

Property Life Stage Segmentation

powered by Greater Data



**Insight necessary to understand the
needs, wants and behaviours of your
prospects and customers.**

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Property Life Stage Segmentation

Greater Data offers the insight necessary to execute next-best-action marketing by creating a product that combines CoreLogic's property insight with the in-depth consumer intelligence that comprises the Greater Data Universe™.

The Property Life Stage Segmentation attributes individuals based on where they fall on the property spectrum: from young adults still living at home all the way through to elderly couples enjoying their twilight years in a retirement village.



Group 1: Starting Out

These segments reflect those individuals who are starting out their property journeys – such as:

- Young professionals renting inner city apartments and enjoying the fast-paced lifestyle that brings.
- Young adults moving out of the family home and into their first share houses.
- Individuals in their 20's and 30's who feel they are priced out of the property market and continue to rent reluctantly.



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Metro Marvels

Metro marvels enjoy apartment living in and around the CBD. They prioritise having a short commute to work, and easy access to the large variety of eating and drinking venues the city has to offer. At this point in their lives, they are disinterested in a quiet suburban lifestyle, leaning towards the fast paced hustle of the inner city.





Relaxed Renters

Relaxed Renters enjoy renting in affluent areas with easy access to the city. They could certainly afford to buy their own home, however, they are renting where they can enjoy the inner city lifestyle.



Taking Flight

This segment represents those young adults who have entered rental accommodation. To save on rent they are often in shared rental situations – either with a partner or a couple of friends.





