

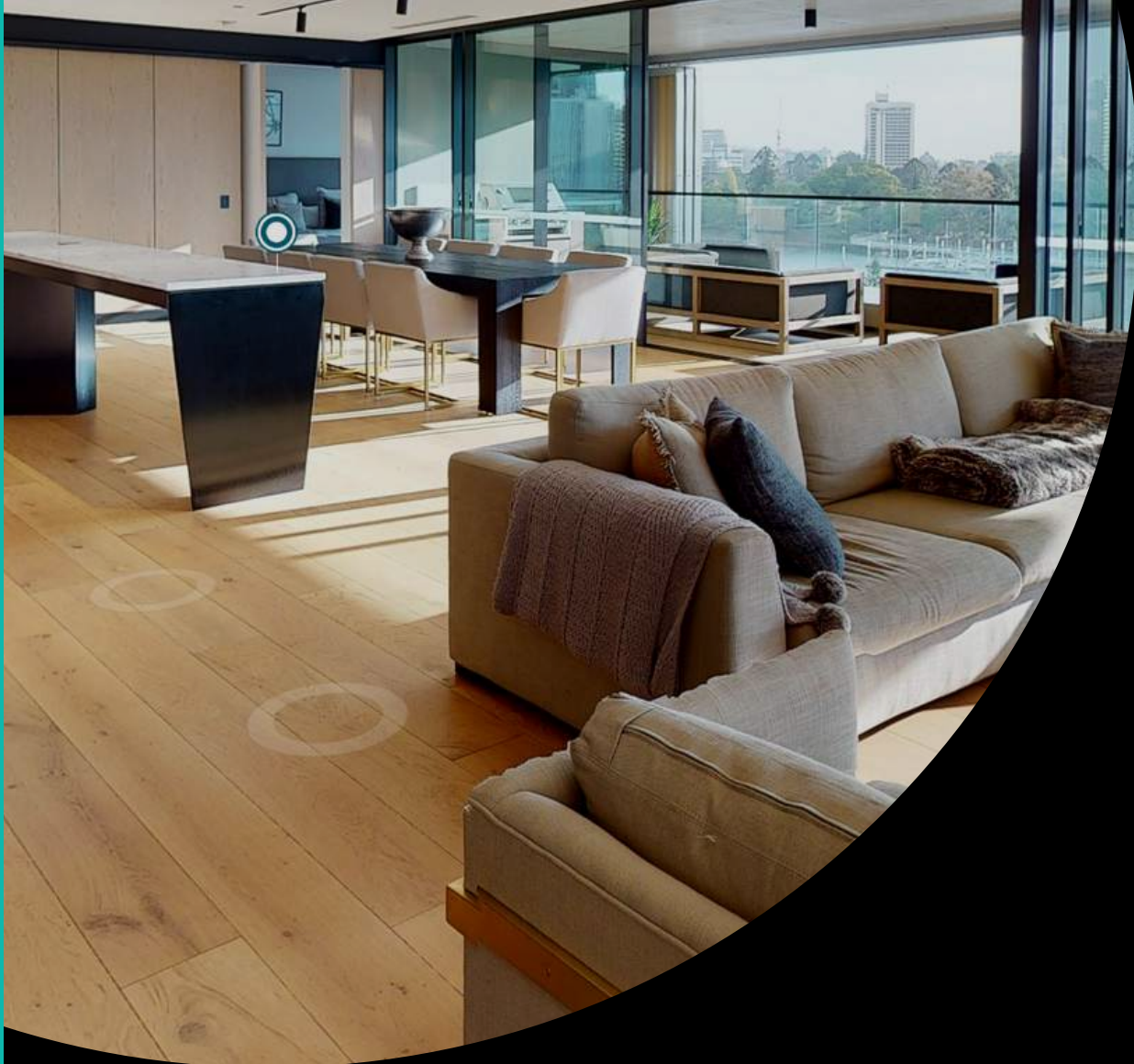
# Sight Unseen



Interstate & International  
Buyer Trends in the  
Australian Property Market

August  
**2022**





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Josh Callaghan, CEO
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# Foreword

Welcome to the August 2022 edition of Sight Unseen, Little Hinges' monthly report on interstate and international buyer trends in the Australian property market.

There's a lot of conversation about the state of the market at the moment, with yet another interest rate hike handed down by the RBA at the beginning of this month.

