Better outcomes, not just faster ones**

Speed matters, but not at the expense of confidence or quality. Australians are looking for an efficient and effective property experience, where timelines are met, expectations are respected, and outcomes reflect their financial and personal goals.

As confidence grows and expectations rise, the message from Australian consumers is clear: the real estate experience is getting better, but the bar is getting higher.



Lee Bailie

Head of Property Australia, InfoTrack





1.



Expectations and **experience**
through the consumer lens

More expectations are being met but the experience still falls short for one in four Australians

Australians are raising the bar on what they expect from the property experience, and the industry is starting to catch up.

According to this year's data, 73% of buyers and sellers said their experience met expectations, a clear step forward and a 6-point gain from 2024. Even more telling, dissatisfaction has dropped significantly, just 4% of respondents said their expectations weren't met, down from 13% last year.

The shift signals growing confidence across the market, but not consistency. Nearly one in four Australians (23%) described their experience as simply average, revealing a meaningful gap between what's working and where the experience still falls short.

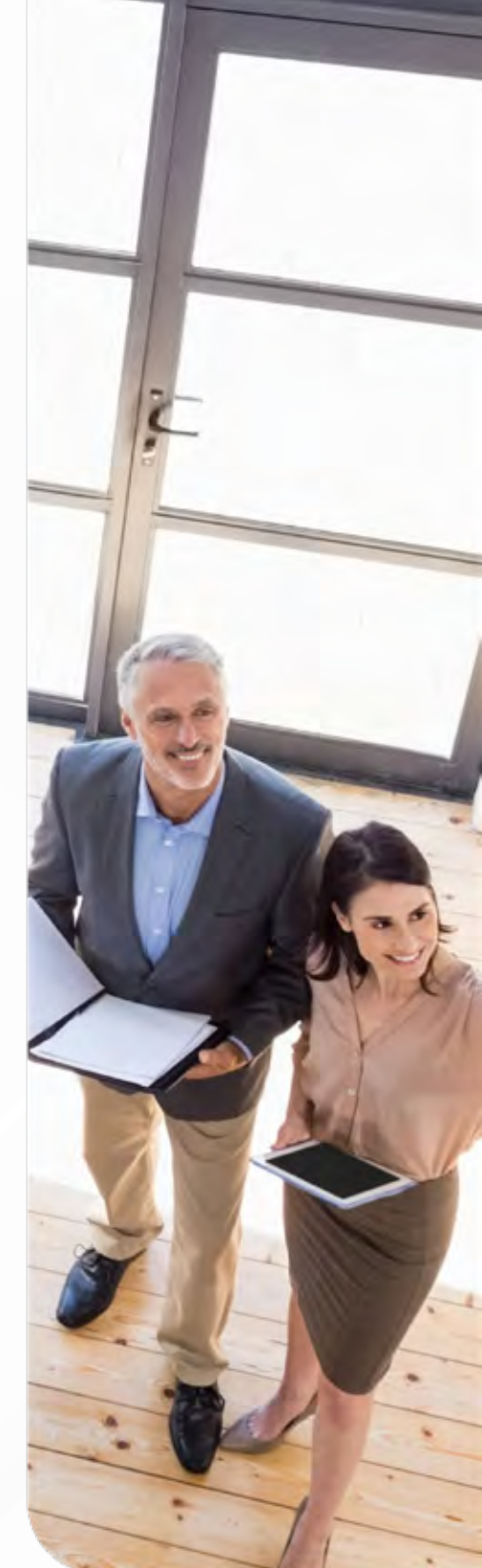
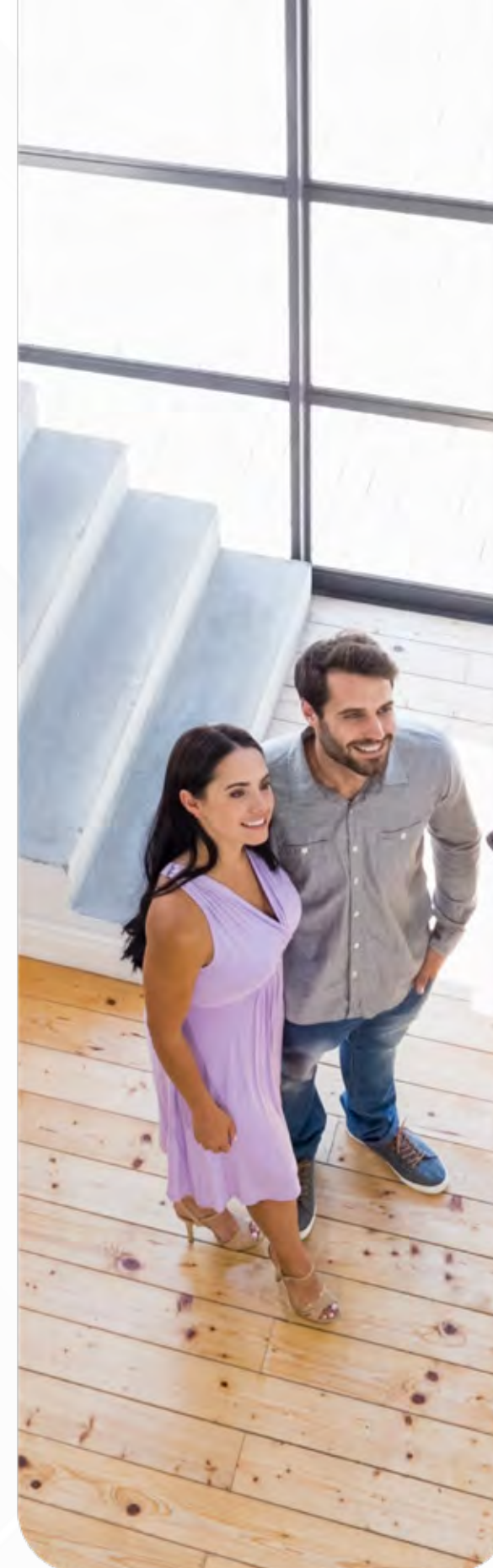
The message is clear: satisfaction is rising, but the demand for better is rising faster. The property journey is improving, but the industry must move faster to meet the new standard Australians now expect.

- 73% of respondents said their experience met expectations.
- 4% of respondents said their expectations were not met.
- 23% of respondents had an average experience.



Property price expectations were largely met but confidence varies

76% of respondents felt they bought or sold a property for their expected price; however, value perception is more mixed. 63% felt they paid a fair price, while nearly one in three (32%) were unsure, and 5% felt short-changed.



The buying and selling journey hits new highs, with 83% rating it as 'excellent' or 'above average'

More Australians are walking away from their property journey feeling genuinely satisfied.

A clear majority, **83%** of buyers and sellers, rated their journey as either 'excellent' (**50%**) or 'above average' (**33%**). Just **14%** described it as 'average', and only **3%** rated their experience as 'below average' or 'poor'.

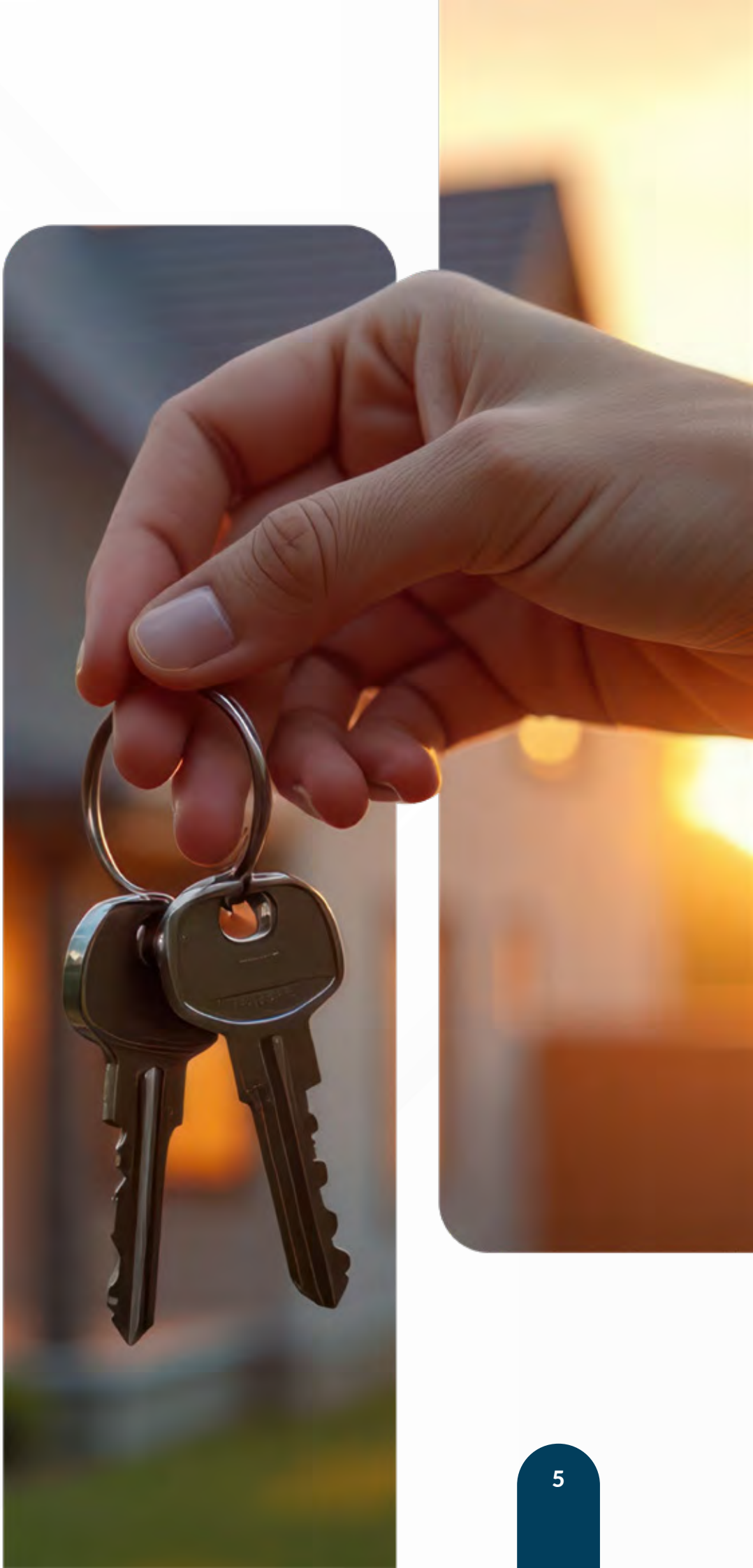
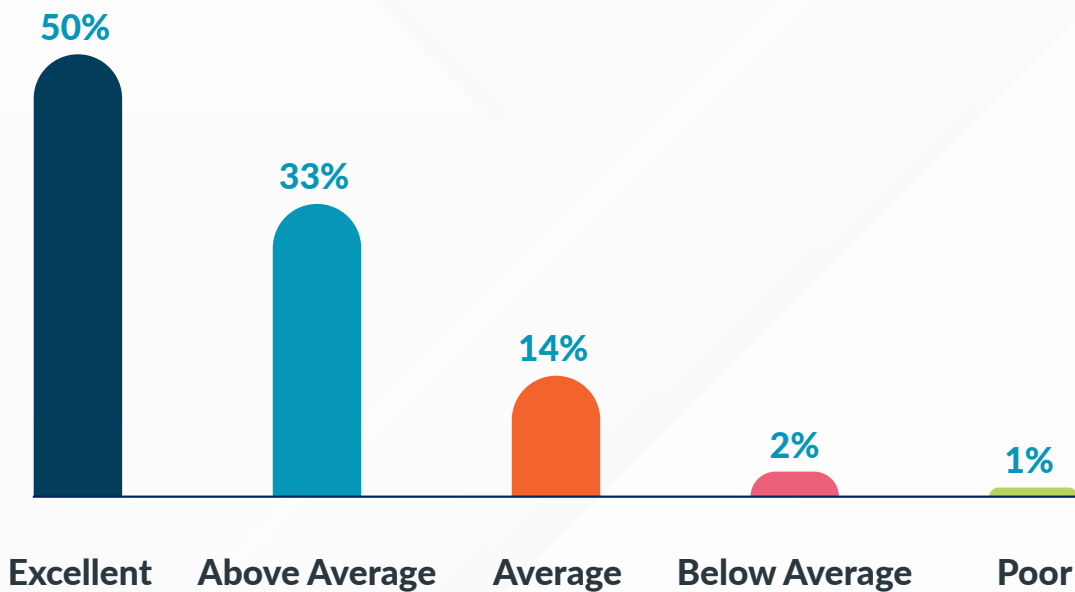
These results suggest that, overall, the property transaction process is delivering strong outcomes for most Australians. However, the responses also indicate that a segment of consumers are still encountering inconsistency, pointing to an opportunity for the industry to further improve and deliver a more universally high standard of service.

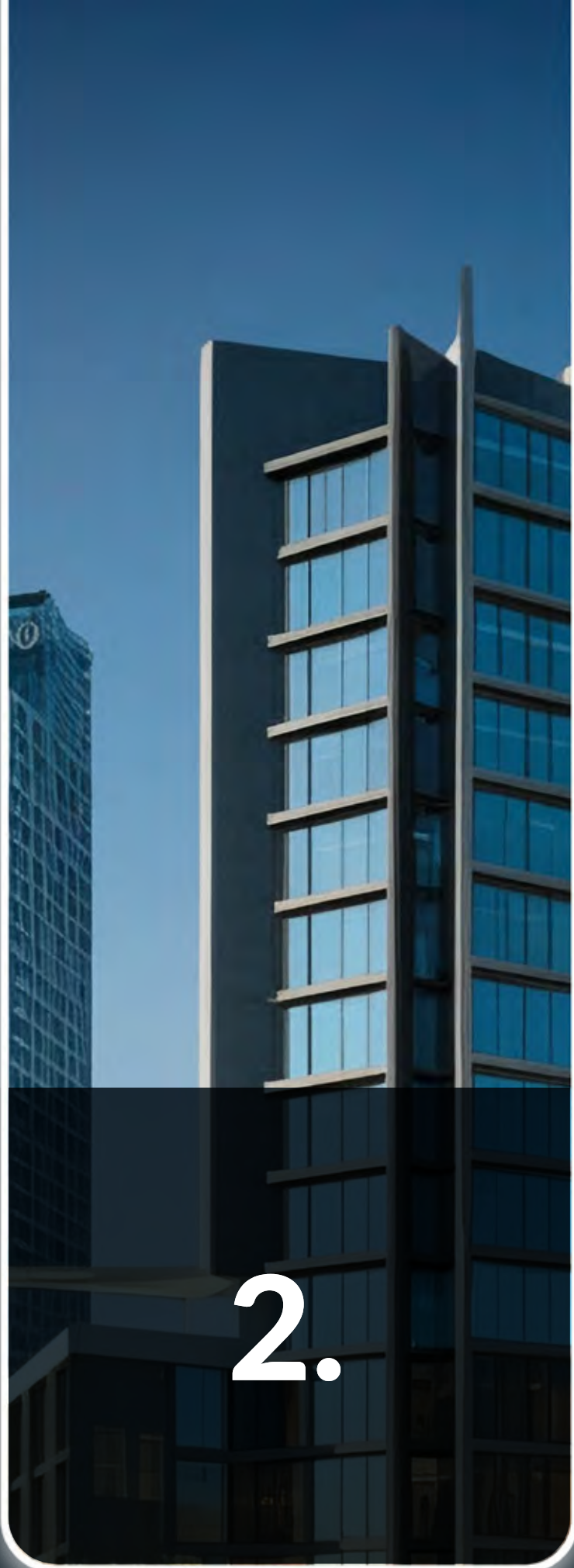


The data points to a clear uplift in satisfaction, with 50% of respondents rating their experience as 'excellent' in 2025, up from 37% the year prior.

