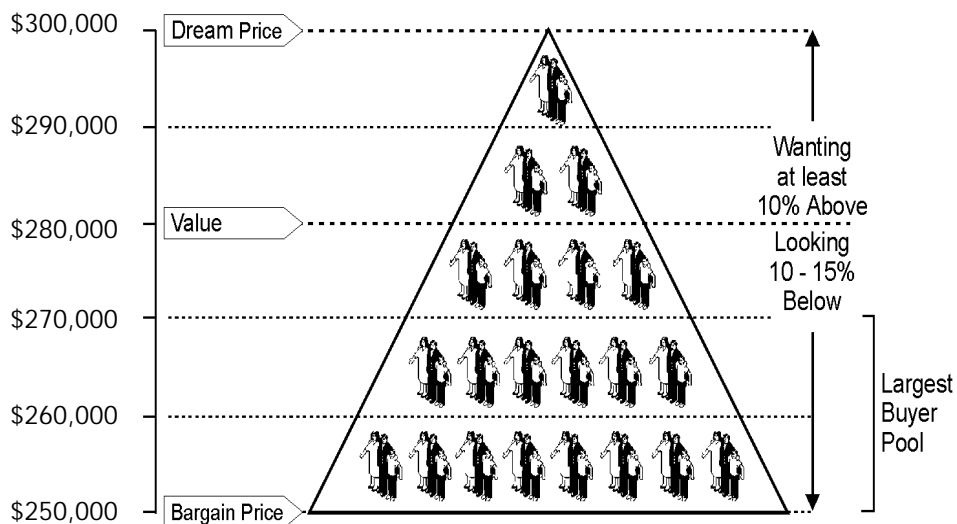


"BUYER INQUIRY RANGE™" - HOW IT WORKS

When a property is marketed with the traditional fixed price, sellers always ask about 10% above the market price for a number of reasons. With some it is because they have a fear of underselling. With others, they may have an over-inflated view of what their home is worth. At the very least, all sellers will want a buffer to allow for any negotiation.

On the other hand, the pool of buyers looking for a property in a suburb and a range react entirely differently. They form a triangle with very few above the market price. Most will look 10 - 15% lower than what they will finally pay because when they find their dream home, even if it is above what they intended to spend originally, they will buy it.

Example of the Buyer Pool



The fixed price system services neither the sellers nor the buyers. Sellers' homes stay on the market for a long time and sell for much less than they anticipated. On the other hand, buyers miss out on seeing those properties therefore miss out on the opportunity to buy their dream home.

As a result, a new system was invented. This involves a "Buyer Inquiry Range™" and this is how it works:

Instead of setting a fixed price which eliminates at least two thirds of the buyers, a range is set to attract buyers looking within that range.

In other words, if you are looking in this range, you should come and look at this property and maybe you will be able to successfully negotiate it.

What Do I Do?

Simply place an offer of what you believe is the right value compared with other homes you have seen. Be prepared to negotiate. We suggest the middle of the range is a very good place to start. Simply submit your offer and our agent will do our level best to negotiate a deal agreeable to both parties.

In the past it was only the sellers and agents' opinion that mattered. Now it's your turn. You have a simple way of negotiating your dream home which previously you would have missed.

How Your Offer Will Be Handled

We work with integrity for buyers and vendors equally. Our promise to you is that we will never reveal your offer to another buyer and give them an unfair advantage over you. We simply ask you to offer what you are prepared to pay to secure the property.