Here at Little Hinges, we've started to see some of the uncertainty in the market reflected in how people are inspecting properties online, with more people choosing to inspect properties closer to home.

Half of the cities we report on saw small increases in their interstate inspections, including Sydney (+0.8%), Perth (+1.6%) and Sunshine Coast (+0.8%). The remaining three cities saw decreases in the number of interstate inspections, including Melbourne (-2.2%), Brisbane (-0.8%) and Gold Coast (-3.9%). The Gold Coast saw the biggest drop in sight unseen inspections, however the city is still seeing almost 50% of inspections being undertaken by prospective buyers from Sydney and Melbourne.

As property prices fall in Sydney and Melbourne, interstate buyers are starting to become more interested in these locations, especially as house prices in Brisbane, the Sunshine Coast and Gold Coast remain high.

Now more than ever, sellers are looking for agents who can open up their property to the largest number of potential buyers, regardless of where they are located. As the market shifts in favour of buyers, agents will need to demonstrate how their strategies for a slower market stack up in order to win more listings.

Read on to see the breakdown of each region for August, 2022.

Little hinges swing big doors.



A handwritten signature in black ink that reads "Josh Callaghan". The signature is fluid and cursive.

Josh Callaghan  
Co-Founder and CEO, Little Hinges

# Key Insights

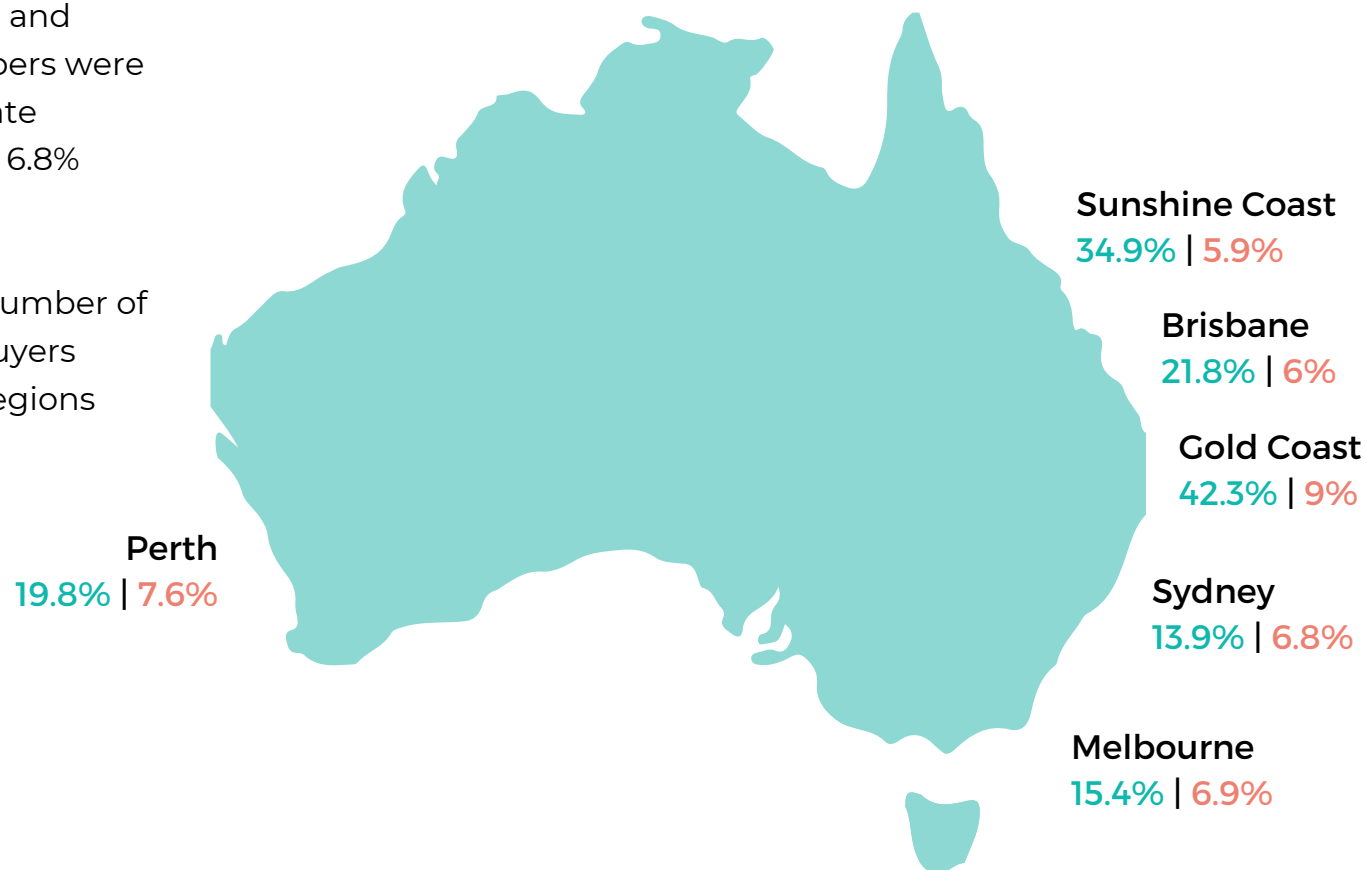
In August 2022, the major regions around Australia saw an average of 25.9% of properties inspected from interstate. 6.4% of inspections were from overseas. Both interstate and international inspection numbers were down from July, when interstate inspections were at 29.3% and 6.8% respectively.