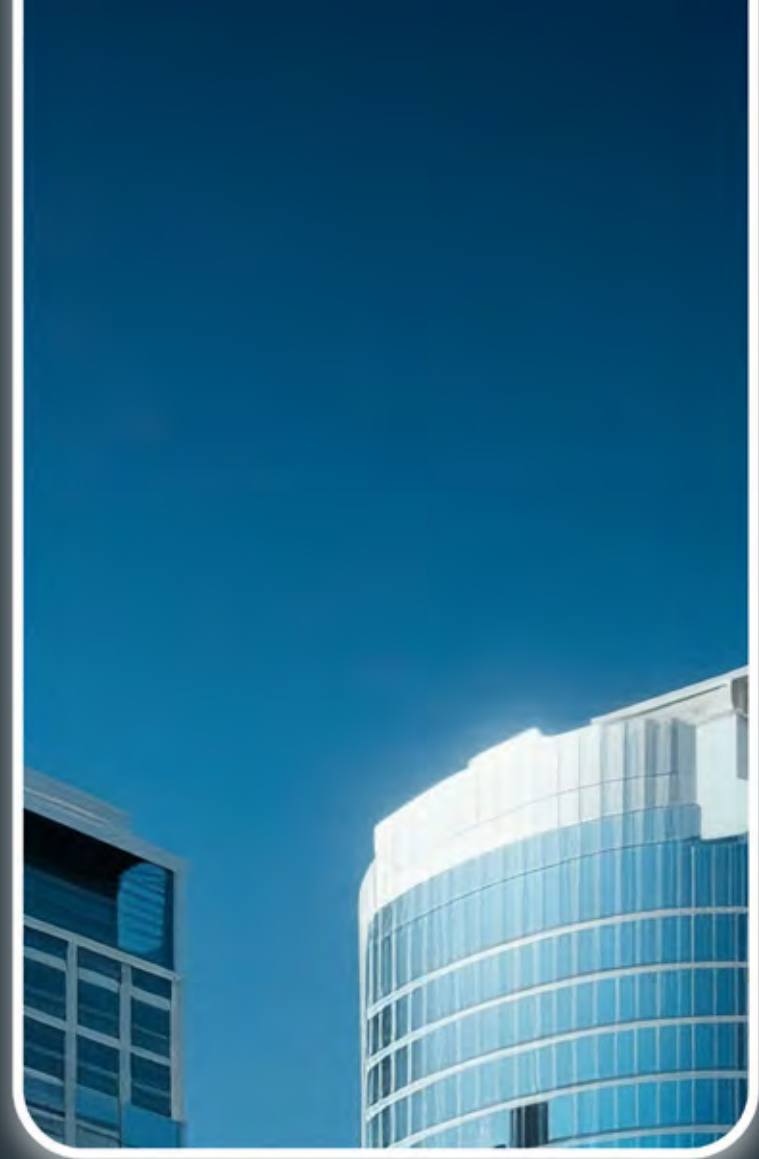
This year-on-year increase suggests growing confidence among buyers and sellers in the property process.

How was the property buying and selling experience rated





2.



The **property**
transaction **experience**

What went well and what improvements can be made?

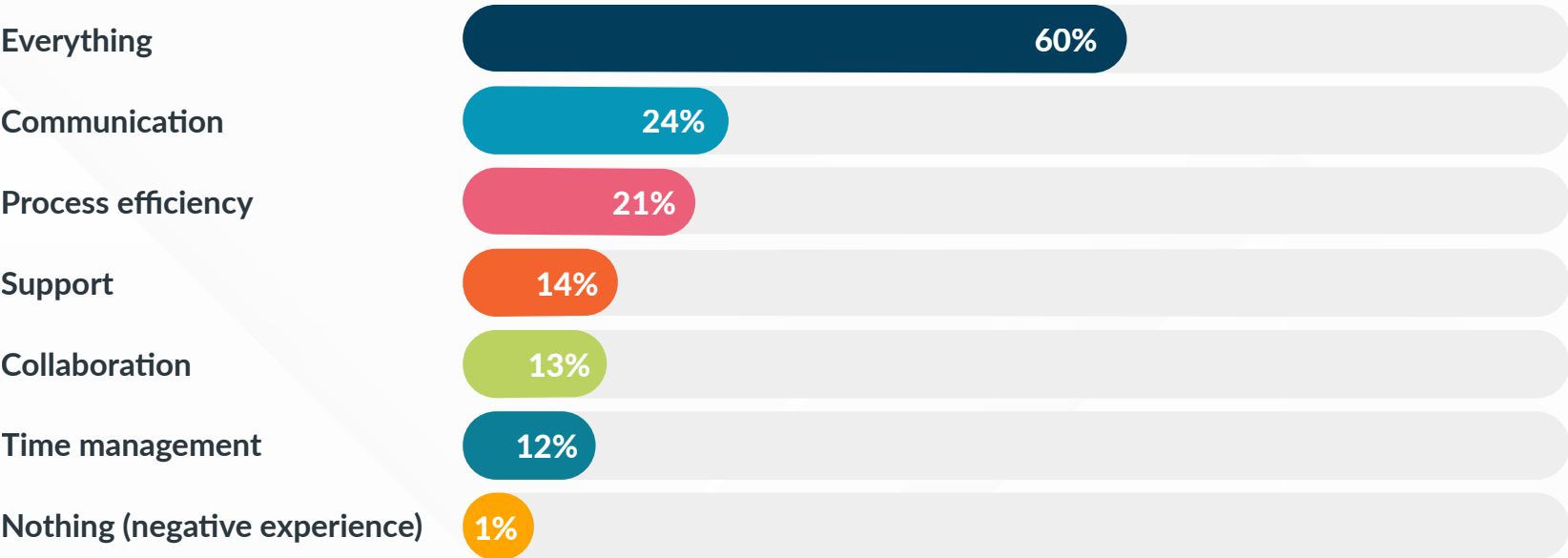
Progress made but cracks remain: why consistency must be a priority in transactions

According to national survey data, **60%** of participants said everything went well in their property transaction, up significantly from **49%** in 2024. At the same time, negative experiences have halved, falling from **10%** to just **5%**. These shifts reflect tangible progress in how Australians are buying and selling homes, with many pointing to communication, efficiency, and professional support as key factors driving improved outcomes.

Yet the data also surfaces an important duality. The very areas driving success, communication, time management, and process efficiency, are also where many still face challenges. For example, **31%** of respondents cited communication as needing improvement, even as **24%** praised it. The same pattern is seen across other service touchpoints, highlighting a clear gap between positive outcomes and consistent delivery.

With **74%** describing their experience as completely positive, the overall trajectory is encouraging. But the findings underscore that raising the floor, not just the ceiling, must be the industry's next move.

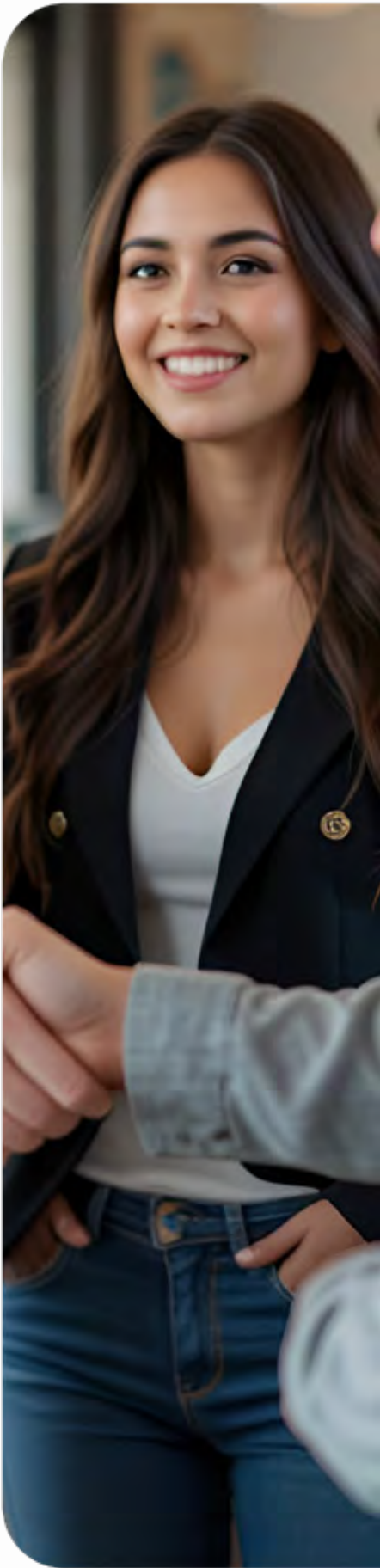
What went well in the transaction process?



What can be improved?

Nearly three quarters (**74%**) of respondents felt they had a positive transaction experience, citing no improvements.

The remaining **26%** identified the following areas:



The most positive part of the property journey

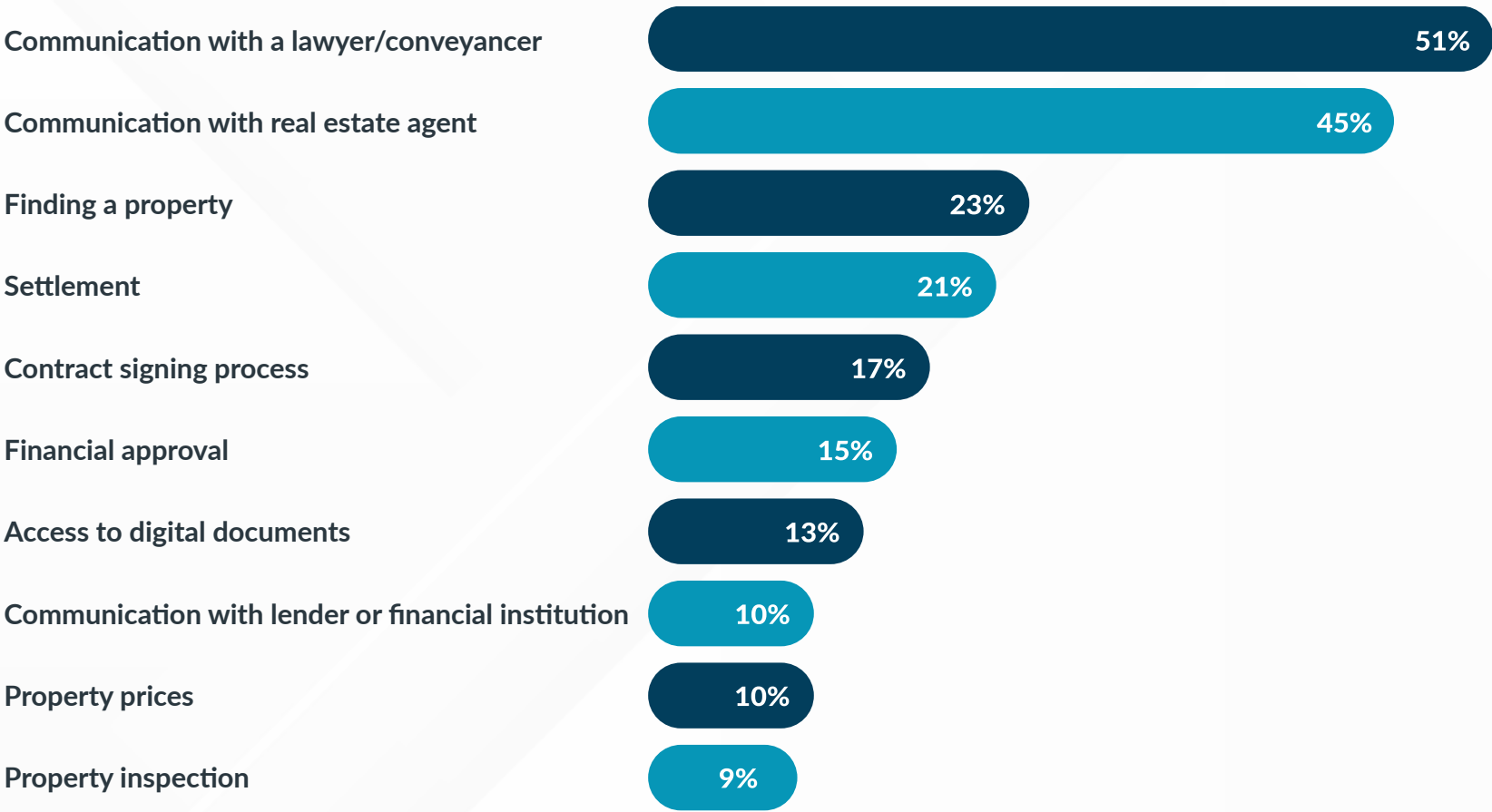
Clear communication still makes or breaks the property experience, and in 2025, legal professionals are leading the charge.

In a notable shift, lawyers and conveyancers were rated as the strongest communicators in the transaction journey, with **51%** of respondents identifying them as the most positive aspect of their experience. This marks a significant 17-point rise from 2024, moving them ahead of real estate agents for the first time. It's a strong signal that as transactions become more complex and time-sensitive, Australians are placing greater trust in professionals who provide clarity, reliability, and proactive updates.

