

Your Trusted Property Partner



The Importance Of Understanding The Demographics In Your Area

Understanding demographic data helps determine the right target audience for your property when you list it for sale. We can then use that information in your sales and marketing campaign.

Targeting the right potential buyers will help sell your property for the best possible price in the shortest possible time.

See below statistics on who lives locally, as provided by government census data via domain.com.au

North Parramatta

Population	13,253
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Average Age	20 to 39
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Owner

43%*

Renter

57%*

Family

45%

Single

55%

Parramatta

Population	25,793
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Average Age	20 to 39
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Owner

29%*

Renter

71%*

Family

55%

Single

45%

*How is this estimate calculated? Domain.com.au look at the property history of each unit or townhouse and consider its most recent status. If a property is advertised for rent on Domain, after it was purchased, it's considered a 'rented' property. This breakdown is just a guide, and may not be accurate in some cases such as: *If a rented property was not advertised for rent on Domain. *If the owner has moved into a property, after previously advertising it for rent.

If you want a tailored marketing package to sell your home, call me today!



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