This report breaks down the number of interstate and international buyers looking at property in major regions around Australia.

## Key Property Markets

**INTERSTATE**  
Average 25.9%

**INTERNATIONAL**  
Average 6.4%



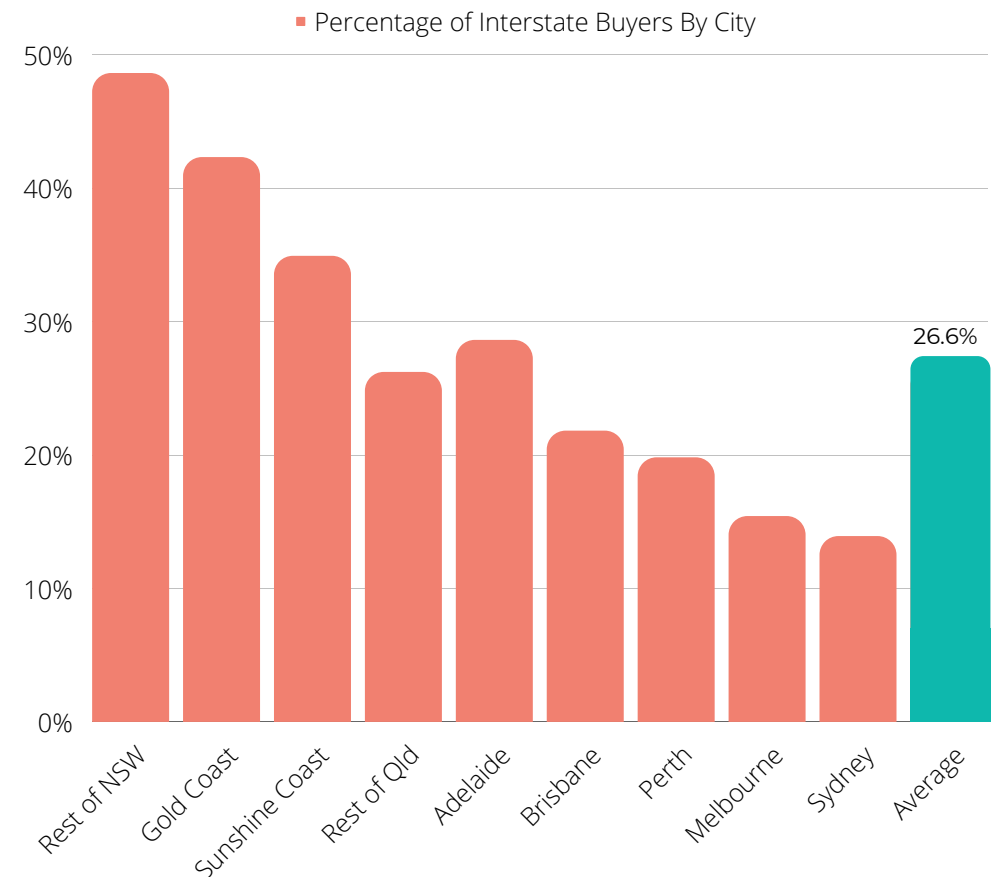
# Interstate Buyer Trends

This month has seen the number of overall inspections drop as a result of ongoing rate rises and market uncertainty.

