

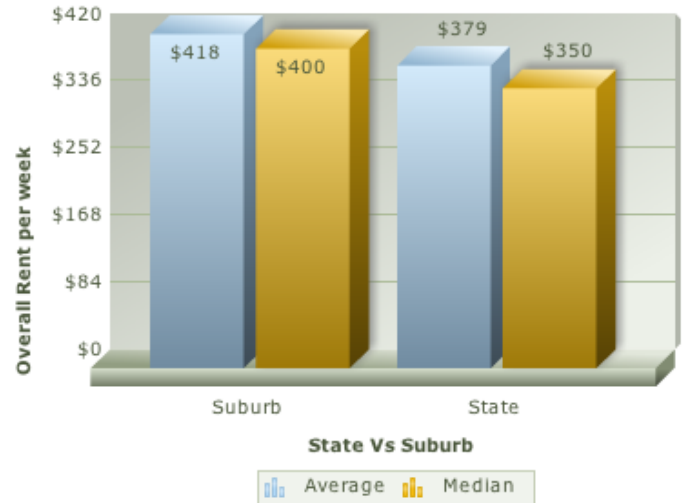
Investment Report for VIC

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! This report provides information based on the actual 'demand' for rental properties as opposed to other reporting tools in the market that assess the 'supply' only. This data is gathered from applications submitted by actual tenants wanting to live in the selected area.

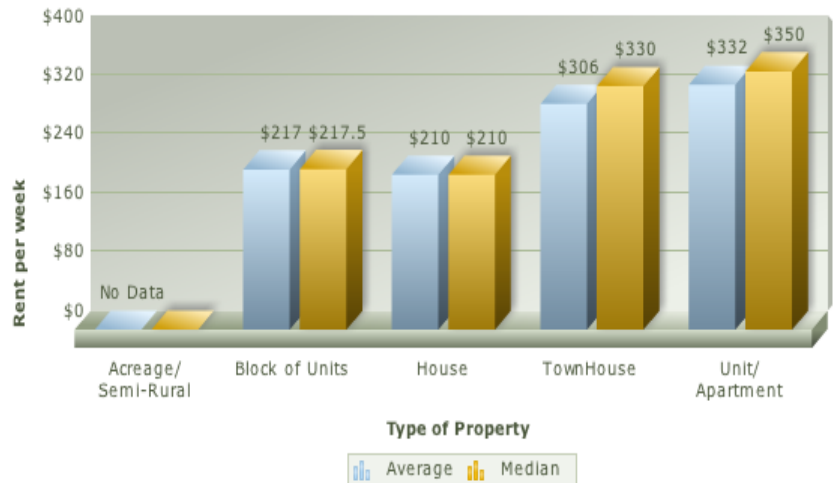
Overall Average and Median Rent

The price is right... or is it?! This graph lets you know the overall average and median rent for the suburb you're interested in, and compares it to that for the whole state. If the results show that the average and median rent for a particular suburb are higher than that for the rest of the state, you can be pretty sure that it means the suburb in question is performing above the norm. For example, if the average rent for Brighton is \$450 against a Victorian state average of \$380, you can rejoice in the fact that Brighton is yielding higher rent when compared to the rest of the state.



Average and Median Rent by Property Type

Curious how the type of property will affect rental prices? This graph tells you the average and median rent for each property type in a particular suburb - whether it's a house, townhouse, apartment or so on.



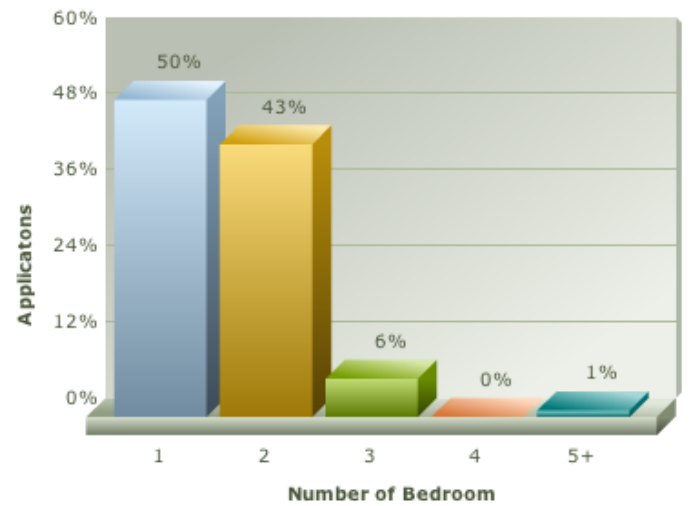
Average and Median Rent by Number of bedrooms