Real estate agents continue to play a crucial role, with **45%** of respondents commending their communication, reaffirming their importance as the emotional and strategic anchor of the property journey. For both groups, the common thread is clear: when communication is responsive and transparent, satisfaction rises.

However, not all parts of the process are meeting the same standard. Communication with lenders and financial institutions was the lowest-rated, with only **10%** of respondents viewing it positively. At a time when financing is more complex and time-critical than ever, this represents a clear opportunity for banks and lenders to better support consumers with streamlined, empathetic communication at every stage of the lending cycle.

The most positive parts of the process



The most challenging part of the property journey

The property experience may be improving, but for most Australians, it's still far from frictionless.

The data points to a clear uplift in satisfaction, with 50% of respondents rating their experience as 'excellent' in 2025, up from 37% the year prior. This year-on-year increase suggests growing confidence among buyers and sellers in the property process.

Only 32% of respondents described their property journey as smooth, leaving a clear majority 68% grappling with a range of persistent challenges. While the types of issues remain broadly consistent with last year, nearly all have ticked upward, signalling that common pressure points are not only enduring, they're intensifying.

Affordability remains the single greatest obstacle, with 27% of participants citing property prices as their biggest hurdle, a marked 6% increase from 2024, and the largest rise across any challenge. This marks a growing affordability crisis, particularly for buyers navigating cost-of-living pressures and competitive markets.

Pre-transaction barriers are also gaining ground. Finding a property (17%) and navigating unpredictable market conditions (15%) were among the next most common challenges, highlighting how difficult it is for many Australians to even get to the starting line of a transaction.

Service delivery continues to shape outcomes. 12% of respondents flagged price negotiation as a challenge, while 11% pointed to poor communication with real estate agents, and 9% struggled with understanding contracts and documentation. These figures reveal that beyond cost, the clarity and quality of the process itself remain defining factors in how people experience property transactions.

Meanwhile, issues around finance approval and property inspections remained steady year-on-year, neither improving nor worsening. Still, their continued presence in the feedback reflects the complexity Australians must navigate, even when a transaction appears straightforward.

The message from consumers is clear: progress is being made, but pressure remains high. The next wave of improvement must focus not just on removing barriers, but on delivering clarity, simplicity, and confidence at every step of the property journey.

Top challenges encountered by buyers and sellers

Challenge	2025	2024
Property prices	27%	21%
Finding a property	17%	14%
Market conditions	15%	14%
Negotiating price	12%	10%
Communication with a real estate agent	11%	9%
Understanding contracts and documents	9%	6%
Settlement issues	8%	7%
Other parties delaying (buyer or seller)	7%	6%
Financial approval issues	7%	7%
Property inspection issues	6%	6%

The influence of market conditions and property prices

Affordability and competition are turning up the heat on Australian property decisions.

For many buyers and sellers, fluctuating prices and intense market competition are creating an environment where speed often trumps certainty, and considered choices give way to pressured ones.

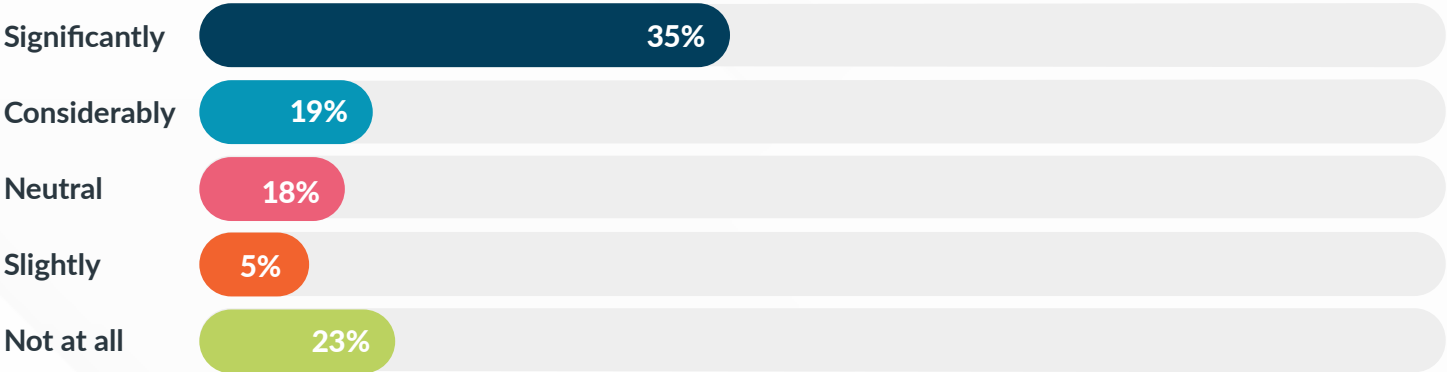
The data is clear: **69%** of buyers said price influenced where they purchased, while **54%** reported that property prices had a significant or major impact on their decision to buy or sell. These financial pressures are tightly intertwined with market dynamics, **51%** of respondents felt some level of pressure from competition, and **55%** said they were pushed to act quickly due to price volatility.

The emotional toll is equally visible. While **25%** described their experience in a competitive market as smooth, **42%** said it was stressful or extremely stressful. In a market where timing is critical and pricing is unpredictable, the weight of the decision isn't just financial, it's deeply personal. The findings highlight a market where opportunity is often defined by urgency, and where the pace of the process can challenge even the most prepared.



Property prices

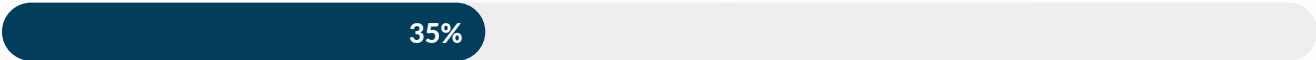
How much property prices influenced the decision to buy or sell



Market competition, prices, and the impact on buying preferred property types

Of the 62% of respondents this was applicable to:

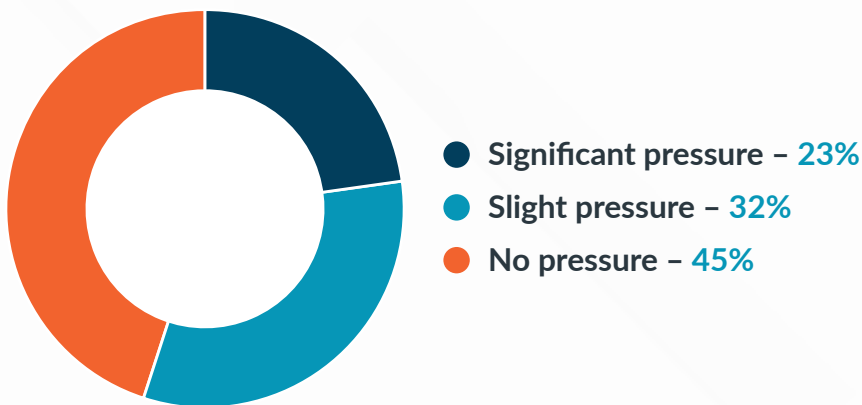
Ability to buy a preferred property type was compromised



Ability to buy a preferred property type was not compromised

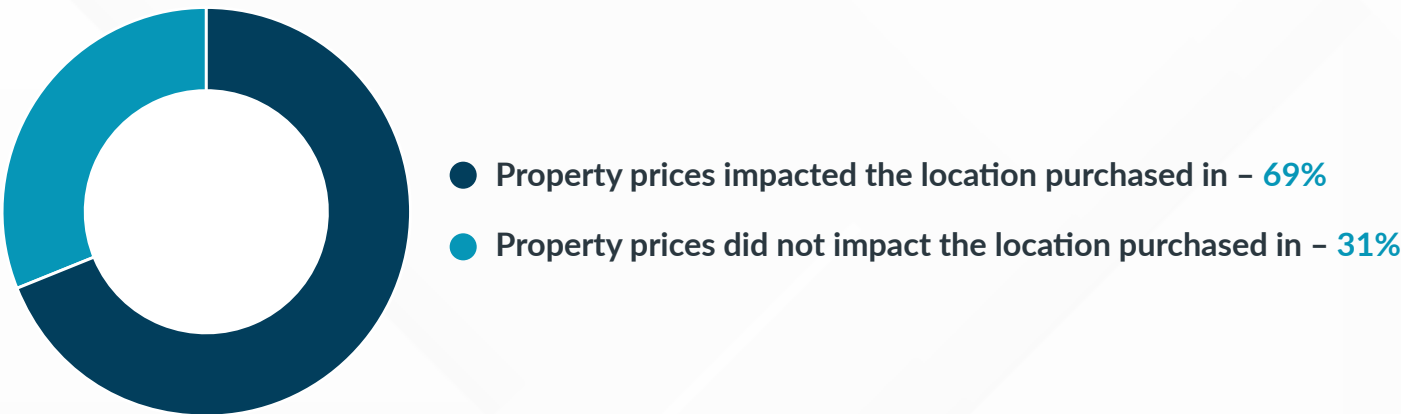


Pressure to act quickly with price property fluctuations



How property prices impacted locations Australian buyer bought in.

Of the 65% of respondents this was applicable to:



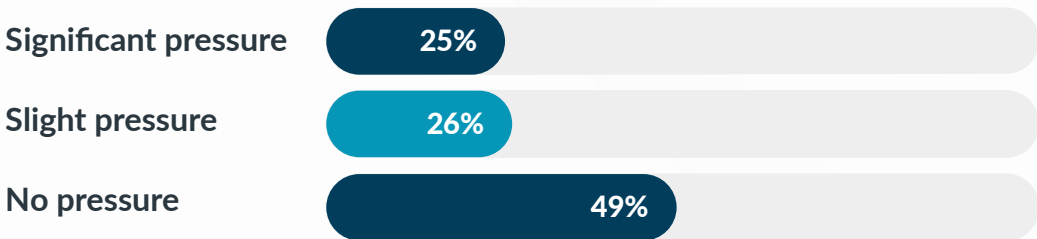
Buyers are reshaping expectations to navigate affordability constraints. There is significant compromise on location or property type due to financial pressure.

69% of respondents identified price influenced their chosen location, and one-third of buyers admitted they had to buy a different property type to their preferred choice due to affordability.

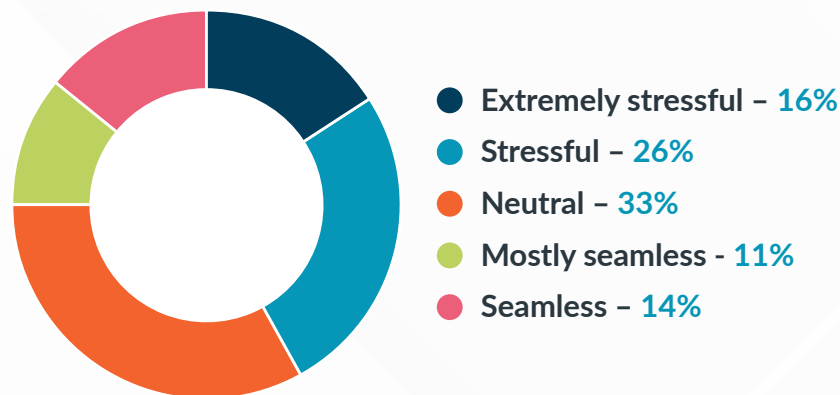


Market competition

Pressure to act quickly due to high competition



The influence market competition had on the buying and selling experience



Nearly half of respondents (42%) identified that competitiveness in the market made their experience stressful.

16% of this portion rated their experience as extremely stressful.



Rapid moves and regional shifts: Australia's evolving property market

A faster market and a regional rethink: Australia's property transactions are accelerating, and expanding beyond the metro mindset.

The 2025 data reveals a striking shift in the speed and geography of property transactions. Nearly 6 in 10 buyers and sellers (**59%**) completed their property journey in under three months, reflecting a confident, highly engaged market supported by efficient service delivery across legal, real estate, and financial professionals.

Activity remains heavily concentrated along the eastern seaboard, with New South Wales (**49%**), Victoria (**30%**), and Queensland (**12%**) accounting for the lion's share of these fast-paced transactions. All other states and territories contributed less than 3%, underscoring the dominance of Australia's most populous markets.

But geography isn't just about states, it's also about city versus country. Among this fast-moving group, the data reveals a 50/50 split between regional and suburban property activity, highlighting a meaningful behavioural shift away from metro-centric norms. Australians are increasingly opting for regional lifestyles, driven by affordability, space, and the flexibility offered by remote and hybrid work.

This trend is particularly pronounced in New South Wales, where **68%** of respondents who completed a transaction in under three months were active in regional areas, compared to just **32%** in suburban locations. It signals a clear recalibration of buyer and seller priorities, where lifestyle, liveability, and cost are influencing decisions just as much as proximity to the CBD.

Beyond this fast-moving segment, **25%** of respondents reported a transaction timeframe of three to six months, **12%** took six to twelve months, and **4%** cited other durations. These figures suggest that while a significant portion of the market is moving quickly, a quarter to a third of Australians are still navigating more complex or delayed journeys, reflecting the diversity of property pathways across the country.





3.

