

DomainInsight

The plant value report:

How gardens, plants and leafy spaces boost Australian homes



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Executive summary: The greenery premium in Australian property

Australians are rediscovering the power of plants. From indoor pot plants to a landscaped backyard, greenery has become one of the simplest ways to lift a home's **price, appeal and buyer interest** – while enhancing everyday liveability.

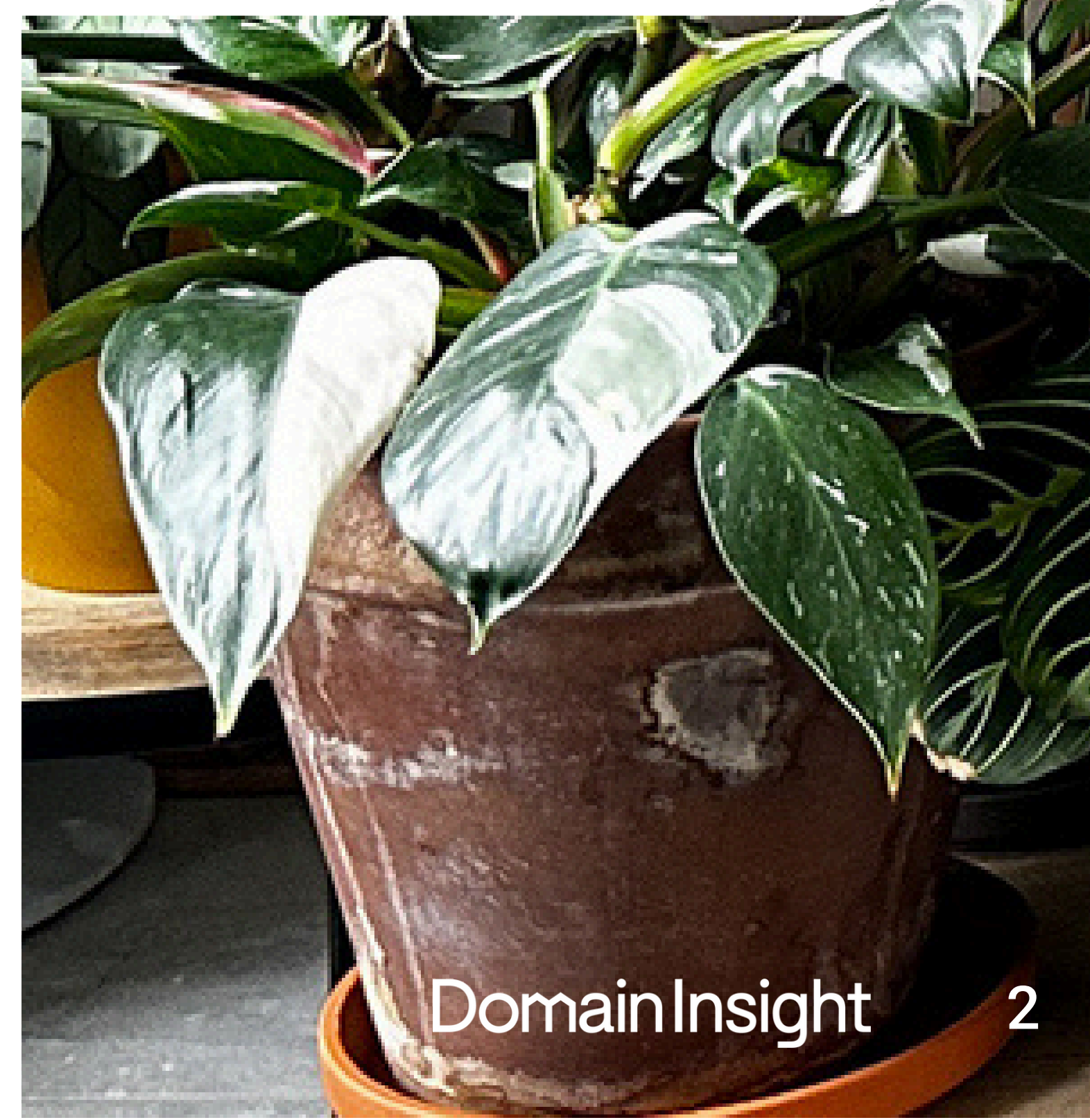
Across the nation, homes marketed with greenery consistently **achieve higher prices, attract more buyers, and often sell faster**. In an era defined by affordability constraints, limited space and growing environmental awareness, the presence of plants – whether it's a lush courtyard, leafy balcony or established garden – has become a quiet marker of both lifestyle and value.

