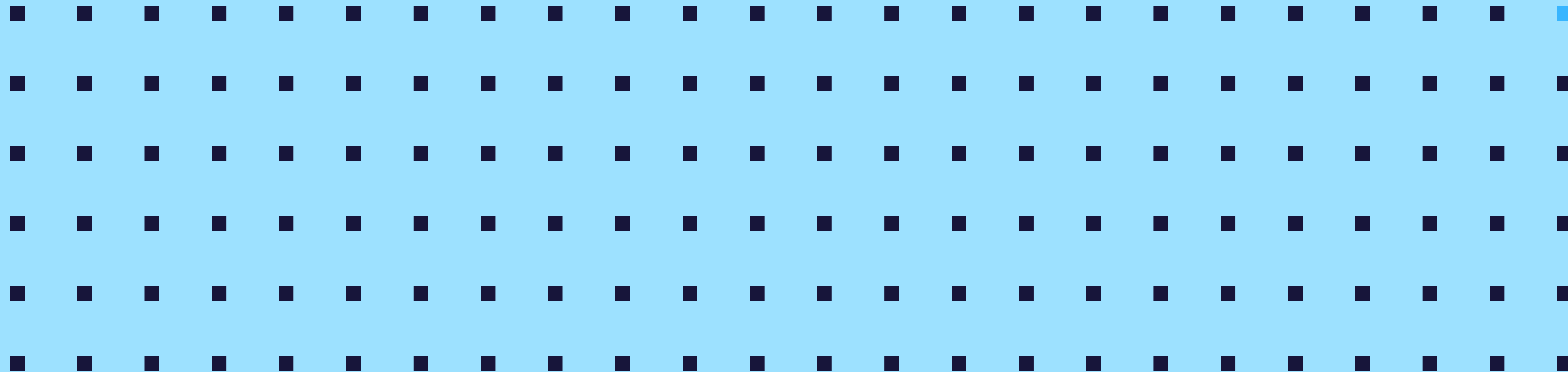


Consumer Pulse Spotlight: Property Investors



Foreword

Property investors have always played a critical role in Australia's housing market. What's changing is not their ambition, but the way they experience the lending process.

At Bluestone, we spend every day working alongside brokers who support investors with diverse income streams, complex structures, and long-term wealth strategies. Many of these clients are financially capable and highly motivated, yet still find themselves slowed down by rigid criteria or processes that weren't designed with their reality in mind.

This report brings that tension into focus. The data shows a cohort that is confident, planning to grow, and actively looking for opportunities, but also one that frequently encounters friction when dealing with

traditional lenders. That gap between intent and access is where brokers do their best work.

What stood out to us is how open investors are to looking beyond the majors, especially when they understand their options. Nearly four in ten have felt the banks made it too difficult. More than four in ten are open to alternative lenders. Those numbers reflect conversations we're seeing every day across our broker network.

We're proud to partner with Agile on research that goes beyond surface-level trends and speaks directly to the challenges brokers, and their clients face in the real world.

Tony McRae
Chief Commercial Officer,
Bluestone Home Loans



Introduction

Consumer Pulse is Agile Market Intelligence’s monthly survey of over 1,500 Australian consumers, tracking sentiment, financial behaviour, and attitudes toward financial services providers.

It is one of the most comprehensive ongoing studies of its kind in Australia.

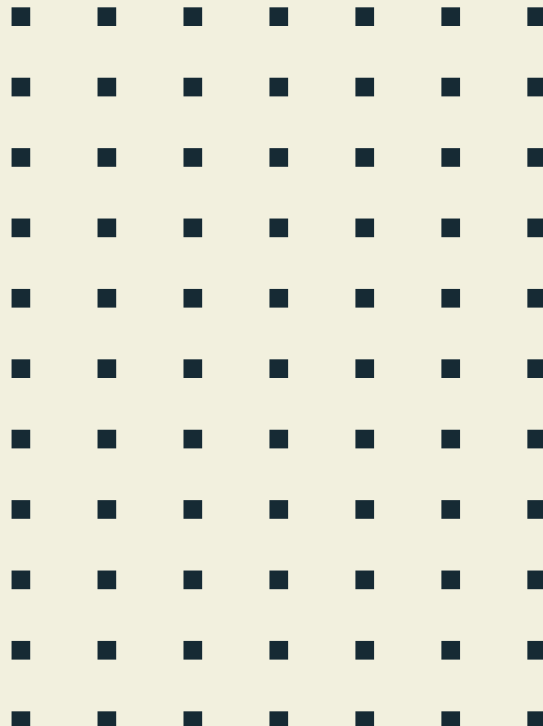
The Consumer Pulse Spotlight series takes this data further. Each edition explores a specific consumer segment in depth, giving brokers access to insights, knowledge, and actionable takeaways available nowhere else. This isn’t recycled industry commentary or headline statistics, its original research designed to help you understand your clients better than they understand themselves.

This Spotlight focuses on property investors: who they are, how they think about wealth, and where they are encountering friction in the lending market.

The findings paint a picture of a motivated, financially capable segment that is actively looking to grow, but often finding traditional lenders unwilling or unable to help.

For brokers, the opportunity is significant. A third of property investors plan to purchase in the next twelve months. Nearly four in ten have felt shut out by the banks. And more than four in ten are open to alternative lenders, they just need someone to show them the way.

Use this report to sharpen your client conversations, identify investors who may be underserved, and build the case for solutions beyond the major banks. The demand is there. Working across the full lending market means you can meet clients where they are, not just where the banks will take them.



Michael Johnson
Director, Agile Market Intelligence



Investor opportunity at a glance

We surveyed over 18,000 Australians, including more than 1,500 property investors, about their financial situation, lending experiences, and future plans. What we found was a segment that's financially stable, actively planning to grow, and often frustrated by traditional lending channels.

32%

DEMAND

plan to invest in property in the next 12 months. More than 3x the general population.

38%

ACCESS

have felt a traditional bank made it too difficult to access investment lending.

42%

ALTERNATIVES

are open to alternative lenders nearly double the rate of the general population (23%).

67%

SECURE

of property investors feel financially secure. Compared to 48% of all Australians.

25%

FEAR

of non-investors feel they are missing out by not owning an investment property.

59%

SUPPORT

of investors use at least one professional adviser, with accountants (46%) and brokers (21%) the most common.

Property investors are ready to grow.

Property investors are financially confident, actively building wealth, and planning to expand.

We asked Australians about their financial situation and priorities. Two-thirds of property investors told us they feel financially secure, compared to around half of all Australians, and nearly half report positive cash flow each month.

Their focus reflects this stability: while 23% of all Australians say covering day-to-day costs is their main priority, only 8% of investors said the same. Instead, they pointed

to paying down mortgages, investing in assets, and saving for retirement.

When we asked about the next twelve months, a third of investors said they plan to purchase residential investment property, roughly 3.5 times the rate of the general population. We also found that 16% expect to take on new investment lending. This suggests a segment with both the capacity and the intent to act.

■ WHAT THIS MEANS FOR BROKERS:

Your investor clients tend to be financially stable and thinking long-term. A third intend to invest in property in the next 12 months, it may be worth checking in on where they're at.

Investors are more financially confident and secure.

% OF POPULATION FINANCIALLY SECURE

66.8%

PROPERTY INVESTORS

48.4%

ALL AUSTRALIANS

Investors are more likely to have free cash flows to save or invest.

% OF POPULATION POSITIVE CASH FLOW

48.1%

PROPERTY INVESTORS

32.5%

ALL AUSTRALIANS

Investors are focused on wealth, not survival.

