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Apartment hunters: FHB unlocks equity through inner-city living

Young Australians looking to purchase their first homes are opting for apartments to overcome affordability barriers and enter the property market sooner, while still enjoying the lifestyle and cultural benefits inner city living has to offer.

Despite a house being the goal for many young Australian's, purchasing a new build apartment as a first home provides the opportunity to access government schemes while remaining centrally located and a part of their existing community.

Drawn in by its prime location and the convenience of mid-rise living, first home buyer Matt David purchased an apartment in Harvest Square community by AVJennings, part of AVID Property Group (AVID), in Brunswick West.

"Living centrally was really important to me as it meant I didn't have to compromise on my lifestyle," Mr David said.

"Harvest Square offered me the opportunity to purchase a high quality, well-constructed property within an entry level, single income budget – meaning I could still make the most of the available government incentives and not feel the added pressures of mortgage stress."

In Victoria, first home buyers may be eligible for stamp duty concessions as well as the \$10,000 First Home Owner Grant (FHOG) if they buy or build a new home valued at \$750,000¹.

For buyers like Mr David, purchasing a new build apartment meant he could benefit from this scheme and still live in Brunswick West, where house prices average well above \$1 million².

Mr David has since used the equity from his purchase to upsize to a larger town home and turned his previously owner-occupied apartment into a successful investment property.

"For me, buying an apartment wasn't about securing my forever home. It was about taking that first step onto the property ladder without compromising on my lifestyle in the process."

AVID General Manager Victoria Penny Forrest said stories like Mr David's have become increasingly common in the vibrant, capital city.

"More first home buyers are gravitating towards apartments as an accessible entry point into the property market, allowing them to secure a home without sacrificing location and convenience," Ms Forrest said.

"At Harvest Square, we see a mix of downsizers and first home buyers, both drawn to the accessibility to the city, excellent public transport and the vibrant community with quality amenities on their doorstep."

The final release at Harvest Square is now available with two bed, one bath apartments starting from \$604,000*. For more information, please visit the [Harvest Square website](#).

*as of 26 June 2026

– ENDS –

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References

1. [State Revenue Office | First Home Owner Grant](#)
2. [PropTrack | Brunswick East](#)

About AVID Property Group

AVID Property Group (AVID) is an award-winning Australian developer, responsible for a diversified selection of residential masterplanned communities, land lease communities, completed houses and apartments, with 69 projects located in key growth areas across Australia and New Zealand.

AVID has a proven track record with the delivery of \$4.9 billion worth of projects over the past 17 years. AVID's current portfolio includes approximately 16,000 residential land blocks with a gross revenue pipeline of \$7 billion.

With a strong record of delivering connected and vibrant communities, AVID and its subsidiaries have created great homes and places for more than 75,000 Australians to live out their dream lifestyle.

Led by highly experienced senior management, AVID brings people together to deliver exceptional communities, valuable shareholder returns and thriving environments for its customers.

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