REAPIT 2025

REAL ESTATE INTELLIGENCE REPORT
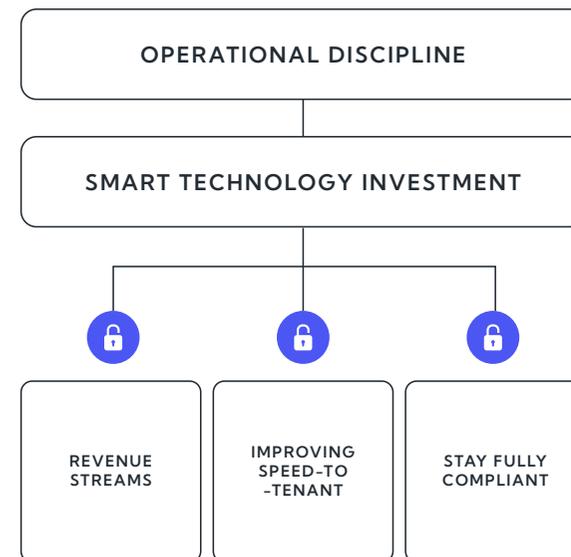
Reapit

EXECUTIVE OVERVIEW

What's driving **high-performing agencies** forward in 2025?

Despite persistent economic headwinds, the ANZ property industry continues to evolve at pace. Forward-thinking agencies are finding growth through a blend of operational discipline and smart technology investment, unlocking new revenue streams, improving speed-to-tenant, and staying fully compliant in a tighter regulatory climate.

From rental platforms to sales strategies, over the past 6 months the agencies performing best are those actively investing in automation, data visibility and consumer-grade digital experiences. As margins come under pressure and traditional models are disrupted, the shift toward connected ecosystems is helping agencies stay lean, agile and competitive.

What hasn't changed is the demand for trust. Whether it's landlords expecting transparency or tenants demanding simplicity, the agencies that win in 2025 are those who can deliver both, at scale, with consistency, and backed by data.

This report snapshot unpacks the trends, opportunities and platform insights shaping the next wave of growth across property management, sales, and customer experience in Australia and New Zealand.

OPERATIONAL DISCIPLINE

SMART TECHNOLOGY INVESTMENT

REVENUE STREAMS

IMPROVING SPEED-TO-TENANT

STAY FULLY COMPLIANT

HEADLINE FINDINGS

According to Reapit platform data, top performing agencies are responding to today's market pressures with speed and precision at the forefront.

Rather than relying on reactive strategies, top performers are leaning into automation, integration and local market intelligence to drive growth and resilience.

The result is a clear divide emerging between agencies that are adapting quickly and those that aren't.

Three trends stand out:

Automation at scale: Agencies are accelerating adoption of automated workflows across leasing, arrears and maintenance. This is cutting turnaround times and giving teams capacity to manage higher demand without compromising service quality.

Sales to PM referrals: Offices that connect sales and property management data are uncovering more referral opportunities, triggering faster appraisals and lifting client lifetime value. This visibility is translating directly into stronger sales performance and lower missed opportunities.

