



Bid to entice new home buyers

KIRSTEN HAYDU

A NEW campaign to make building a home more affordable has been launched in the South West.

Satterley Property Group, Bankwest and a number of the region's builders have joined forces to offer affordable housing packages across the region and encourage timid buyers back into the market.

"We wanted to give people real dollar value incentives and get them to think whole-heartedly about getting into the market," Satterley estate manager Alan Abel said.

"Property is the place to park your money as equity is extremely risky at the moment."

The campaign involves more than 100 blocks of land in Busselton's Provence and Dalyellup Beach Estate.

"It is also important for producing land and housing to cater for the rapidly growing population after a stagnant period in the market," Mr Abel said.

"If we see demand start to greatly increase we will be struggling to cope with it."

Dale Alcock Homes South West general manager George Sinclair said he hoped the campaign would motivate buyers.

"It will make everybody more aware and we will see a lot more people deciding to

build," Mr Sinclair said.

"It's the best time to build because the cost of building is cheaper now with builders holding back on prices to get their share of the market. Once the market turns the price of building will go through the roof."

Bankwest head of mortgages and payment strategy Andrew Banks said the campaign would help first homebuyers to get on to the property ladder sooner.

"The joint initiative allows support to first homebuyers and is a good way to get the message out there," Mr Banks said.



Satterley estate assistant Juliet Davies and estate manager Alan Abel hope a new campaign will attract buyers back into the market.