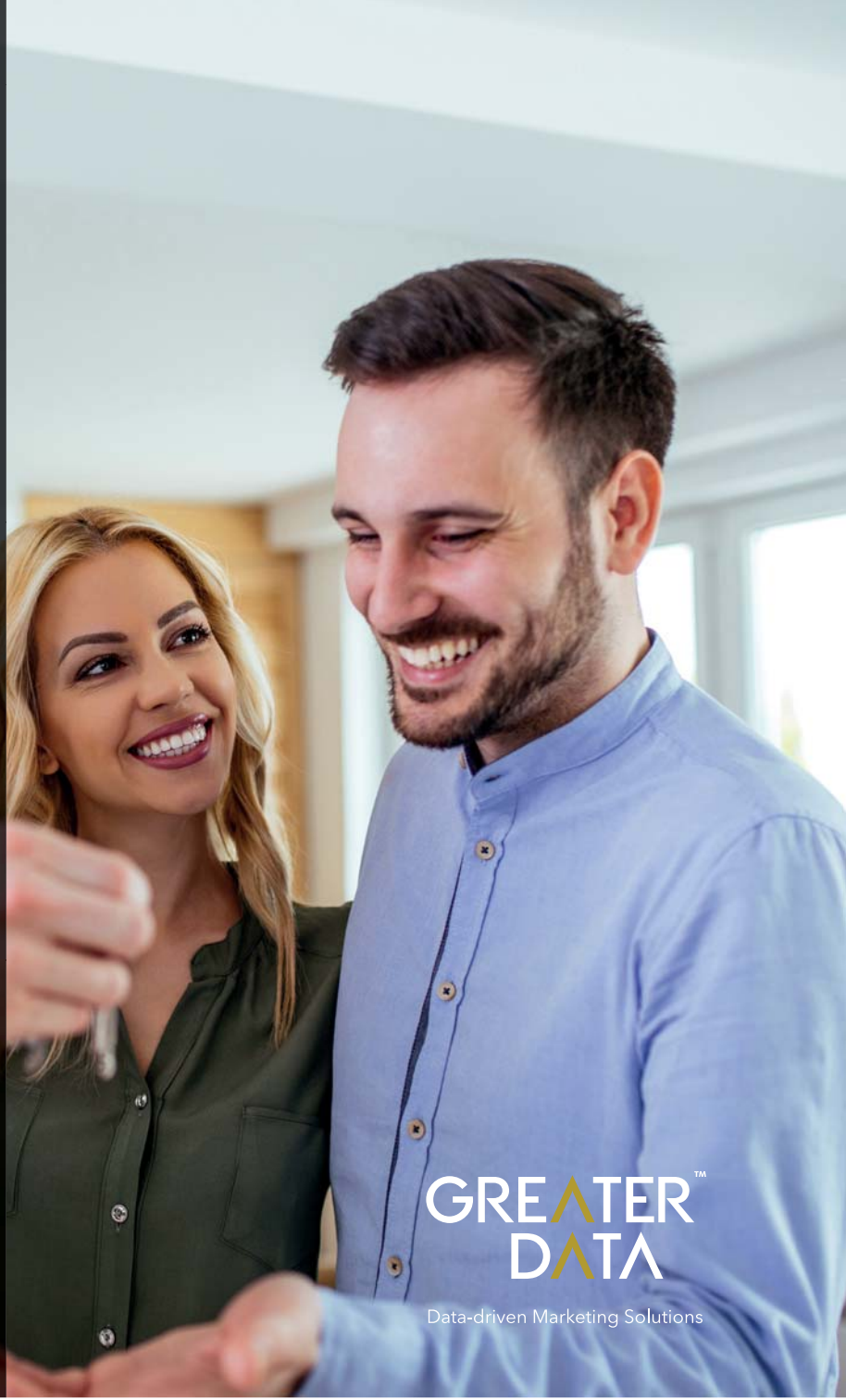
Relucant Renters

Reluctant renters are currently priced out of the property market. They are renting in metropolitan areas until such a time they have the appropriate amount of savings and income to buy.



Group 2: Preparing for Property