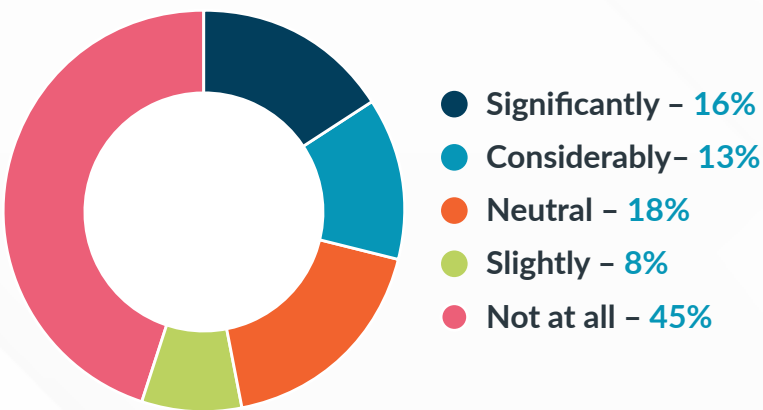


The **influence of interest rates**
on buyers and sellers



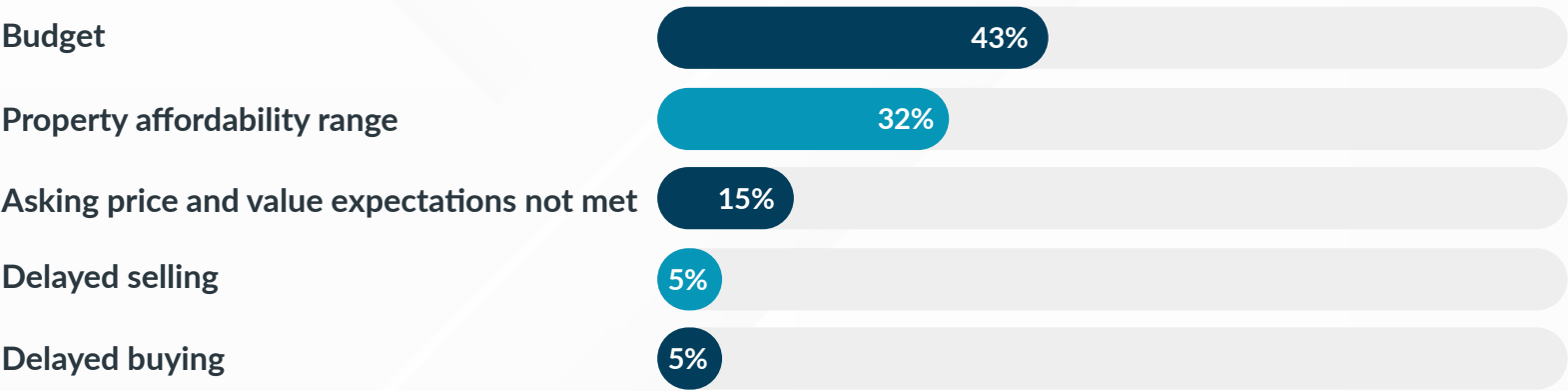
Nearly half of Australians say interest rates had no impact on property decisions

How interest rates influenced the decision to buy or sell



How interest rates impacted the buying or selling experience

51% of respondents identified interest rates didn't impact them. Of the remaining 49%, the following were the main ways property buyers or sellers were impacted:



Redefining resilience: Buyers push forward despite rate pressure

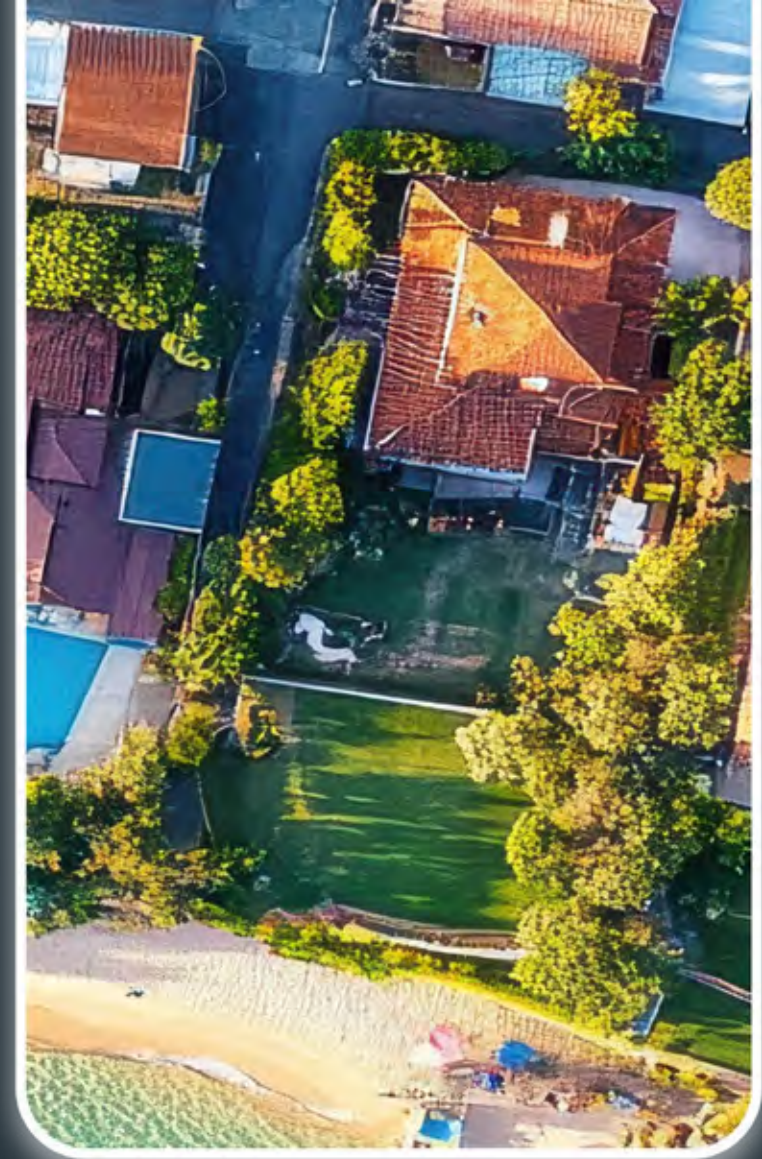
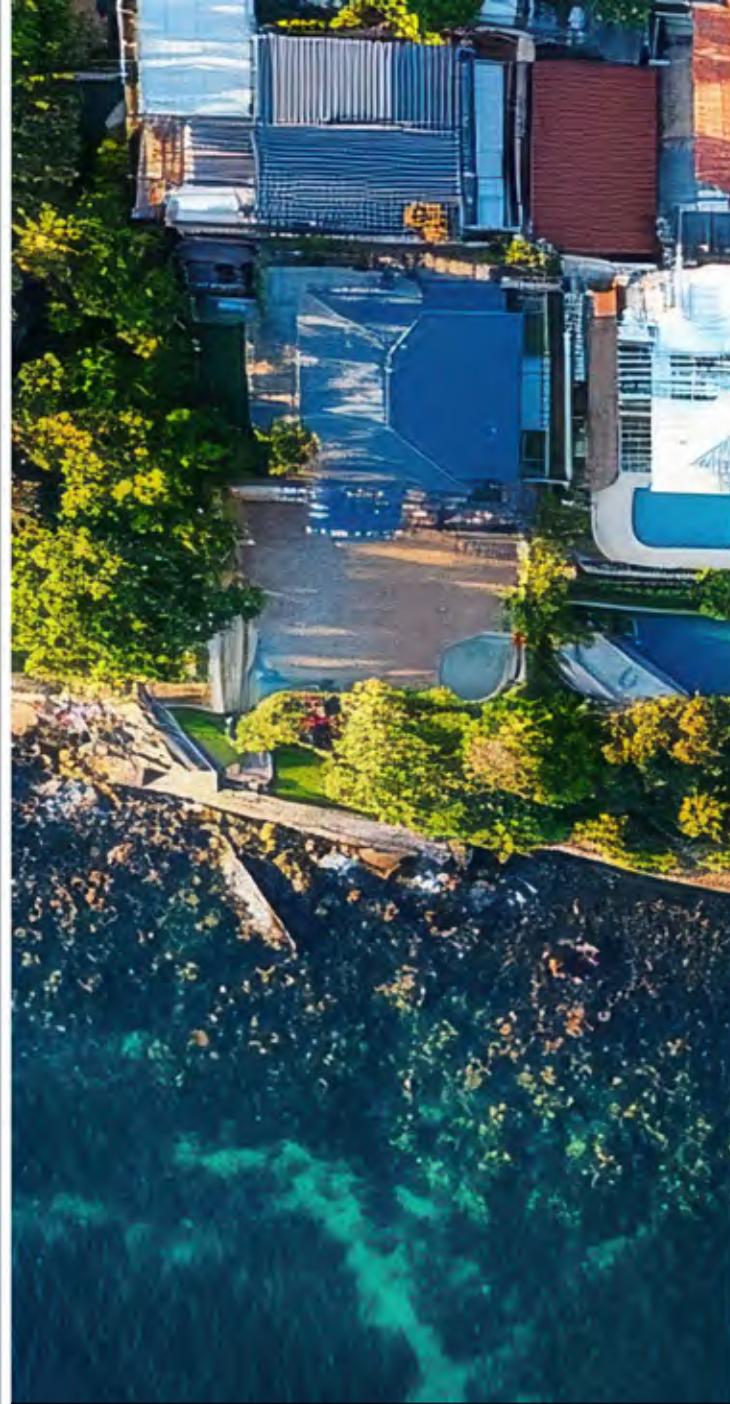
Interest rates aren't stopping Australians from moving forward, financial resilience is redefining the narrative.

Despite ongoing rate volatility, **45%** of buyers and sellers said interest rates had no impact on their decisions, challenging the commonly held belief that rates are the dominant barrier to property activity. While **29%** reported being significantly or considerably affected, the data points to a broader trend of financial adaptability, with many Australians proceeding confidently with their plans despite economic uncertainty.

Among those who did feel the impact, interest rates shaped their journey in clear and measurable ways. **43%** adjusted their budget, **32%** re-evaluated the types of properties they could afford, and **15%** cited a disconnect between asking prices and perceived value. A smaller share reported deferring action, with **5%** delaying a sale and another **5%** holding off on buying.

These findings suggest that while affordability pressures persist, the property market is underpinned by a strong sense of determination. Australians are not retreating, they're recalibrating, adapting, and continuing to transact with purpose.





4.

The influence of **climate change**
and **environmental factors**

Environmental risk remains largely overlooked in Australian property decisions.

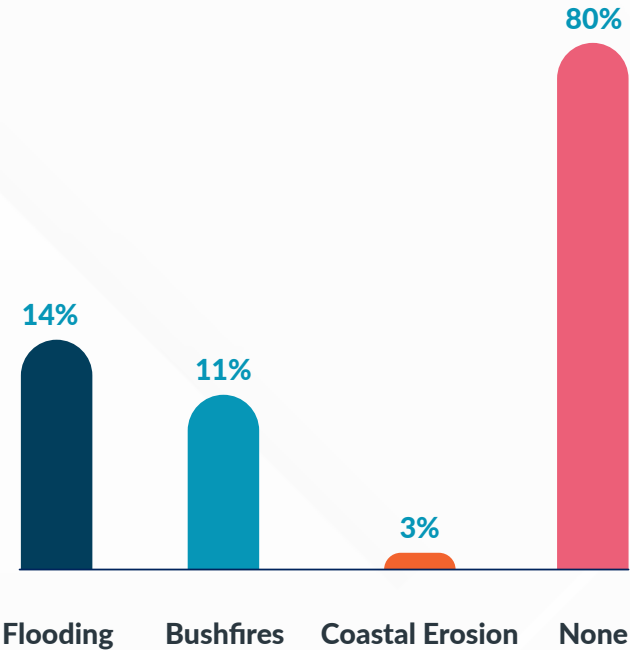
Environmental risks remain off the radar for most Australian property decisions.

Despite the growing frequency and impact of extreme weather events, 80% of buyers and sellers reported no concern about environmental risks* when purchasing or selling property. Only a small proportion identified issues such as flooding, bushfires, or coastal erosion as factors in their decision-making.

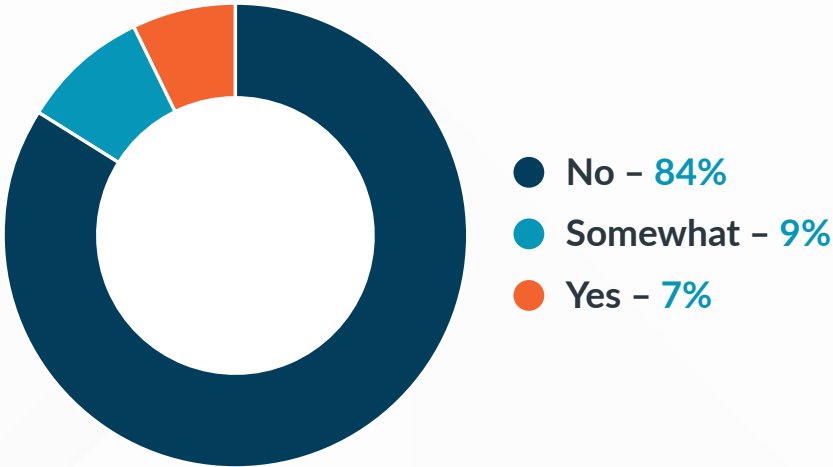
This striking gap points to a broader issue of awareness. While climate-related risks have direct implications for property value, insurance, and long-term liveability, they are not yet embedded in the everyday considerations of most Australians navigating the market. As climate volatility escalates, bridging this knowledge divide will be critical, not just for individual decision-makers, but for the sustainability and resilience of Australia’s property sector.

Environmental concerns identified:

*Survey respondents were able to select more than one option.



Did bushfires, flood zones, and environmental factors influence the decision to buy or sell?



Insight: Legal professionals not proactively communicating climate risk

Among the 54% of respondents who purchased a property and used a lawyer or conveyancer, only 34% were informed about important climate risks. The majority (66%) did not receive any climate-related information, identifying a significant gap in due diligence processes.





5.



Cyber security throughout
property transactions

The property sector's blind spot: Cyber security

Australians are divided on cyber risk, and many may be underestimating the threat.

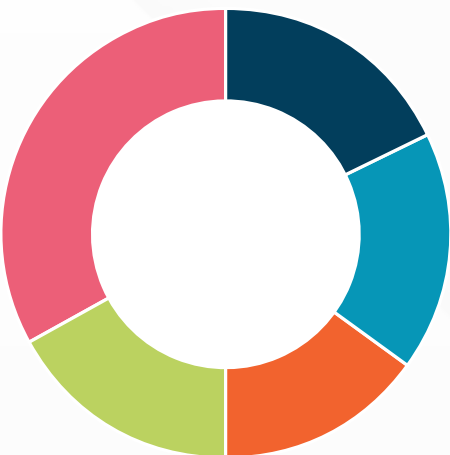
While cyber security concerns are front of mind for some, a significant portion of buyers and sellers remain worryingly unconcerned, even as threats like email interception and payment redirection fraud continue to rise.

The data reveals a stark contrast: **35%** of respondents said they were significantly or highly concerned about their personal data being compromised, yet **50%** expressed little to no concern at all. Similarly, while **46%** reported strong concern about transferring large sums without secure platforms, **26%** admitted they weren't concerned, despite the financial risk involved.

This clear divide points to a growing gap in cyber awareness and consumer preparedness. As the digitalisation of property transactions accelerates, so too do the risks, and many Australians are navigating high-value transactions without fully understanding their exposure.