Churn-heavy suburbs create opportunity: Areas with high rental turnover are showing strong overlap with increased sales activity. Agencies using data to target these suburbs are converting faster while managing risk. These agencies are investing in automation and focusing resources on serviceability.
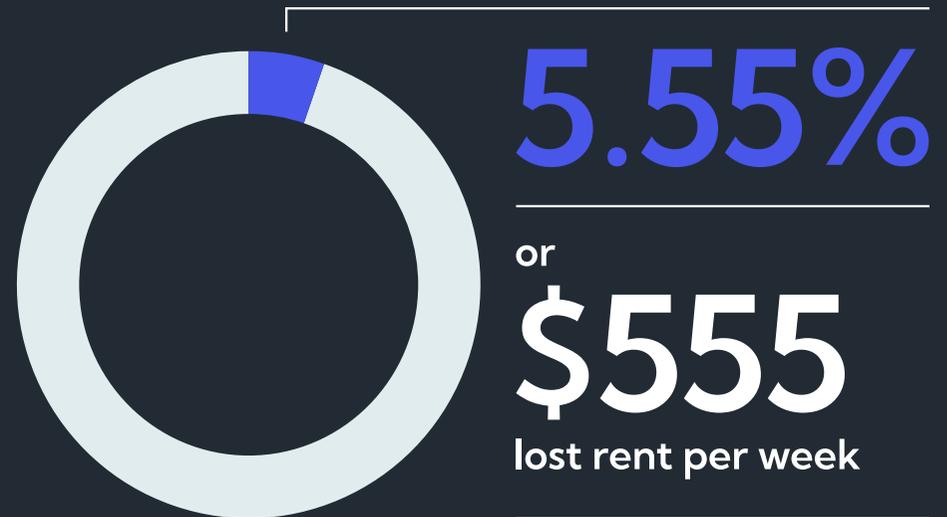
ANZ ECONOMIC SNAPSHOT

How leading agencies are responding to **macro pressures** like inflation and migration.

Australia and New Zealand's residential markets are being shaped by a complex mix of economic and demographic pressures. Interest rate increases and inflation are filtering through to rental affordability, while elevated migration continues to drive demand in metropolitan hubs. At the same time, supply constraints are pushing larger properties into record rent territory, leaving agencies to manage heightened tenant churn and rising service demands.

Reapit platform data captures these shifts in real time, offering an inside view into how leading agencies are navigating tighter vacancy conditions, higher operational loads, and shifting tenant expectations.
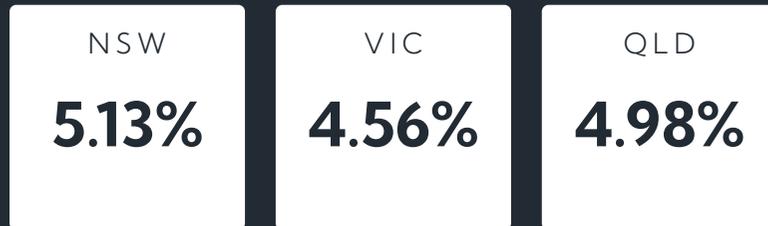
Interest Rates & Inflation

Rental affordability is tightening across Australia and New Zealand as interest rate rises flow through to housing costs. Reapit data shows average tenure has shortened to **3.7 years**, increasing churn and raising management costs. National vacancy rates of **5.55%** equate to an average of **$555 lost rent per week** on vacant properties.

5.55%

or

$555

lost rent per week

Impacts of Migration Pressures

Migration remains a key driver of demand, particularly in New South Wales and Victoria. Vacancy rates in New South Wales (**5.13%**) and Victoria (**4.56%**) point to sustained pressure in metro markets. Queensland, at **4.98%**, is also under strain, with leasing churn adding to management workloads.

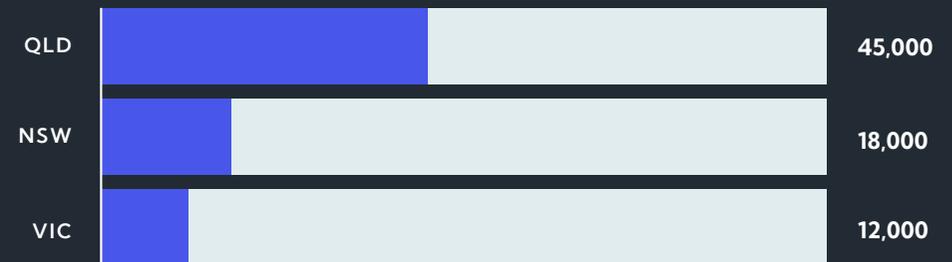| NSW	VIC	QLD
5.13%	**4.56%**	**4.98%**

Housing Supply Changes

Limited new housing stock is amplifying affordability challenges. WA leads the country with 4-bed rents over **$1,200 per week**, while Victoria and New South Wales remain elevated due to population growth. More affordable rents in smaller states, such as Tasmania (3-bed **$450**) and SA (4-bed **$700**), still reflect upward pressure.