This dynamic group represents a real opportunity for many marketers. It identifies Australians that are looking to purchase their first property. Whether it be an investment property or a first home, this is the first step for many into the great Australian dream.



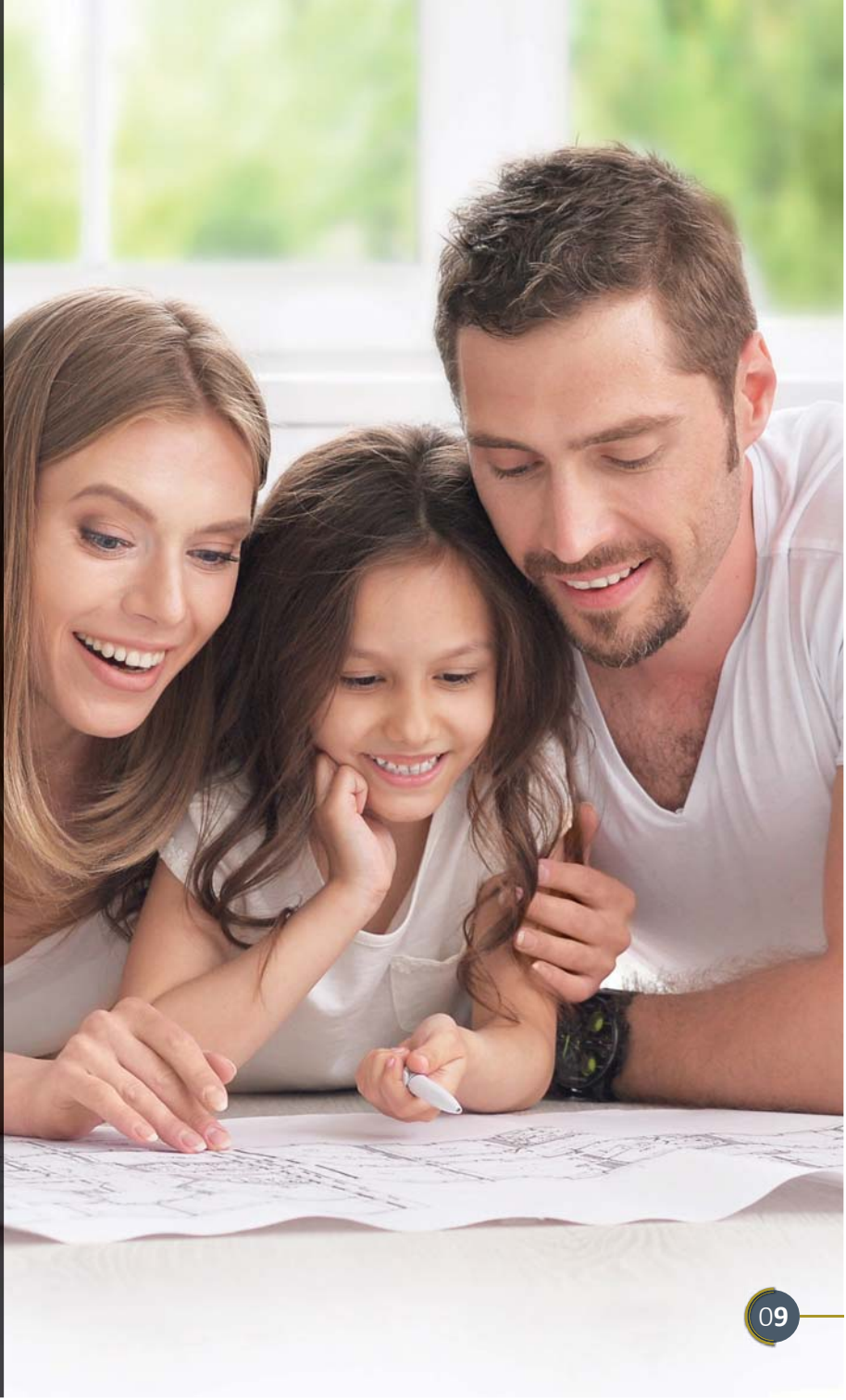
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First Home Buyers