Headline findings:

- Houses with greenery achieve 17.4% higher prices (+\$140,000), attract 7% more buyer views, and spend one day less on the market.
- Units with greenery achieve 16.1% higher prices (+\$100,000) and typically sell three days faster.
- Regional houses see the strongest relative uplift – up to 24% (+\$154,000) – where outdoor living and established gardens define value.
- Around a third of houses and one in six units feature greenery.
- Sydney has one of the strongest premiums for both houses and units, 28.7% and 23.4% respectively, reflecting the high value placed on greenery in dense urban markets where it's scarce.

In short:

Greenery adds measurable market power. It's more than visual appeal, **it's a signal of investment, quality and lifestyle appeal** that buyers are willing to pay for.



Why greenery matters in property

Australians have an innate connection to green space – plants bring life, texture and calm to the places we live in. From leafy courtyards to clusters of indoor pots, greenery transforms how a home feels, adding warmth, calm and liveability.

Plants have a way of transforming how a space feels. They soften the edges, add warmth and bring a sense of quiet harmony to interiors and outdoor areas alike. A touch of greenery can lift a room, creating atmosphere and balance that makes a home instantly more inviting.

Greenery also signals quality and attention – subtle cues that a home has been well cared for and thoughtfully presented. A thriving garden or a simple arrangement of indoor plants

communicates effort and care, reassuring buyers that the home has been nurtured and maintained.

In today's denser, faster-paced living environments, greenery offers balance, softness and a sense of retreat. It connects us to nature even when surrounded by concrete, providing a visual and emotional pause that modern living increasingly demands.

Even modest touches, such as climbing vines or courtyard planters, reshape first impressions. They influence not just how a property looks but how it feels. In an era when most home searches begin online, lush imagery and plant-focused descriptions help listings stand out and attract attention.

*"It's wonderful to see confirmation of something we in the horticulture industry have long known – that greenery doesn't just look good – it makes a significant difference," says **Wes Fleming of Fleming's Nurseries**. "Simply add green – lush plants, a balcony garden, or the right tree in a key spot – and you can completely change how a home feels and how people connect with it. Greenery brings atmosphere and vibrancy, it helps people feel relaxed and comfortable, and the best part is, it's accessible to everyone. You don't need acres of land to make an impact; even small, thoughtful touches of green can add genuine value."*



The green premium: how listings with greenery outperform nationwide

Across Australia, greenery is proving to be more than a design choice; it's a genuine **performance driver**. Homes that feature plants, gardens or leafy outdoor spaces consistently sell for more, attract greater buyer attention, and, in many markets, sell faster.

About one-third of houses listed for sale nationally highlight some form of greenery, from landscaped gardens to native trees. Among units, around one in six include similar references, showing that even compact homes are finding creative ways to bring nature in.

Nationally, **houses with greenery sell for 17.4% more**, commanding an additional \$140,000 on the median sale price compared with similar homes without greenery features. **Units show a 16.1% premium**, or roughly \$100,000 more. They also sell slightly faster: houses by a day, units by three days, with houses attracting 7% more buyer views on average.

Greenery elevates how a property is experienced, softening architecture, framing light and adding warmth. It helps homes photograph beautifully, creates an inviting first impression and builds buyer confidence. These subtle effects translate into stronger results.

Ultimately, greenery has become a universal marker of lifestyle and quality and an accessible way to enhance appeal, liveability and long-term value.



Table 1. The national greenery premium

Property Type	% with greenery	Price premium		Time on market		Buyer views
		%	\$	With greenery	Difference vs. non-greenery	
Houses	34.2%	17.4%	\$140,000	33	1 day faster	7%
Units	15.5%	16.1%	\$100,000	31	3 days faster	-0.2%
All dwellings	30.2%	-	-	33 days	1 day faster	3.3%

From coast to country: how the greenery premium varies by location

While greenery adds value nationwide, its impact shifts across the country. In dense cities, it offers calm and connection; in regional markets, it reinforces space and lifestyle.