Queensland inspections continue to remain strong, despite small decreases in the number of interstate inspections being undertaken in Brisbane (-0.8%) and the Gold Coast (-3.9%).

The Sunshine Coast's percentage of interstate inspections grew slightly (+0.8%) to almost 35%.

After a month of strong growth in July, Melbourne saw a decrease in the percentage of sight unseen inspections, dropping 2.2% to 15.4%, still a significant increase from the low single digits the city saw earlier in the year.

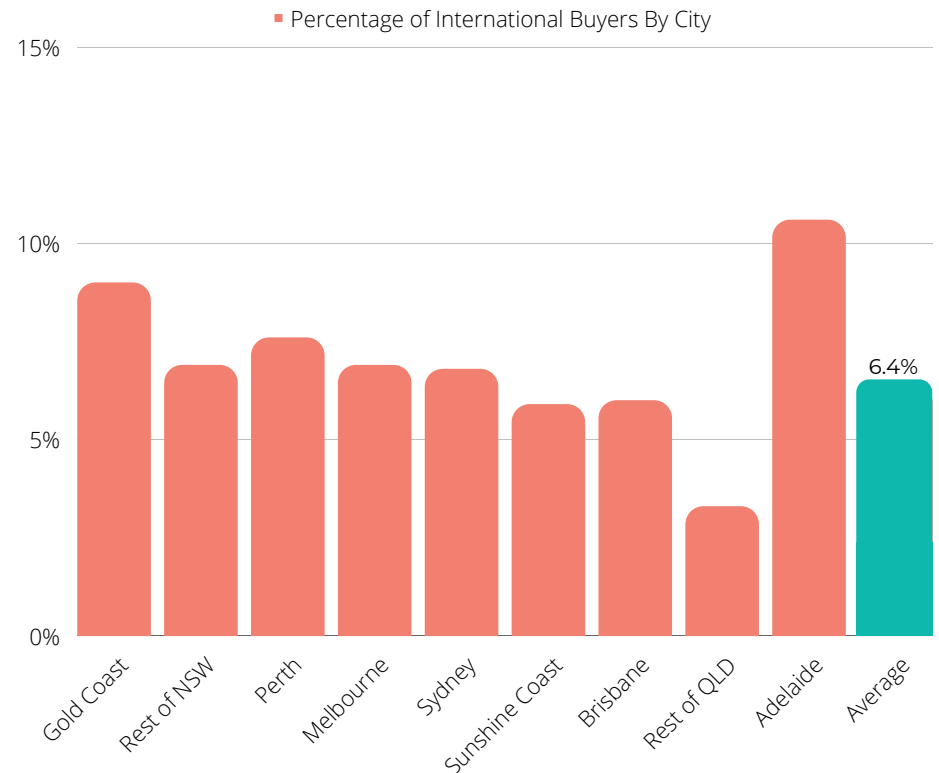
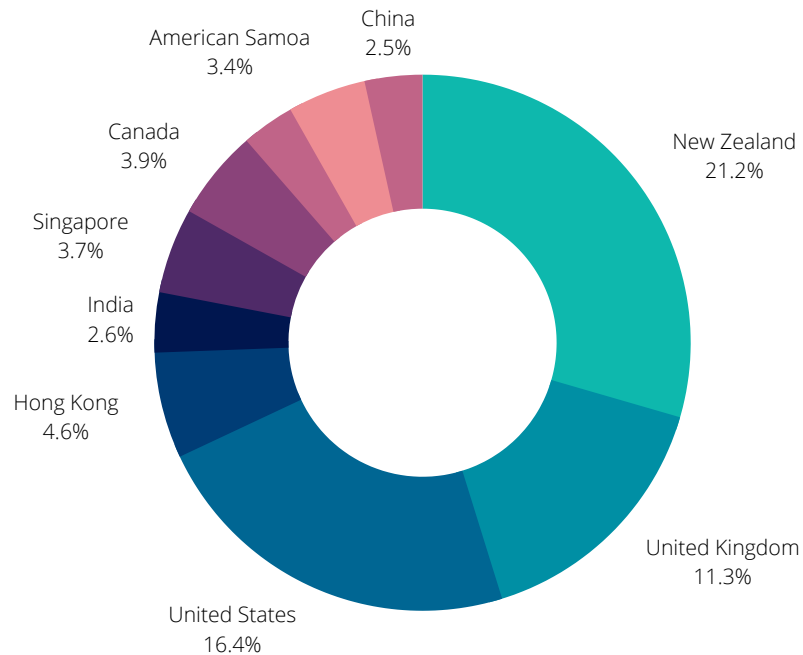


# International Buyer Trends

The number of international buyers inspecting Australian property decreased slightly in August, down to 6.4% from 6.8% in July.