WA	🛏 4	**$1,200 per week**
TAS	🛏 3	**$450 per week**
SA	🛏 4	**$700 per week**

Consumer Confidence

High volumes of maintenance requests underscore tenant strain. Queensland agencies processed over **45,000 requests in July 2025**, New South Wales nearly **18,000**, and Victoria more than **12,000**. This operational load reflects tenants demanding value for money in tighter conditions, with confidence weighing on service quality.

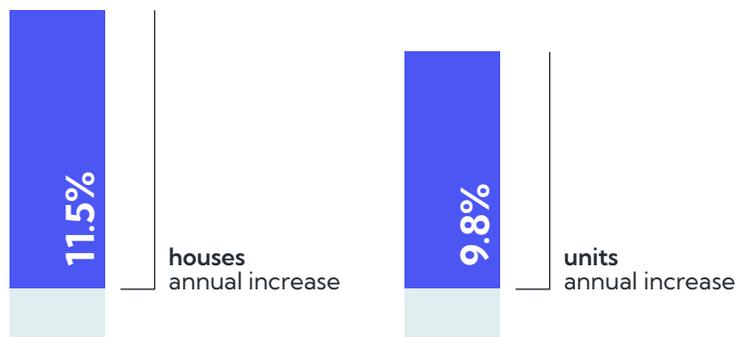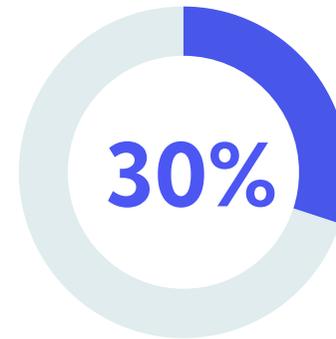| State	Requests
QLD	45,000
NSW	18,000
VIC	12,000

RESIDENTIAL SNAPSHOT

Australia's rental market remains strong, but **cracks are beginning to show** beneath the surface.

National vacancy rates sit at **5.55%** (Reapit, 2025), and while this is relatively stable, pressure is building in metro corridors where demand is outstripping supply. Reapit data indicates average tenure at **3.7 years**, reflecting a tightening rental pool and reduced mobility. For landlords, the cost of vacancies is significant, with the average weekly lost rent due to empty properties is sitting at **$555**.

Rental growth is still running hot. Agencies are reporting double-digit increases in weekly rents for larger homes in high-demand areas, aligning with Cotality's findings of **11.5%** annual increases for houses and **9.8%** for units nationally to June 2025. These increases are even sharper in growth suburbs on city fringes, where affordability pressures are pushing renters further out.

11.5%

houses
annual increase

9.8%

units
annual increase

Affordability is becoming a defining challenge. The latest ABS data confirms rent now consumes over 30% of household income in many capital cities. Reapit platform insights suggest this figure is climbing higher in inner-city markets, placing mounting pressure on tenants and influencing investor strategies.
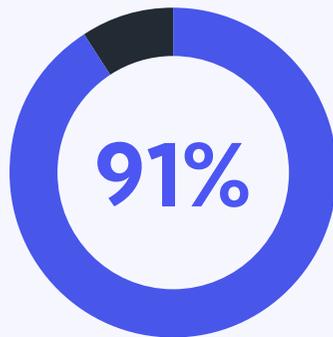
30%

of household income
consumed by rent

Agencies and landlords are adapting by chasing yield. Agencies are targeting areas where vacancy rates sit well below the 5.55% national average, ensuring rental returns are maximised. Leasing data highlights stronger renewal rates, lower churn, and consistent rental uplift over the past six months in these suburbs.

