

# What motivates West Australians to choose to build a home?\*

TOP 2

*The top two important things that West Australians consider when buying or building a home are **location and home design**. By comparison just 1% of people rated discounts and promotional offers as important factors.*

7 IN 10

*Seven out of ten West Australians are concerned about discounts or promotional offers when it comes to making purchase decisions. Many people believe that if presented with a discount or promotional offer up front there's likely to be hidden fees or costs down the track.*

#1

*The number one thing West Australians love most about where they live is **local amenity**. When asked what people love most about where they live, 64% of Western Australians answered local amenities.*

94%

*Many West Australians believe there is a lot to love about **building a new home**. In our survey of nearly 1,000 West Australians, 94% said there are clear benefits to building a new home versus buying established.*

75%

*For more than three quarters of West Australians, the choice of layout when building a new home is the number one benefit over buying **established**. Almost half also said lower maintenance, decorating to taste and knowing exactly what they were getting as big benefits!*

**trinity**  
Alkimos

Trinity at Alkimos is a stunning coastal community, just 5 minutes from the beach and 15 minutes from the Joondalup Town Centre. Home to shops, schools, parks and open spaces, community and sporting groups and close to the train line, you have everything you could possibly need right on your doorstep. You can build a new home in Trinity and get a house exactly as you want it. And with land now selling from \$169,000, it is great value (with no gimmicks!)

*\*Survey respondents: 952 West Australians aged between 18 and 55, 50% male and 50% female.*