% OF POPULATION INVESTING IN ASSETS

13.3%

PROPERTY INVESTORS

5.3%

ALL AUSTRALIANS

% OF POPULATION COVERING DAY-TO-DAY LIVING COSTS

8.3%

PROPERTY INVESTORS

22.5%

ALL AUSTRALIANS

Demand extends beyond current investors.

It's not just existing investors looking to expand. A quarter of non-investors feel they are missing out.

We asked Australians whether they feel they are missing out by not owning an investment property, or by not owning more.

Among non-investors, one in four agreed - suggesting a pool of people who want to enter the market but have not yet found a pathway. Among current investors, the sentiment was even stronger: nearly a third feel they are missing out by not owning additional properties.

Property investment carries cultural weight in Australia, and these findings suggest that weight is felt across the spectrum.

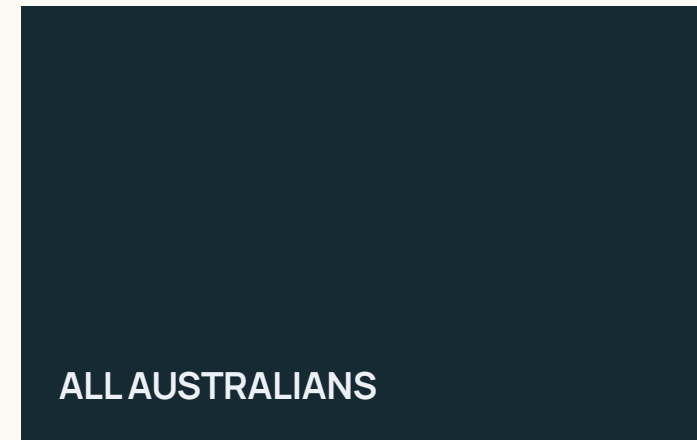
We see both frustrated non-investors and expansion-minded current investors, which points to untapped demand that may not be visible in transaction data alone.

■ WHAT THIS MEANS FOR BROKERS:

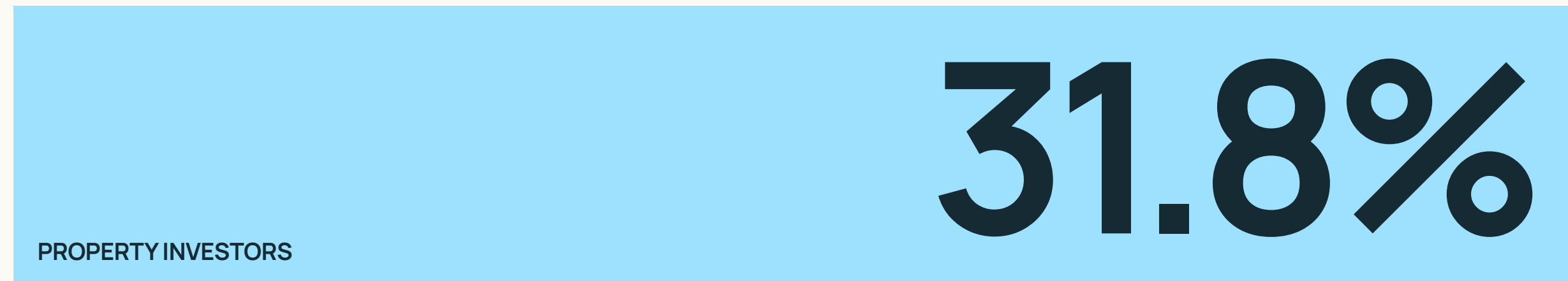
The demand isn't limited to clients who already own investment property. When you're speaking with owner-occupiers or first home buyers, it may be worth asking whether they've considered investing - one in four have thought about it but haven't found a way in.

A third of property investors plan to invest more in property, 3.5x times more likely than the general population.

RESIDENTIAL INVESTMENT
PROPERTY PLANS



9.1%



31.8%

One-third of property investors and 1 in 4 non-investors have FOMO over property investment.

	NON-INVESTORS	PROPERTY INVESTORS
Agree	25.4%	30.6%
Neutral	25.8%	19.4%
Disagree	48.9%	50.0%

What's holding them back?

When asked what would make investing easier, Australians point to three barriers: access to finance, knowledge gaps, and the cost of entry.

We asked respondents in their own words what would make property investment easier or more accessible. The most common theme was lending itself: people want clearer criteria, faster approvals, and processes that do not feel intimidating or exclusionary.

The second was guidance: many told us they feel under-informed and want trusted advice without jargon.

■ WHAT THIS MEANS FOR BROKERS:

These aren't objections, they're pain points you're well placed to address. Clients are asking for clarity, guidance, and someone who makes the process feel achievable. When you hear hesitation, it may be worth probing which of these three barriers is really in the way.

The third was cost: interest rates, stamp duty, and deposit requirements remain significant hurdles.

These barriers are not about lack of interest, they are practical obstacles. We believe this is useful context for brokers: the friction points are specific, and in many cases, addressable.

“Banks make it too hard.”

Respondents want flexible criteria, faster approvals, and processes that don't exclude non-traditional borrowers.

- “Clear and transparent lending criteria... and a faster, more streamlined approval process.”
- “A no deposit loan or being able to use rental agreements as collateral.”
- “At my age lenders will not consider me.”

“I don't know where to start.”

Many feel under-educated and want trusted support, advisers who explain things clearly without hidden agendas.

- “Having a trustworthy advisor or friend in the business.”
- “Easier to understand info all in one place.”
- “I would need a very patient person to explain what it's all about.”

“The costs are prohibitive.”

Interest rates, stamp duty, and deposit requirements were frequently cited as barriers to entry and expansion.

- “Lower the deposit rates and fixed interest for the whole loan.”
- “If everything was cheaper and interest rates were lower.”
- “Lower interest rates and reduced stamp duty would make expanding my portfolio much easier.”

Brokers are part of a wider advice network.

Investors lean heavily on professional advisers, particularly accountants, and are more engaged with the advice ecosystem than the general population.

We asked property investors which professional advisers and service providers they use. Nearly six in ten use at least one professional adviser, compared to around a third of all Australians. Accountants are the most common (46%), followed by financial advisers (23%) and mortgage brokers (21%).

When we broadened the question to include service providers like

real estate agents and property managers, 78% of investors use at least one.

This tells us that property investors actively seek professional guidance, they are not trying to do it alone. It also highlights the ecosystem around them: accountants, agents, and property managers are often in the conversation before lending comes up.