The smartest agencies are leveraging hyperlocal insights. By benchmarking rents against current market averages and vacancy trends, they are tracking pricing pressures and tenant demand in real time. The shift is clear: instinct is being replaced with precision. Top performing agencies know it's not just about observing the market, but acting decisively at the right moment.

CONNECTIONS SNAPSHOT

Connection services are no longer a nice to have. They are a **critical lever for tenant satisfaction**, operational efficiency & brand loyalty.
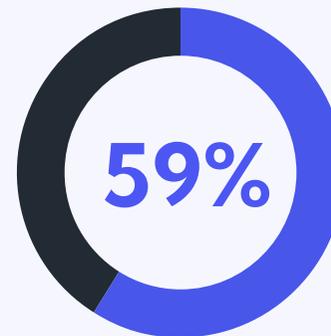
In the past 12 months, more than **70,000** households via agencies have been connected to essential moving services, covering **91%** of the Australian rental market. That represents over **155,000 services** from electricity and gas to telecommunications, each delivered without the administrative bottlenecks that once slowed down move in dates.

91% of the Australian rental market have been connected to essential moving services

The opportunity is clear. With **3.8 million Australians** (14.3%~ of the population) moving each year, agencies that provision the connection experience are directly influencing a high-intent and high-value moment in the customer journey. Agencies are adapting and leveraging ways to differentiate in serviceability. There's a shift in value perception via branded services that not only improve the tenant experience but drive additional value for the landlord.

The financial impact is significant too. Since it's creation, agencies facilitating these connections have collectively saved Australians more than **$3.2m** while also reducing the risk of tenants overpaying. The ACCC reports that **59%** of flat-rate energy customers are paying at or above the default market offer, costing households an estimated **$634m annually**. Agencies are positioning themselves with value-adds like connections, to guide tenants to better deals as a powerful retention & referral driver.

59% of flat-rate energy customers are paying at or above default market offer

According to Reapit connections data, agencies that take ownership of the connections process are building stickier relationships, reducing churn, and creating revenue opportunities that extend far beyond the day of tenants collecting their keys.

LETTINGS SNAPSHOT

Australia's rental market remains under intense pressure, with vacancy rates holding at record lows of **1.1%** (SQM Research, June 2025).

Reapit data confirms that rents across Australia are still climbing, with affordability pressure showing up in every major market. On average, tenants in **New South Wales** are now paying around **$774 per week**, while in **Queensland** rents have edged higher again to sit at roughly **$715**. **Victoria** is tracking just behind at **$662**, and in the **Australian Capital Territory** rents are holding closer to **$741**. Smaller states aren't exempt either. **South Australia** averages **$552**, **Tasmania** is sitting near **$530**, and the **Northern Territory** comes in at **$586**. Meanwhile, **Western Australia** shows the sharpest spread, with family homes reaching as high as **$1,205 per week** in six-bedroom properties.

MEDIAN WEEKLY RENTS

ACT	NSW	NT	QLD
$741	**$774**	**$586**	**$715**

SA	TAS	VIC	WA
$552	**$530**	**$662**	**$940**

Reapit platform data also shows that average tenant tenure now sits at 3.7 years nationally. This shorter cycle compared to historic trends highlights the frequency of re-letting costs and the sharper operational load for agencies, with every turnover adding vacancy downtime and management overheads. (Reapit data, 2025).

AVERAGE TENANT TENURE
3.7 YEARS

Agencies using automated pricing, workflow, and communication tools are countering these pressures by processing tenancy applications more efficiently, reducing arrears, and maintaining consistent tenant follow-up. This ensures that even in a market defined by affordability strain and limited supply, agencies can reduce losses, protect income, and retain tenants longer.

