

3 Reasons to Invest in Greater Springfield

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The Greater Springfield property market is one of the most diverse in south-east Queensland, with modest homes and commercial spaces, through to luxury golf frontage and master-planned office buildings. As this master-planned city begins to reap the benefits of its multi-billion-dollar investment in infrastructure, demand for all property in the area will undoubtedly soar.

This has investors and first-home buyers alike interested in the capacity of Greater Springfield's property market. To determine if an area is ripe for investment, keen investors first ensure that the area ticks three boxes: right location; right market; and the right price. To make it easy for your inner investor, we've collected the reasons why you need to be capitalising on the current Greater Springfield market.

It's the right Location

We've all heard the adage "Location, Location, Location!" and it remains true for Greater Springfield. It will always be the primary factor upon which smart investment decisions are made and Greater Springfield's location is unique for the region. Greater Springfield has access to 86% of Brisbane's metropolitan workforce within a 32-minute drive and has already established two train stations that service the entire region. Greater Springfield's public transport infrastructure and master-planned urban design also makes it a prime location for new or expanding businesses. [Fantastic facilities like Hub 23](#) feature both commercial office and warehouse strata spaces in a highly sought-after location, close to the Augusta Parkway and Brookwater Golf Course.

As Australia's fastest growing emerging city, Greater Springfield is now being recognised by investors as a location of high-value, as potential buyers continue to be deterred by the climbing prices of the Brisbane and Gold Coast property markets. Greater Springfield also hosts a wealth of fantastic commercial and investment opportunities with facilities like [Hub 23](#) providing retail, industrial and mixed-work spaces in a highly sought after location.

It's the right Market

Although so much has already been accomplished, only 13% of Great Springfield's overall master plan has been completed to-date. As such, the opportunity for growth in this market is overwhelming. The estimated current population of the six suburbs that make up Greater Springfield is more than approximately 37,000. The planned 2030 equivalent is 105,000 residents (roughly the size of Darwin) with a [CBD twice the size of Brisbane's](#). Furthermore, the investment in Greater Springfield to date sits at \$15 billion. Upon completion, this figure will reach a staggering \$85 billion and, as a

result, the Ipswich region in general is forecast to grow [as much as 4.6% annually](#) (compared to Queensland's 1.7% average).

While full completion is still over the horizon, smart investors looking for long term capital gains on their investments have the rare opportunity to select the very best property in the area before riding the upward swing in prices as demand in Greater Springfield climbs. For example, learn about one of Greater Springfield's up and coming mixed business locations, which features a variety of, retail and mixed-space commercial spaces. For those looking at more short-term results in the form of capital gains, the current market is also very positive. [Greater Springfield is already proving to be a very tight market](#), evidenced by the low 1.8% vacancy rates in the suburb of Augustine Heights and the region's modest rental yield of between 4%-5%.

It's the right Price

The region exhibits a median property price that is nearly 1/3 of those in suburbs proximal to Brisbane's CBD. Potential buyers of a four-bedroom, two-bathroom Springfield Lakes home may end up paying around \$517,000. This is a stark contrast considering a similar property in the Brisbane suburb of Bulimba may cost between \$800k and \$900k.

Greater Springfield also hosts many luxury properties, with Brookwater showcasing stunning homes that line the Brookwater golf course.

Brookwater is a highly-sought after residential community, having seen a consistent [annual growth of 8%](#). These properties are not only stunning but sit upon land packages far larger than that of the major cities. Take a look at [The Street of Dreams Display Village](#) to see what luxury properties are available. Investors must also keep the future of Greater Springfield in mind – As the investment in residential and commercial infrastructure continues to increase so too will the population and with it, consumer demand for housing and property prices. Together this adds up to favourable outcomes for keen investors and home buyers alike.

The bottom line is that a sense of urgency and anticipation is entering the Ipswich and Greater Springfield markets. For investors, this indicates that the demand and the price of property is more than likely to increase. So, whether you're a first-time buyer or a seasoned investor looking for long term capital gains on your property, Greater Springfield's property market is certainly diverse and the time to get the most bang for your buck is now!

Find out more about [Greater Springfield's Commercial Development and Opportunities](#) or view our [properties available for sale or lease](#)!

Happy property hunting!