Having rented for a number of years, First Home Buyers are finally in a position to purchase their first family home. They have their deposit saved, and are actively looking at properties in their surrounding area.





Deposit Developers

Deposit Developers are at a distinguished level of their careers. They have their house deposit almost saved thanks to smart savings and help from family.





Foot on the Ladder

Unwilling to reside any further out of the city, these individuals are looking to purchase an investment property on the city fringe in order to get a foot on the property ladder. They plan to utilise this strategy until such a time where they have built up enough equity to buy in an area which they find more desirable to live in.





Group 3: On The Move

This group covers a range of individuals who are positioned well to make a big change regarding their property. Identifying an individual's property life stage reaches its pinnacle when consumers undertake a significant change. Whether they are looking to upsize to a new home, are planning a renovation, or looking to move into a newly rezoned house and land package, this group harnesses that opportunity by illustrating major events in that journey.



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Ready to Re-Finance

Having lived in their home for several years, these owner-occupiers are looking to refinance for a multitude of potential reasons – a well overdue holiday, a much needed renovation, or to consolidate debt.





Ready to Renovate

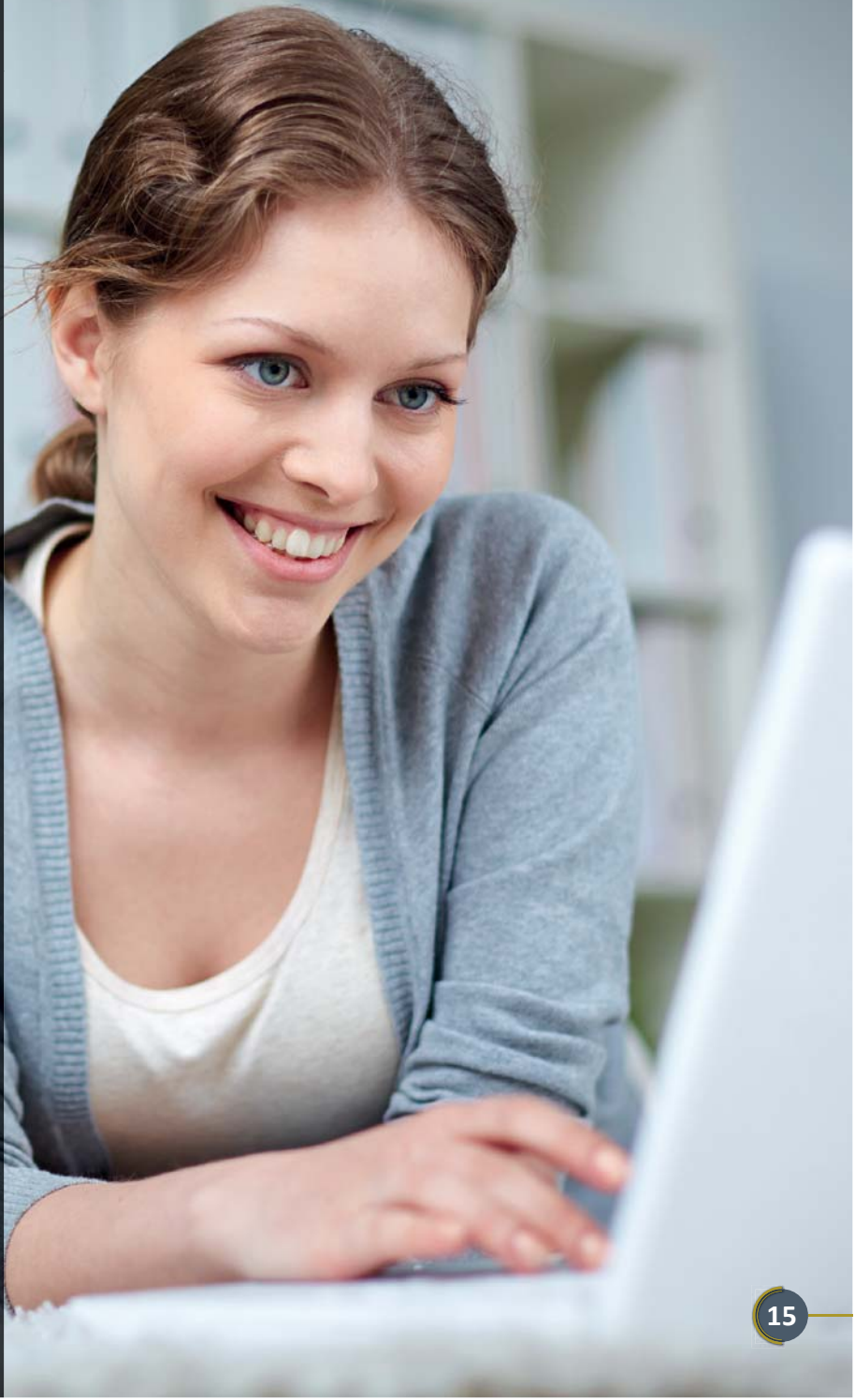
Young, energetic, and likely to not yet have children. They are planning a significant renovation which will be partially funded through refinancing.





Likely Listers

Likely Listers are positioned well for their next move – whether they've resided in their home for many years and are looking for a change of scenery, or if they're looking to enjoy substantial profit margins from a recent renovation.





Upsizers

This segment describes individuals who are likely to be looking to purchase a home larger than what they are currently residing in. They have enjoyed a few pay increases since they first purchased their home, and are looking forward to a size upgrade.





Re-Zone Ready

This segment represents those who are looking to move further out of the city to pursue a new house and land package in a newly rezoned area. This may be due to having an expanding family or a desire to enjoy a more substantial outdoor space.

