

The home ownership hustle:

New research shows 68% of aspiring first home buyers refuse to give up on their home ownership dream

Key findings:

- **The deposit barrier and gap:** Traditional savings are no longer enough, with more than three-in-four aspiring first home buyers (77%) unable to save for a traditional 20% deposit and nearly one-in-four (24%) unable to save at all
- **The great delay:** Many are putting their lives on hold as they prioritise home ownership first, delaying major life milestones such as travel (45%), starting a family (29%) and marriage (25%)
- **Financial readiness:** Beyond the deposit - over half (54%) of aspiring home buyers under 30 years old feel they are not financially ready to buy, citing concerns about job security, credit history and loan serviceability
- **Alternative pathways to home ownership:** First home buyers are turning to family support and Lender's Mortgage Insurance (LMI), with 48% of recent home buyers using LMI to enter the property market sooner.

MEDIA RELEASE (30th April, Sydney): Rising property prices and cost of living pressures are outpacing the ability of young Australians to save, placing home ownership further out of reach. Despite this, new research from the 2025 Helia Spotlight reveals that aspiring first home buyers aren't backing down – embracing side hustles, alternative pathways and family support to achieve their home ownership dreams sooner.

The [report](#) highlights a shift in sentiment: while saving for a deposit remains a challenge, financial readiness (49%) has overtaken deposit concerns (42%) as the main barrier to home ownership. This sentiment is underpinned by a growing sense of optimism and proactivity amongst aspiring first home buyers. Rather than waiting, young Australians are taking control by working overtime (48%), taking on second jobs (36%), and delaying major life milestones such as travel (45%), starting a family (29%), and marriage (25%) to secure their financial future.

Home buyers are adapting to a changing market

Over three-in-four aspiring first home buyers (77%) acknowledge that saving for a traditional 20% deposit is out of reach. As a result, more home buyers are educating themselves on alternative pathways to enter the property market, including family support and LMI.

- 80% of aspiring first home buyers are considering using LMI to achieve their home ownership goals
- 48% of recent first home buyers used LMI to secure their home, highlighting its vital role in helping buyers get onto the property ladder sooner
- 33% expect to receive financial support from family, while 47% say that financial help from loved ones will be crucial to their ability to buy
- 62% of recent first home buyers turned to mortgage brokers, up from 56% in 2024, to help them navigate an increasingly complex market.

The “Australian Dream” is evolving

CoreData CEO Andrew Inwood notes that resilience and adaptability define today’s first home buyers, stating “Despite financial pressures, first home buyers are actively finding solutions to achieve home ownership. The 2025 Helia Spotlight shows a clear shift – first home buyers are focusing on financial stability and strategic decision-making rather than simply relying on traditional saving methods”.

For many, family support isn’t an option, which is why alternative pathways such as LMI are part of that decision.

Helia’s Chief Commercial Officer, Greg McAweeney explains “Lenders Mortgage Insurance (LMI) allows home buyers to enter the property market with as little as a 5% deposit, helping them secure a home sooner and start building equity. With the Bank of Mum and Dad not always an option, LMI is proving a vital solution for aspiring home buyers”.

Women and home ownership: overcoming barriers

The research also highlights gender-based challenges in home ownership: -

- 53% of women feel financially unready to buy a home, compared to 38% of men
- Women are more likely than men to consider LMI to purchase a property
- Women are less willing than men to delay marriage or starting a family in order to save a home

The role of mortgage brokers in home buying decisions

With the 20% deposit goal becoming less achievable, more home buyers are turning to mortgage brokers for guidance.

- Broker usage among first home buyers has risen from 56% in 2024 to 62% in 2025

Broker expertise continues to be increasingly valued as home buyers navigate today’s dynamic property market, with 49% of home buyers in 2025 citing access to



knowledge and expertise as their primary reason for choosing a broker, up from 36% in 2024.

McAweeney adds “Mortgage brokers play a crucial role in educating home buyers on their options. They help home buyers understand the benefits and trade-offs of different pathways, empowering them to make informed decisions that align with their financial circumstances.”

The future of home ownership: a new mindset

As affordability challenges persist, aspiring home buyers are proving that their determination, financial literacy and flexibility are key to making their home ownership dreams a reality. Whether through LMI or family support, young Australians are looking for ways to buy smarter, sooner, and on their own terms.

For more information visit www.helia.com.au.

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About the data

The 2025 Helia Spotlight is based on research commissioned by Helia and conducted by research agency, CoreData, of 1,000 home buyers (aspiring home buyers and recent home buyers) around the country, examining their attitudes, behaviours, and outlook in relation to home ownership.

With almost 60 years of expertise in the Australian residential mortgage market, Helia supported more than 31,000 home buyers in 2024.

About Helia

Helia is Australia’s first Lenders Mortgage Insurance (LMI) provider, and with almost 60 years in the residential mortgage market has been dedicated to helping aspiring home buyers realise their property dreams. Helia exists to accelerate financial wellbeing, through home ownership, now and for the future.

Since 2010, LMI has enabled almost over 1.2 million Australians to enter the housing market earlier than they would have been able to by saving a traditional 20% deposit. In 2024, Helia supported over 31,000 home buyers and approved more than 11,000



hardship requests helping people stay in their homes by supporting loan deferrals and restructures.

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