Houses

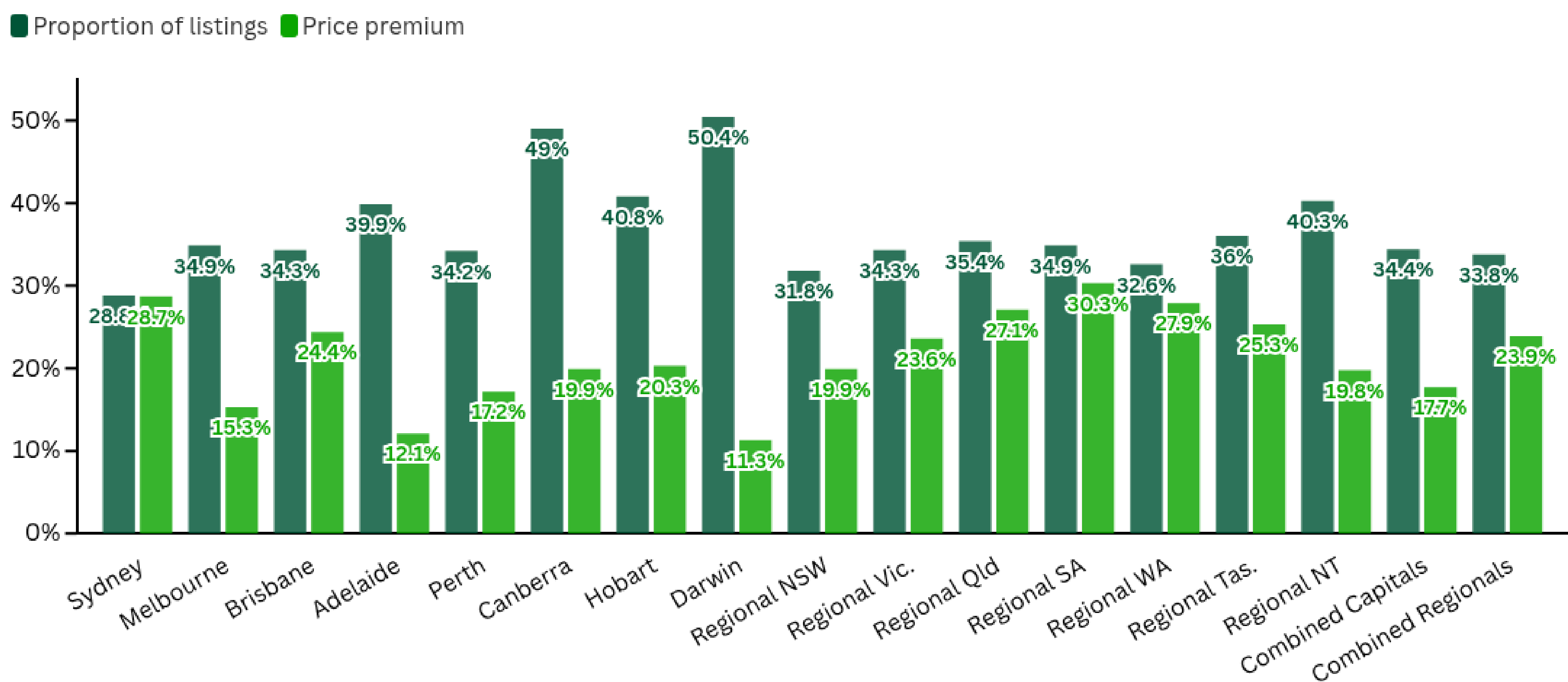
Greenery adds value to houses across every state and territory, but the scale and character of that impact depend on location. In some markets, it signals luxury and exclusivity; in others, it represents comfort, care and lifestyle. The data shows clear regional differences in how greenery is valued, shaped by climate, density and the way Australians connect with outdoor space.

The proportion of houses featuring greenery varies notably across Australia (figure 1). The share is lowest in NSW (around 30%), reflecting the scarcity of garden space in denser markets like Sydney, and highest in the capital Canberra (49%), a city defined by its established gardens and landscaped streetscapes. Across regional markets, greenery remains prominent, with roughly a third of houses highlighting outdoor features such as gardens, trees or landscaped spaces, providing a reminder that the connection to nature remains central to how Australians define home.

