



**OLIVER HUME
RESEARCH**

**BI-ANNUAL PURCHASER PROFILE AND SENTIMENT
SURVEY - METROPOLITAN MELBOURNE'S GROWTH
AREAS**

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55 Southbank Boulevard

Southbank Vic 3006

Tel.: (03) 9669 5999

Fax: (03) 9669 5995

www.oliverhume.com.au

Email: a.perkins@oliverhume.com.au

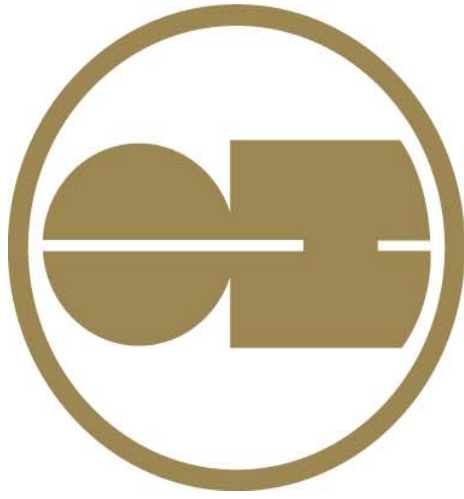
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The report may encompass future forecasts of a range of variables, which can be affected by a significant number of unpredictable factors including social and economic conditions. It represents the best judgements and estimates, which can be made by Oliver Hume Research.



OLIVER HUME RESEARCH

Oliver Hume is a multi-disciplinary property organisation with over 55 years experience in the residential development industry. It has offices in Victoria and South East Queensland.

Having marketed more than 170 residential communities over the last 10 years (settling around 50,000 products), it represents some of Australia's leading private and publicly listed companies - with projects ranging from broadacre urban growth sites to inner-urban and CBD developments.

To assist with it clients strategic intent, the research division affords an extensive and unrivalled suite of 'real-time' publications / datasets. **It is not a consultancy.**

Of note, the division maintains consultancies with a number of key Victorian State Government agencies including the *DOI, DPDCD and the GAA.*

Area Sales Report - Land

A monthly analysis of project land sales rates and stock levels across all Melbourne's growth areas, namely,

'Casey-Cardinia', 'Hume', 'Melton-Caroline Springs', 'Whittlesea' and 'Wyndham'.

Includes stock level, rate per square metre, price point and price point by product type intelligence. On a growth area, municipality and project specific basis.

Melbourne Residential Digest - Land

A comprehensive document which focuses on development activity in Melbourne's growth areas.

Includes 'project specific' intelligence such as developer, locational reference, project launch / development timeframe, lot numbers, product mix, lot size and price points (including rebates).

Purchaser Profile and Sentiment Survey - Land

Designed to assist Oliver Hume in regard to tailoring projects to current and future purchaser sentiments - both a quantitative and qualitative tool.

Its affords Oliver Hume with a unique tool like no other, that enables more significant buyer profiling and catchment analysis based on 'real time' customers.

Melbourne Residential Digest - Medium and High Density

A publication focusing on medium and high density activity throughout Metropolitan Melbourne.

Includes 'project specific' data sets such as developer, project launch / development timeframe, yield, product mix, product size, price points, rate per square metre and body corporate rates.

For further information, please contact Andrew Perkins, National General Manager

55 Southbank Boulevard, Southbank Vic 3006

Tel.: 613 9669 5999 / Fax: 613 9669 5995

www.oliverhume.com.au