

MEDIA RELEASE



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New Home Sales Continue to Surge in November

“New Home Sales increased by a further 15.2 per cent in November to reach a decade high,” stated HIA’s Economist, Angela Lillcrap.

The HIA New Home Sales report – a monthly survey of the largest volume home builders in the five largest states – is a leading indicator of future detached home construction.

“Sales in the three months to November were 41.1 per cent higher than the same time last year,” added Ms Lillcrap.

“Sales nationally increased in November across the five states surveyed with a notable increase in the two largest states.

“Sales in Victoria rose 20.6 per cent as they emerged from stage four restrictions and a 15.9 per cent increase was recorded in New South Wales which has been lagging other jurisdictions.

“This data precedes the extension of HomeBuilder which was announced on 29 November 2020.

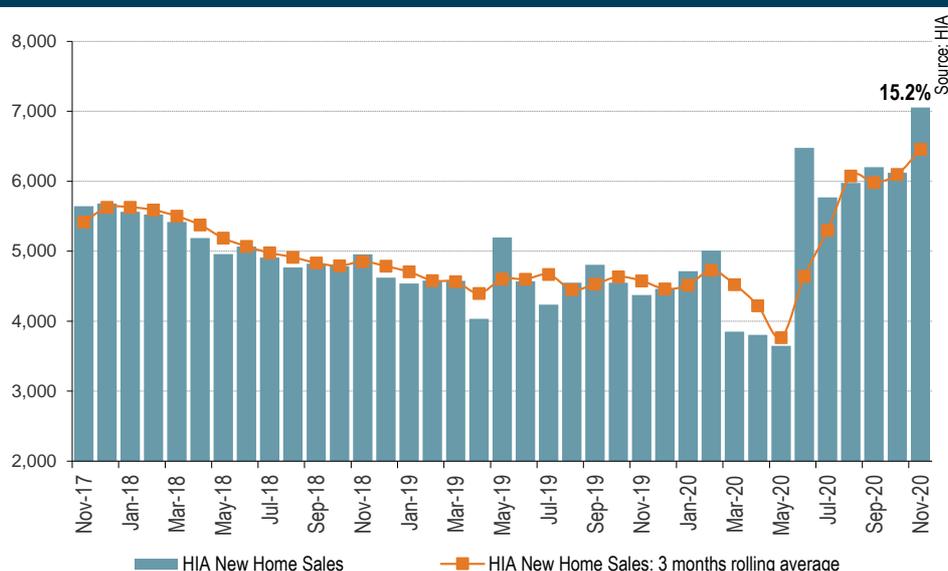
“The extension of HomeBuilder should see strong sales of new homes reach into 2021.

“HomeBuilder is not the only reason for the strength in New Home Sales, although it was the trigger for improved market confidence. Low interest rates, house price growth and a change in consumer preferences away from apartment style living, have all seen demand for detached housing rise. Many households have diverted their expenditure from travel and entertainment towards housing, including renovating their home.

“The strength of New Home Sales is a positive sign that home building will support the broader economy as we enter 2021,” concluded Ms Lillcrap.

Across the country, new home sales in the three months to November 2020 were higher in all regions when compared with the same period in 2019: Western Australia (108.8 per cent), South Australia (57.6 per cent), Queensland (34.0 per cent), Victoria (22.2 per cent) and New South Wales (20.7 per cent).

PRIVATE NEW HOUSE SALES - AUSTRALIA (SEASONALLY ADJUSTED)



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