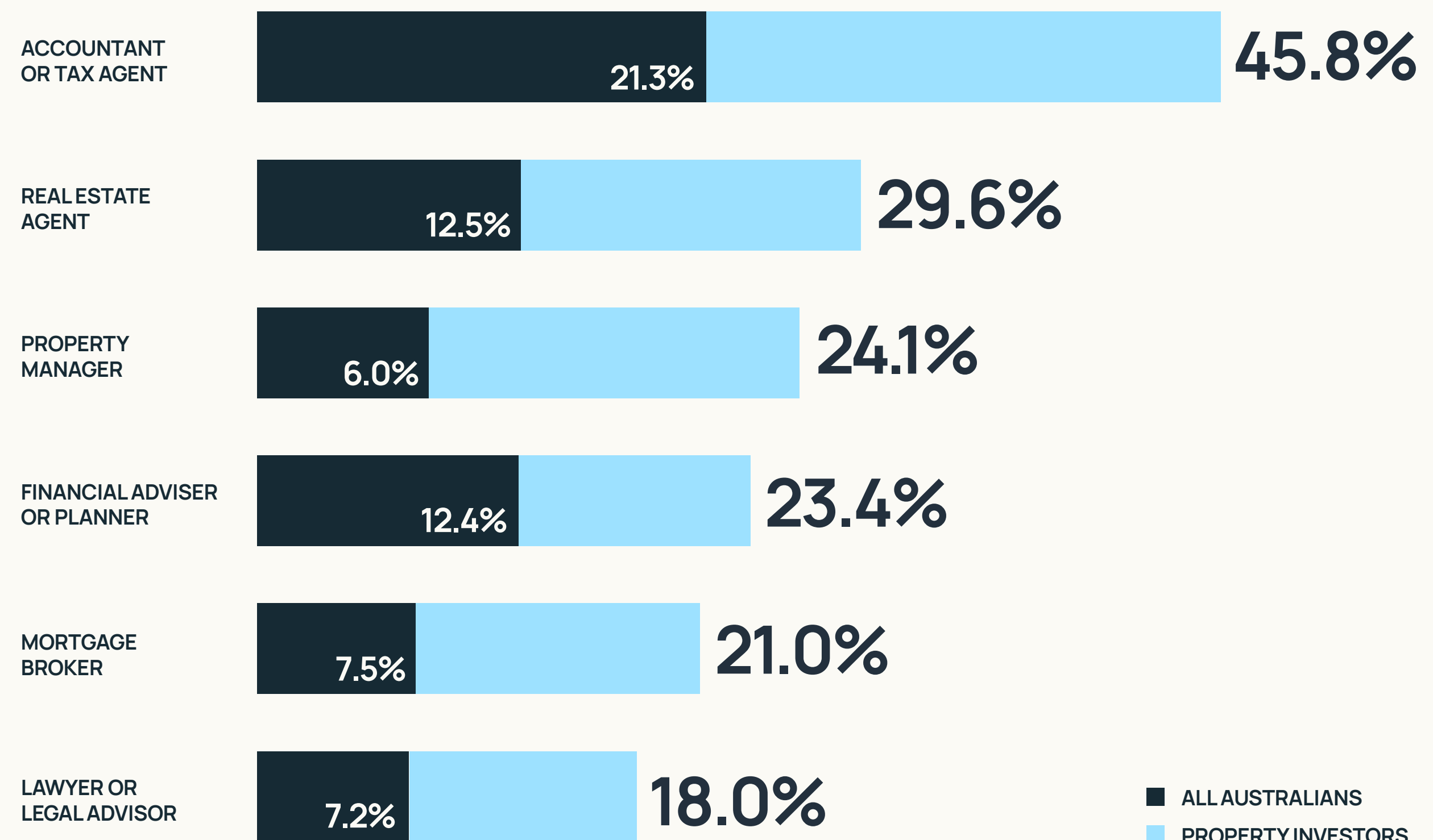
WHAT THIS MEANS FOR BROKERS:

You're already a key part of this advice network, but you're not always the first point of contact. Accountants and real estate agents often see investor clients earlier in the journey. Building referral relationships with these partners may help you reach investors before they've made their lending decisions elsewhere.

Investors use professional advisors.

78.8% of property investors use at least one provider.

Which professionals or service providers do you currently engage or have engaged in the past 12 months?*



■ ALL AUSTRALIANS
■ PROPERTY INVESTORS

Gaining access to investment finance

Nearly four in ten investors have felt a traditional bank made investment lending too difficult, though most found a way through.

We asked investors whether they'd ever wanted to purchase an investment property but felt a traditional bank made it too difficult. Among those who'd sought investment lending, 38% said yes. Of that group, most found a way through anyway, but 9% told us they abandoned their plans entirely because of the experience.

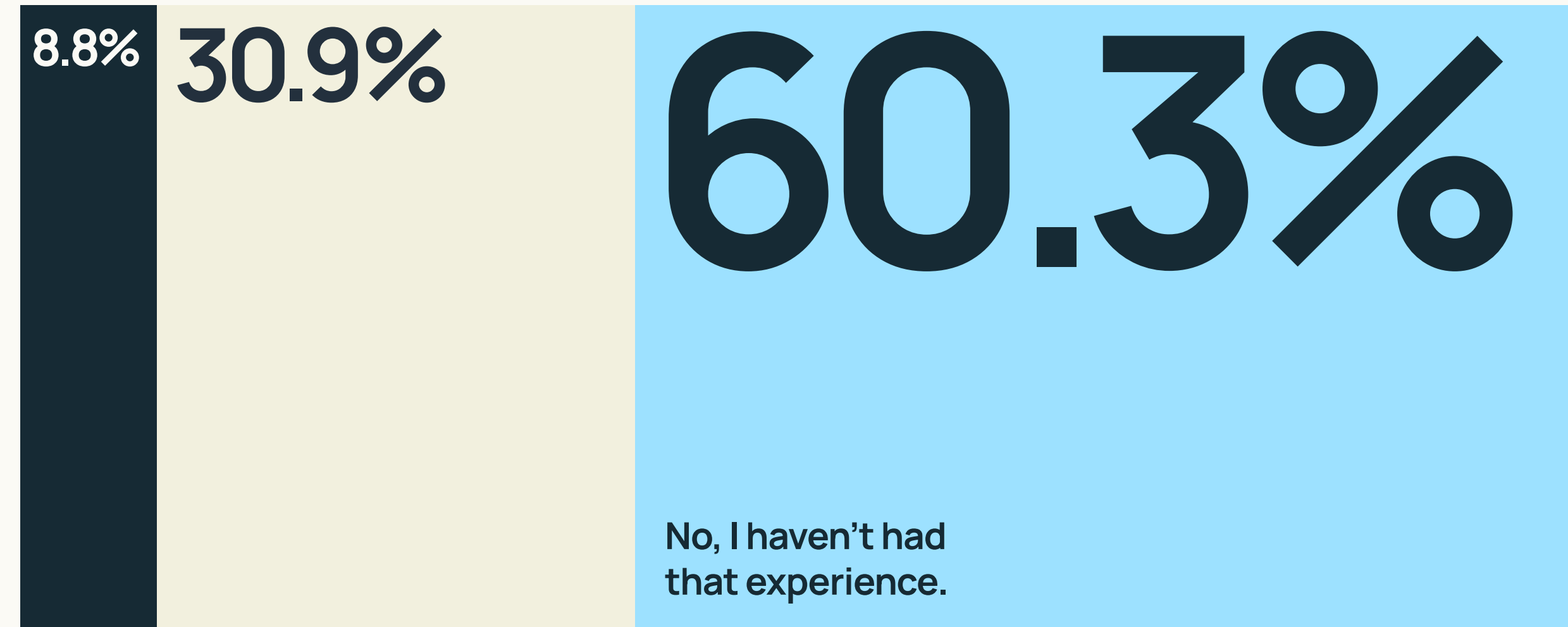
This suggests there is a segment of motivated borrowers encountering friction with major lenders. Some push through, some find alternatives, and some give up. We think this points to a gap between investor demand and the lending experience offered by traditional banks. A gap that is not always visible in approval data.