Across the capital cities, Sydney commands the largest dollar gain, with houses featuring greenery selling for 28.7% (\$401,500) more than comparable homes. In a market in which land and outdoor space are limited, gardens and mature trees have become symbols of sanctuary and status. Brisbane (+24.4%) and Hobart (+20.3%) also stand out, reflecting their strong lifestyle appeal and year-round connection to outdoor living.

Regional markets tell an equally strong story. Where lifestyle, privacy and connection to nature are part of everyday living, greenery becomes central to value. Regional South Australia leads the nation with a 30.3% price uplift, followed by regional Western Australia (+27.9%) and regional Queensland (+27.1%). Even in cooler climates, the effect is clear. Regional Tasmania (+25.3%) show how gardens add warmth and colour year-round, reinforcing the appeal of homes that feel both cared for and connected to their surroundings.

Figure 1. Proportion and price premium of listings with greenery features – houses



The impact of greenery on selling time becomes most apparent in several markets. Hobart’s greenery homes sell seven days faster, while Canberra and regional South Australia both record sales around four days faster (table 2). Quicker selling times are also seen in Adelaide (-1 day) and regional Tasmania (-1 day). The pattern suggests that greenery not only enhances presentation but also builds buyer confidence, supporting faster decision-making once a property enters the market.

Online, the advantage is just as clear. Nationally, houses featuring greenery receive 7% more buyer views, with standout engagement in regional Western Australia (+29.9%) and Sydney (+23.1%). Visual appeal plays a critical role: homes framed by plants, trees or landscaped gardens capture attention faster and hold it longer. In sun-drenched states such as Queensland and Western Australia, lush imagery helps listings stand out, while in cooler markets, gardens add colour and warmth that photographs well.

Together, these patterns reveal a consistent truth: across every market, greenery enhances how a home is perceived and performs.

Table 2. Performance of greenery-featured houses v non-greenery

	Time on market		Buyer views
	With greenery (days)	Difference vs. non-greenery	
Sydney	28	No difference	23.1%
Melbourne	29	No difference	2.7%
Brisbane	28	No difference	11.2%
Adelaide	21	1 day faster	7.6%
Perth	35	No difference	15.9%
Canberra	26	4 days faster	7.2%
Hobart	36	7 days faster	4.6%
Darwin	-	-	15.1%
Regional NSW	49	2 days slower	9.3%
Regional Vic.	59	1 day slower	13.6%
Regional Qld	41	2 days slower	14.2%
Regional SA	41	4 days faster	12.2%
Regional WA	49.5	0.5 days slower	29.9%
Regional Tas.	60	1 day slower	13.8%
Regional NT	-	-	7%
Combined Capitals	28	1 day faster	4.7%
Combined Regionals	48	1 day slower	11.2%