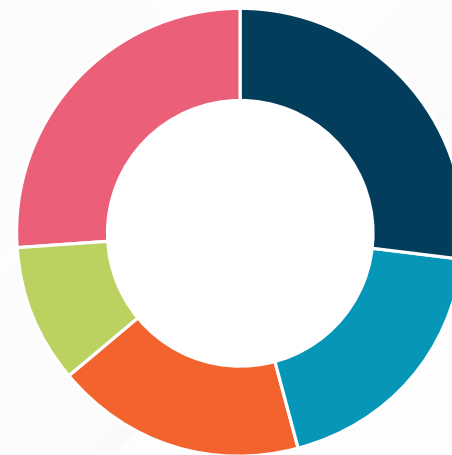
For industry professionals, including real estate agents, lawyers, and conveyancers, this presents both a responsibility and an opportunity. Proactively educating clients, advocating for secure digital platforms, and reinforcing safe digital practices must become standard. As cyber threats grow more sophisticated, professional vigilance is essential to protect consumers who may not yet recognise the danger.

Concern felt towards the security of personal details during transactions



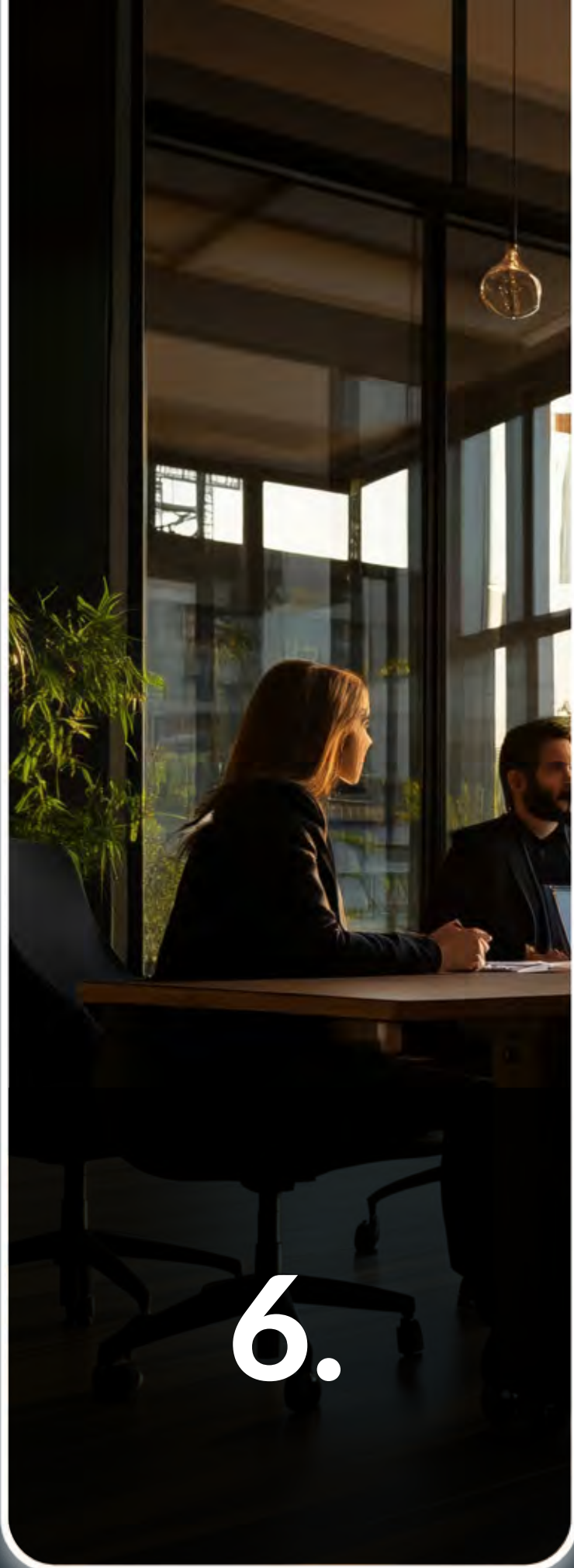
- Significant concern – 18%
- Highly concerned – 17%
- Somewhat concerned – 15%
- Not overly concerned – 17%
- Not concerned at all – 33%

Concern felt about transferring large deposit funds without using a secure platform

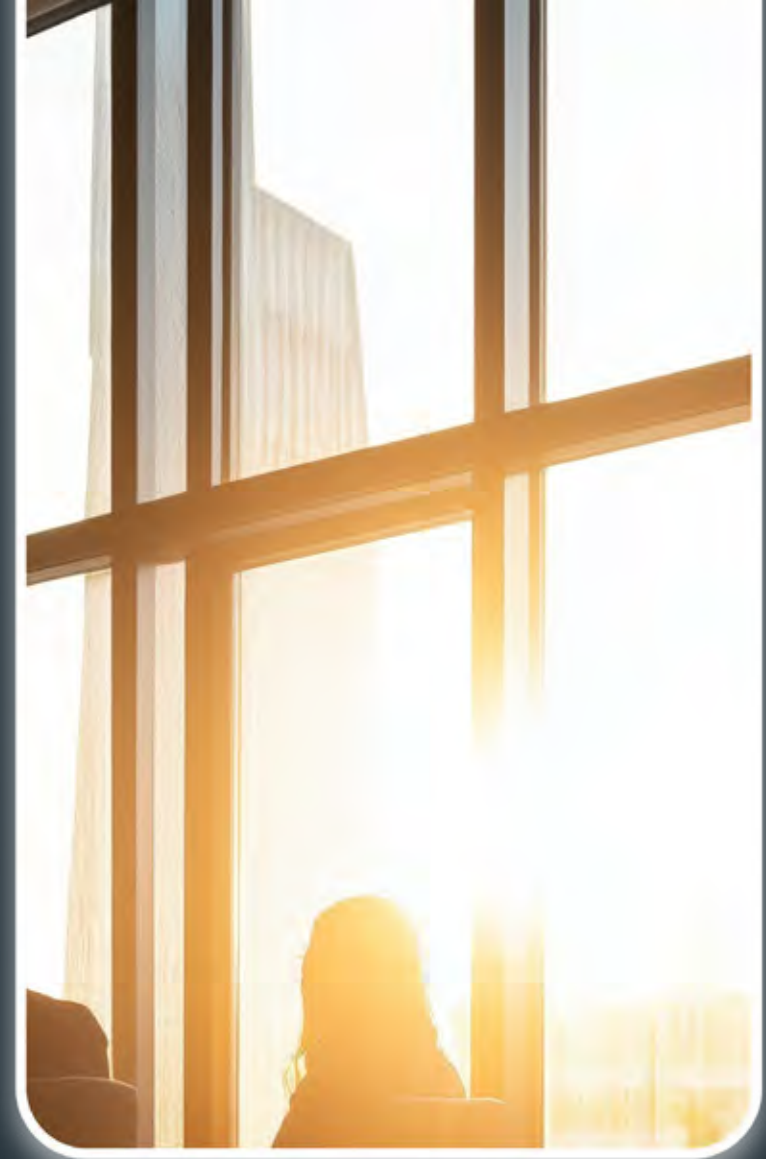


- Significant – 27%
- Highly concerned – 19%
- Somewhat concerned – 18%
- Not overly concerned – 10%
- Not concerned at all – 26%





6.



Parties engaged with
throughout the **transaction**

Property professionals: The trusted foundation of every transaction

The property journey involves a broad network of professionals, each playing a distinct role in shaping the experience from listing to settlement. The data clearly shows that real estate agents (91%) and lawyers or conveyancers (87%) are the most engaged stakeholders, reinforcing their status as the cornerstone of successful property outcomes. Their high engagement levels reflect the trust Australians place in these professionals to provide guidance, ensure compliance, and facilitate a smooth transaction.

By comparison, other professionals, such as financial lenders, building and pest inspectors, and mortgage brokers, remain important but more situational, with fewer than 40% of respondents engaging them directly. Their involvement tends to align with specific needs or stages in the transaction, rather than being universal touchpoints.

Looking at year-on-year trends, most stakeholders saw steady or increased engagement, yet mortgage brokers and pool inspectors recorded a slight decline, while builders and architects maintained stable levels of involvement. These patterns reflect a continued emphasis on the core professional roles that Australians rely on most to navigate one of life's biggest financial decisions.

Party engaged with	2025	2024
Real estate agent	91%	90%
Lawyer/conveyancer	87%	83%
Lender or financial institution	39%	42%
Building and pest inspector	37%	36%
Mortgage broker	34%	38%
Accountant	9%	11%
Builder	8%	8%
Buyer's agent	7%	8%
Pool inspector	5%	4%
Architect	1%	1%



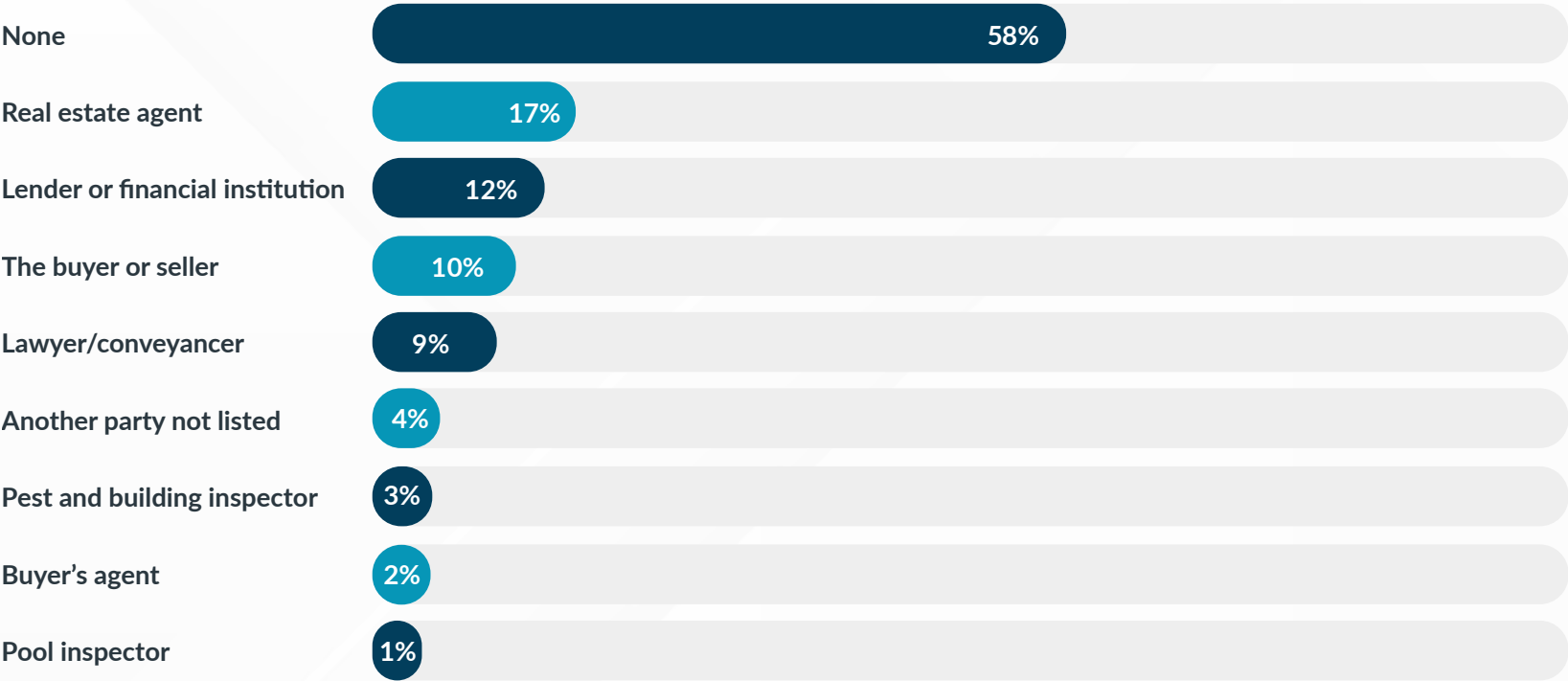
Who did consumers face the most challenges with?

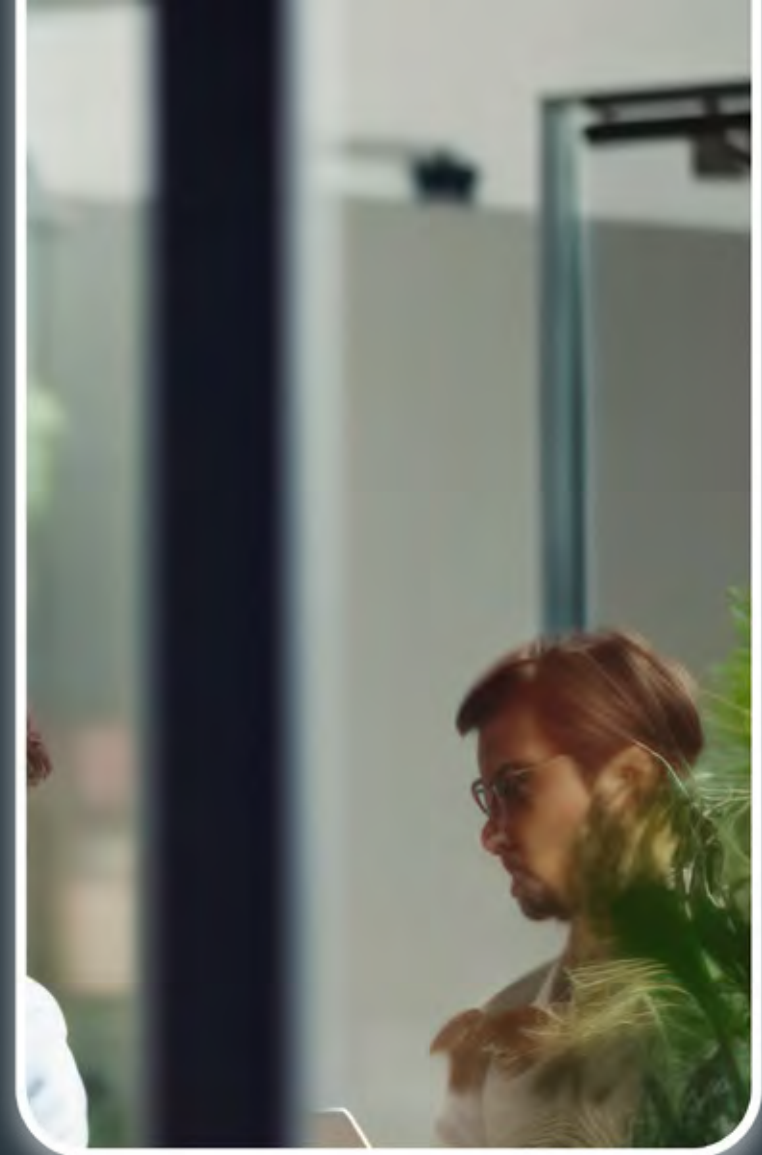
Despite notable improvements in agent performance, they remain a complex and high-impact stakeholder worth closer examination.