In August, the Gold Coast, Melbourne and Perth were most attractive to international buyers, who were inspecting property from locations including New Zealand, the US and the UK. Almost 10% of buyers on the Gold Coast are inspecting property from interstate.

## Where Australia's International Buyers are Located





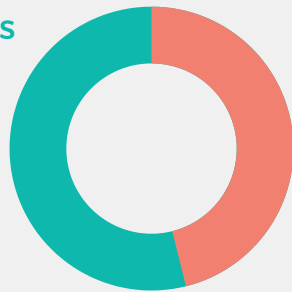
# City Spotlights

# City Spotlight — Gold Coast



## INTERSTATE

Local buyers  
57.7%



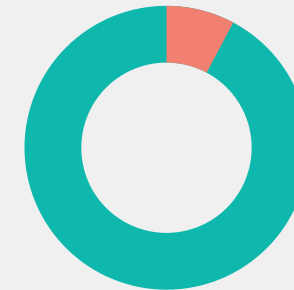
Interstate buyers  
42.3% (-3.9%)

Just over 42% of buyers looking to purchase on the Gold Coast are inspecting from other states. This is down from 46.1% in July '22. Buyers from NSW and VIC make up the largest percentages of buyers looking to migrate.



## INTERNATIONAL

International buyers  
9%



Domestic buyers  
91%

Most popular countries of origin for international migrants looking to move to the Gold Coast:



NZ



USA



UK

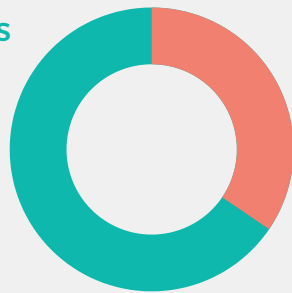


# City Spotlight — Sunshine Coast



## INTERSTATE

Local buyers  
65.1%



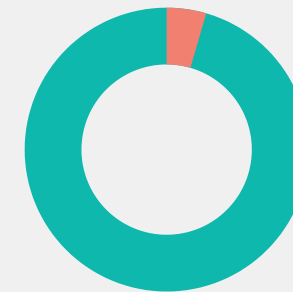
Interstate buyers  
34.9% (+0.4%)

Almost 35% of buyers looking to purchase on the Sunshine Coast are inspecting from other states. This is up slightly 34.5% in July '22. Buyers from NSW and VIC make up the largest percentages of buyers looking to migrate.



## INTERNATIONAL

Domestic buyers  
94.1%



International buyers  
5.9%

Most popular countries of origin for international migrants looking to move to the Sunshine Coast:



NZ



UK



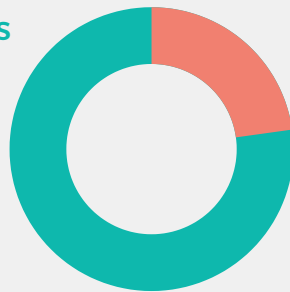
USA

# City Spotlight — Brisbane



## INTERSTATE

Local buyers  
78.2%



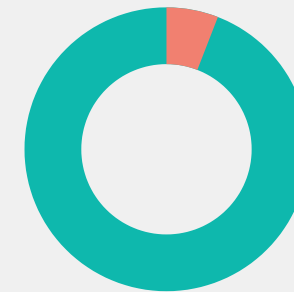
Interstate buyers  
21.8% (-0.8%)

Almost 22% of buyers looking to purchase in Brisbane are inspecting from other states, less than last month's 22.6%. Buyers from **NSW** and **VIC** make up the largest percentages of buyers looking to migrate.



