PRICE
BUYERS AGENTS

A GUIDE FOR AUSTRALIAN PROPERTY BUYERS

Buy Like a Buyer's Agent

5 ways buyers get played,
and how to stop it happening to you



GLENN PRICE | PRICE BUYERS AGENTS

As seen in Daily Mail, The Courier-Mail, realestate.com.au, Domain and Nine.

G'day, I'm Glenn



GLENN PRICE

Director
Price Buyers Agents

Most buyers lose thousands before they've made a single offer, and they never find out.

I'm Glenn Price, director of Price Buyers Agents. I've spent over 20 years in high-pressure sales and negotiation, and these days I work for buyers only. Never sellers. My clients save an average of $63,000 per purchase.

You might have seen me in the Daily Mail, The Courier-Mail, realestate.com.au, Domain or Nine. I tell it straight, and that seems to be what they're after.

Here's the problem. The agent selling the house is a trained negotiator, paid to get the vendor every last dollar. You'll buy a property maybe three or four times in your life. That's not a fair fight.

This guide covers five things I watch buyers get wrong, and exactly what to do about each one:

1. Treating the price guide like a fact

2. Believing off-market is magic

3. Trusting the listing

4. Letting emotion set the price

5. Not being ready when the right one turns up

No teasers. Real tactics you can use this week, whether you're buying in Brisbane, Sydney, Melbourne or anywhere in between.

I'm a buyer's agent, so yes, I can work with you. But the advice stands on its own, and I'd rather you read it here than learn it the expensive way.

THE FIVE SECRETS / 01

The price guide is a sales tool, not a fact

The advertised price is the agent's opening move, so treat it like one. It's a marketing tool with a number on it.

Agents quote the sales that make the vendor's price look sensible, and last quarter's sales are their favourite. Markets move faster than comparables do.

> Real example: A house in Griffin, north of Brisbane. The comparable sales were two months old, and two months is a long time in this market. We negotiated $90,000 under asking, which put the purchase price $140,000 below those comparables.

What to do instead

• Pull sold prices, not asking prices. Domain and realestate.com.au both show them for free. Start with the same street, then the suburb, over the last three to six months.

• Compare like with like. Land size, bedrooms, bathrooms, condition and street all matter. Land size is the one most buyers skip. A 285m2 block and a 450m2 block are different assets.

• Weight the newest sales the most. If auctions are failing and homes are sitting longer, a sale from eight weeks ago overstates what the place is worth today.

• Check the listing history. Sixty or ninety days on market, a price drop or a relist tells you the vendor is getting nervous.

• Ask the agent for three comparable sales on the spot. A good agent has them ready. If they hesitate or change the subject, that's your answer.

• Buying at auction in Queensland? Agents aren't allowed to give you a price expectation, so your own comps are the only guide you've got.

THE FIVE SECRETS / 02

Off-market is real, but it's not magic

Off-market gets sold as a secret club. It isn't. Anyone can get access by calling enough agents, and no competition doesn't automatically mean a good price.

Paying full asking price on an off-market property is a worse result than getting a discount on a listed one. What actually saves you money is negotiation, however the property was found.

> Real example: A Brisbane CBD apartment, listed at $475,000. The client had a tight $450,000 budget and a short list of must-haves, including no high body corporate fees. It took two months of searching, and we secured it at $450,000. That's $25,000 under asking, on a property anyone could see on the portals.

What to do instead

• Pick up the phone. Ring the agents in your target suburbs. Don't email. Tell them your budget, your brief, that your finance is sorted and how fast you can move.

• Call ten agents, then keep calling. Check back every two to three weeks. Agents remember the buyers who are ready and easy to deal with.

• Check agency websites and social pages, not just the portals. Some "coming soon" listings show up there first.

• Go back through old listings. Anything 90 days or more on market is worth a call. Ask why they're selling, whether they've already bought, and when they need to be out.

• Do your comps harder on off-market. There's no public sale history and no other bidders to set the price, so the number you're given is the vendor's best guess.

• Still negotiate. The word "exclusive" is not a reason to pay asking.

THE FIVE SECRETS / 03

The listing is an ad, so check what it leaves out

Photos, fresh paint and staged furniture are there to sell the place. The things that cost you money, like levies, flood history and a weak rental market, never make the headline.

You can't judge a suburb from your couch, and you can't judge a building from a Saturday inspection.

> Real example: Interstate investor clients with no suburb or property type in mind. We found a three-bedroom, two-bathroom townhouse in Calamvale and bought it for $718,000, when comparable units had sold for $740,000 to $742,500. They bought it without seeing it in person. We did the checking for them, then arranged the property manager and a tenant. Four weeks, start to finish.

What to do instead

• Read the seller's disclosure properly. If it looks thin, order a full strata report. It costs around $300 plus GST and takes three to five days. I've done this many times, and it has saved clients from buying a problem.

• For apartments and townhouses, go through the strata numbers. Check the admin and sinking fund balances, any special levies, building defects or rectification works, and whether insurance covers the cost to rebuild.

• Check flood risk on your council's online flood map. Most Queensland councils publish it for free. Ask about insurance costs too, because they can jump in flood-prone streets.

• Check crime statistics through the Queensland Police Service's open data portal.

• Pull the sales history and days on market before you inspect, not after.

• Buying an investment? Check the suburb's current vacancy rate and rental yield before you make an offer.

• Get building and pest done, and have a solicitor or conveyancer review the contract before you sign anything.

THE FIVE SECRETS / 04

Emotion sets the price, so take it out of the room

If you're negotiating alone, you're not negotiating. You're being negotiated.

The agent knows the real numbers, knows who else is interested, and knows exactly how to use your excitement against you. Most buyers lose the negotiation before they've made an offer, because they've already shown how much they love the place.

