



## **SQM Research Media Release**

### **Momentum in the Market:** **Far From Over**

**Embargoed Until MIDDAY, Wednesday 17<sup>th</sup> September 2014**

**Tuesday, 16<sup>th</sup> September 2014**

The housing market recovery is far from over, predicts Louis Christopher - Managing Director of SQM Research, in his company's latest instalment of Christopher's Housing Boom and Bust Report. This year's national outlook report has forecast growth to continue in the housing market for the remainder for 2014 and into 2015, contrary to statements made by other real estate commentators that the boom is over.

SQM Research will release Christopher's 4th annual Housing Boom and *Bust Report* for 2014/2015 tomorrow (Wednesday 17<sup>th</sup> Of September) at 12pm.

The document details Louis Christopher's (SQM Research's Managing Director and respected property analyst) assessment of the current property market on a national scale and his future predictions concerning the direction that Australian real estate will take in the near future.

Mr Christopher, who is renowned for his candid, impartial approach to the Australian property market as well as his past correct predictions concerning the housing market (Louis correctly predicted house prices rises of 15-20% in Sydney at this time last year), has outlined his personal forecasts in this report along with information regarding capital city forecasts. He has also included the company's past forecasts along with commentary - an element which he believes to be essential to any analyst with integrity. Christopher feels quite strongly about being accountable for previous forecasts as it is his belief that it is something many analysts in the industry shy away from.

Entailed on the next page is the SQM Research base case forecast for the remainder of 2014 and 2015. Other forecasts and scenarios are detailed within the report itself.



City/Region	12 months to June 2014  Source: ABS Cat 6416	2014 Forecast Taken From Sept 13 H&B report	2015F Scenario 1 (base case)  Rates remain unchanged. Economy steady AUD above 85 cents	2015 Scenario 2  A 0.25 cut in rates in 1 <sup>st</sup> qtr. 2015.	2015F Scenario 3  A 0.25 rise mid to late 2015	2015F Scenario 4  Macro prudential tools employed beginning of year. Rates cut end of year.
Perth	+3.6%	+4% to +8%	+1% to +4%	+2% to +5%	+1% to +4%	-2% to +2%
Brisbane	+6.8%	+4% to +7%	+5% to +8%	+7% to +11%	+5% to +7%	+3% to +6%
Darwin	+3.4%	+3% to +6%	-3% to +1%	-1% to +3%	-2% to +1%	-4% to +1%
Melbourne	+9.3%	+4% to +7%	+5% to +9%	+7% to +13%	+4% to +7%	+2% to +6%
Sydney	+15.6%	+15% to 20%	+8% to +12%	+11% to +15%	+4% to +7%	+3% to +7%
Adelaide	+5.6%	+3% to +6%	+4% to +7%	+5% to +8%	+3% to +6%	+1% to +4%
Hobart	+4.3%	+1% to +3%	+3% to +6%	+5% to +8%	+3% to +6%	+1% to +3%
Canberra	2.2%	-1% to -4%	-2% to +3%	+1% to +4%	-1% to 3%	-2% to +3%
Capital city Average (weighted)	+10.1%	+7% to +11%	+5% to +9%	+7% to +12%	+3% to +6%	<b>+2 to +5%</b>

SQM Research predicts continued price rises for Sydney of between 8-12% with the weighted average capital city gain in 2013 to be between 5% - 9%.

The forecast takes into account a scenario whereby the economy is steady, interest rates remain unchanged and the AUD stays above 85 US cents.

Speaking of the report, Louis Christopher says *“The market is somewhat overvalued but not by as much as what some have very publicly stated. I don’t believe at this stage the market is in a bubble. Some cities are heading into overvalued territory, but the point overall is the market is far from a bubble situation when taking into account historical valuations over the past 30 years.”*

Christopher’s Housing Boom and Bust Report is being made available via the SQM Research official website through the one off introductory purchase of \$39.95. It is the company’s intent that through providing this report for a modest expense that impartial, factual and comprehensive evidence and



material on the property market from a reputable source will be easily accessed - not only by larger industry related syndicates but also regular consumers such as mums and dads.

For more information on the release and details of this report and direct commentary from Louis Christopher, please contact .

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### **About SQM Research**

SQM Research is an independent property research house which specialises in providing accurate property related research and data to financial institutions, property professional, real estate investors and the media.

It is owned and operated by one of the country's leading property analysts, Louis Christopher.

For six years Louis was Head of Research and then General Manager of Australian Property Monitors before leaving the firm to launch SQM Research, a leading fund manager ratings house specialising in ratings for structured products and property.

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