Wondering if more bedrooms are going to bring in bigger bucks? This graph lets you know the average and median rent for each bedroom category - from 1 bedroom up to 5+ bedrooms.



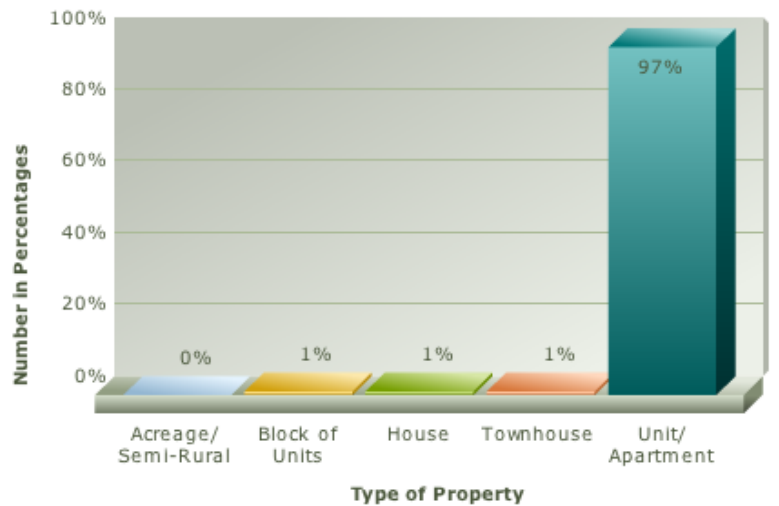
Number of Bedrooms

If you're keen to learn the number of bedrooms most tenants are after, this graph shows what percentage of tenants in a suburb are applying for properties with each number of bedrooms. As an investor, this can help you understand the demand for a particular size of property. For example, if the majority of tenants in an area are looking for a 3 bedroom property, you can recognise that this is the suburb's sweet spot - knowing that higher demand can help drive a higher rental yield. At the same time, if demand is high, you're more likely to attract a higher number of applications - giving you the best selection of tenants to choose from. (This information is even more powerful when combined with the graph below...)



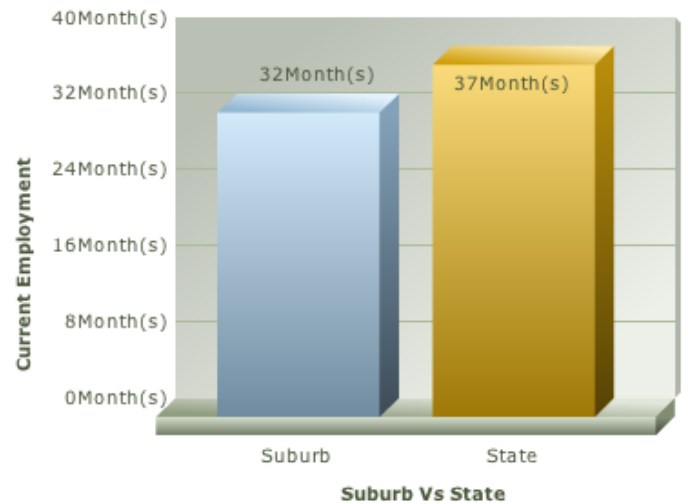
Property Types

Trying to figure out if a townhouse or apartment is more popular? This graph illustrates what percentage of tenants are applying for a particular kind of property in your selected suburb. As an investor, this can help you understand the demand for a particular property type. For example, if the majority of tenants are looking for a townhouse, there will be more demand for a property of this type - and higher demand can help drive a higher rental yield. At the same time, if demand is high, you're more likely to attract a higher number of applications, thus reducing vacancy rates (This information is even more powerful when combined with the graph above...)



