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Can The Block 2025 Break Price Records in Daylesford's Cooling Market?

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The hit renovation show *The Block* returns to Channel Nine on Sunday, 27 July, for its 21st season, and this year's location is already raising eyebrows. Set in the picturesque but modest town of Daylesford, Victoria, the contestants will be competing in Hygge Property's newly built Middleton Field development. While the homes themselves are expected to be high-end and architecturally impressive It remains to be seen

whether the local market can support homes expected to be priced above \$3 million.

PropTrack, a leading real estate analytics firm, recently reported that Daylesford's median house price sits at \$819,000, an 8 percent drop over the past year. That puts the *The Block* homes at over three times the town's average sale price. While Daylesford enjoys a strong tourism economy and has seen growing interest from Melbourne-based buyers seeking lifestyle changes, this pricing gap is significant. The challenge may not only lie in attracting buyers but in whether they are prepared to meet premium price expectations in a softening market.



Traditionally, *The Block* has leaned heavily on inner-suburban appeal and capital city momentum to deliver auction-day fireworks. This season's rural setting poses a very different risk-reward scenario. The pricing suggests a target audience of higher-net-worth buyers seeking luxury properties in regional locations. But in a market where interest rates remain high and cost-of-living pressures continue to mount, even affluent buyers may be more cautious. Success may depend on whether the homes appeal to lifestyle-motivated buyers with sufficient purchasing power, especially in a climate of elevated interest rates and economic caution.

Still, *The Block* has a knack for rewriting the rulebook. The show's influence on buyer behavior, coupled with national exposure, could create a surge of interest that transcends local property trends. With clever marketing and well-executed design, there's a chance these homes will appeal to out-of-town investors, high-net-worth downsizers or even lifestyle entrepreneurs. Strong sales performance could signal growing acceptance of higher-end regional developments. But if they don't, it

could be a sobering signal for overconfident developers who assume television buzz can outweigh market fundamentals.