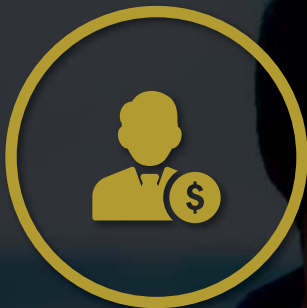




Requiring Room

Already bursting at the seams, these families have too many people and not enough space in their homes for the amount of people who live there. They are likely to be searching for larger homes in less expensive areas they are currently living in.





Group 4: Settled and Static

Some individuals will not be undertaking any dramatic change in the relationship with their property. This group identifies such inertia. From young adults living at home while they complete their tertiary education, through to individuals who are happy to stay in their inner city apartments for some time. This classification allows you to promote more relevant products.

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Start Again Studios

Those who are undergoing a new start after separation from their families. They live in small studios or one bedroom apartments in metropolitan areas in order to stay close to their children and their places of work.





Living at Home

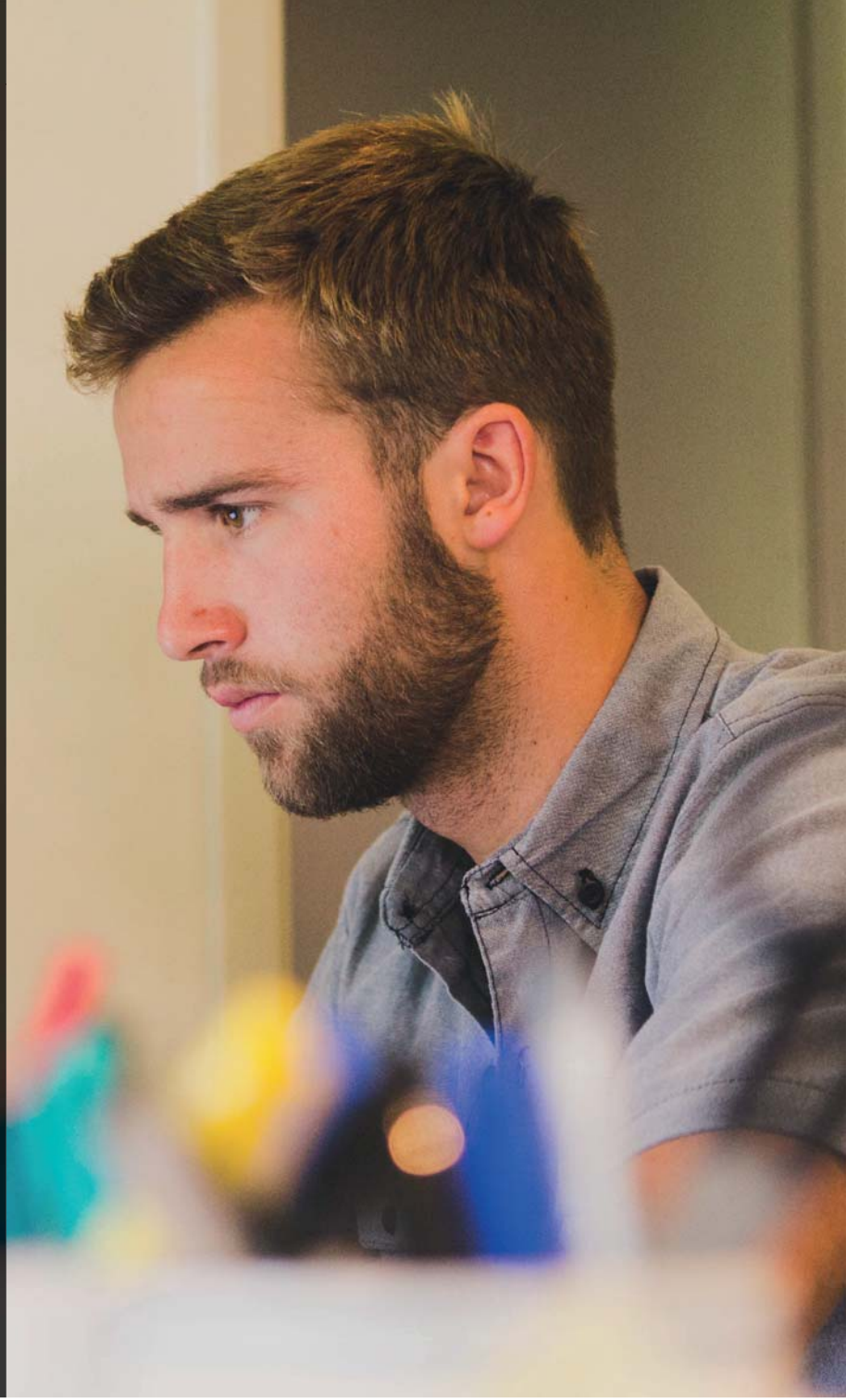
These young adults are often enrolled in tertiary education, completing apprenticeships, or working their way up the corporate ladder. They live in a comfortable family home and realise the value of living rent free until they can afford to rent or buy.