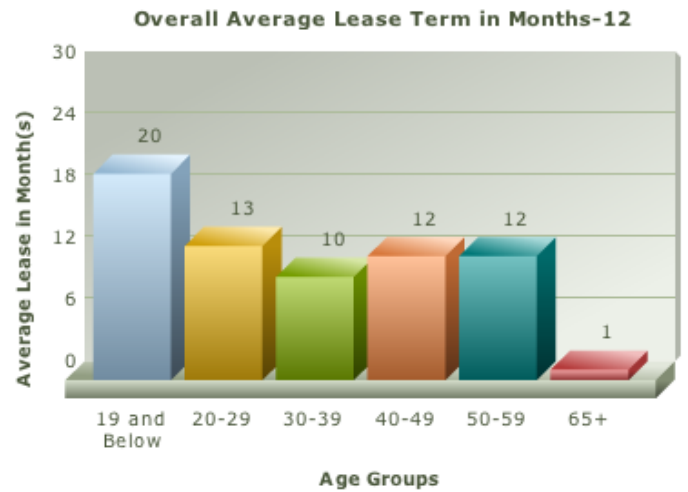
Average Length of Current Employment

If you want to learn more about the kinds of tenants in a particular area, this graph shows the average length of time that applicants in a suburb have been employed for, comparing that figure to the state average. This can help highlight which suburbs attract tenants with a stable income, which in turn can demonstrate their ability to pay rent consistently over a longer period of time.

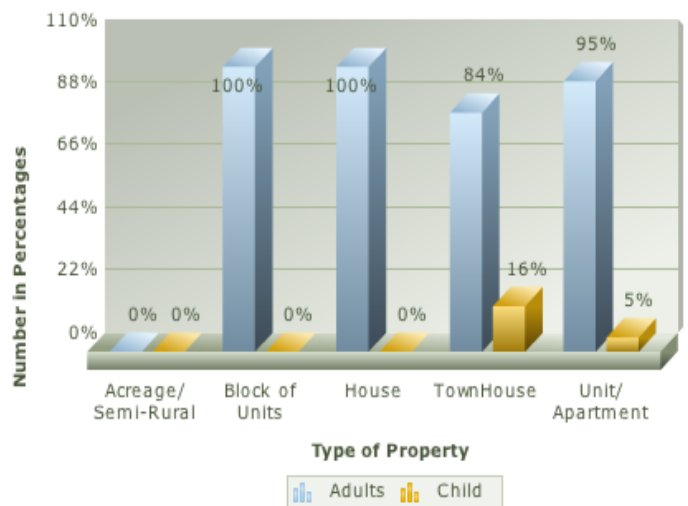
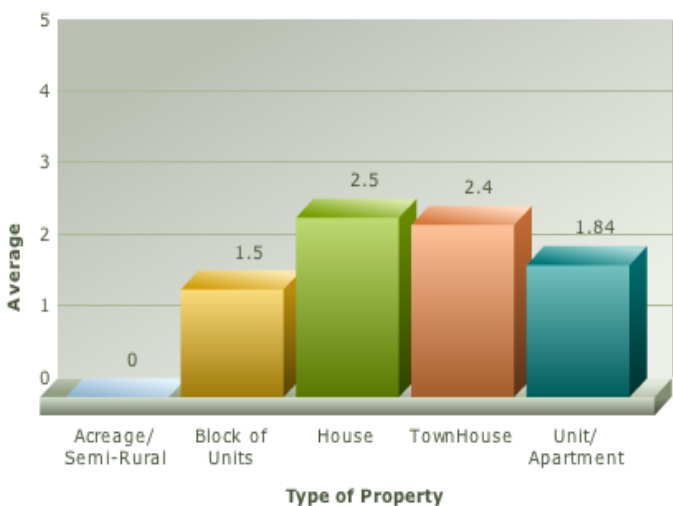


Average Lease Term

Want to know how long a tenant is likely to stay in your property? This graph shows the overall average lease term for a particular suburb and then breaks that data down into age brackets. This can help you decide what demographic of tenant is best for your property. If you'd prefer the one tenant to lease your property for a longer period of time, try to attract the age group that has the highest average lease term.

