

BTA MONTHLY

Before The Agent AUGUST MARKET REPORT



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BEFORE THE AGENT



Welcome to our monthly newsletter, and thank you for staying connected with us.

Each month, we'll bring you a curated update on the Melbourne real estate market, including key trends, price movements, and insights into what's shaping buyer and seller activity.

We'll also highlight important policy changes and regulatory updates that may impact your property decisions, along with other relevant news and opportunities across the market.

Our aim is to provide clear, practical information to help you navigate the evolving property landscape with confidence.

If there are specific topics you'd like us to cover, we'd love to hear from you.

KEY DATA - AUGUST 2026



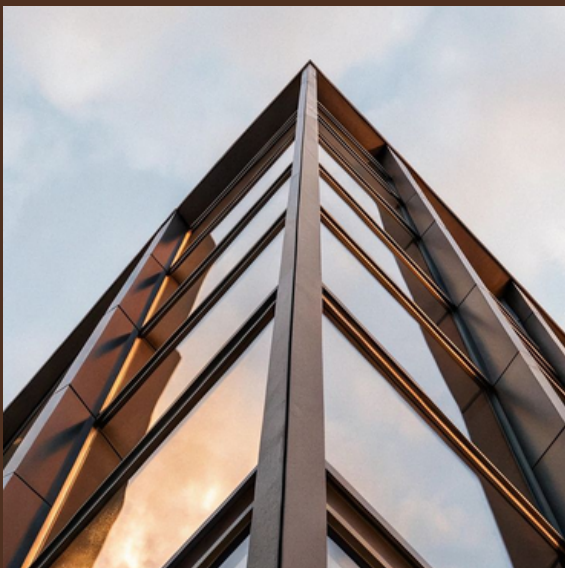
RESIDENTIAL

Melbourne's residential market remains softer and more selective, with buyer demand below last year's levels and prices under pressure. Auction conditions have improved from their winter lows but remain subdued, with the latest August clearance rate sitting at around 60%.



COMMERCIAL

The metropolitan office market continues to face elevated vacancy rates and structural challenges arising from hybrid working, while industrial, medical and neighbourhood retail assets are attracting stronger tenant and investor demand. The industrial market appears more balanced.



FINANCE & POLICY

The RBA held the cash rate at 4.35% in August, but the outlook remains uncertain. July inflation came in at 3.5%, with underlying inflation at 3.6%, keeping the possibility of another rate rise firmly on the table.

Nick Dinakis - Director

Impending Real Estate Changes

Auction Reserves

- From 1 October, reserve prices will need to be displayed seven days before an auction.
- The reserve price can move down if agreed to by the vendor, but it cannot move up.
- Agents will need to provide a written recommendation justifying the reserve price.

Expressions of Interest

- A reserve price will need to be displayed seven days before the closing date.

Statement of Information (SOI)

- The SOI will be replaced with a more detailed Property Price Statement (PPS).
- Agents must list the property features that have influenced the pricing, rather than simply stating the number of bedrooms and bathrooms.

Section 32

- This document must be made available to buyers 14 days before the auction or campaign end date.

The government argues that these changes will make real estate sales more transparent for buyers. In practice, however, the market is competitive, and prices will continue to be determined by factors beyond legislative control.

I can see the overregulation of property sales causing more confusion and frustration for both sellers and buyers.

Time will tell how the market responds. I think we are likely to see fewer auctions or potentially some interesting pricing tactics designed to circumvent these changes.



HOW WE WORK:

01 Engagement

We will shortly provide a brief engagement letter for your review and signature so we can formally commence the process.

02 Property Walk-Through

We will arrange a suitable time to conduct a walk-through of your property. This allows us to gain a detailed understanding of the home and identify opportunities to maximise its presentation and market appeal.

03 Pre-sale Presentation

Following the inspection, we will identify and oversee any recommended pre-sale presentation improvements. Our role is to ensure the property is positioned to achieve the strongest possible result in the market.

04 Agent Selection Process

Once the property is prepared, we will introduce your home to a carefully selected shortlist of suitable agents. We will review their proposals, assess their strategies, and guide you through the selection process to ensure the right agent is appointed.

05 Listing the Property for Sale

After an agent has been engaged and the campaign strategy agreed, the property will be launched to market.

06 Duing the Sales Campaign

Once your property is on the market, we will continue to oversee the process to ensure the appointed agent meets agreed service standards and expectations.

We will provide ongoing advice and guidance as required and act as your conduit to the agent, ensuring clear communication and accountability throughout the campaign.

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