

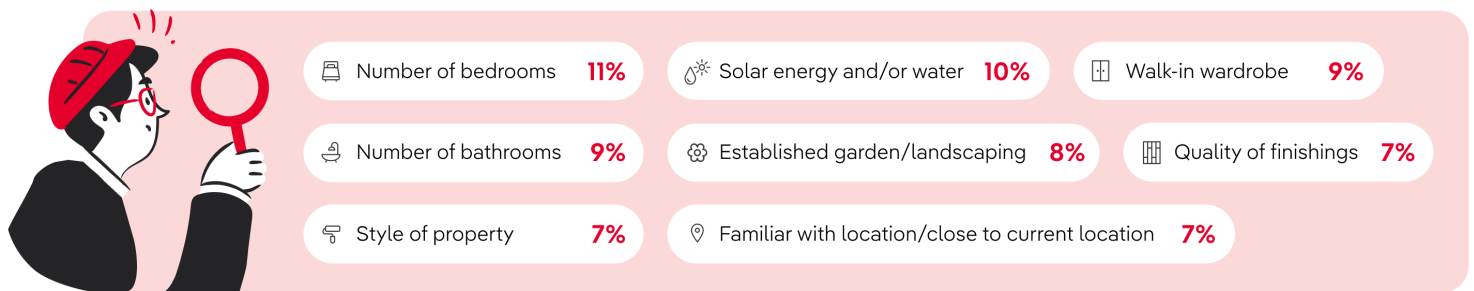
Market Insight

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8 December 2025

The rise of “COMO” – what Australians are compromising on to break into today’s competitive property market

What will buyers compromise on?



Key findings:

- The number of Australians with an intention to buy a home increased to 19% in 2025, up 4% year-on-year.
- With home prices rising and competition increasing, 83% of prospective buyers were willing to compromise on their criteria to secure a home, up 3% since a year ago.
- Number of bedrooms (11%), solar energy/water (10%) and access to a walk-in wardrobe (9%) were among the top criteria buyers were willing to compromise on.
- The average buying journey from monitoring the market, to paperwork, to settlement, took around 40 weeks in 2025, down 4 weeks year-on-year.
- The buying mindset has shifted. Buyers are looking to purchase a home with a desire for wealth creation (28%), up from 24% a year prior. At the same time, the need to reduce debt has declined to 6%.
- For help finding the ideal property that fits their needs, 10% of buyers used a buyer’s agent.
- The annual realestate.com.au Property Seeker Survey provides insight into the perspectives of over 15,000 buyers and sellers in Australia in June 2025.

“We have seen more Australians with an intention to buy in 2025. At the same time, home prices have risen 8.7% over the past year.

“With competition for property stronger than a year ago and housing affordability still a challenge, the trend of ‘COMO’ or ‘compromise or miss out’ has emerged. More than four out of five buyers are willing to compromise on amenities to buy a home.

“By sacrificing an extra bedroom or the walk-in wardrobe that was previously a requirement, buyers are able to enter the market sooner.

“Lifestyle and family are still important reasons to move, but compared to 2024, the money mindset has shifted as interest rates have come down. It’s more about building long term wealth.

“Investor activity has picked up, and these buyers are moving quickly. The time it takes investors to buy has fallen by 6 weeks.

“With rental conditions tight and home prices likely to continue rising into 2026, investor activity is set to stay strong. At the same time, buyers will likely continue to compromise to make the dream of homeownership a reality.”