Units

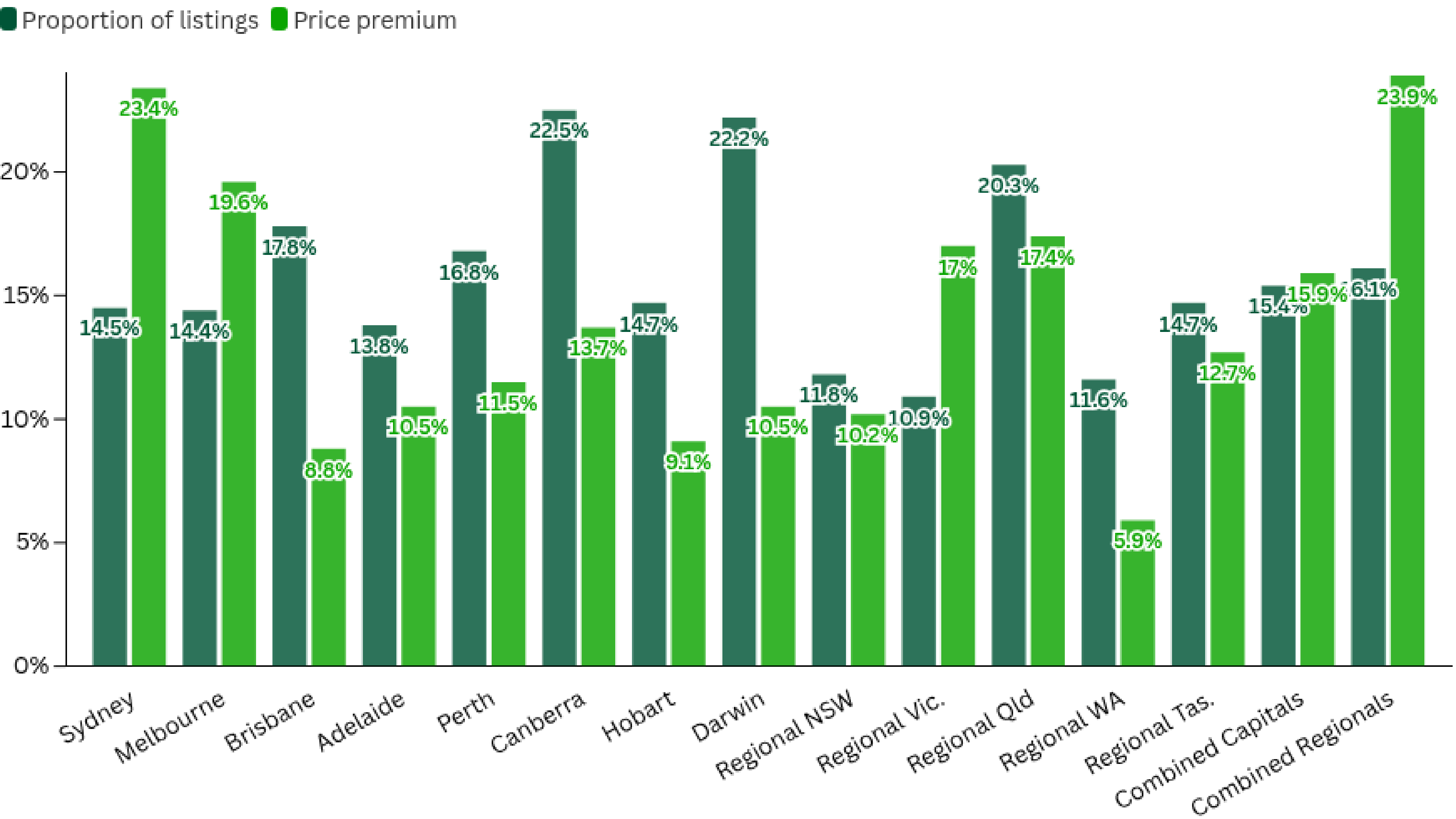
Units naturally have less access to green spaces than houses, which makes greenery all the more valuable. In compact or high-density settings, even small touches of nature can have an outsized impact. A few plants on a balcony, a leafy courtyard or shared garden can transform how an apartment feels, turning functional spaces into inviting sanctuaries. As Australians embrace more vertical living, adding greenery is becoming not just desirable but essential for comfort and liveability.

While greenery appears less often in apartment listings than in houses, it still plays a meaningful role across many markets (figure 2). The highest representation is found in Canberra (22.5%), followed by Darwin (22.2%) and regional Queensland (20.3%). In more compact city markets, such as Sydney and Melbourne, greenery is present in only about 15% of listings, highlighting its relative scarcity and value.

In the capitals, Sydney leads with a 23.4% uplift (\$185,000), underscoring how scarce private outdoor space has become in dense urban settings. A balcony garden or plant-filled rooftop terrace instantly changes how an apartment feels, adding calm, character and a sense of escape. Melbourne (+19.6%) follows closely, with design-minded buyers drawn to leafy outlooks and landscaped communal spaces that echo the city’s garden heritage.

Beyond the capitals, regional markets are showing notable gains. Regional Queensland achieves the highest unit premium at 17.4%, while regional Victoria (+17%) also performs strongly. In these areas, apartments with outdoor greenery stand apart, appealing to buyers who want low-maintenance living without losing a connection to nature.

Figure 2. Proportion and price premium of listings with greenery features – units



Units featuring greenery also tend to perform better (table 3). Nationally, they spend about three days less on the market, with the largest improvements in Canberra (-8 days), Hobart (-7.5 days) and Melbourne (-4 days). Online engagement tells the same story. Apartments with greenery attract stronger attention in several markets, including Perth (+12%), Sydney (+8.7%), and regional Queensland (+5.2%). The visual presence of plants, courtyards or communal gardens helps apartments stand out and communicate liveability before a buyer ever steps inside.

For units, greenery brings balance to built-up living. It softens density, enhances comfort and helps smaller spaces feel connected to nature. As cities grow taller and outdoor space becomes harder to find, greenery is emerging as an essential element of liveable design, one that elevates both lifestyle and property value.