■ WHAT THIS MEANS FOR BROKERS:

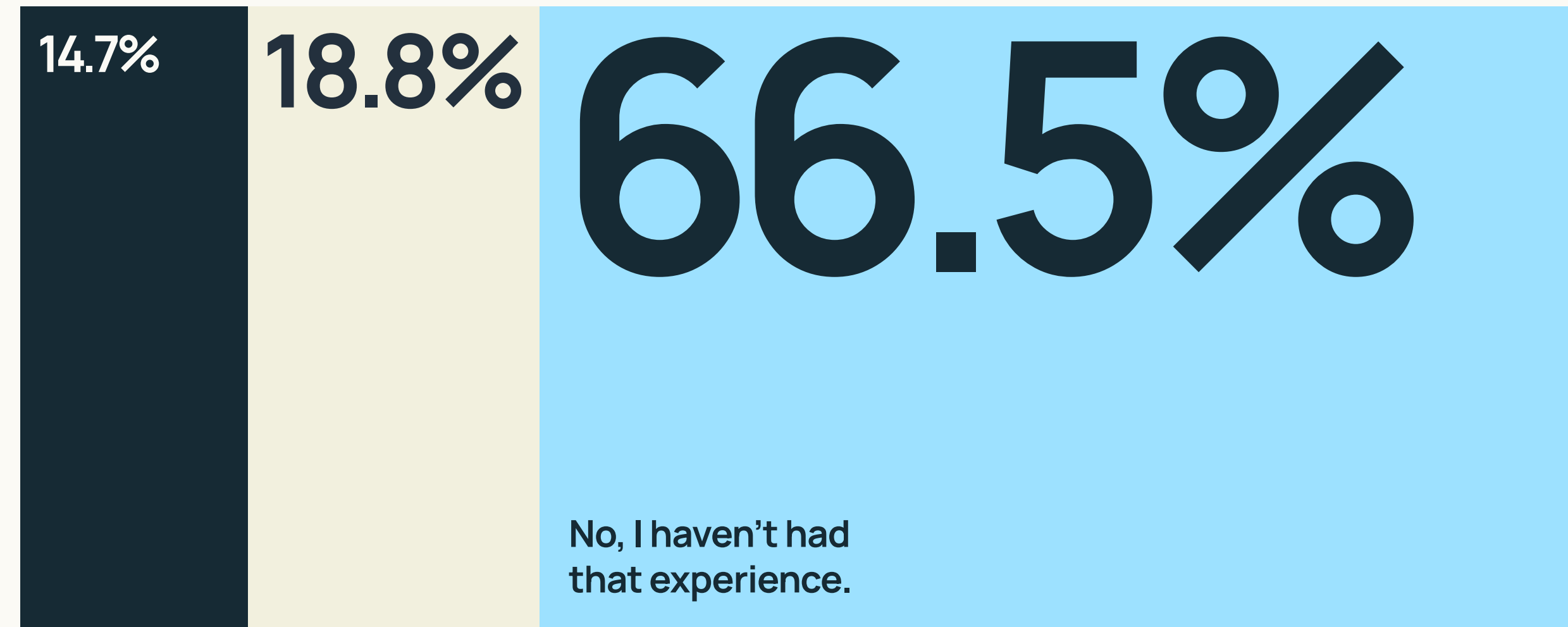
Most investors who hit difficulty with a traditional bank kept going and found a way through. The 9% who didn't represent motivated borrowers who may still be sitting on that ambition. Brokers who are visible to investors early, with the market knowledge to find a solution for every client, are well placed to reach them.

Have you ever wanted to purchase an investment property but felt a traditional bank made it too difficult?

- YES, AND I DIDN'T PROCEED BECAUSE OF IT
- YES, BUT I FOUND A WAY THROUGH ANYWAY



PROPERTY INVESTOR



NON-INVESTOR

Aware and open to alternative lenders.

Investors are more aware of and open to alternative lenders than the general population, and those who've used them report positive experiences.

We asked Australians about their awareness of non-bank lenders and whether they would consider using one. Among the general population, 65% had low awareness, they either were not aware that non-bank lenders offered investment loans, or did not know enough to consider them. Among property investors, that figure dropped to 39%.

The gap suggests investors are more tuned in to the lending landscape, likely through experience or professional advice.

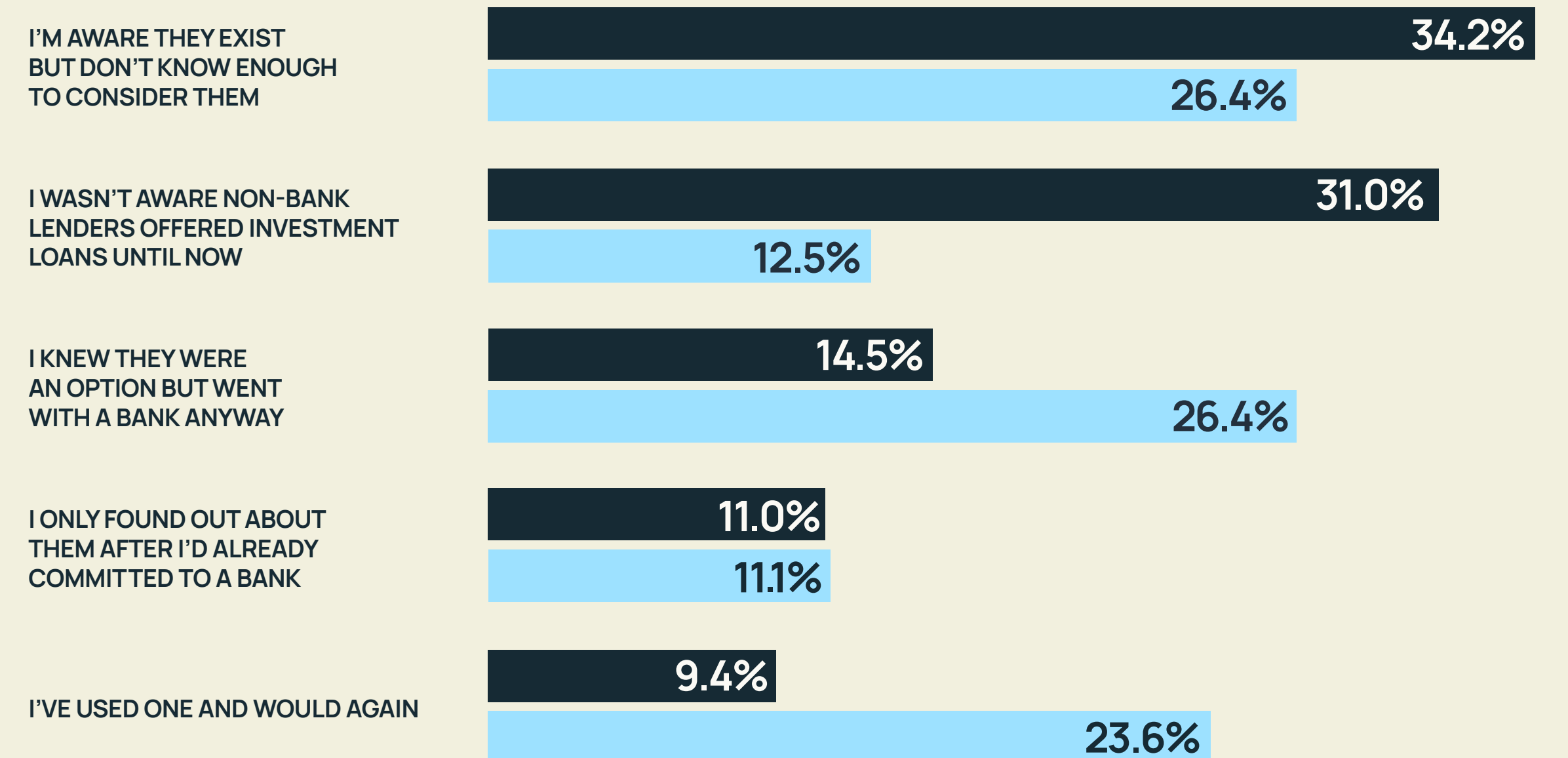
■ WHAT THIS MEANS FOR BROKERS:

Many investors are already aware that alternatives exist, and a meaningful number have had good experiences with them. The barrier may not be convincing clients to consider a non-bank lender, but simply raising it as an option. For some, knowing you work with a broader panel may be enough to change the conversation.