The lettings sector is shifting decisively away from reactive management. Agencies that act on suburb-level insights sooner, and align operations with proactive tenant engagement, are not just filling properties faster, they are securing more instructions, winning client trust, and building resilience in one of the tightest rental markets in recent memory.
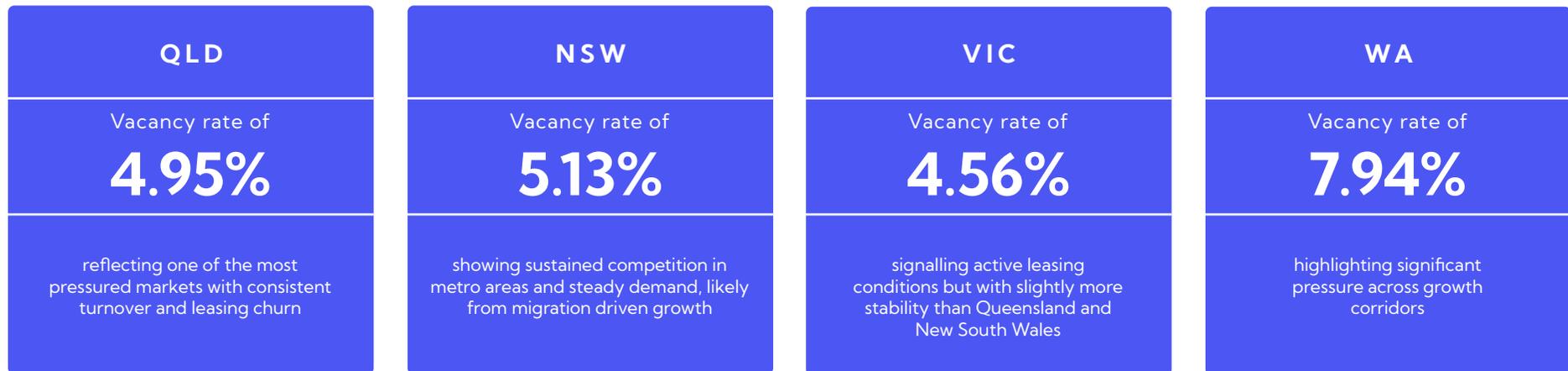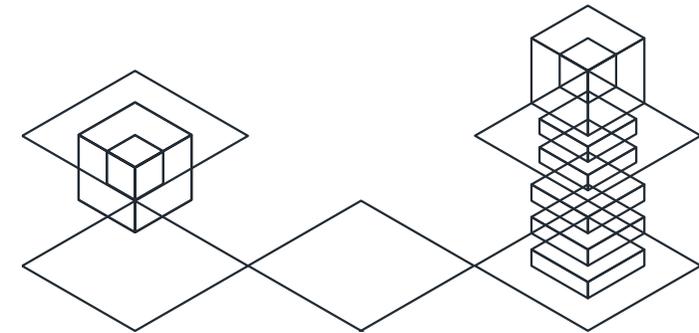
Whilst key callouts have stated 5.5% vacancy rate across key states, the overall vacancy rates of 1.1% take into account broader economic snapshots in addition to the available data Reapit has
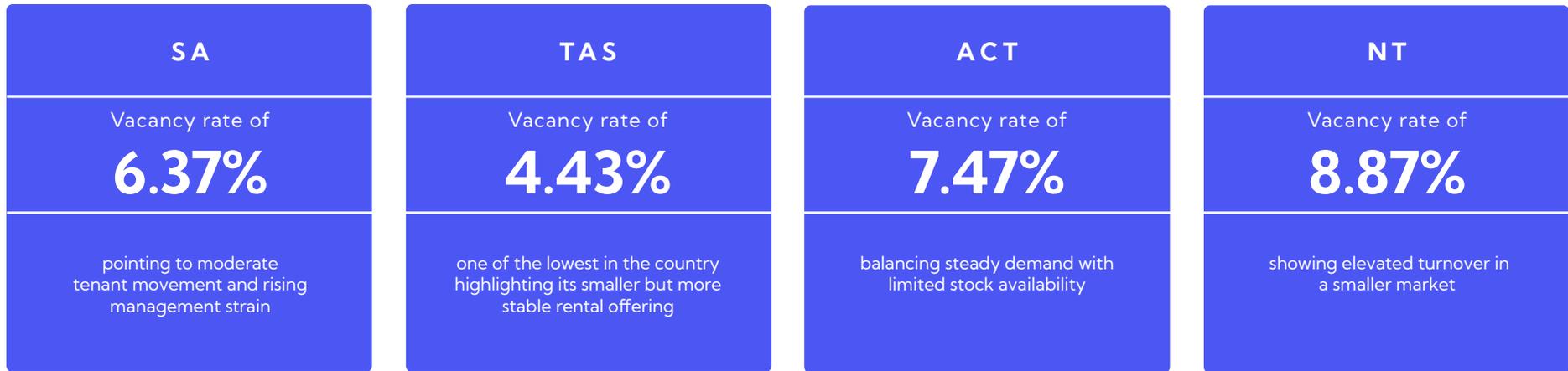
PROPERTY MANAGEMENT SNAPSHOT