Table 3. Performance of greenery-featured units v non-greenery

	Time on market		Buyer views
	With greenery (days)	Difference vs. non-greenery	
Sydney	29	1 day faster	8.7%
Melbourne	28	4 days faster	5.3%
Brisbane	28	3 days slower	-5.9%
Adelaide	18	3 days faster	-0.4%
Perth	36	2 days faster	12%
Canberra	47	8 days faster	-5%
Hobart	36	7.5 days faster	7%
Darwin	-	-	5.8%
Regional NSW	43.5	4.5 days faster	-4.2%
Regional Vic.	53	10 days faster	-9.8%
Regional Qld	41	2 days slower	5.2%
Regional SA*	-	-	-
Regional WA	49.5	6 days faster	-14.9%
Regional Tas.	50.5	8.5 days faster	-4.6%
Regional NT*	-	-	-
Combined Capitals	29	2 days faster	0.6%
Combined Regionals	43	2 days faster	-1.2%

*Low sample size

Green growth guide: practical ways to grow value

Even a few plants can shift perception. Well-maintained greenery can transform performance and enhance liveability.

Adding greenery doesn't just make a home look good; it makes it perform better. From higher sale prices to increased buyer engagement, the findings show that greenery has a measurable impact on a property's performance. The best part?

You don't need a large garden or expensive landscaping to see the difference. With a few simple touches, any space can feel greener, calmer and more appealing.

Some simple steps toward a greener space:

1. **Get creative with small spaces:** You don't need a big backyard to enjoy nature. Use courtyards, balconies, or even windowsills for potted plants or planter boxes that bring instant life to your home.
2. **Think beyond the obvious:** Add plants to unexpected spots like bathrooms, kitchens, or hallways to create fresh, uplifting spaces that feel connected to nature.
3. **Layer with purpose:** Mix ground covers, shrubs, and small trees to create depth and balance. Interior design expert, Neale Whitaker, says: "Combining plants of different sizes and textures adds visual interest and makes your space feel more dynamic".
4. **Create your sanctuary:** Whether it's a single windowsill succulent or a Zen garden, every bit of greenery adds calm, beauty, and vitality to a space.
5. **Play with shape and texture:** A trailing vine next to an upright fern and a sculptural succulent can create a beautiful, balanced vignette. For a more natural look, group plants in odd numbers (threes or fives work best).
6. **Enhance your outdoor spaces:** Use shrubs and trees to add shade, privacy, and structure. They also attract birds and beneficial insects, helping your home blend harmoniously with nature.
7. **Seek expert advice:** Visit your nearest nursery for tailored guidance on which plants will thrive in your specific light, soil, and climate conditions.

To discover more ideas and inspiration, **follow Greener Spaces Better Places on [Instagram](#), [Facebook](#), and [YouTube](#)**, or visit their [website](#) for practical tips, "how-to" videos, and creative ways to bring more greenery into your home.

Conclusion: A greener home is a more valuable one

Across every market, price bracket and property type, the evidence is clear: homes that feature greenery outperform.

From a single courtyard to a full garden, greenery enhances both liveability and market strength. As homes evolve – with smaller lots, higher density and growing lifestyle expectations – plants remain one of the simplest and most rewarding ways to enrich investment, atmosphere and value.

Greenery is more than beauty, it's belonging, balance and value, grown from the ground up.



Methodology

This analysis was conducted using sold property listing data captured between September 2024 and August 2025. Each property listing was reviewed for mentions of specific greenery keywords within the description. Listings were then grouped into two categories, those with greenery features and those without, to compare median performance across each metric.

The analysis included both houses and units sold across Australia over the 12-month period. Price differences represent the dollar difference and percentage uplift between property groups. Days on market measure how quickly properties are sold, while buyer views capture relative online engagement per listing.

The following keywords were used to identify greenery-related features:

Established garden
Trees
Lush
Landscaped garden/backyard
Foliage
Shrubs
Outdoor oasis
Vine-covered
Potted plants
Wall garden
Herb garden
Fruit trees
Veggie patch/vegetable garden
Native plants/garden
Indoor plants
Houseplants
Greenwall
Zen garden
Living wall
Plant-filled
Terrarium
Hanging plants

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