## INTERNATIONAL

International buyers  
6%



Domestic buyers  
94%

Most popular countries of origin for international migrants looking to move to Brisbane:



NZ



UK



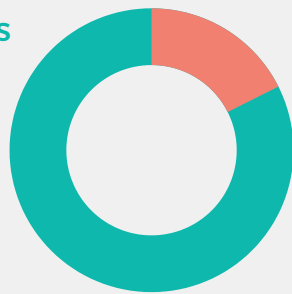
USA

# City Spotlight — Melbourne



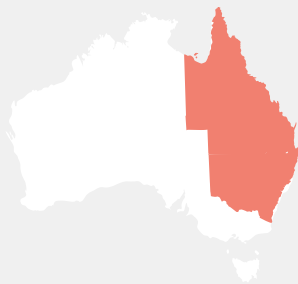
## INTERSTATE

Local buyers  
84.6%



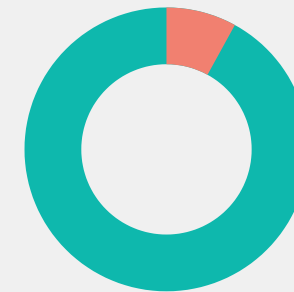
Interstate buyers  
15.4% (-2.2%)

Just over 15% of buyers looking to purchase in Melbourne are inspecting from other states, down from 17.6% in July '22. Buyers from **NSW** and **QLD** make up the largest percentages of buyers looking to migrate.



## INTERNATIONAL

International buyers  
6.9%



Domestic buyers  
93.1%

Most popular countries of origin for international migrants looking to move to Melbourne:



UK



USA



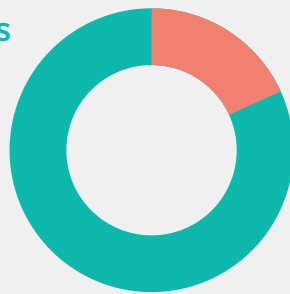
Singapore

# City Spotlight — Perth



## INTERSTATE

Local buyers  
80.2%



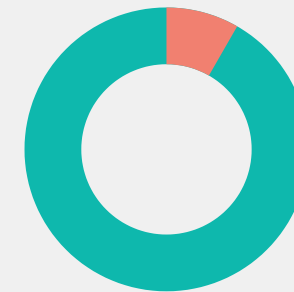
Interstate buyers  
19.8% (+1.6%)

Almost 20% of buyers looking to purchase in Perth are inspecting from other states, up from 18.2% in July '22. Buyers from **NSW** and **VIC** make up the largest percentages of buyers looking to migrate.



## INTERNATIONAL

International buyers  
7.6%



Domestic buyers  
92.4%

Most popular countries of origin for international migrants looking to move to Perth:



USA



UK



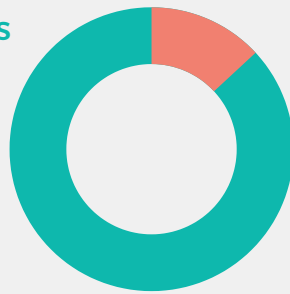
NZ

# City Spotlight — Sydney



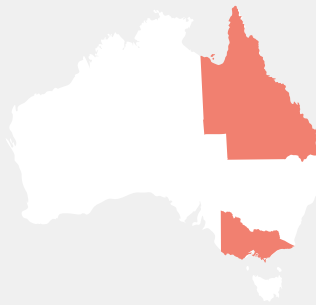
## INTERSTATE

Local buyers  
86.1%



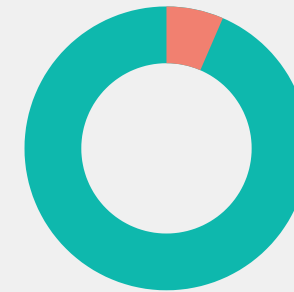
Interstate buyers  
13.9% (+0.8%)

Almost 14% of buyers looking to purchase in Sydney are inspecting from other states, up slightly from 13.1% in July '22. Buyers from VIC and QLD make up the largest percentages of buyers looking to migrate.



