

For immediate release
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HomeStart heads south as housing demand drives growth

Strong population growth in southern Adelaide has led to innovative home lender, HomeStart Finance, setting up its first ever suburban branch at Morphett Vale.

The move opens the door for more southern suburbs homebuyers to break into the housing market by accessing HomeStart's innovative products, which are designed to remove many of the traditional barriers to home ownership.

Already, the southern area accounts for almost 20% of HomeStart's total lending, led by strong growth in suburbs such as Aldinga Beach, Seaford and its surrounds.

HomeStart's Chief Executive Officer John Oliver said recent major development projects in the south, including the duplication of the Southern Expressway, the soon to be completed Southlink Industrial Park and Tonsley redevelopment would lead to more young couples and families moving into the area.

"According to our data, the southern suburbs have consistently been one of the strongest regions for homebuyer activity and with major infrastructure projects recently completed or soon to be, we expect it to be one of the strongest growth areas in South Australia," he said.

"Adelaide's south offers an abundance of affordable housing, as well as a large amount of available land where first homebuyers can build their first home without compromising on the features they want.

"Best of all, there is plenty of open space, centralised shopping areas and good employment opportunities, making the southern suburbs a great option for young couples and families.

"HomeStart's decision to move into the area will open the door for more Southern Adelaide residents to experience social and financial benefits of owning a home."

Mr Oliver said HomeStart had traditionally offered its products both through a well-established broker network, as well as direct through its Flinders Street head office. Since it was established, HomeStart has helped more than 65,000 South Australians into home ownership.

"Southern Adelaide currently makes up approximately one-fifth of our total lending but by establishing a presence in the area, we expect this to grow substantially in the coming years," he said.

"The main way we help homebuyers, and in particular first time homebuyers, is by removing some of the major barriers to home ownership such as the upfront costs they are required to contribute towards the purchase.

HomeStart makes home ownership a reality for more South Australians in more ways. We are a statutory authority that reports to the Minister for Housing and Urban Development. We were created in 1989 and since then have helped over 64,500 households into home ownership.

Media release



“We offer innovative products to help homebuyers get started sooner, such as low deposit home loans, which reduce the amount of money they need to contribute upfront.

“We also offer a graduate loan, available to graduates with a Certificate III or IV, diploma, bachelor degree or higher qualification. Saving for a deposit while studying is extremely difficult, so the graduate loan is designed to help them overcome this barrier and get started on their home ownership journey sooner.

“Unlike most other lenders, we don’t charge Lenders Mortgage Insurance (LMI). LMI is a type of insurance that can cost homebuyers thousands of dollars. Instead, HomeStart has a loan provision charge, which saves most customers a significant amount of money which they can then use to reduce their loan size.

“Our belief is that home ownership offers a broad range of financial and social benefits, so we strive to ensure that more South Australians make the step into home ownership and begin realising all of those benefits sooner.”

The branch will be launched on 4 June and is located at 378 Main South Rd, Morphett Vale.

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