We also found that nearly a quarter of investors have used an alternative lender and would do so again, compared to just 9% of all Australians. And when we asked about openness to non-bank options, 42% of investors said they were open or very open, almost double the rate of the general population. This does not mean they are actively searching, but it does suggest the door isn't closed.

Which of the following best describes your experience with non-bank lenders for investment lending?

■ ALL AUSTRALIANS
■ PROPERTY INVESTORS



How open are you to exploring lending options outside of a traditional bank for your investment property needs?

TOTAL OPEN/VERY OPEN



Understanding investor demographics

Investors tend to be metro-based, mid-career, and more likely to be self-employed than the general population.

We looked at the demographic makeup of property investors compared to the general population. A few patterns stood out. Investors skew slightly male and are more concentrated in the 35–54 age bracket, the years typically associated with peak earning and wealth accumulation.

They are also more likely to live in metropolitan areas: 80% are based in capital cities, compared to 69% of all Australians.

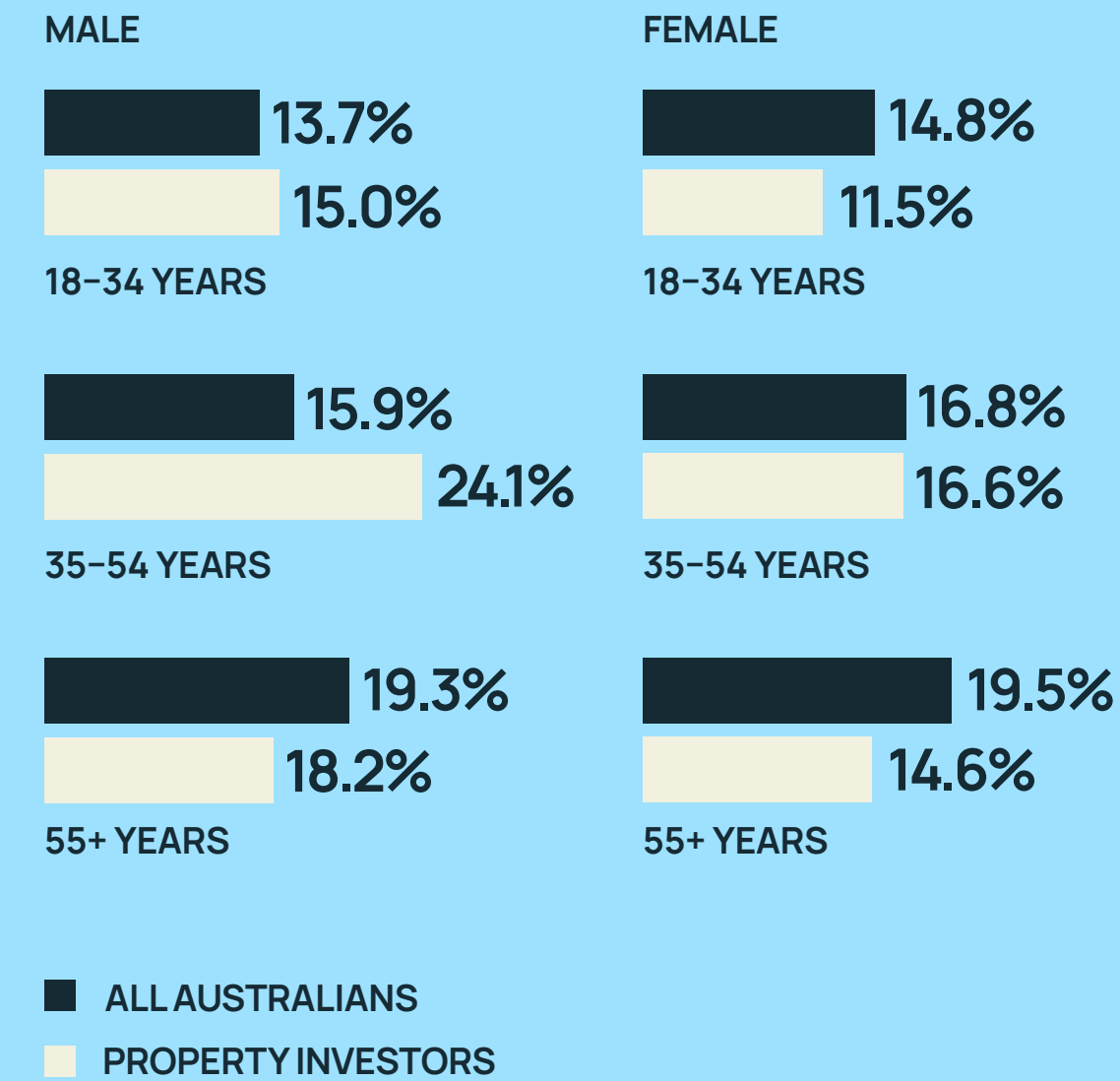
In terms of employment, investors are more likely to be working full-time (47% vs 36%) and notably more likely to be self-employed (12% vs 7%). They are also less likely to be retired, suggesting this is a segment still actively building wealth rather than drawing down on it.

These are not universal traits, but they offer a useful reference point when thinking about who your investor clients are, and who else might fit the profile.