Australia's rental market is being **reshaped by rising demand**, constrained supply and worsening affordability.

Nationally, the average vacancy rate now sits at 5.55%, equating to more than half a week of lost rent per property each year. With average tenure just 3.7 years, agencies are cycling tenants more quickly and carrying sharper management costs.
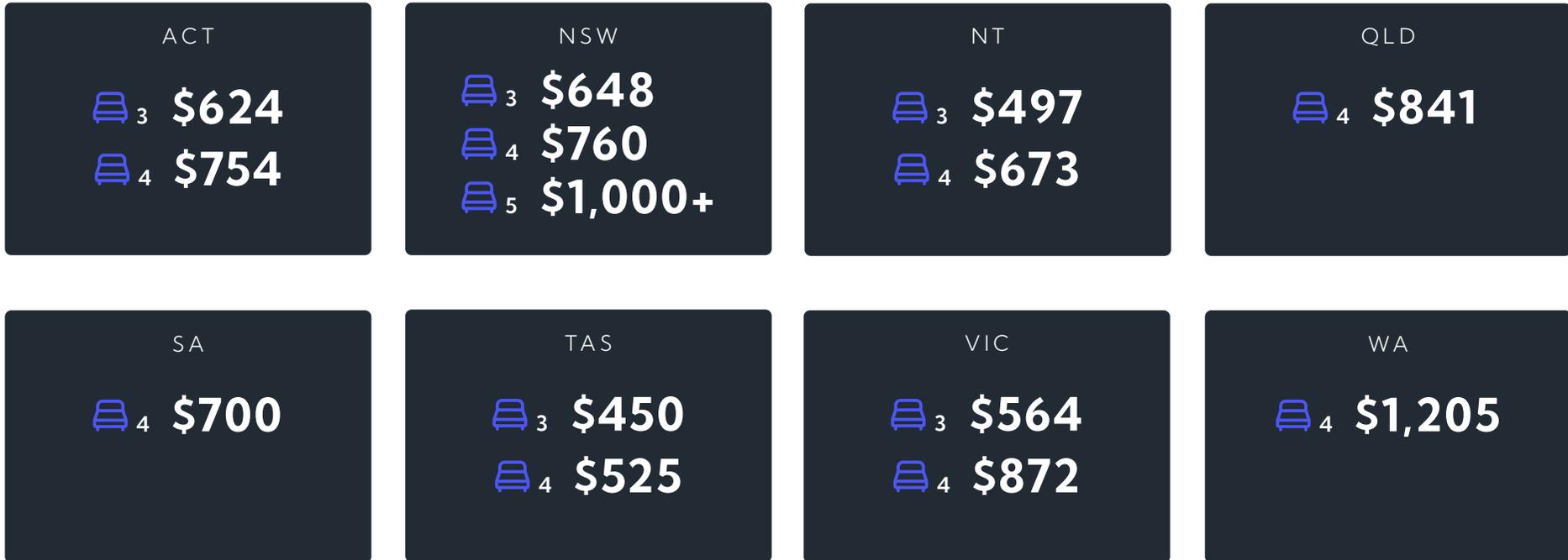
Vacancy rates by state:

