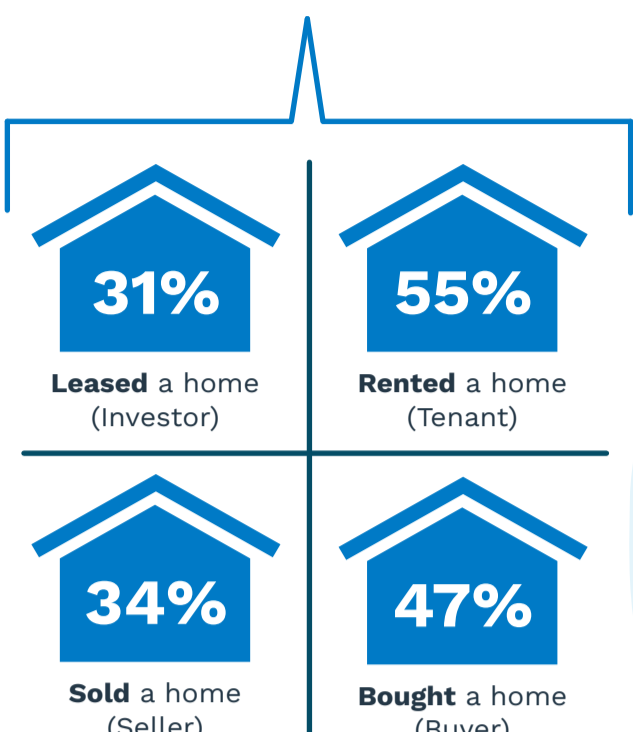


# VOICE OF THE AUSTRALIAN Real Estate Consumer

MRI Software commissioned independent research firm YouGov Australia in 2022 to gauge adult Australians' views on their experiences with real estate agencies over the last ten years.

# 78%

Most Australians across all generations\* have rented, leased, bought or sold at least one property in the past 10 years. (\*spoiler alert: up to 10 for Millennials).



### One Agency for Life

64% of Australian real estate consumers would prefer having one agency for all their property needs over a lifetime from renter to retiree.

### Millennials: 26-41 years old

Most Active Property Generation



# 81%

Millennials are most likely to have rented in the past 10 years and have done so more regularly than all other generations (3.5 times on average).

## Millennials are most likely to need a range of real estate agency services



## Baby Boomers: Most Stable Property Generation

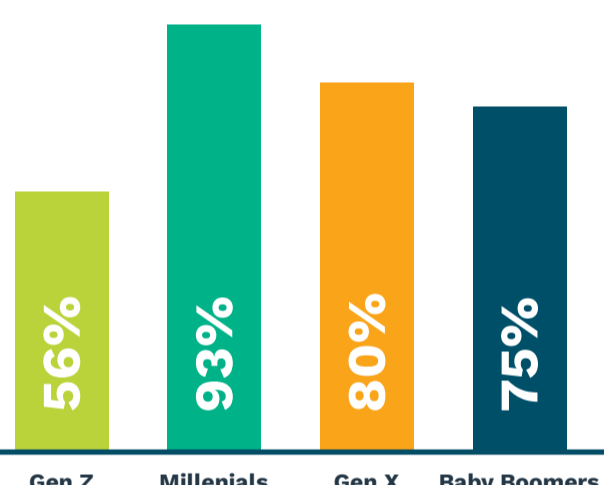
Baby Boomers (aged 58-76) average only four (4) property transactions in the last decade but across the full spectrum.



### Bookend Generations

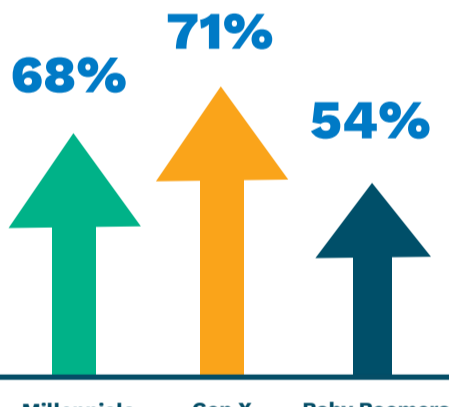
Gen X (42-57 years old) + Millennials

Equally most likely generations to buy twice and sell twice in a decade.



### Property Deals by Generation

Rented, leased, bought or sold in the last 10 years



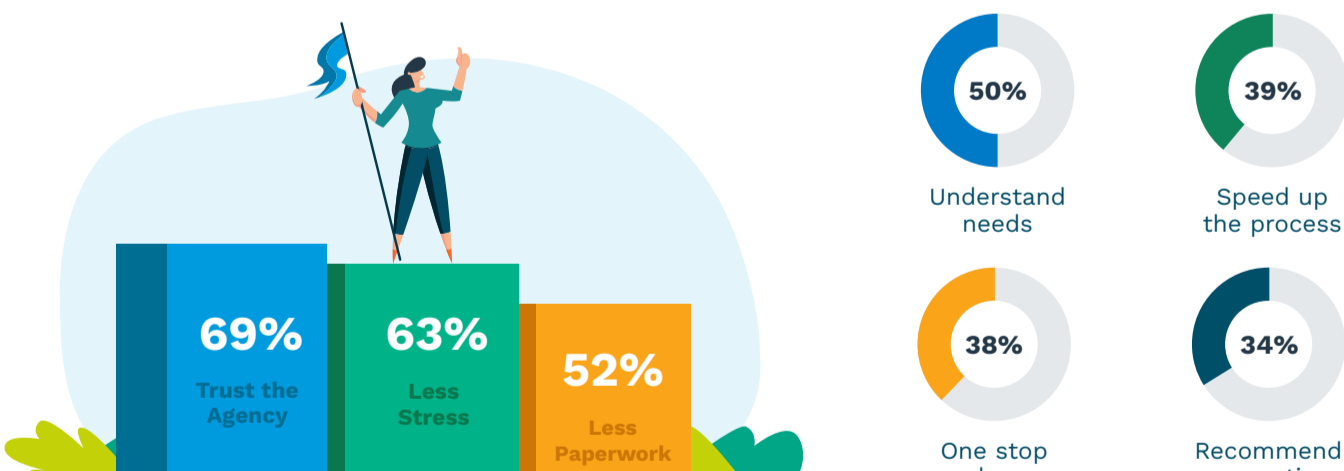
Millennials and Gen X are more likely than Baby Boomers to say they would prefer to work the same real estate agency across all future property changes.



# 74%

of Investors say they would prefer to work with the same real estate agency for all future property changes if they have the expertise.

## Top reasons why Australians prefer working with only one real estate agency



# 9/10

Agree it is important the real estate agency they work with is one they respect – with the majority (55%) strongly agreeing.



# 7/10

Says it's a hassle to deal with multiple real estate agencies for property changes.



Australia's housing market is worth **\$10 Trillion** per annum

## Where does your relationship start and finish with your clients?