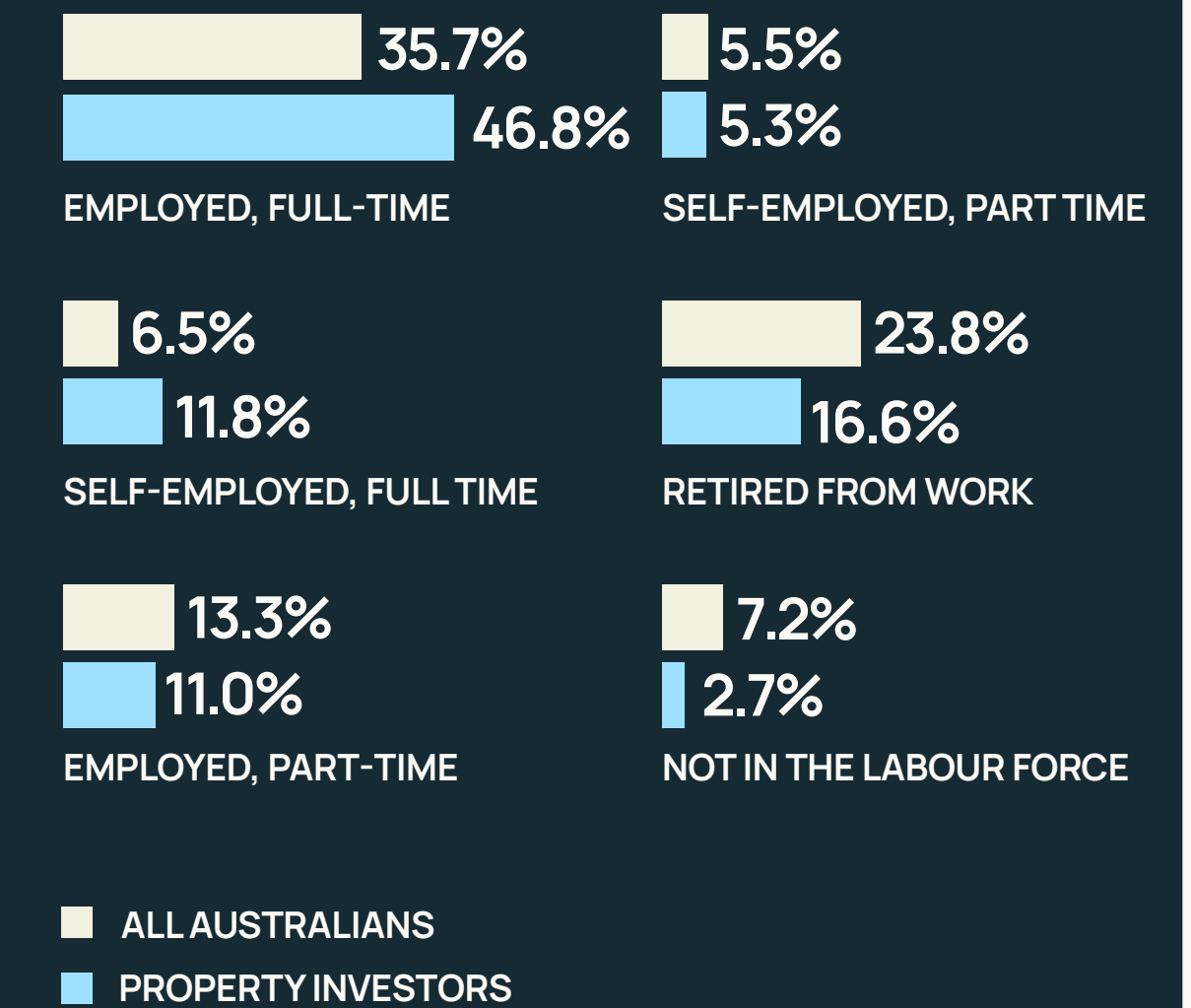
WHAT THIS MEANS FOR BROKERS:

There is no single investor archetype, but the data points to a few common characteristics: metro-based, mid-career, often self-employed. If you are looking to grow your investor client base, these markers may help you identify prospects, or prompt a second look at clients you hadn't thought of as investors.

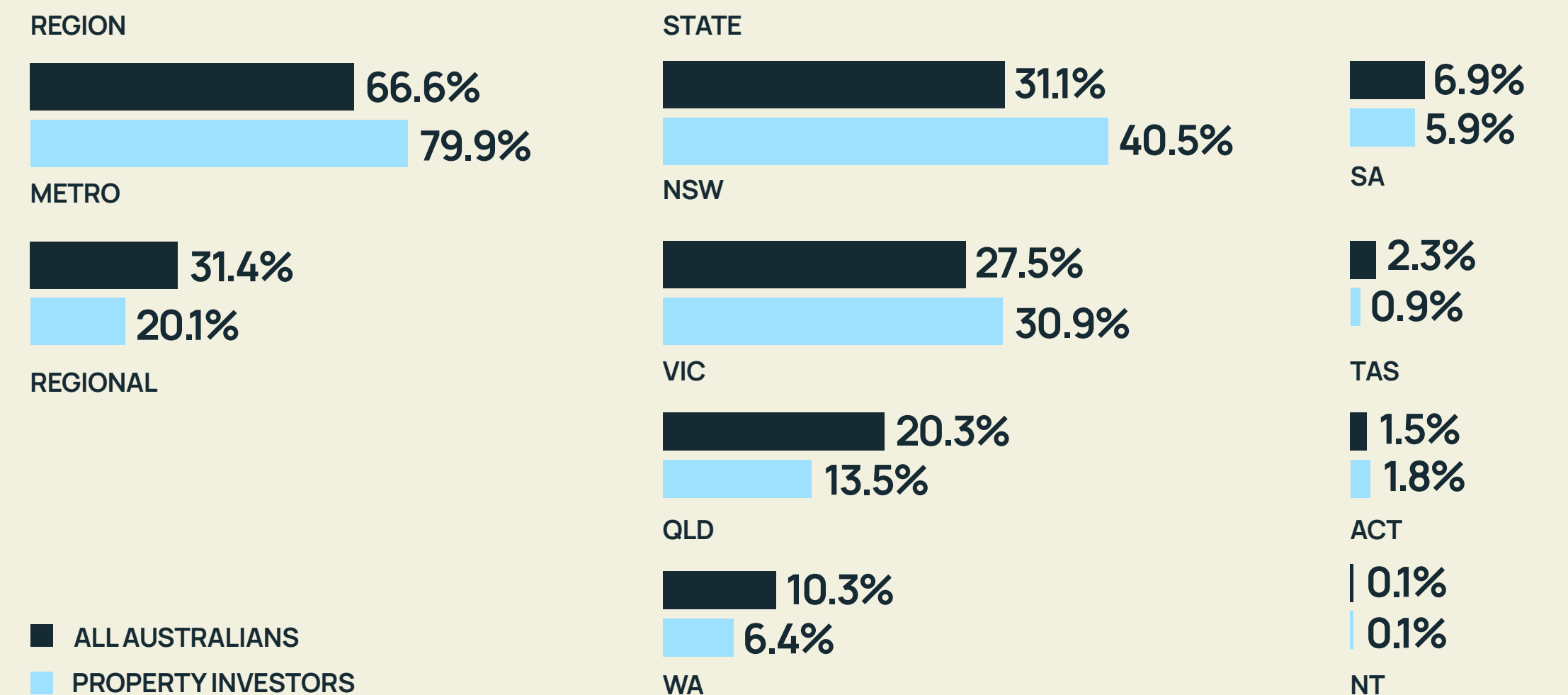
Gender & age



Employment status



Location



What this means for brokers: Insights from Bluestone

Metro concentration and rentvesting

With nearly 80% of investors living in capital cities, it's likely affordability pressures are shaping how people enter and expand their portfolios. In higher-priced markets like Sydney and Melbourne, we often see clients choosing to rent where they live while investing elsewhere.

These borrowers can look unconventional on paper, but their strategies are deliberate and long-term focused.

Self-employed investors are over-represented

Property investors are almost twice as likely to be self-employed as the general population.

In our experience, this reflects a group with strong earning potential, but income that doesn't always fit standard verification models. For brokers, this is often where lender choice matters most.

Mid-career investors and complexity

The concentration of investors in the 35-54 age bracket aligns with what we see across our broker network. These clients are typically juggling multiple properties, businesses, and family commitments.

Their needs are less about getting started and more about structuring lending that supports the next phase of growth.

No single investor archetype

While the data points to common traits, there's no single investor profile.

Some are PAYG, others run their own businesses. Some are building their first portfolio, others are restructuring established ones. A one-size-fits-all lending approach often misses this nuance.

Where property investors allocate their wealth

For investors, property is rarely the only asset, investors tend to hold shares, managed funds, and business interests alongside their portfolios.

We asked Australians about the assets they hold and the debts they carry. Unsurprisingly, property investors are far more likely to hold a range of asset types beyond their investment property.

Nearly 80% own their primary residence, compared to 59% of all Australians. They're also more likely to hold shares (38% vs 15%), managed funds or ETFs (28% vs 12%), and self-managed super funds (17% vs 8%).

