Get Ahead of the Boom: Off-Market Opportunities Before Spring Hits

Melbourne, Victoria Jul 16, 2025 (Issuewire.com) - As winter begins to loosen its grip, signs are emerging that Victoria's property market is preparing for an electrifying spring. Traditionally a quieter season for real estate, this winter has been anything but typical. In fact, Aspire Advocates has observed a striking 10x year-on-year increase in buyer engagement with future interest to purchase from September into early 2026 – a surge that signals the market is on the brink of significant movement. Coupled with a recent interest rate drop and the likelihood of further cuts to come, the conditions are aligning for what could be a highly competitive spring and summer.

For savvy buyers, the message is clear: the time to prepare is now.

The combination of warmer weather and renewed buyer confidence has always made spring a pivotal time in Australian real estate. Sellers traditionally hold back listings over the colder months, waiting for their gardens to bloom and daylight to stretch a little longer before presenting their homes to market. Buyers, too, tend to hibernate during winter, resulting in lower transaction volumes. However, this year, that seasonal rhythm has been disrupted. Aspire Advocates' data shows that interest in near future property searches and engagement with buyer's agents has surged well ahead of schedule, with clients eager to plan in advance and gain an edge before the inevitable rush begins.

With the Reserve Bank's decision to hold interest rates at July's meet, economists are forecasting the potential that the anticipated further reductions will occur in the months ahead. Each rate drop increases borrowing capacity and fuels competition among buyers who are keen to secure property before prices begin their upward trajectory. "Rate changes are one of the strongest signals in the market," says an Aspire Advocates spokesperson. "When money becomes cheaper to borrow, demand and sentiment increases, and that pushes the market forward. What we're seeing now is the start of that dynamic playing out."

This year's heightened activity is not only about numbers; it's also about opportunity. One of Aspire Advocates' key advantages lies in their unrivalled access to off-market properties. These are homes that are not yet publicly advertised and are often made available exclusively through trusted networks. Off-market opportunities allow buyers to bypass the frenzy of the open market and negotiate under less pressure, often securing favourable outcomes for both Vendor and Purchaser in the process. "Spring is shaping up to be extremely competitive," Director Nicholas Morrison explains. "Buyers who wait for properties to hit the major listing platforms risk being caught in bidding wars, especially if rates continue to ease. Our clients benefit from access to homes that aren't yet on the radar of most buyers. It's about creating options, not just reacting to what's already out there." This proactive approach is particularly valuable in an environment where stock levels remain tight. While more sellers are preparing their homes for the spring market, demand is poised to outstrip supply in many suburbs. That imbalance is already creating conditions ripe for strong price growth.

Buyers who can act now – before the full weight of competition descends – stand a far better chance of securing the right property without being swept up in the heat of auction season. There's also the intangible advantage of avoiding the fatigue that often sets in after months of searching and bidding unsuccessfully. Aspire Advocates' role as buyer's agents is not only to uncover opportunities but to guide clients through the process with clarity and precision. From identifying the right property to negotiating terms and managing due diligence, their expertise ensures clients are well positioned to succeed with a reduced time and emotional outlay.

For those considering a purchase, the current moment represents a unique alignment of factors: potentially lower rates on the horizon, rising buyer activity, and access to off-market listings. While it may be tempting to wait until spring is in full bloom, Aspire Advocates cautions that hesitation could come at a cost. "Every year we see buyers caught off guard by how quickly the market moves in spring," says Nicholas Morrison. "This year, that acceleration has already begun in many pockets of Victoria".

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