



THE IMPORTANCE OF LOCATION WHEN HOME BUYING

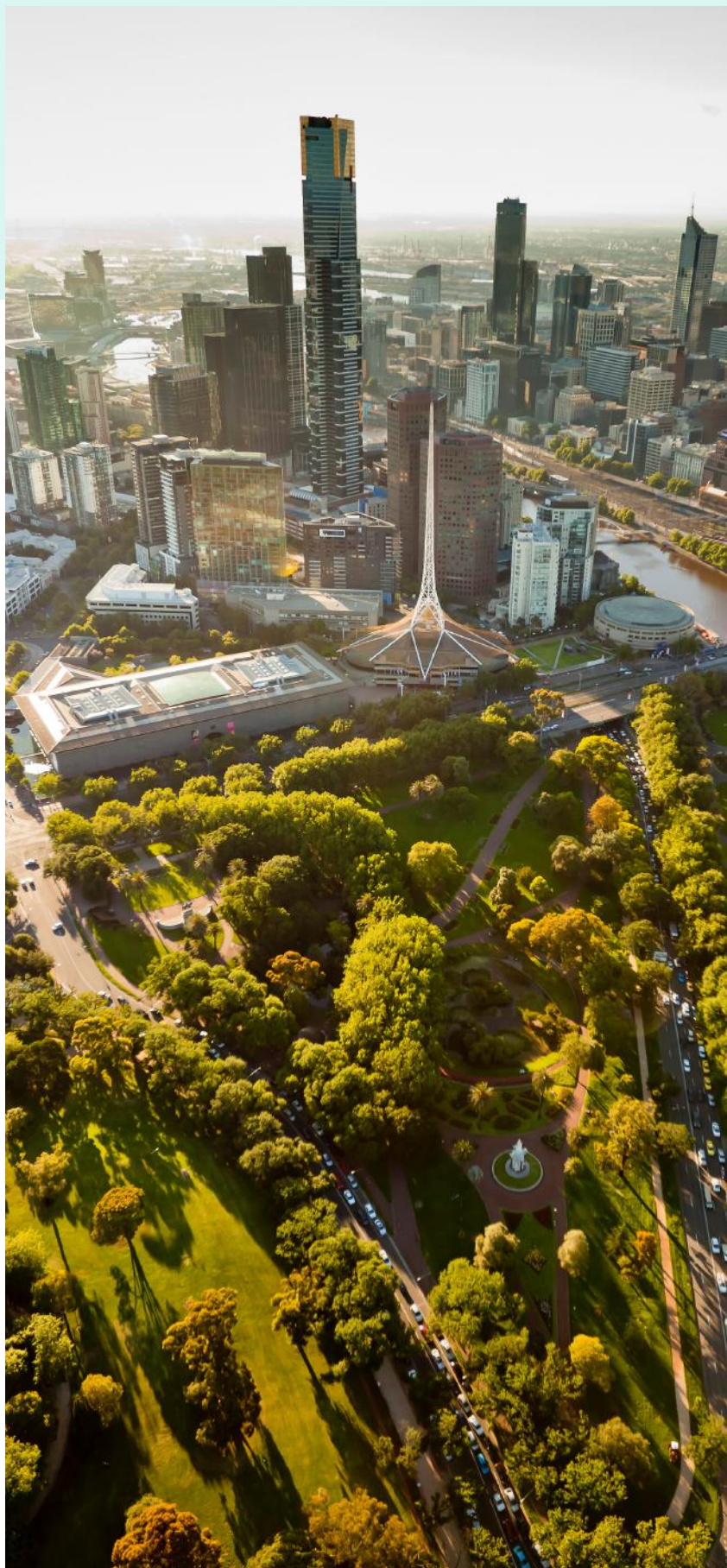
LOCATION, LOCATION, LOCATION

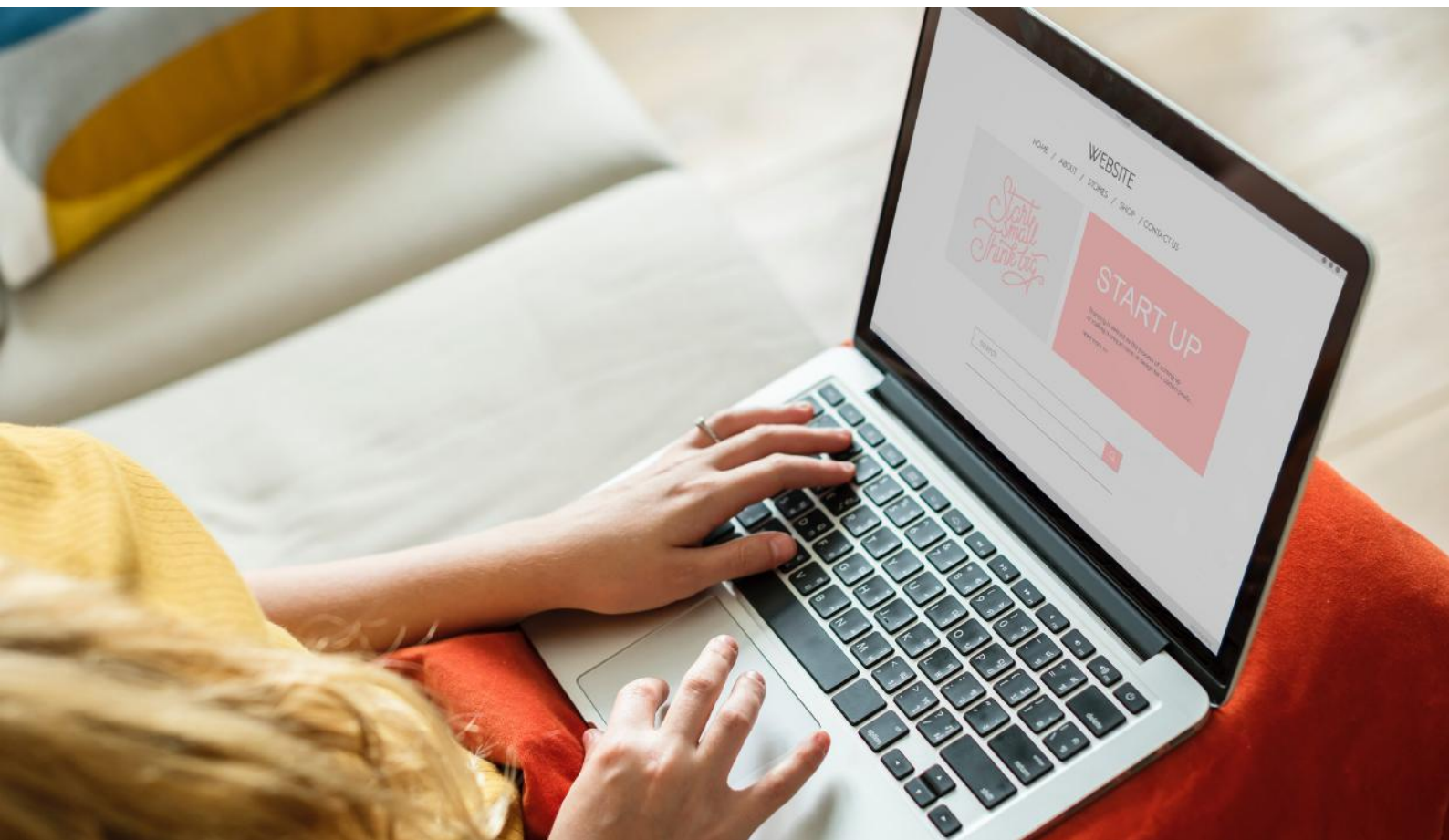
You know the old saying,
Location, Location, Location!

But when it comes to
buying your own home or
purchasing an investment
how much impact should
the location actually have
on your final decision?

The property itself should be
a massive contributor to
your purchasing process.
Saying that, it may not be
worth purchasing a property
with numerous problems,
just to live closer to work. Or,
putting up with an obvious
eyesore because of possible
growth in a suburb.

Both the home and the
location need to suit your
wants and needs to ensure
it brings you the quality of
life you desire and also has a
potential for investment
growth.





WHY LOCATION MATTERS

The reality is you or your tenants aren't going to be spending 100% of your free time in your home. The amenities, atmosphere and positioning of your chosen suburb have a giant impact on your overall lifestyle and potential attractiveness of your property to renters and future buyers.

We aren't suggesting you buy a prime candidate for the demolition team so you can afford to be right in the city but we also don't recommend buying a mansion 100 kms from the nearest service station.

In our opinion, the sweet spot lies in finding a well maintained or brand new property within your budget that is located in a growing location.

WHAT MAKES A GOOD LOCATION?

LIFESTYLE



An obvious consideration is the proximity of any location to basic amenities and the nearest hub. Are there:

1. Major road access?
2. Shops?
3. Universities and Education?
4. Medical services?
5. Entertainment?
6. Leisure activities?

It is essential that you spend time pinpointing what you or your target tenants will find attractive in a location and what needs should be met. Conveniences such as proximity to shops, parks, universities, schools and pre-schools need to be priority in your considerations.

Lifestyle oriented amenities score well with potential renters and often attract a progressive buyer more concerned with the lifestyle a suburb can offer than just simply the right home.

INVESTMENT

It is not just about the amenities. Another factor that should be at the top of your criteria is the position of your suburb.

Both factors result in your property increasing in value. Amenities such as shops and schools will maintain demand but the real crowning jewel for a prospective suburb is job opportunities.

Investigate the suburb you are considering so that you fully understand current job opportunities and future prospects. This will help you determine a basic prediction on demand for housing.

Being confident that you are buying in an area with large job growth (or road access to jobs) and low vacancies will give you confidence your home value will head into the green.

Ensuring a high quantity of infrastructure and facilities that employ a large number of people in close proximity to your new home are great indicators of healthy value growth and a suburb that will continue to thrive well into the future.

Contact Jason McDaniel from Radius Property Group on **0439 269 137** to find out more.

