

## IS SPRING REALLY THE BUSIEST TIME OF YEAR TO BUY AND SELL PROPERTY?

As spring arrives in all its Queensland glory, real estate agents start polishing their For-Sale signs and checking their phone battery life, preparing for the busiest time of the year – or is it?

We've already seen lots of media reports about the "traditional selling season" being a bumper time of year to buy and sell property.

In Queensland the best time of year to be out and about enjoying the fresh air and sunshine is in the milder seasons of spring and autumn. This is also the time when it's most pleasant to be visiting open homes and attending on-site auctions, so it makes sense.

But in actual fact, it's a new trend that has only been true since 2012, and only true of houses, which means it's not really a trend you could describe as 'historic' or 'traditional'. As the attached graphs show, in 2014 and 2015, spring was almost the slowest season of the year for unit sales.

### All residential transactions

Looking at CoreLogic data we can clearly see that sales data for all residential dwellings (houses and units combined) for summer 2015 was the *worst* season to buy and sell property, with far fewer transactions than the other three seasons.

In 2015, autumn and winter seasons (March to August) were the best seasons for buying and selling, closely followed, *in third place*, by spring!

So when you're looking at all residential transactions – that's house and units combined - there's no data to support the claim that spring is the busiest time to buy and sell property. In fact, there's data to suggest that it's very clearly not true!

### Houses

However, (there's always a 'but', right?) if you just look at house sales data, it's a slightly different story.

Spring has been the best season to buy and sell houses, but only since 2012.

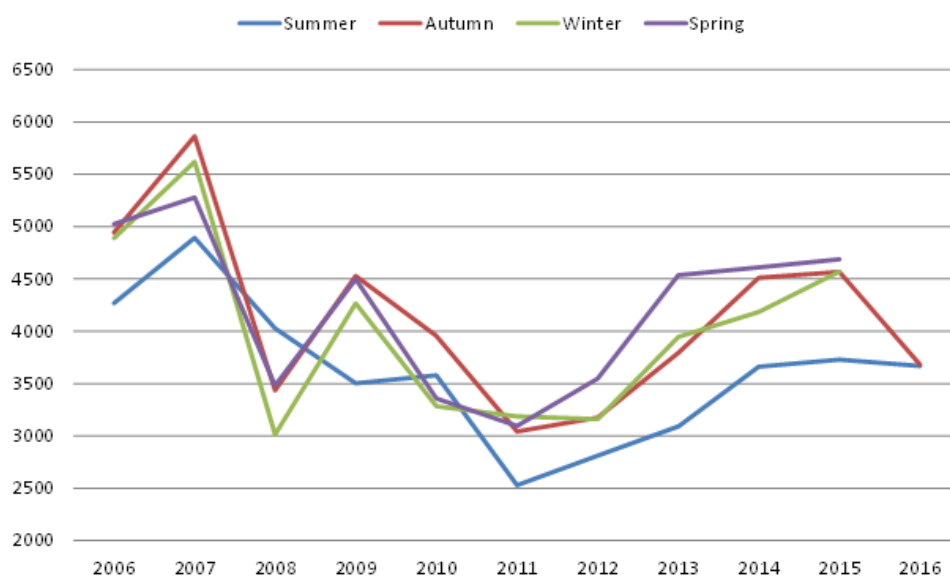
Prior to that, autumn was generally the season for sales going back to 2006. There was a brief blip in 2008, around the GFC when the market was behaving highly irregularly, when summer became the biggest season for buying and selling houses. However, this was an outlier.

In 2011 something changed and suddenly spring became the best time of year to get out to those home auctions. And we think this can be explained by consumer perception, likely driven by a media report that identified the first trend and supported by real estate agents.

In 2012, the spring season did markedly better than the other seasons, so that was probably reported and it caught on from there. If consumers think it's a great time to buy and sell property, that's what they'll do. And the more they do it the more it becomes a self-perpetuating cycle.