Negative Equity

Having purchased their property with only just enough to manage their mortgage repayments, this segment are experiencing the challenge of having their home drop in value.





Apartment Adequate

This segment are apartment owner-occupiers in metropolitan areas. They enjoy the convenience of having a home which is close to urban conveniences and requires little maintenance. They have no plans to upsize any time in the near future.



Sea and Tree Change

Sea and Tree Changers have traded the city grind for a life with a slightly slower pace. They live in coastal or country towns, and are often retired from white and blue collar careers.





Community Creators

Community Creators represent those families who are enjoying the lifestyle that their newly created community holds. They are enjoying living in a spacious, modern home away from the city noise.





Group 5: Investment Inclined

Wealthy white collar professionals with substantial equity, high household income and high disposable income. These segments are well positioned to make significant property investments.



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Asset Amplifiers

Asset Amplifiers are well established and have been very clever in terms of their financial investments. With their accumulated wealth they are looking for the next up and coming suburb for their next investment property.



Extensive Equity

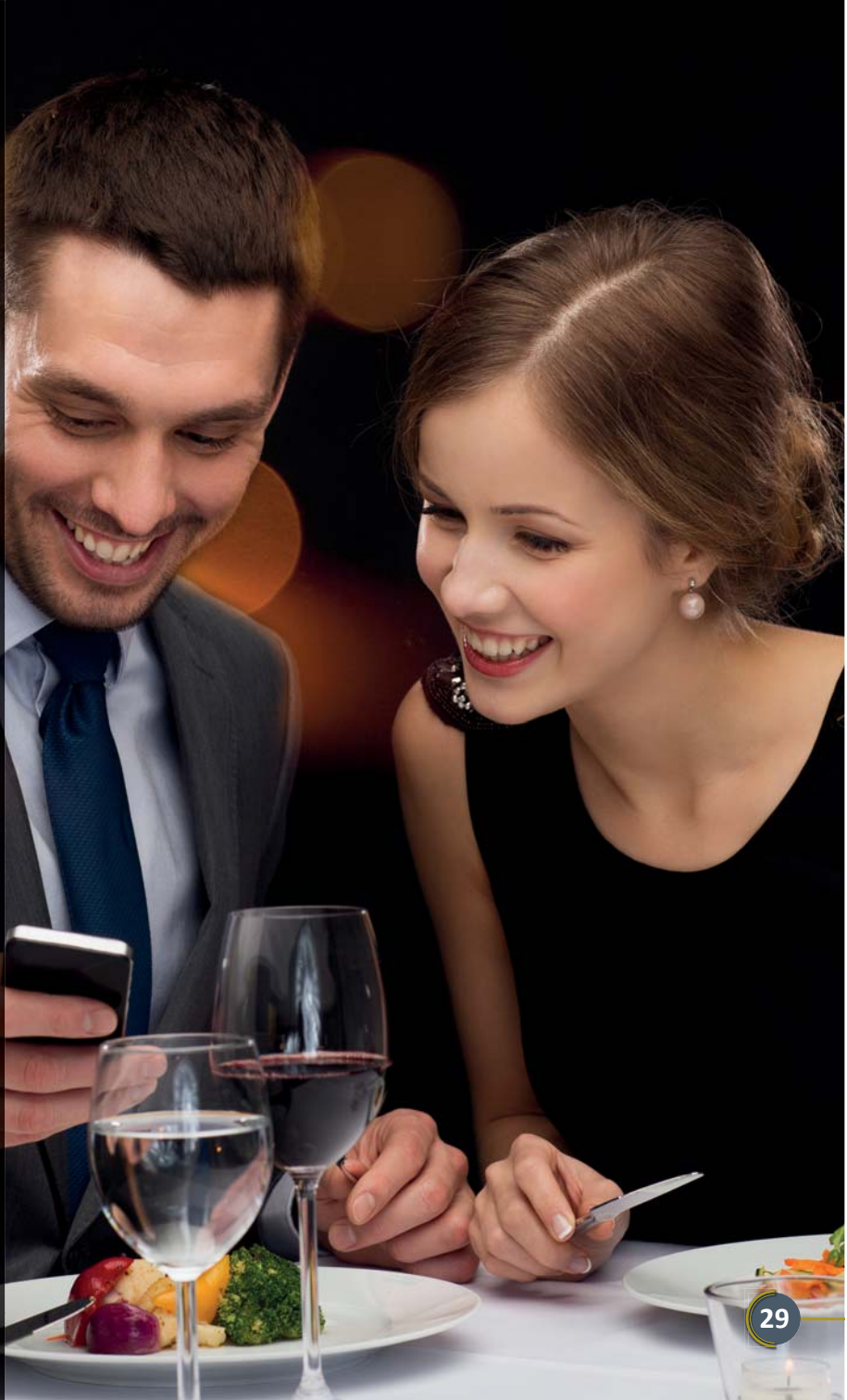
This segment have lived in their home for a number of years without refinancing. They have a very significant amount of equity and they have experienced a large increase in the value of their property in recent years.





Potential Investors

Due to their current home having substantially increased in value, and a high household income, these individuals are in the perfect position to purchase their first investment property.





