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Contact Information:
Lachlan Hart
PR & Communications Specialist
0403 917 825
lhart@barryplant.com.au

BARRY PLANT HEAD OFFICE
860 Doncaster Road
Doncaster East VIC 3108
(03) 9840 9555

BARRYPLANT.COM.AU

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BARRY PLANT DELIVERS ANOTHER YEAR OF GROWTH DESPITE CHALLENGING MARKET CONDITIONS

MELBOURNE, AUSTRALIA - 31 AUGUST 2026 – Market volatility may have dominated the headlines, but growth was the story at Barry Plant. In a year of shifting conditions, rising interest rates and significant industry reform, the network remained a steady force, strengthening its position as one of Victoria's leading real estate networks while delivering strong gains across sales, listings, appraisals and individual agent performance in FY2025–26.

That performance is particularly noteworthy given the headwinds facing Victoria's property industry over the past 12 months. Melbourne has continued to lag behind other capital cities, with elevated housing stock contributing to more moderate price growth and greater choice for buyers. At the same time, real estate professionals have had to adapt to a raft of regulatory changes, while borrowing costs increased again during the first half of 2026.

The Reserve Bank of Australia increased the cash rate three times between February and May, taking it from 3.60 per cent at the beginning of the year to 4.35 per cent. Victoria also introduced significant rental reforms in November 2025 and March 2026, including bans on rental bidding and no-fault evictions, longer notice periods, new minimum standards and a standardised rental application process.

Against that backdrop, Barry Plant recorded 10,196 sales transactions in FY2025–26, up 12.25 per cent from 9,083 the previous year. The network also conducted 28,427 appraisals, a 12.8 per cent increase, reflecting continued demand for trusted, professional property advice.

New business also strengthened, with 12,120 new listings brought to market, up 16.1 per cent from 10,437 in FY2024–25. Collectively, the network handled more than 50,000 appraisals, sales and new listings during the year, highlighting the scale of activity and its ability to attract and convert new business in a market where vendors have had greater choice over when and how to sell.

For Head of Commercial and Finance Akshay Sharma, the results are a reflection of the strength and consistency of the network.

“The most encouraging aspect of these results is that the growth is broad-based. We are not relying on one market condition, one region or a small number of offices to drive the result. We are seeing stronger activity

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across the network, more listings coming through the doors and more agents achieving significant milestones."

That network-wide performance is perhaps best demonstrated by the number of offices reaching new benchmarks.

In FY2024–25, Barry Plant offices recorded their best month on record 24 times. This financial year, that figure increased dramatically to 90 best-month achievements across all offices, representing a 275 per cent increase.

The result points to a level of consistency that extends well beyond individual standout performers.

"Ninety "best month on record" results across all offices is an extraordinary result," Sharma said. "It tells us there is real momentum throughout the network. In a year when there was plenty of uncertainty and negative sentiment across the market, we worked closely with our offices and they continued to find ways to improve, compete and deliver for clients."

Individual performance also remained a major strength. A total of 245 agents reached key GCI or sales milestones above $100,000, compared with 234 in the previous financial year.

That means more agents are building substantial and sustainable businesses and careers within the Barry Plant network, reinforcing the depth of talent across its 60-plus offices and more than 1,000 real estate professionals.

For Sharma, the numbers demonstrate why long-term performance matters more than short-term market sentiment.

"The property market will always move through different cycles, and there will always be periods where confidence is tested. What matters is how a network responds. These results demonstrate that Barry Plant has the people, systems, expertise and culture to keep moving forward, regardless of the conditions around us."

"We are already seeing the group's market share grow as conditions become more challenging. This is exactly where quality brands stand out."

The broader Victorian market provides important context for the achievement. PropTrack data shows Melbourne's housing market remained comparatively subdued through FY2025–26, with elevated supply and slower price growth creating a more competitive environment for sellers. By June 2026, Melbourne's median house price was down 1.1 per cent annually, while regional Victoria recorded stronger annual growth of 6.0 per cent.

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The market was also subject to considerable uncertainty. PropTrack reported modest price declines in Melbourne during parts of early 2026, while the RBA noted that higher interest rates and persistent inflation were tightening financial conditions.

Despite this environment, Barry Plant not only maintained its long-term performance but lifted it.

The FY2025–26 results show a network that continues to grow through changing conditions, with stronger sales activity, more listings, increased appraisal volumes, more record-performing offices and a growing number of agents achieving significant individual milestones.

For Barry Plant CEO Lisa Pennell, the results are a strong endorsement of the network's direction and its ability to perform with confidence through changing conditions.

"Our FY2025–26 results demonstrate stability, but more importantly, meaningful and sustainable improvement in a challenging market," Pennell said. "We have entered the new financial year with greater momentum, a stronger, more unified network and a clear platform for continued growth."

"But we're not sitting back and admiring our achievements. We will keep pushing forward, innovating, improving our processes and raising the bar for ourselves and our industry, with the ambition of making Barry Plant the trusted brand in real estate."

As the market continues to evolve, Barry Plant's performance throughout FY2025–26 provides a clear indication that its strength lies not simply in the conditions of the market, but in the capability of its people and the depth of its network.

"We were surprised to discover via our new internal benchmarking program that there is literally daylight between average profitability across the industry and the Barry Plant benchmark. Not only are we growing market share as a group, but we're also building more profitable, and therefore more sustainable, businesses, exceeding average industry profitability by 10% or more."

Taken together, the results paint a clear picture of a network that is not simply navigating a changing market, but using it as an opportunity to strengthen its foundations and build for the future. With growing market share, stronger business performance and more people and offices reaching new benchmarks, Barry Plant is entering FY2026–27 with the scale, confidence and capability to continue raising the standard of real estate across Victoria.