Around one in ten have business ownership interests.

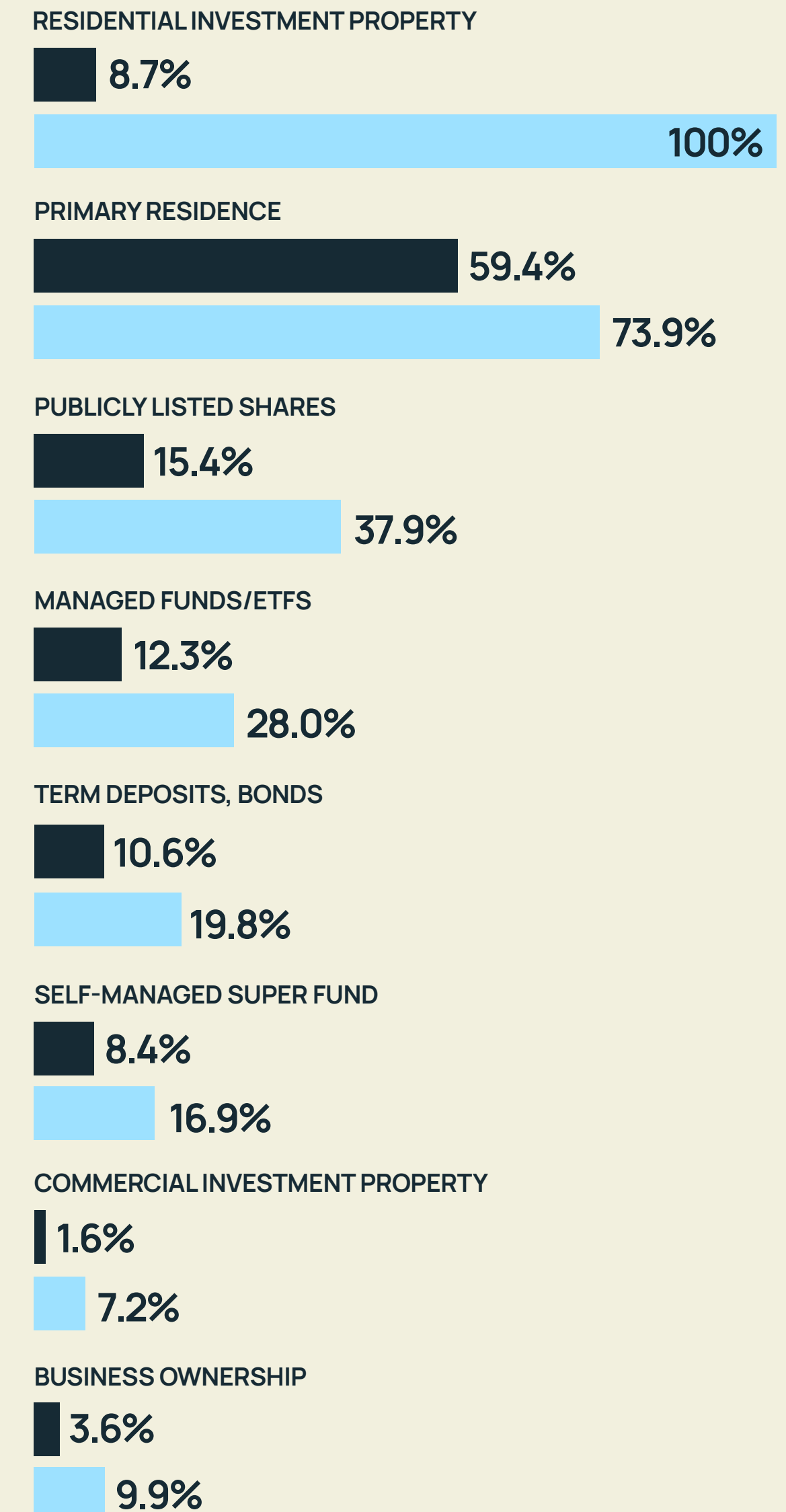
On the debt side, investors carry more complex balance sheets. They are more likely to hold investment loans (39% vs 6%) and home loans (38% vs 27%), and are similarly exposed to credit cards (40% vs 29%). However, they are less likely to have no debt at all, just 26% compared to 44% of the general population.

WHAT THIS MEANS FOR BROKERS:

Property isn't the only place investors put their money, many are also building share portfolios, contributing to SMSFs, or reinvesting in their businesses. This means you're often competing for their attention and capital. Framing investment lending as a tool that complements their broader strategy, rather than a standalone transaction, can help you stay relevant when they're weighing up where to allocate next.