Navigating the property market has long been seen as a complex and often stressful experience, but this year’s findings point to a shift in the right direction. Buyers and sellers are increasingly reporting smoother, more positive interactions with the key professionals involved in their transactions.

In 2025, 58% of participants reported no challenges with any parties involved, a strong indication that service standards across the industry are improving. Among the 42% who did face difficulties, real estate agents and financial institutions were most frequently cited. Notably, real estate agents remained the most mentioned stakeholder group for the second consecutive year, yet there’s been a remarkable improvement: agent-related concerns dropped from 30% in 2024 to just 17% in 2025, representing a nearly 50% reduction in reported issues. This reflects a positive trend toward more effective communication, professionalism, and client-centric service within the agent community.

Other challenges were less commonly reported: lenders and financial institutions were identified by 12% of respondents, followed by the other party in the transaction (10%), and legal representatives (9%). While the overall experience is becoming smoother, these figures highlight areas where further improvements can help reduce friction and foster trust throughout the property journey.





7.

How **stakeholders** shaped the experience for **property buyers and sellers**

Lawyers and conveyancers emerged as the top-performing stakeholders in property transactions this year.

The professionals involved in property transactions play a pivotal role in shaping the experience for buyers and sellers.

From legal guidance to financial services and inspection reports, these stakeholders are relied upon throughout the journey, from listing to settlement. Their performance not only influences the smoothness of a transaction but also has a direct impact on client confidence, satisfaction, and trust in the overall process.

Lawyers and conveyancers emerged as the top-performing stakeholders, with an impressive **91%** of respondents rating their experience as excellent or above average. Their consistent performance sets a strong benchmark for the industry and reinforces the value of trusted legal guidance during property transactions.

Real estate agents also showed strong improvement, with over three-quarters of buyers and sellers reporting positive experiences. The proportion of respondents rating their experience as only average fell from **18%** in 2024 to just **10%** in 2025, signalling ongoing improvement in service delivery and client engagement.

In contrast, satisfaction with mortgage lenders and financial institutions remained mixed, with one in four respondents describing their experience as average to very dissatisfying, highlighting ongoing friction in the financing stage of transactions.

Building and pest inspectors saw the sharpest decline in satisfaction. Only **60%** of respondents were satisfied with their experience, while **40%** reported average to poor service. Notably, just **33%** rated their experience as excellent, down from **47%** in 2024, pointing to a growing gap between client expectations and the consistency of service being delivered.

Key highlights:

- Lawyers and conveyancers are setting the standard for client satisfaction, offering a potential model for service excellence that other stakeholders can learn from.
- Real estate agents are on an upward trend, with improved ratings tied to better communication, transparency, and negotiation.
- Building and pest inspectors represent a clear opportunity for improvement, especially in terms of communication, consistency, and educating clients around inspections.
- Communication remains the top area for improvement across all stakeholder groups, including lawyers and conveyancers, real estate agents, and buyer's agents, reaffirming its critical role in shaping positive client perceptions.



An overwhelming 91% of respondents had a positive experience with their lawyer or conveyancer, with 72% rating it as excellent and another 19% as above average, reinforcing the legal profession's leading role in delivering trusted property services.

Highlighted improvements for lawyers and conveyancers

74% of respondents indicated there was no improvement required as they had an excellent experience.

The remaining 26% identified the top areas for improvement:

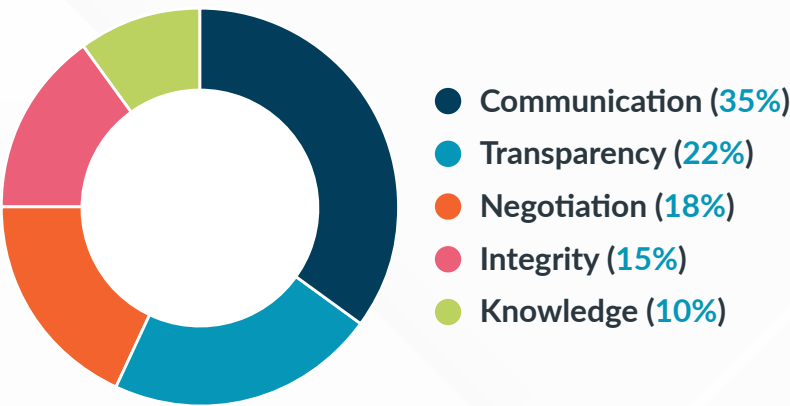


Real estate agents continue to improve their service delivery, with 82% of respondents rating their experience positively, 59% as excellent and 23% as above average.

Highlighted improvements for real estate agents

62% of respondents indicated there was no improvement required as they had an excellent experience.

The remaining 38% identified the top areas for improvement:



82% of respondents had an excellent or above average experience with their real estate agent. Notably, only 10% described their experience as average, down from 18% last year, signalling a meaningful uplift in client satisfaction and service quality.

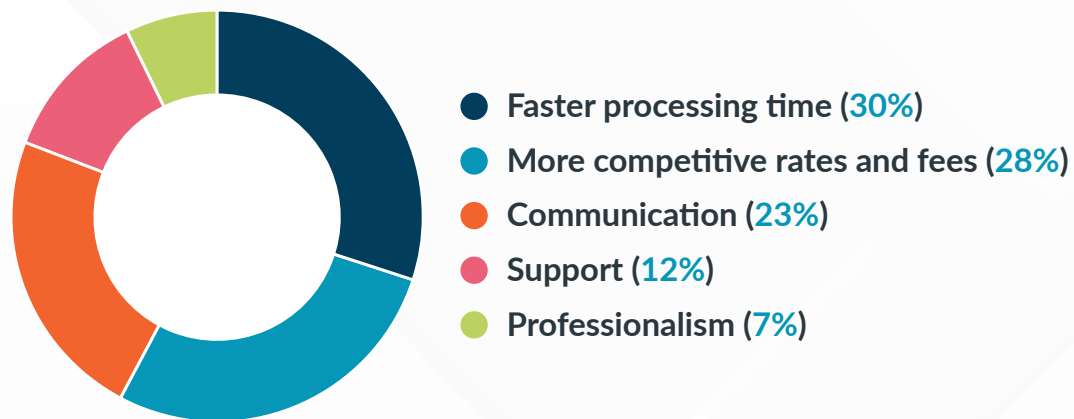


25% of respondents reported an underwhelming experience with mortgage lenders and financial institutions, rating it between average and very dissatisfying.

Highlighted improvements for mortgage lenders and financial institutions

53% indicated there was no improvement required as they had an excellent experience.

The remaining 47% identified the top areas for improvement:



While a large portion of Australians had poor experiences, 75% rated their experience with a mortgage lender or financial institution as excellent or above average.


33% rated their experience with a buyer's agent as excellent, while 27% rated their experience as above average*

Highlighted improvements for buyer's agents

The following are the top areas for improvement highlighted by the 30% of respondents that used a buyer's agent:



*This data is based on the 30% of respondents who used a buyer's agent.



Nearly three quarters of respondents did not use a buyer's agent for their property transaction.

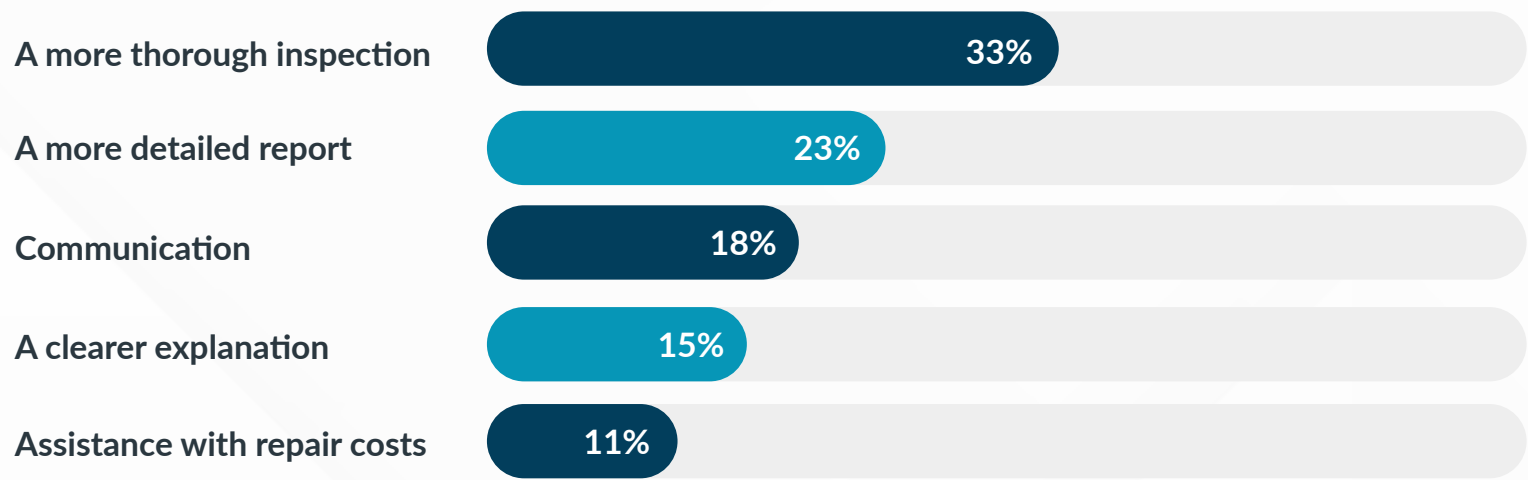
Of the portion of respondents who did, only 60% reported above average satisfaction levels.




40% report average to very dissatisfied experiences with building and pest inspectors*

Highlighted improvements for building and pest inspectors

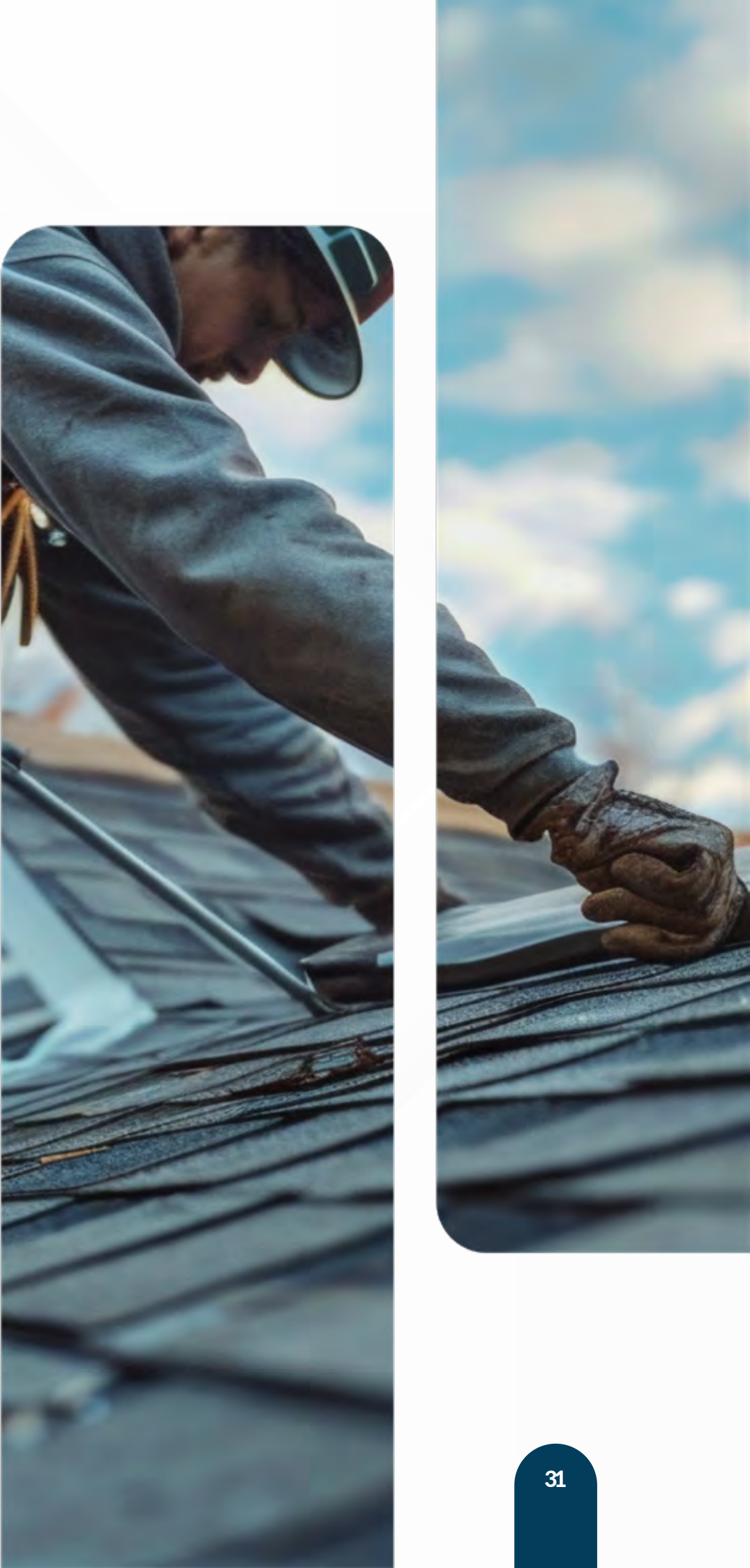
Of the respondents who engaged with a building or pest inspector, 29% indicated there was no improvement required as they had an excellent experience. The remaining 71% identified the top areas for improvement:

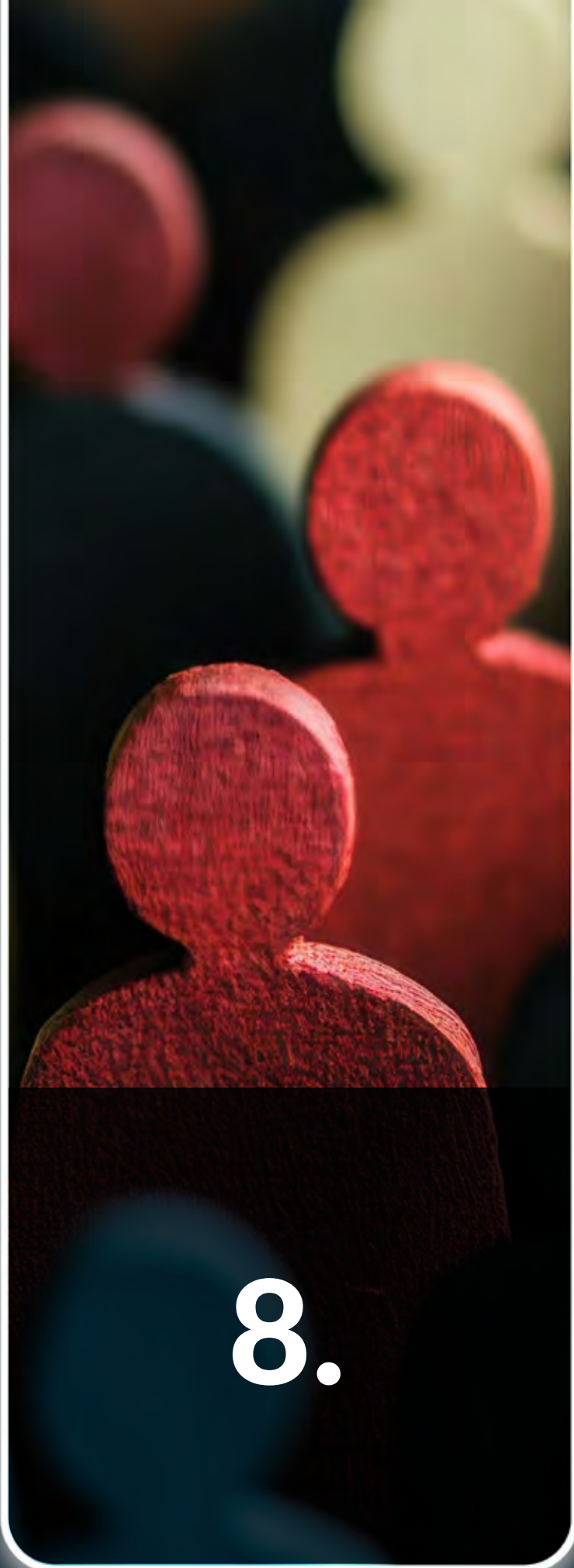


* This data is based on the 54% of respondents who used a building or pest inspector.



