

What motivates West Australians to choose to build a home?*

TOP 2

*The top two important things that West Australians consider when buying or building a home are **location and home design**. By comparison just 1% of people rated discounts and promotional offers as important factors.*

7 IN 10

Seven out of ten West Australians are concerned about discounts or promotional offers when it comes to making purchase decisions. Many people believe that if presented with a discount or promotional offer up front there's likely to be hidden fees or costs down the track.

#1

*The number one thing West Australians love most about where they live is **local amenity**. When asked what people love most about where they live, 64% of Western Australians answered local amenities.*

94%

*Many West Australians believe there is a lot to love about **building a new home**. In our survey of nearly 1,000 West Australians, 94% said there are clear benefits to building a new home versus buying established.*

75%

*For more than three quarters of West Australians, the choice of layout when building a new home is the number one benefit over buying **established**. Almost half also said lower maintenance, decorating to taste and knowing exactly what they were getting as big benefits!*



Just 40 minutes from Perth CBD, The Glades at Byford is a modern community in a beautiful setting. With a vibrant village centre, sparkling lake, café, shopping plaza, primary and high schools, parklands, playgrounds and retained bushland, you have everything you need right on your doorstep. You can build a new home in The Glades and get a house exactly as you want it. And with land now selling from \$119,000, it is great value (with no gimmicks!)

**Survey respondents: 952 West Australians aged between 18 and 55, 50% male and 50% female.*