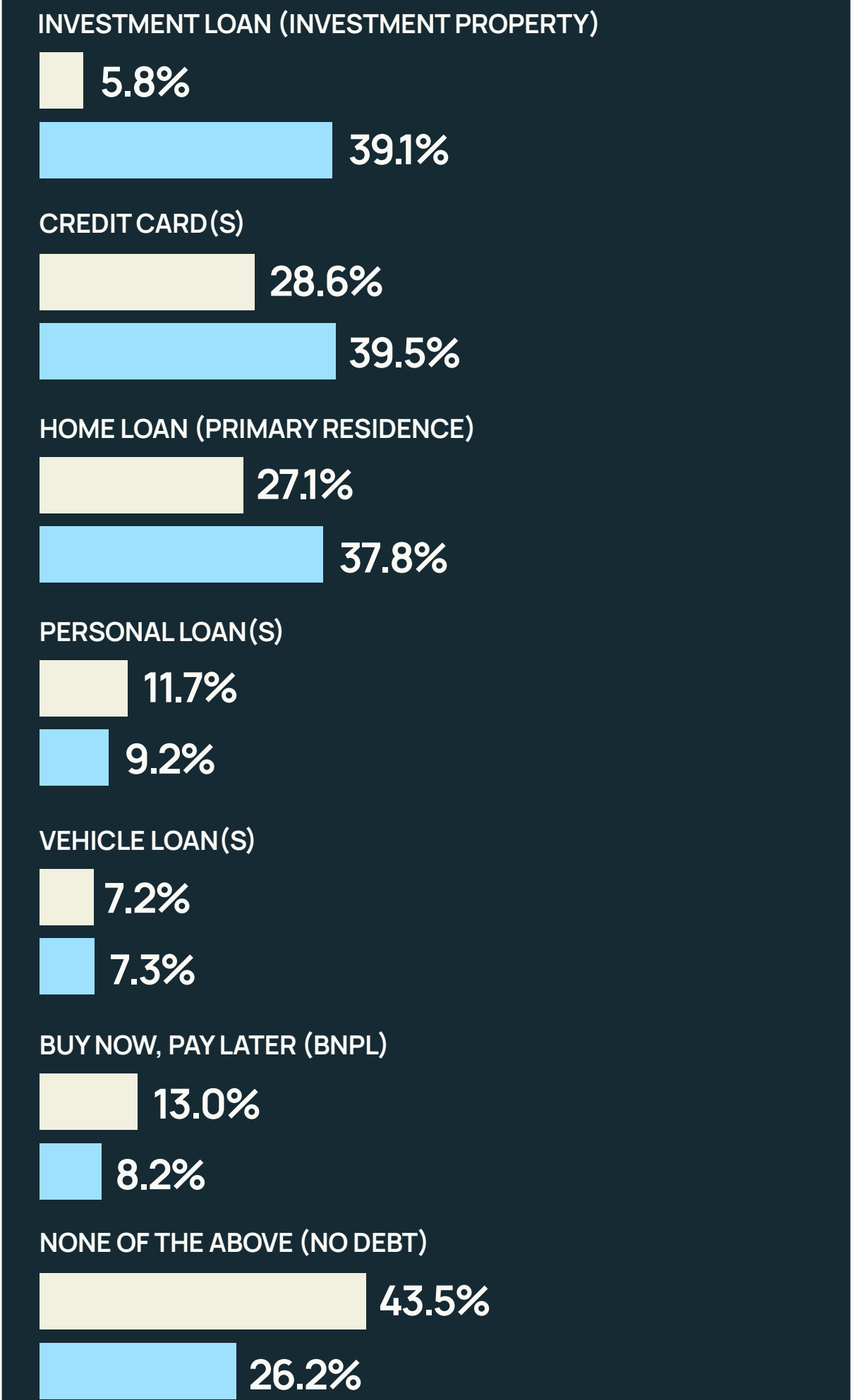
Investment type

■ ALL AUSTRALIANS
■ PROPERTY INVESTORS



Debt type

■ ALL AUSTRALIANS
■ PROPERTY INVESTORS



Reaching potential property investor clients

Investors over-index on professional and digital channels, particularly LinkedIn, news media, and podcasts.

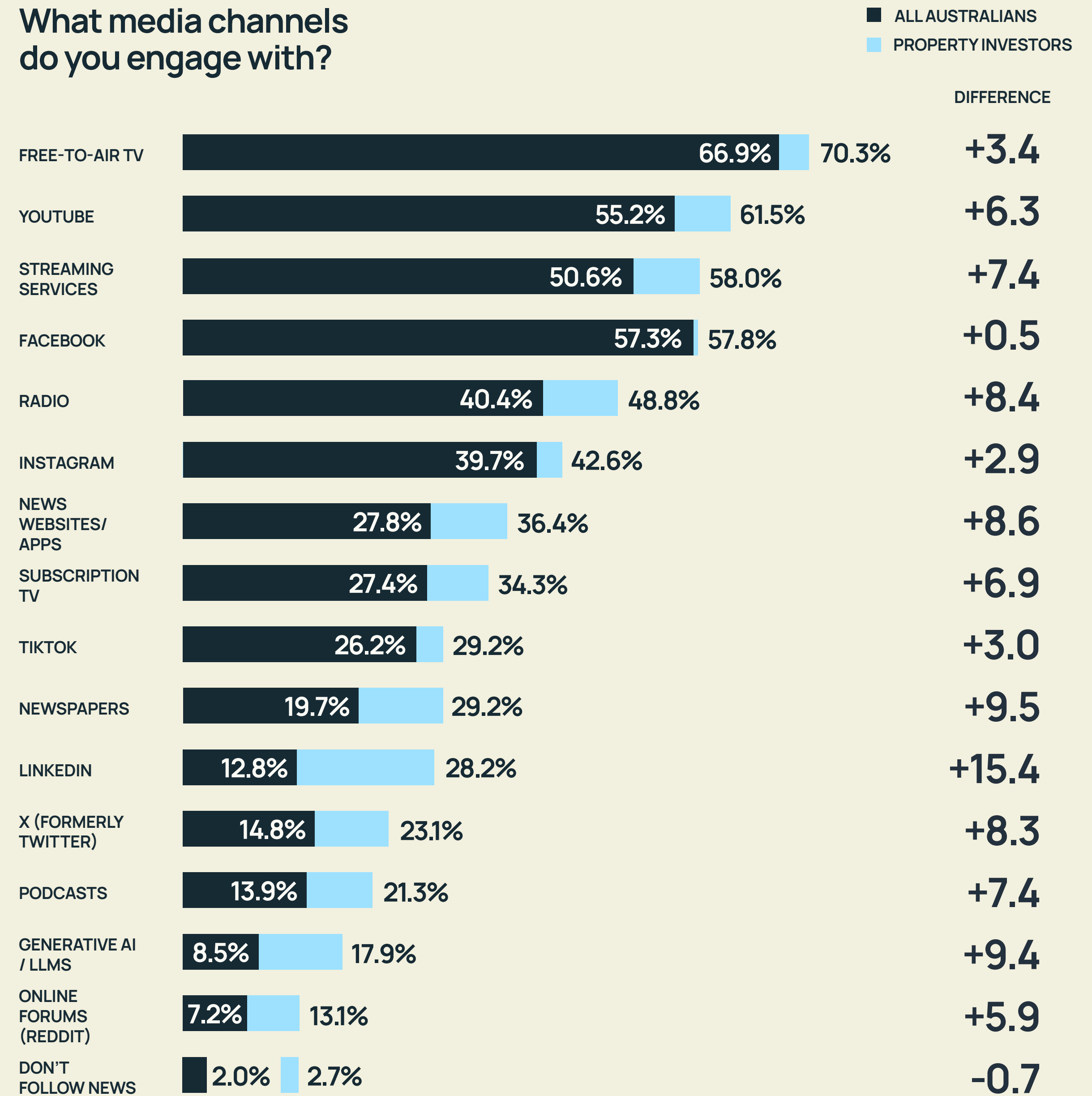
We asked Australians which media channels they use regularly. Property investors consume media at higher rates across almost every category, but a few standouts are worth noting. LinkedIn shows the largest gap: 28% of investors use it, compared to just 13% of the general population. Newspapers, news websites, and podcasts also show meaningful over-indexing, suggesting investors are more likely

to seek out informational content than the average Australian. The data does not point to a single channel, but it does suggest where investors are paying attention. They are more likely to be reading news, listening to podcasts, and spending time on professional networks. They are also twice as likely to be using generative AI tools.

WHAT THIS MEANS FOR BROKERS:

You don't need to be across every channel, but it's worth knowing where investors are more concentrated. LinkedIn, news websites, and podcasts all show meaningful over-indexing. If you're creating content, choosing where to advertise, or thinking about partnerships, these channels may offer a better chance of reaching the right audience.

What media channels do you engage with?



Methodology

This report draws on data from Consumer Pulse, Agile Market Intelligence's proprietary tracking study of Australian consumer sentiment, financial behaviour, and attitudes toward financial services providers. The study runs continuously, with data collected monthly from a nationally representative sample. Responses are weighted to reflect the Australian adult population by age, gender, and location.

The total sample of 18,050 Australians was drawn from Consumer Pulse data collected over the 12 months to March 2026. The subset of questions on bank difficulty and alternative lender awareness was fielded to a targeted sample of 1,574 property investors over two weeks in March 2026.

They indicate sentiment but should not be used for precise quantification. Where we refer to "non-investors" in the context of the FOMO question, this reflects a sample of 741 respondents who do not currently own investment property.

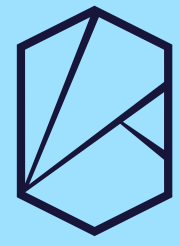
This research was conducted in March 2026, prior to the Federal Government's May 2026 Budget announcement of proposed changes to capital gains tax on investment properties. Findings accurately reflect investor sentiment at the time of fieldwork. Subsequent policy developments may influence the behaviours and intentions documented in this report.

About Consumer Pulse

Consumer Pulse is Agile Market Intelligence's proprietary tracking study of Australian consumer sentiment, financial behaviour, and attitudes toward financial services providers. The study runs continuously, with data collected monthly from a nationally representative sample.

For more information about data collected in this program, please contact oliver.stofka@agilemi.com.au

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