



Helia Spotlight.

Home ownership pulse survey.

Unlocking home ownership: pathways, mortgage brokers and money habits

Home buyers are exploring all options to unlock the door to home ownership: from considering 'starter' homes, tapping into alternative pathways and connecting with mortgage brokers to help them get into the market.

Key insights.

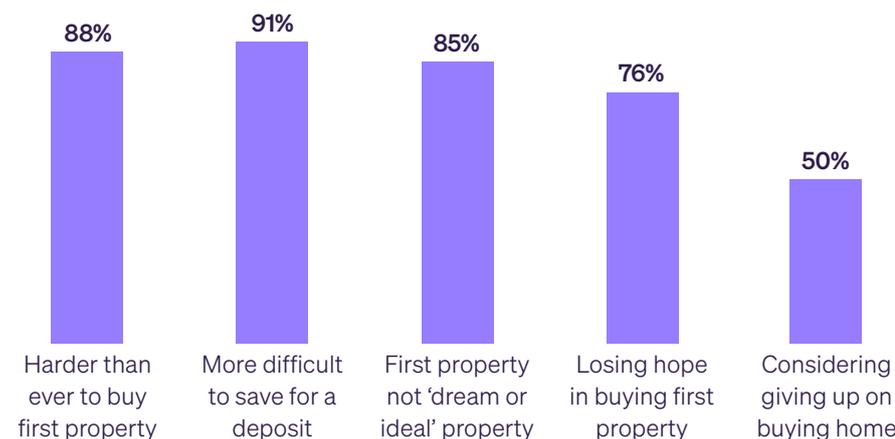
 <p>First home buyers are finding it difficult to save a 20 per cent deposit.</p>	 <p>Help from Lenders Mortgage Insurance (LMI) is increasing.</p>	 <p>Alternative pathways to home ownership are emerging amid economic trends.</p>	 <p>First home buyers are connecting with mortgage brokers for support.</p>	 <p>Home buyers are being careful with their spending habits.</p>
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The combination of record high interest rates, higher levels of inflation, and increased living costs is impacting home ownership sentiment. Over 91 per cent of aspiring home buyers are finding it increasingly difficult to save a 20 per cent deposit. Those looking to enter the property market agree that their first property isn't likely to be their 'dream home'.

The next generation of first time buyers are investigating and considering all options available. This includes LMI, which has increased in both awareness and usage since last quarterly pulse (April 2023), as well as emerging alternative pathways.

Overwhelmed by the home buying process, more than 81 per cent of home buyers recognise the value mortgage brokers provide during the home buying process.

Current home ownership sentiment.



Percentages do not add up to 100% as each is a separate survey question.



Research was commissioned by Helia, in partnership with CoreData.

The research was conducted in June 2023 and surveyed a total of 335 respondents.

Respondents included prospective first home buyers (seeking to buy) and recent home buyers aged 18+ years across all states and territories.

Home buying readiness.

Over 47% of prospective home buyers are actively researching and seeking to purchase within the next quarter.



The other 53% are prepared to purchase their first home (48%), are close or recently made an offer (1%), or have taken steps but have stopped (4%).

Lenders Mortgage Insurance.

More first home buyers are using Lenders Mortgage Insurance (LMI) to buy their first home.



Awareness of LMI is holding steady.



73% of home buyers indicated they are likely to use LMI to buy their first property.
56% of home buyers would be more likely to use LMI if they were able to pay monthly rather than a lump sum.

Alternative pathways to home ownership.

The emergence of alternative pathways is part of a broader trend as first home buyers are increasingly challenged as property prices are high and deposit gaps are increasing.

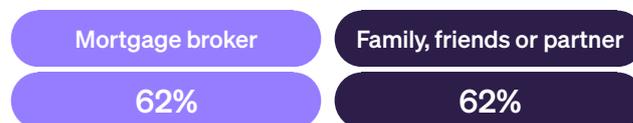
	Likely to purchase using:	Purchased using:
 Rent to own	39%	5%
 Co-ownership	36%	3%
 Bank of Mum and Dad	34%	9%
 Shared equity	28%	2%
 Government scheme	30%	21%
 Parental guarantee	4%	0%

Mortgage broker insights.

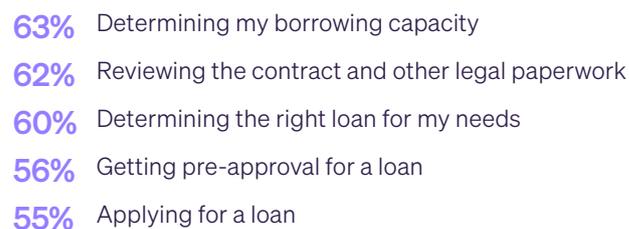
First home buyers recognised the value of engaging a mortgage broker for support on their home buying journey.



Home buyers identified mortgage brokers and their family, friends or partner to be a trusted source of information.



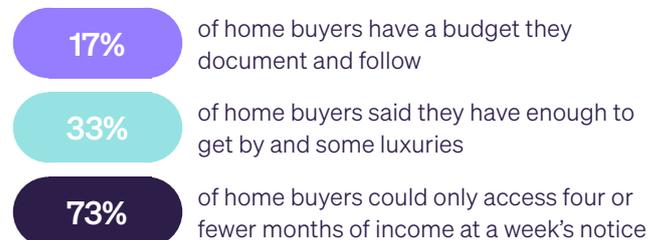
Prospective home buyers confirmed five key stages of the home buying journey where they need the most support.



54% of recent home buyers applied for their home loan through a mortgage broker.

Home buyer financial capabilities.

Home buyers are facing making key decisions which highlight their financial discipline including money habits.



19% of home buyers don't have enough money to cover their needs and wants, with 7% of home buyers struggling to get by financially.

More information:



Should you have any questions on our whitepaper please contact Dimi Bartolillo on dimi.bartolillo@helia.com.au