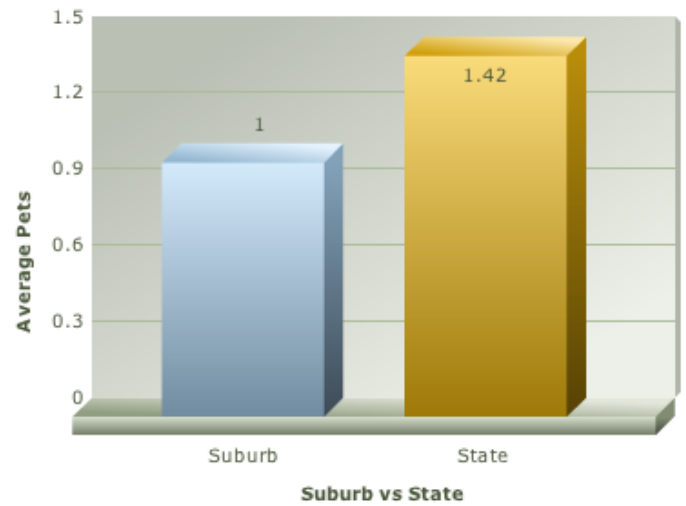
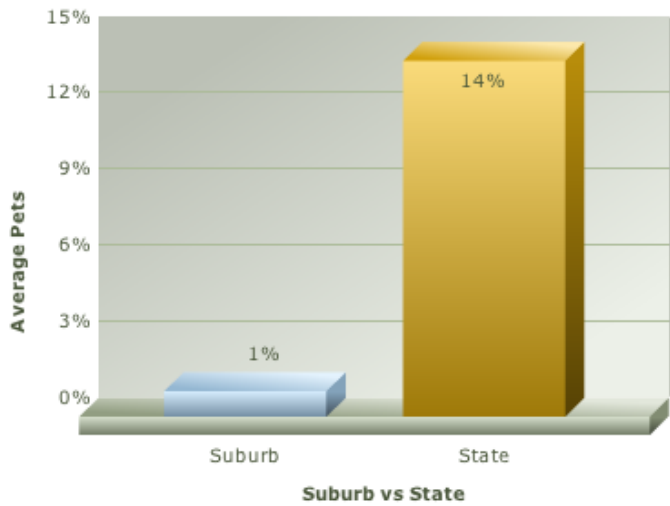


Adults Vs Children



These graphs show the average number of occupants that typically occupy each type of property in a suburb, and then we break this data down into what percentage of those occupants are adults and what percentage are children. This can help you understand which suburbs attract families, singles or couples, allowing you to choose a suburb depending on the kind of tenants you would like to see in your property - eg. a whole family or singles.

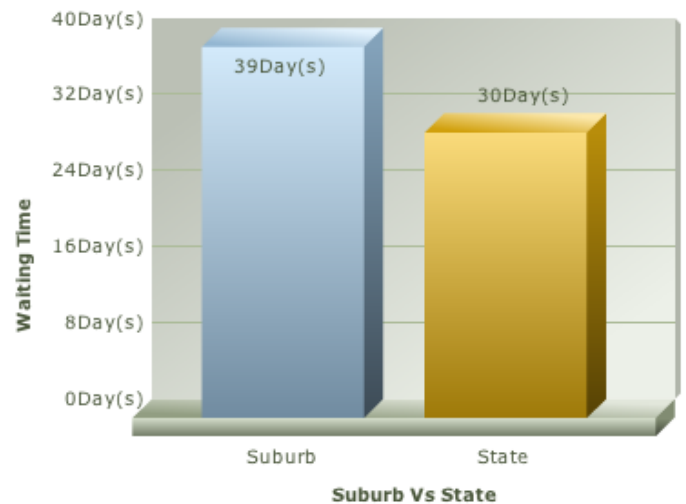
Average Number of Pets



Pet friend or foe? These graphs show what percentage of applicants in a selected suburb have pets, as well as the average number of pets, compared to the state average. This can help you understand which suburbs attract tenants that do or don't own pets.