46% of respondents did not use a building or pest inspector for their property transaction. Among those who did, satisfaction was far from universal, with only 60% reporting a positive experience.





8.

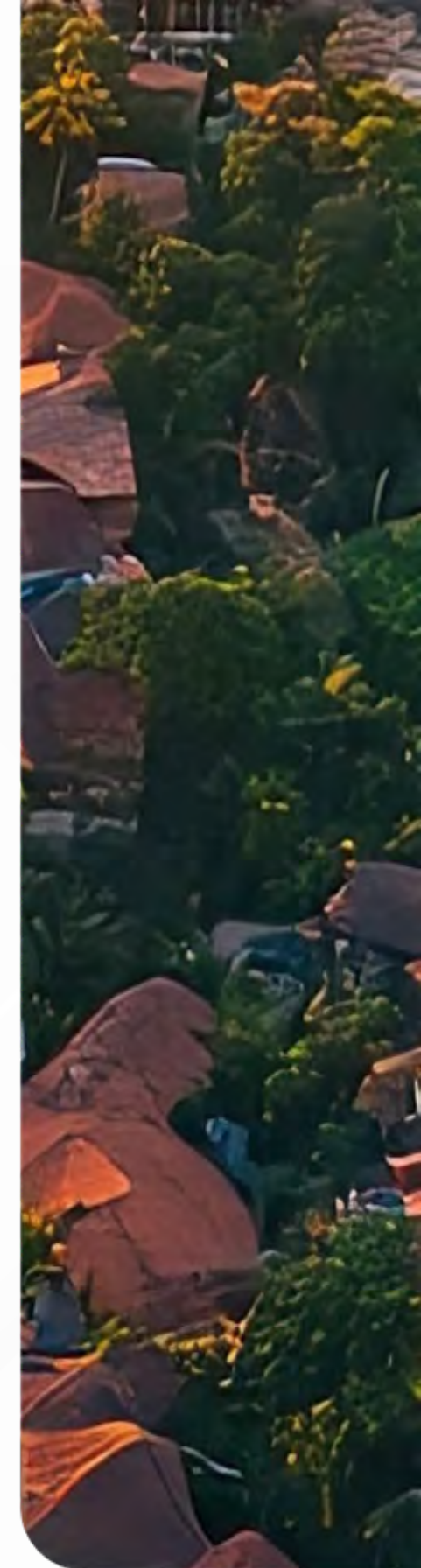


Respondent **Demographics**

The shape of today's market: Age, location, and lifestyle choices

Key findings:

- Property activity was largely driven by mid-life and older Australians, with nearly three quarters of respondents aged 40–69. Younger buyers aged 20–29 made up just **6%**.
- **41%** of transactions occurred in regional areas, the second most popular location after suburban areas (**43%**). This reflects trends driven by affordability, lifestyle shifts, and flexible work models.
- Repeat property buyers and sellers are currently the most dominant in the market, accounting for **72%**, according to survey findings. **15%** of respondents were first-home buyers, while **13%** were first-time sellers. There was a drop in first-home buyers compared to 2024, suggesting that affordability or increased barriers to entry may be pushing out new entrants.
- Suburban properties were by far the most common, revealing a continued preference for suburban living over CBD or rural areas.
- Property preference types remained remarkably consistent to 2024, with houses remaining top choice, but apartments and townhouses continue to be the go-to for affordability. The pressure to shift property type due to pricing or competition became more prominent in 2025, with more buyers acknowledging they purchased smaller properties than planned.
- Coupled households continued to dominate property purchasing, with far greater access to detached homes. Single buyers continue to opt for units or more affordable alternatives.



Demographic insights

Age distribution of buyers & sellers:

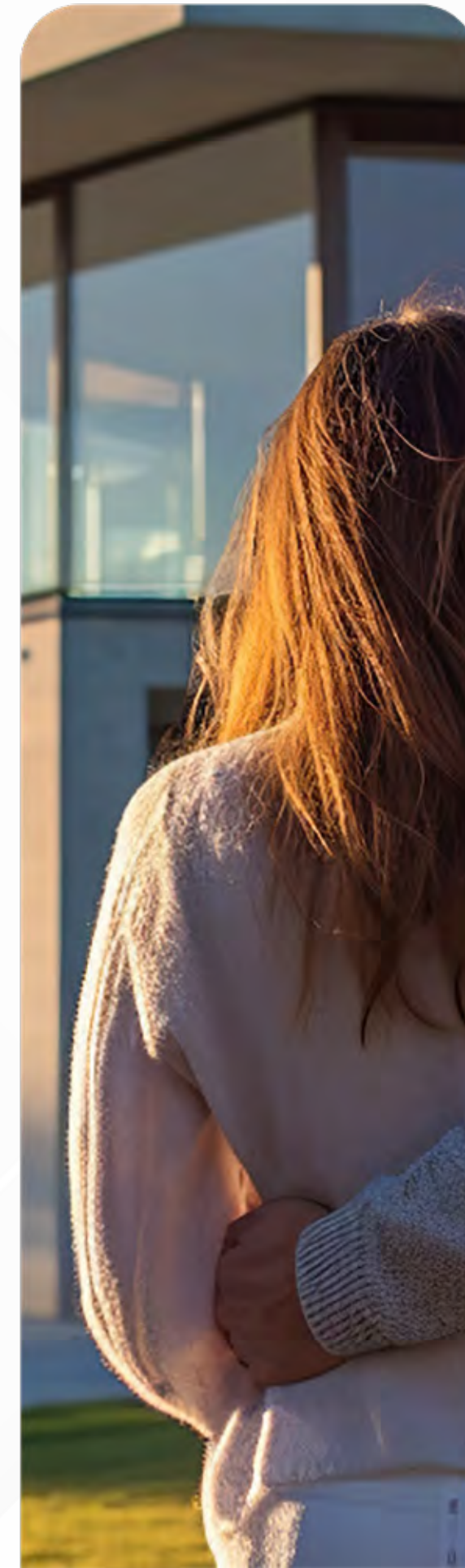
- The largest group of both buyers and sellers fell within the 35–54 age range, underscoring this group's continued dominance in property transactions.
- Younger buyers (under 35) are participating more actively than last year, reflecting a modest but notable increase in first-home buyer activity.
- Older demographics (55+) continue to represent a significant share of sellers, aligning with expected downsizing or retirement-driven property sales.

First-time buyers:

- First-home buyers made up a growing portion of transactions, particularly in outer metropolitan areas and regional zones where affordability is more accessible.
- This group reported more challenges with financing and understanding the process, highlighting an opportunity for greater education and support from professionals.

Investor activity:

- Investor presence remained steady, with most investor respondents aged 35–54.
- Investors were more likely to report a reliance on real estate agents and legal professionals, and to use buyer's agents where available



Geographic trends

Regional vs metro split:

- Metropolitan transactions still lead, but regional areas saw a noticeable increase in buying and selling activity, attributed to affordability, lifestyle migration, and work-from-home flexibility.
- Key growth regions included South-East Queensland, regional Victoria, and coastal areas in NSW.

State-level engagement:

- NSW, VIC, and QLD remain the most active states by volume.
- Queensland, in particular, showed the strongest year-on-year growth in both buyer and seller activity, with many respondents citing improved affordability and interstate migration.

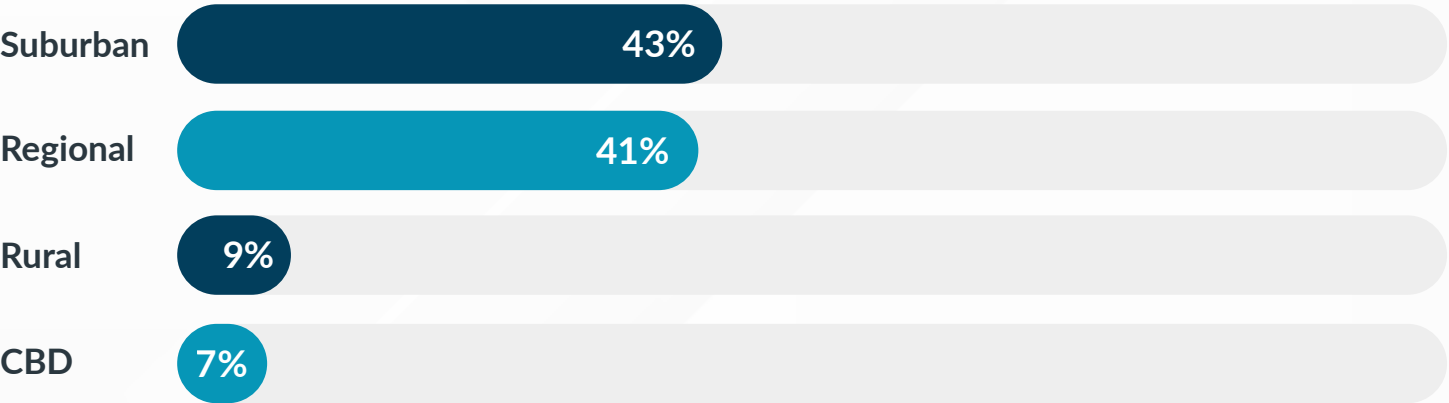
Urban fringe popularity:

- Outer suburban and peri-urban zones experienced a rise in transaction volumes, appealing to both young families and remote workers seeking space and affordability.

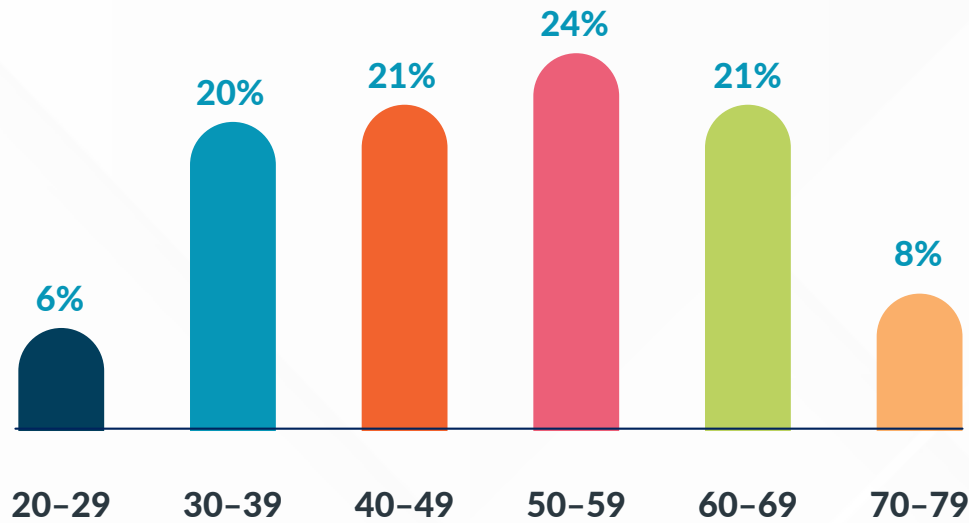


- **Younger Australians on the sidelines as mid-life buyers drive property activity**
The age of respondents was weighted toward mid-life and older Australians, with the largest groups aged between 50–59 (24%), 40–49 (21%), and 60–69 (21%). These brackets alone comprised 66% of the total respondents, indicating that most property transactions involved individuals with greater life-stage stability and likely accumulated equity. Respondents aged 30–39 represented 20%, while younger Australians aged 20–29 made up only 6% of participants. This distribution suggests that property activity was largely driven by those in mid to later career or nearing retirement age, with lower engagement among younger buyers, possibly due to affordability constraints or delays in entering the market.
- **Regional areas close gap on suburbs in national property activity**
The data reveals a significant presence of regional property activity, with 41% of respondents indicating they bought or sold in regional areas, making it the second most common location type after suburban areas (43%). This suggests that regional markets are playing a central role in the national property landscape. In contrast, rural and CBD locations made up just 9% and 7%, respectively. The strong representation of regional activity points to continued trends, likely driven by affordability, lifestyle preferences, and greater acceptance of remote or hybrid work models. It also implies that regional markets are absorbing some of the demand traditionally concentrated in metropolitan suburbs, offering viable alternatives for both homebuyers and investors.
- **Eastern seaboard powers property market, with NSW taking the lead**
New South Wales led property transaction activity, accounting for 51% of responses, well ahead of Victoria (28%) and Queensland (11%). This aligns with population density and market demand along the eastern seaboard. ACT, WA, and SA each contributed 3% to overall activity, while Tasmania represented just 1%. These lower figures may reflect smaller population bases, less frequent transactions, or more localised market conditions.