## INTERNATIONAL

International buyers  
6.8%

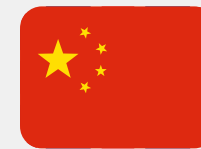


Domestic buyers  
93.2%

Most popular countries of origin for international migrants looking to move to Sydney:



USA



China

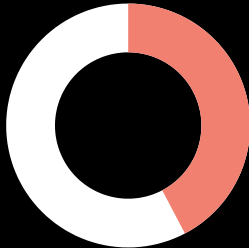


Hong Kong

# Interstate Buyers at a Glance

## GOLD COAST

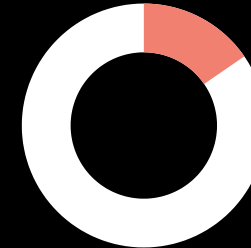
Local buyers  
57.7%



Interstate buyers  
42.3%

## MELBOURNE

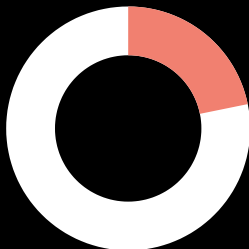
Local buyers  
84.6%



Interstate buyers  
15.4%

## BRISBANE

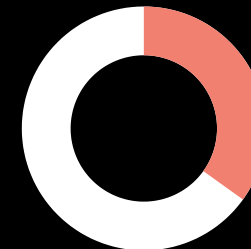
Local buyers  
78.2%



Interstate buyers  
21.8%

## SUNSHINE COAST

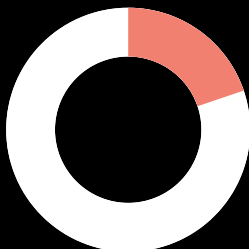
Local buyers  
65.1%



Interstate buyers  
34.9%

## PERTH

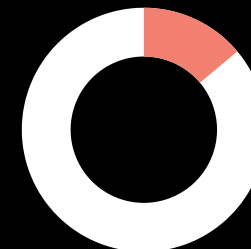
Local buyers  
80.2%



Interstate buyers  
19.8%

## SYDNEY

Local buyers  
86.1%

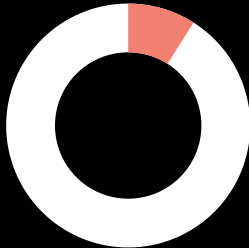


Interstate buyers  
13.9%

# International Buyers at a Glance

## GOLD COAST

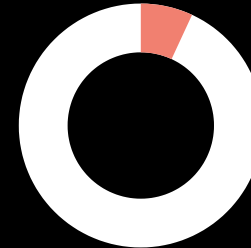
Local buyers  
91%



International buyers  
9%

## MELBOURNE

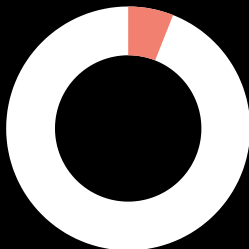
Local buyers  
93.1%



International buyers  
6.9%

## BRISBANE

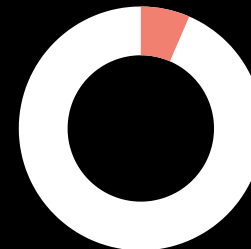
Local buyers  
94%



International buyers  
6%

## SUNSHINE COAST

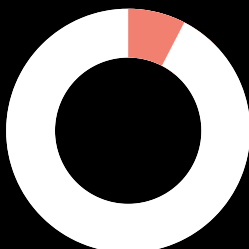
Local buyers  
94.1%



International buyers  
5.9%

## PERTH

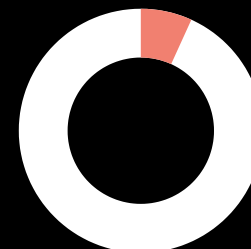
92.4%



International buyers  
7.6%

## SYDNEY

Local buyers  
93.2%



International buyers  
6.8%

# Methodology

The main sections of this report are based on the analysis of August 2022 virtual inspections data recorded by Little Hinges Pty Ltd, unless otherwise stated. Commentary in this report relating to interstate migration, consumer sentiment and purchasing behaviour is based on an extrapolation of this data.

A virtual inspection is defined as one unique session or viewing of a virtual tour by an individual. Property markets discussed have a minimum of 1,000 virtual inspections, areas with less virtual inspections than this benchmark have been excluded for data robustness.

# References

Proprietary virtual inspection data is sourced from Little Hinges virtual inspections conducted between 1/8/2022 and 31/8/2022 (August 2022). This dataset represents Australia's largest dataset for property inspection numbers.





# About Little Hinges

Little Hinges is Australia's largest virtual inspection platform, combining world class Matterport 3D technology with our nationwide team of experts and our world-first analytics and insights portal.

Our goal is to change the way Australians transact property.

To book a virtual tour for your listing:



[vt@littlehinges.com.au](mailto:vt@littlehinges.com.au)



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