

Buyers resolve to make 2013 a year of change

By Terry Ryder, 16th January 2013



Developer Stockland has heralded 2013 as “the year to make a change”, with communities around New South Wales already showing signs of increased buyer enquiry during the Christmas and New Year period.

That sentiment accords with the view of the Hotspotting team that the New Year has brought a new attitude from consumers, with increased sales activity. We’re hearing similar stories from real estate professionals around Australia.

Stockland says foot traffic to its latest NSW display village, located at Brooks Reach in the Illawarra, exceeded expectations during December, with inquiry levels up across all projects compared to the same time last year.

Stockland General Manager Residential NSW, Andrew Whitson, says he believes many people who previously felt the need to delay decisions are now motivated to take control this year. (Our [Top 10 NSW Hotspots](#) report highlights the best places to buy in NSW).

"We know that world events and crises closer to home have previously had an impact on buyer confidence but there are signs that people are starting to take action," he says. "We're hearing from people visiting our sales suites that they're sick of sitting in a holding pattern and want to make some positive plans."

Dr Suzy Green, a clinical and coaching psychologist and founder of the Positivity Institute, says “anxiety levels” around any change have increased in the past few years, but says well-researched decisions are empowering.

"People have been worried about keeping their jobs and this subsequently impacts on the financial choices they make," she says. "However, having a secure base - like a home - meets a very basic human need. Having a roof over our heads enables us to consider other changes we want to make in our lives. It's one of the foundations of life for many people.

"If we've done our homework and we know these changes are sensible and within reach then we shouldn't let fear get in the way of change."

<http://www.hotspotting.com.au/article/2434-buyers-resolve-to-make-2013-a-year-of-change>