



The Range Report



What sort of information is contained in the Range Report?

The Range Report provides a statistical review of the number of single dwelling building permits for the month, presented in dollar value or square metre ranges. The builders listed on this report are ranked by the number of jobs they had in the given time period.

You can choose the format you prefer – either by value or by square metre. When you choose the value format option, the number of jobs for each builder is broken down into dollar value ranges, such as <\$50K, \$50K+, \$60K+, through to \$180K+. Similarly, the square metre format option breaks the number of jobs for each builder into size ranges, such as <89m2, 89m2+, 109m2+, through to 399m2+.

How do I use this Report?

The main purpose of the Range Report is to determine the mix of builder's contracts. Some builders work only on high value projects, others on low value. Some might only work on small sized projects, others on large sized. Other builders work on a variety of projects regardless of value or size. The Range Report lets you see which builders concentrate on high or low value projects, or small or large sized projects, better allowing you to target your product or service to the appropriate market segment.

The Range Report also gives a good general overview of the size and value of homes being built in a particular state. By analysing the data from one month to the next, you can see when trends emerge indicating the size of homes being built is growing or shrinking, or the amount of money being spent on homes is increasing or decreasing, thus allowing you to make your own projections and predictions.

Can I choose how and when I receive the Range Report?

There are two delivery options for the Range Report – Adobe Acrobat format delivered by E-mail, or printed format sent via the post. The Range Report is produced and delivered on a monthly basis.

A snapshot of the Range Report

Categories: Single Dwellings

Format: Acrobat, Hard-copy

Frequency: Monthly

Coverage: available by whole state

Sort options: Builder by Value, or Builder by m2

For more information

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