QLD	NSW	VIC	WA
Vacancy rate of **4.95%**	Vacancy rate of **5.13%**	Vacancy rate of **4.56%**	Vacancy rate of **7.94%**
reflecting one of the most pressured markets with consistent turnover and leasing churn	showing sustained competition in metro areas and steady demand, likely from migration driven growth	signalling active leasing conditions but with slightly more stability than Queensland and New South Wales	highlighting significant pressure across growth corridors

SA	TAS	ACT	NT
Vacancy rate of **6.37%**	Vacancy rate of **4.43%**	Vacancy rate of **7.47%**	Vacancy rate of **8.87%**
pointing to moderate tenant movement and rising management strain	one of the lowest in the country highlighting its smaller but more stable rental offering	balancing steady demand with limited stock availability	showing elevated turnover in a smaller market

Market impact: Maintenance activity reinforces the pressure. Queensland agencies logged 45,435 requests in July 2025 while New South Wales processed nearly 18,000 and Victoria consistently recorded 10,000–12,600 each month. These volumes highlight the operational strain as tenants move more frequently and service demand increases.

Data taken from Reapit's platform.

Average weekly rent by state:

Rental affordability pressures remain high, with costs scaling sharply by property size:

ACT		NSW		NT		QLD	
🛏 3 $624		🛏 3 $648		🛏 3 $497		🛏 4 $841	
🛏 4 $754		🛏 4 $760		🛏 4 $673			
		🛏 5 $1,000+					

SA		TAS		VIC		WA	
🛏 4 $700		🛏 3 $450		🛏 3 $564		🛏 4 $1,205	
		🛏 4 $525		🛏 4 $872			

Reapit data shows WA leading with the highest 4-bed rent sitting at over $1,200 per week, while New South Wales and Victoria remain elevated in line with migration and population growth. More affordable conditions are evident in regional states, but affordability pressure is still climbing across all regions.

Agency response:

Agencies are responding by refining yield optimisation strategies and streamlining operations. Vacancy and leasing data show stronger renewal rates in regions where agencies use proactive tenant engagement, particularly around maintenance and service cycles to retain occupants.

A key takeaway for 2025 is that vacancy pressure is unavoidable. However, those agencies leveraging detailed state-level data and acting quickly are best placed to minimise costs and protect long-term rental yield.

SALES SNAPSHOT

Sales data from Reapit Sales data is shining a light on the suburbs where **performance is holding strong** and the agencies in those pockets are pulling ahead.

Over the past six months, we've seen a noticeable uplift in sales activity across mid-tier markets, particularly in outer metro growth belts and select regional corridors.

Reapit auction data shows strong activity across the past six months, with New South Wales averaging close to 4,200 monthly auctions and clearance rates holding above 65%. In Queensland, monthly auctions have remained steady above 1,500, while average Days on Market have improved to around 48. These figures underline continued buyer demand and competitive conditions in key growth markets.

48 Days

Average Days on Market in Queensland, showing stronger buyer demand.

But volume is only part of the story. The agencies seeing the strongest returns are those aligning operational workflows with live market intelligence. They're actively tracking crossovers between sales and property management portfolios, uncovering the hidden handover opportunities that most miss.

Reapit's platform shows **over 20% of agencies** are currently managing properties that have recently been sold. For leaders focused on lifetime client value, that's a powerful indicator of potential revenue leakage.

20%
are currently managing properties that have recently been sold

From a business perspective, this insight goes beyond performance reporting. It's a roadmap for increasing commission yield, improving cross-functional collaboration, and sharpening appraisal strategy.

With data pointing to a longer average sales cycle in some markets and tightening listing supply, agencies that build tighter alignment between sales and property management will be best positioned to win the next round of instructions.

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TO A BETTER DEAL