

Perth Developer Targets Growing Right-Sizer Market

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A new generation of downsizers, known as “right-sizers,” is reshaping the Perth apartment market by seeking homes that match their lifestyle rather than just size. These buyers are focused on convenience, comfort, and community, according to Blackburne Managing Director Paul Blackburne.

“Right-sizing is about choosing a better way to live. It’s not about giving something up it’s about gaining time, convenience, and lifestyle,” Blackburne said.

The trend reflects a shift for homeowners who no longer require large family homes but still desire space, quality, and luxury. Many are looking to unlock equity, reduce maintenance, and move closer to urban amenities, including shops, cafes, parks, and waterfront locations such as the Swan River.

Modern apartment developments now offer more than a residence; they provide a complete living experience. Premium projects include elegant interiors alongside resident-only resort-style facilities like pools, gyms, yoga studios, private dining, and social spaces.

“Based on early interest in our City Beach project, most future residents are moving from large suburban homes,” Blackburne explained. “Many of these homes are underutilized, with only one or two rooms regularly in use. This frees up significant family-sized housing in high-demand areas.”

Shirley Lavarack, a resident at The Grove Residences in Claremont, exemplifies the lifestyle shift. After years of maintaining a freestanding home, she sought an apartment offering convenience and community. “I was tired of the upkeep. It makes sense to enjoy facilities without doing the hard work yourself,” she said.

The Grove Residences provides resort-style amenities, including a 25-meter pool, cold plunge pool, spa, sauna, golf simulator, gym, yoga studio, and private dining facilities. Lavarack highlights the social benefits as well, noting regular gatherings such as coffee mornings, Mahjong groups, and monthly social events foster a strong sense of community.

Buying off-the-plan is increasingly viewed as a lifestyle investment, providing flexibility in planning a move while securing financial and lifestyle advantages:

- **Preparation time:** Longer settlement periods allow homeowners to sell their existing property, organize finances, and transition smoothly.
- **Price security:** Locked-in pricing protects against market fluctuations during construction.
- **Stamp duty savings:** State Government incentives offer at least 50% off stamp duty, up to \$50,000, for contracts signed before construction.

- **Long-term liveability:** Modern apartments are designed with smart storage, energy efficiency, lift access, and low-maintenance materials for future-focused comfort.

Blackburne offers end-to-end property services, guiding buyers from finance to off-the-plan purchases and ongoing property management. With over 20 years of experience, the company integrates luxury apartment development, award-winning property management, and specialist mortgage broking to simplify the transition to modern living.

For right-sizers, the focus is on a seamless lifestyle upgrade rather than compromise, making premium apartment living an increasingly appealing option in Perth's growing real estate market.