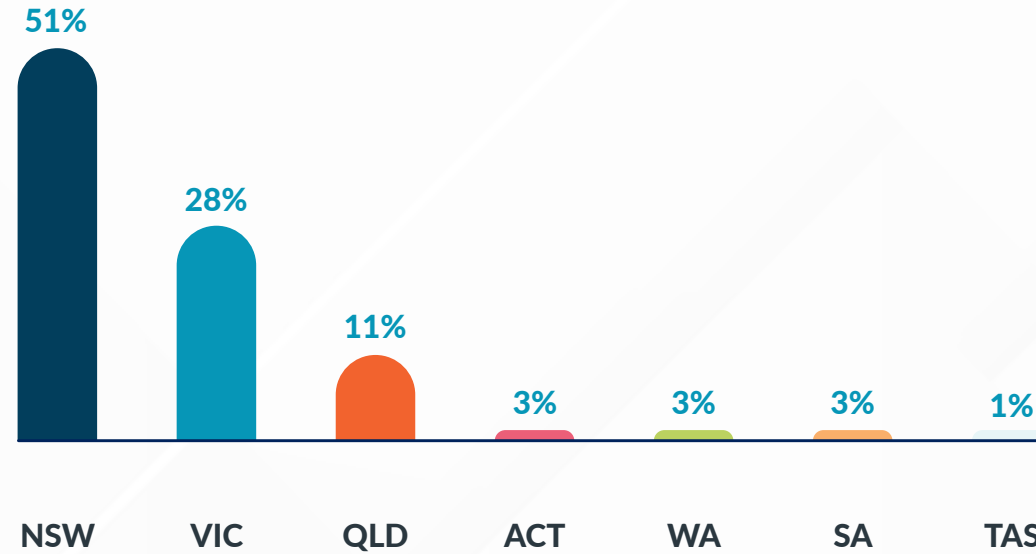
Location of properties bought or sold



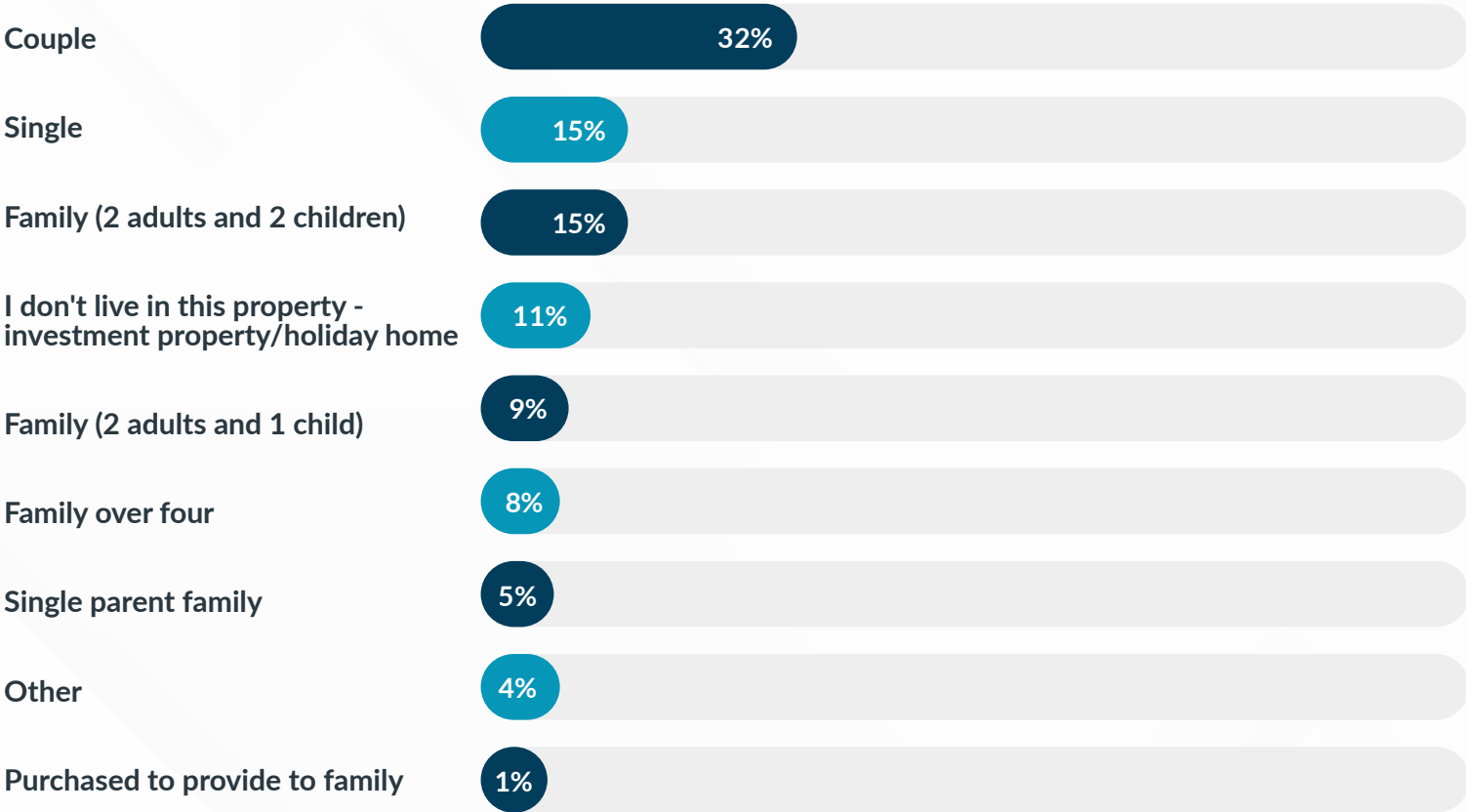
Age of respondents



State where properties were bought or sold



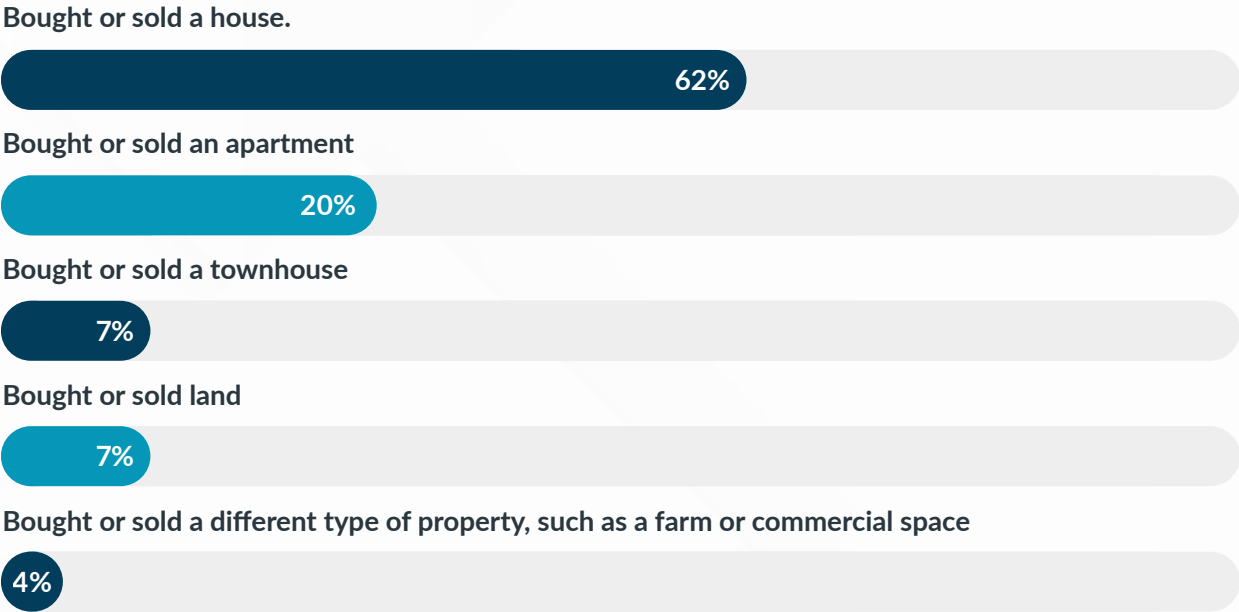
Household size



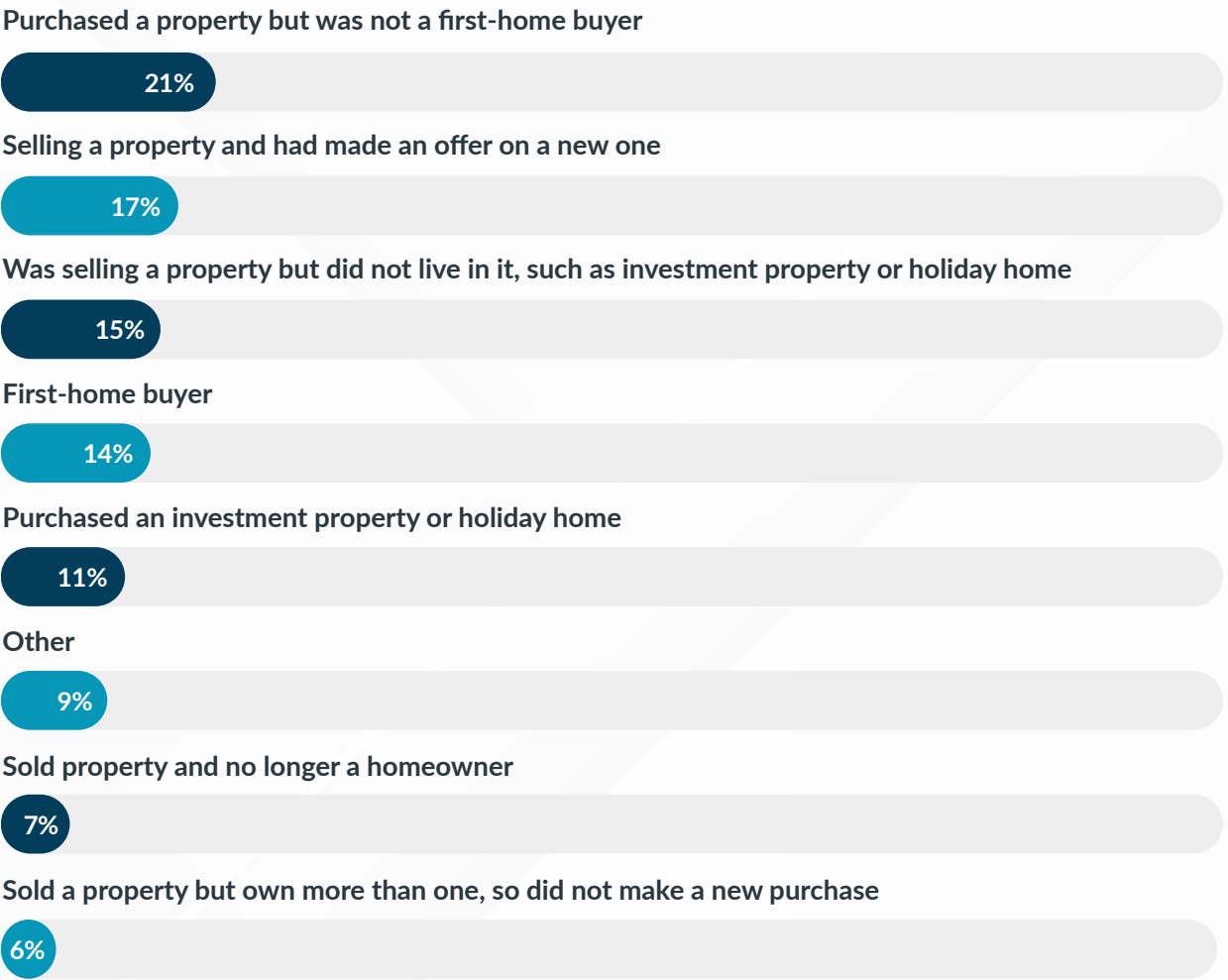
Type of buyer or seller

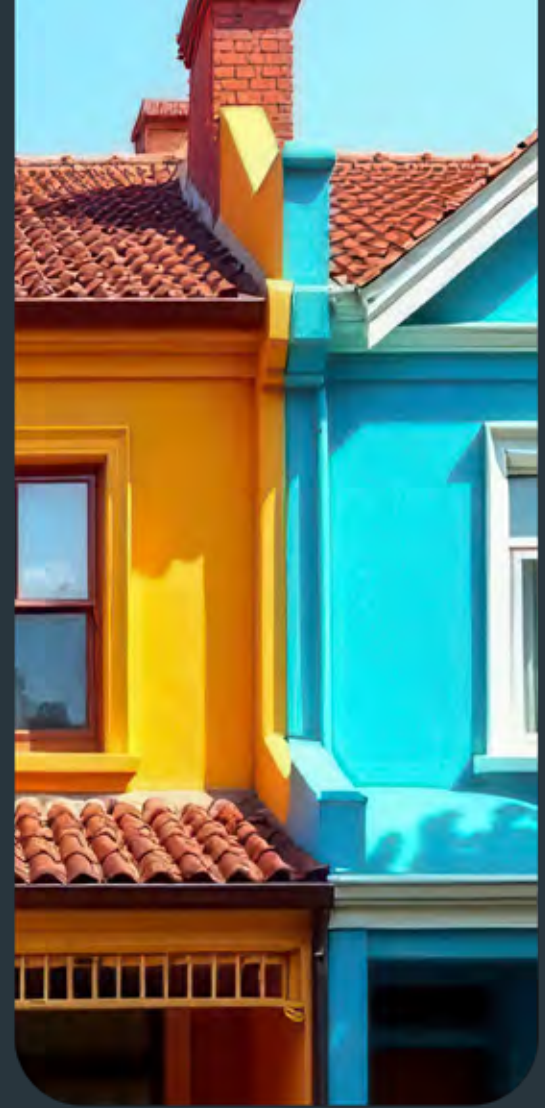


Type of property bought or sold by respondents



Best described situation





About this research

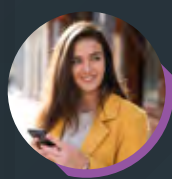
This research was conducted on behalf of InfoTrack Australia in conjunction with Securexchange and InfoTrackGO. We would like to offer our gratitude to everyone who participated in this research and for sharing your experiences.

If you would like to participate in this research in 2026, or have any questions regarding this report, please contact Sandra.Falzon@InfoTrack.com.au.



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