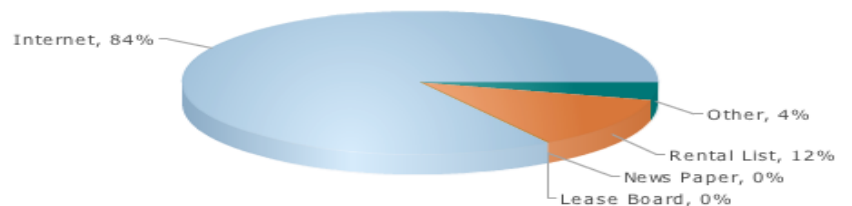
Average Waiting Time Suburb Vs State in Days

Not keen on waiting for your tenant to move in? This graph shows the average number of days between a tenant making an application and the date they have selected to move in, comparing the selected suburb to the state as a whole. This can help you to identify suburbs where tenants wish to get into properties sooner, reducing the amount of time the investment property is vacant.



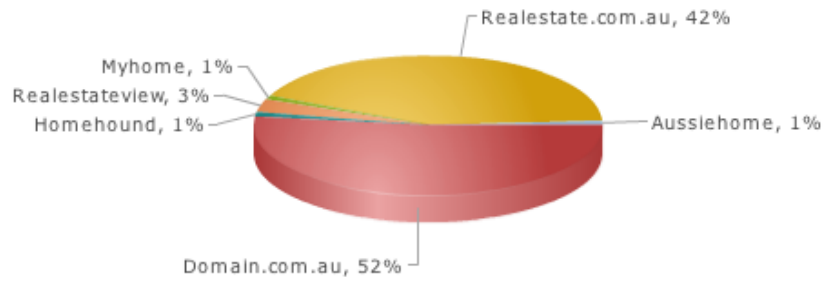
How They Found about the Property

If you want to know how best to spread the word about your investment property, this chart shows which media and channels are most commonly utilised by tenants looking for properties in a particular suburb. This can help you understand which channels are most effective and which channels you can do without.



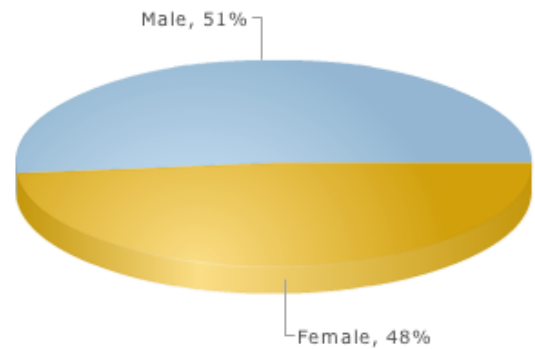
Internet Marketing

This chart is a breakdown of the 'internet' category from Chart 11, so you know where to start on the world wide web. It shows which websites will be the most effective when marketing your investment property to tenants in a particular suburb.



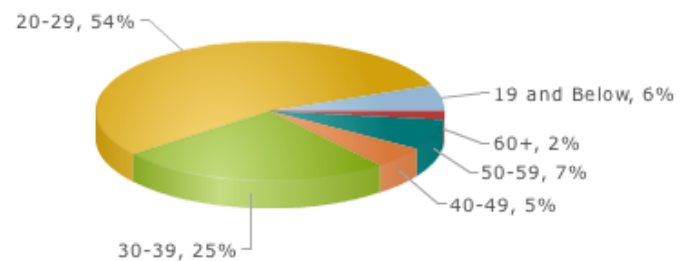
Male to Female Percentage

Favouring a female or marketing more to a male? This chart shows the gender breakdown of a suburb and can also help shape the way you market your property, based on the gender of the tenant you would like in your property.



Age Groupings

Is it on for young or old? This chart shows the age groupings within a particular suburb, allowing you to choose an area depending on the age of the tenant you would like to see in your investment property.



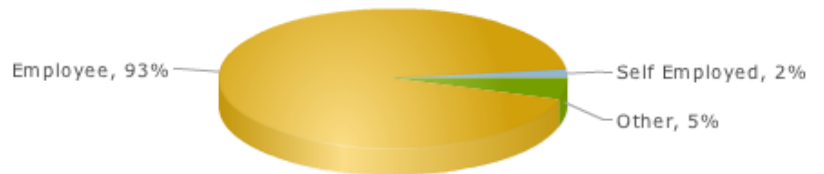
Student Statistics

Not sure if school's out or in? This chart lets you know what percentage of applicants in a selected suburb are students. A higher percentage of students can illustrate that a suburb is located near a university and might be attractive to students, if that is what your investment property is suited to (eg. 1 bedroom apartments).