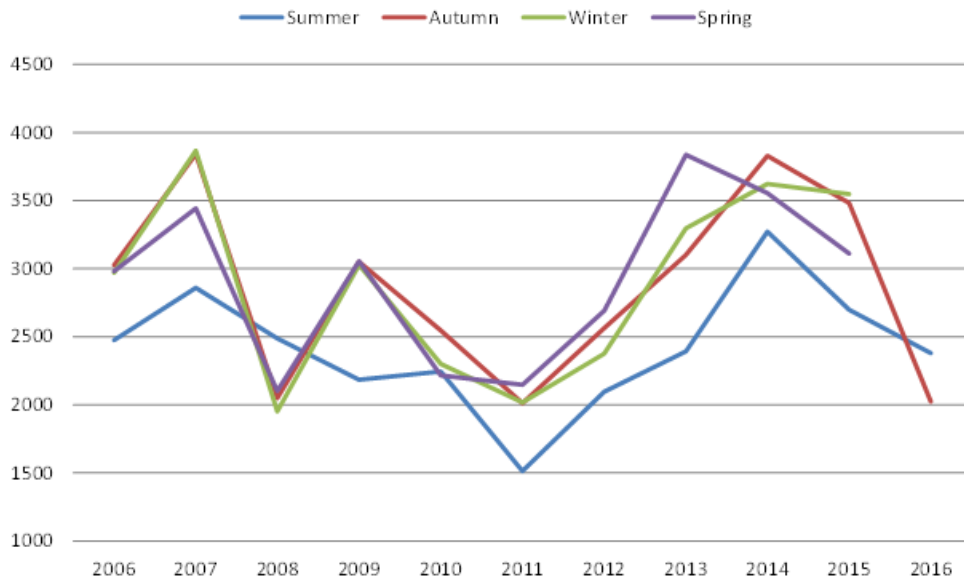
And this trend seemed to peak in 2013. Since then we've seen spring tapering off. In 2014 and 2015 the spring data was marginally greater than the autumn data. From a trend-spotting point of view it will be interesting to see what happens this spring – will we see a return to stronger volumes, as in 2013? Or will the downward trend continue?

### Brisbane LGA - House Sales Numbers



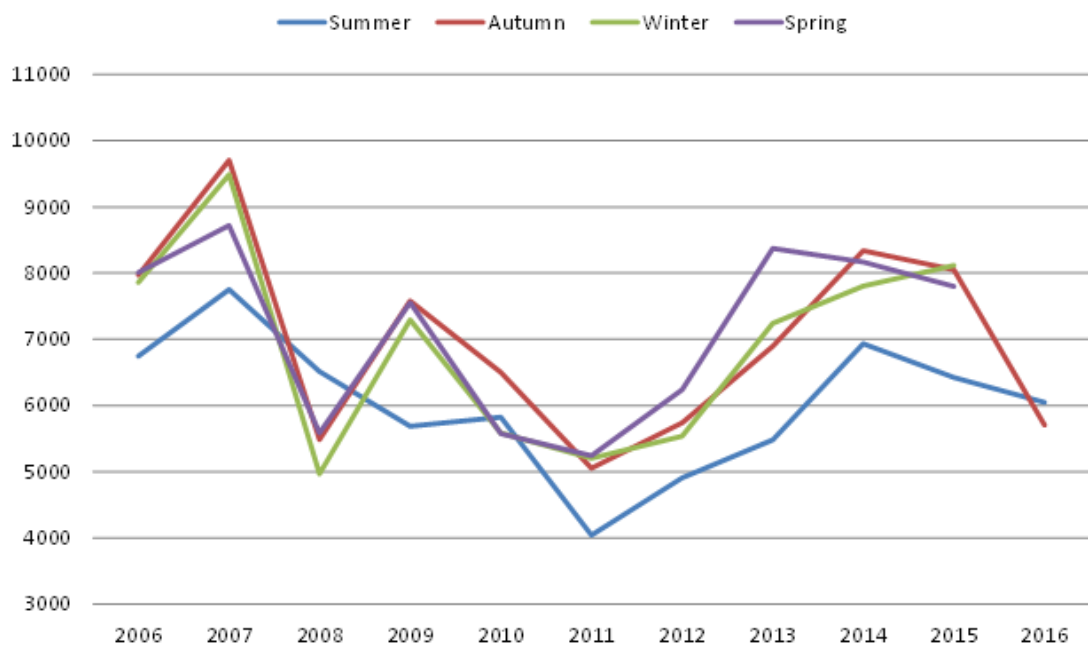
Source: REIQ, data supplied by Corelogic Rpdata

## Brisbane LGA - Units Sales Numbers



Source: REIQ, data supplied by Corelogic Rpdata

## Brisbane LGA - Residential Sales Numbers



Source: REIQ, data supplied by Corelogic Rpdata

# Consumer Advice



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