Lap of Luxury

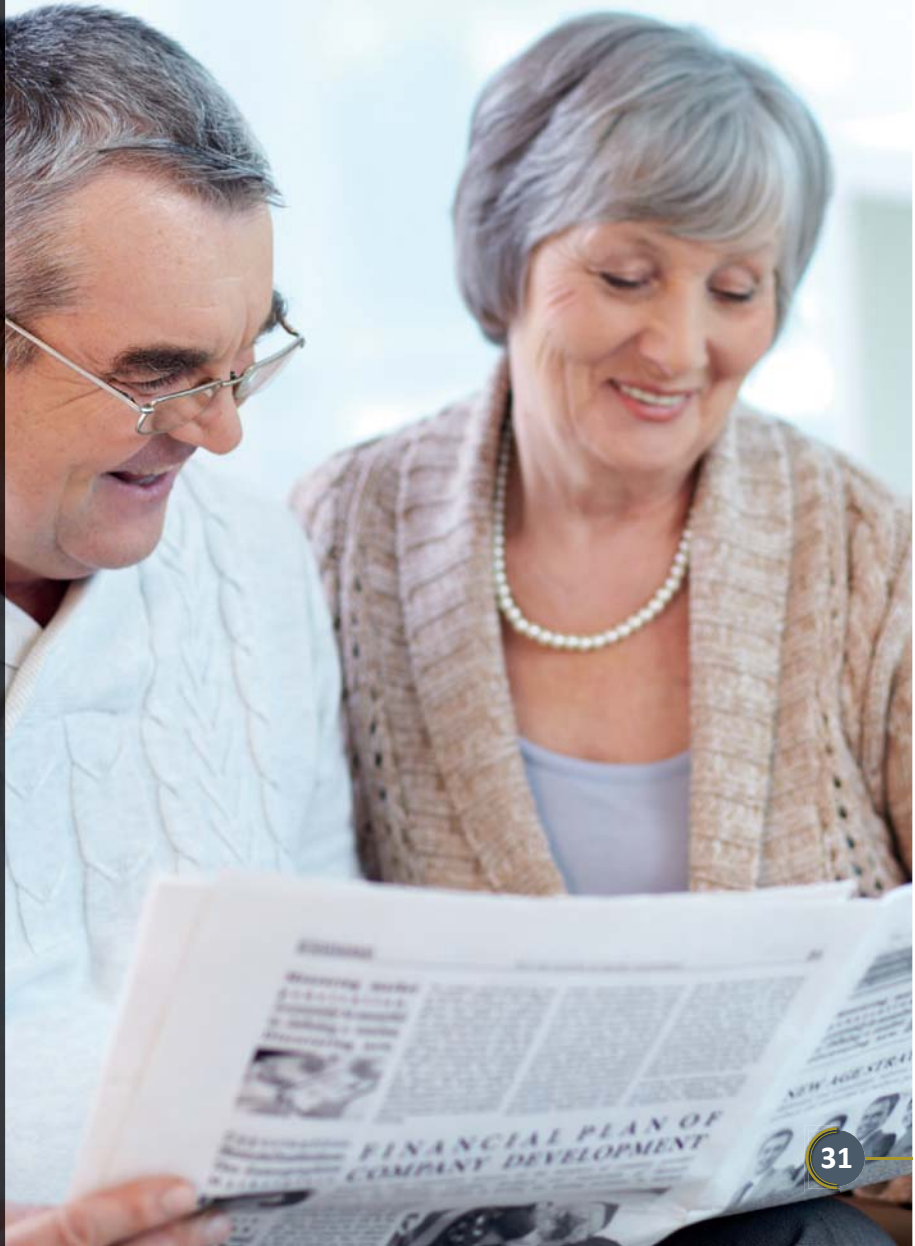
Having experienced highly profitable investment returns, and enjoying vastly impressive household incomes, these individuals are enjoying a luxurious lifestyle in the country's most prestigious locations.





Downsizer

Situated in large homes in the suburbs, Downsizers are no longer finding much use for their large homes. Their children have grown up and moved out, and they are experiencing difficulty maintaining such a large place.





Generous Guarantors

At a comfortable place financially, Generous Guarantors are willing to help their grown up children get a start on the property ladder by gifting them their first home deposit.





Pinnacle Property

At the pinnacle of their property life cycle, these individuals own the largest home they ever will with the largest backyard for their children and grandchildren to play in. They are likely to stay in this spacious estate for a long time.





Group 6: Super Living

These segments represent Australia's retirement-aged individuals, a segment which holds a significant proportion of the country's wealth, assets, and disposable income. Ranging from those living with their families as elderly dependants, looking at living in retirement villages and aged care facilities.





Aged Care Candidates

Aged Care Candidates are looking to move into an aged care residence for a number of reasons – namely those regarding health and mobility.



Aged Care Residents

Just as the name suggests, these retirees are living in aged care, usually for reasons relating to poor health and mobility.





Elderly Dependants

Elderly Dependants have moved in with their grown up children, as a way to consolidate the family resources. They are able to help maintain the home and take care of their grandchildren.





View on Villages

These retirees are looking to trade in their suburban home for the easy going lifestyle of a retirement village.



Village Veterans

Having spent a few years in retirement villages, Village Veterans enjoy the range of activities and sense of community they have to offer.



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■ Contact us today to see how Property Life Stage Segmentation can enhance your communications strategy.

Today's consumer craves understanding:
exceed their expectations.



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