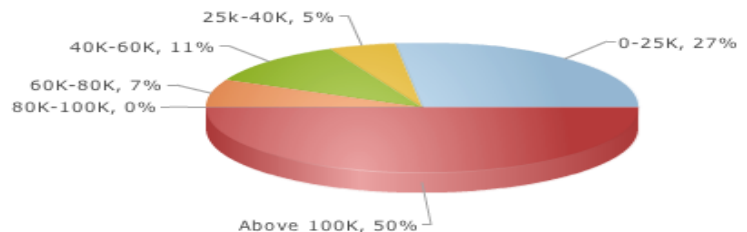
Employment Percentage

Working 9 to 5... This chart shows what percentage of applicants in a selected suburb are employees or self employed. 'Other' takes into account those who don't work or may be retired. This information can help highlight which suburbs have a higher employment rate and can also demonstrate the overall ability of tenants to pay rent consistently.



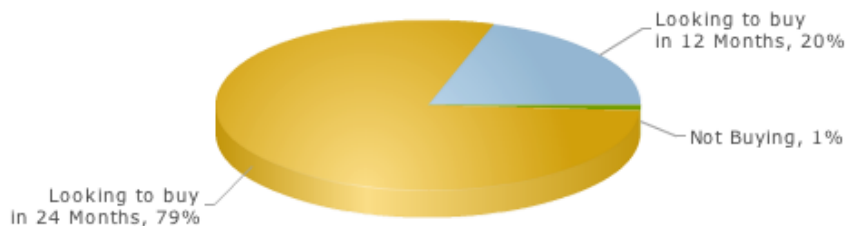
Income Brackets

Money, money, money... This chart shows the income brackets within a selected suburb, helping you choose a suburb depending on the kind of rent you believe your investment property will yield. For example, if more tenants in an area appear able to afford the rent in your investment property, demand will increase, as should the number of interested tenants.



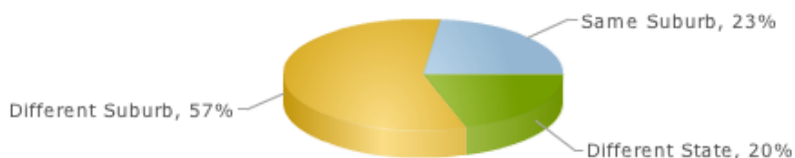
Tenants Considering Buying

When tenants are considering buying a property in the future, many choose to rent in the suburb they hope to purchase in. This chart shows the percentage of tenants who are considering buying a property in a suburb the next 12 months, 24 months or not at all. This can help you choose a suburb to invest in where the tenant population will soon be coming into the market as buyers, which in turn can help drive property prices.



Moving Trend

This chart illustrates what percentage of tenants that apply to live in a selected suburb are already living in that suburb, in that state or outside of that state. This can help you work out if the marketing for your investment property should be national, state-wide or local, depending on where the majority of applying tenants in the suburb hail from.



Top 10 Suburbs in VIC

Top 10 most popular suburbs based on tenant demand

- 1 RICHMOND
- 2 SOUTH YARRA
- 3 ST KILDA
- 4 MELBOURNE
- 5 HAWTHORN
- 6 PRAHRAN
- 7 BRUNSWICK
- 8 ELWOOD
- 9 ST KILDA EAST
- 10 RINGWOOD

Top 10 suburbs based on highest average weekly rent

- 1 KANGAROO GROUND - \$870
- 2 IVANHOE EAST - \$866
- 3 BALWYN NOTH - \$800
- 4 BLACK ROCK - \$753
- 5 CANTERBURY - \$694
- 6 BEAUMARIS - \$643
- 7 PRAHAN - \$633
- 8 BRIGHTON - \$593
- 9 EAST ST KILDA - \$581
- 10 ALBERT PARK - \$571

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