> Real example: A property in Southport passed in at auction on a $1.35 million reserve. We stayed in the conversation and negotiated a purchase after the auction at $1.275 million. That's $75,000 under the reserve.

What to do instead

• Set your absolute ceiling in writing before you walk in, and show it to nobody. Not the agent, not the auctioneer, not your cousin who "knows property".

• If you're tempted to go over it, leave the room. Wait 24 hours, and only lift your offer in writing after that. No decisions made standing in the property.

• Decide in advance how you'll answer "is that your best offer?" A pause, then a flat "that's my offer", costs you nothing.

• Keep your answers short and neutral at inspections. Don't tell the agent what you love about the place. They're taking notes.

• Price isn't the only lever. Settlement date, deposit and conditions matter to the vendor too. A clean, quick settlement that suits them can buy you a lower price.

• At auction, plan your bids before the day. Know your opening bid, your increments and your walk-away number. If it passes in, get on the phone straight away. The vendor just heard the room say no to their number.

THE FIVE SECRETS / 05

The good ones don't wait for Saturday

The buyers who win are the ones who are ready before they find the property, not the ones who work hardest after.

If your search only happens after work and on weekends, you're not late to the party. You were never invited. While you're at your desk, other buyers are inspecting and offering on a Tuesday.

> Real example: A client had been searching on their own for six months and had a hard deadline coming up. They came to us, and we bought them a property in Augustine Heights at their target price within two weeks. When there's a deadline, we make it work. Being ready is most of it: finance, legals and a clear brief, all sorted before the right one turns up.

What to do instead

• Lock in your finance first. Get your pre-approval confirmed before you inspect seriously, and ask your broker exactly which conditions are still attached.

• Keep your deposit ready in a separate account, so you're never scrambling.

• Line up a solicitor or conveyancer now. Confirm they can turn a contract review around within 24 hours. Ask before you need it, not when you're under pressure.

• Write your top three must-haves and top three deal-breakers on one page. Check every property against it on the spot. It stops a good kitchen talking you into a bad decision.

• Ask for private inspections. When something matches your brief, call the agent the same day and ask to see it before the weekend, not after it.

• Buying interstate? Have a building and pest inspector and a local contact lined up in advance, so you can move as fast as a local can.

What changes when someone's in your corner



A buyer's agent changes the odds because they negotiate for a living, and they work for you, not the seller.

Here's how it works with us:

1. We nail your brief. Suburbs, property types, your real budget (not the bank's ceiling) and your non-negotiables.

2. We find and vet the stock. Listed and off-market, and every property gets the checks from Secret 3 before you spend a weekend on it.

3. We negotiate. We know the numbers and the playbook. The room doesn't set our price. The strategy does.

4. We run it through to settlement. Due diligence, building and pest, contract review, timelines. You make the decisions. We do the legwork.

Buying outside Queensland? We're based in Queensland and we buy across Australia. We have buyer's agents in Brisbane, Sydney and Melbourne and a network around the country, so we can get the job done wherever you're buying.

> The guarantee. If we don't save you enough to cover our fee, you don't pay our fee. Our fee is agreed upfront, before you commit. Full terms on the call.

Real results

WHERE	WHAT HAPPENED
Griffin, QLD	$90,000 under asking, and $140,000 below comparable sales from two months earlier
Southport, QLD	Bought after the auction at $1.275M, $75,000 under the $1.35M reserve
Birkdale, QLD	Sydney-based investors bought sight unseen at $845,000, $55,000 under asking, later revalued at $1.05M in under two years
Calamvale, QLD	Interstate investors bought a townhouse at $718,000 against comparables of $740,000 to $742,500, in four weeks
Brisbane CBD	Secured at $450,000, $25,000 under asking, on a tight budget with strict criteria
Augustine Heights, QLD	Bought in two weeks at the client's target price, against a deadline
Camp Hill, QLD	Move-in-ready Queenslander secured in five weeks, after bad experiences with sales agents
Brisbane apartment	$70,000 under asking
Dual living property	$90,000 under asking

Who this is for, and who it isn't

A buyer's agent isn't for everyone, and I'd rather tell you that now.

We're a good fit if you:

• Value expertise, discretion and results

• Want to skip the open-home chaos and the emotional competition

• Know that overpaying once can cost you hundreds of thousands over the long run

• Are time-poor and want the process handled for you

• Want a search that includes properties you'll never see on the portals

We're not a good fit if you:

• Enjoy searching listings and going to inspections yourself

• Prefer to negotiate directly with the selling agent

• Already have strong off-market access

• Are buying a house-and-land package

• Want to manage the whole process yourself

If you're in the second group, no hard feelings. Take everything in this guide and go for your life.



The next step

You've got two ways forward, and either one beats winging it.

Option 1: Do it yourself. Pull the comps, ring the agents, set your ceiling in writing and keep your emotions out of the room. Do that and you'll be ahead of most buyers.

Option 2: Have someone in your corner. If that sounds like you, book a strategy call. It costs nothing. It's a straight conversation about where you're at, what you're after and whether we're the right fit. If we're not, I'll tell you.

> Call 0402 697 999 or book at pricebuyersagents.com.au

In the media

Glenn Price has been quoted in the Daily Mail, The Courier-Mail, realestate.com.au, Domain and Nine.

About Glenn

Glenn Price is the director of Price Buyers Agents, a buyer's agency based in Queensland and operating across Australia. He has over 20 years of high-pressure sales and negotiation experience, and his clients save an average of $63,000 per purchase. Price Buyers Agents works exclusively for buyers, never for sellers.

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Client examples in this guide are real results from Price Buyers Agents purchases, with identifying details removed. Past results don't guarantee future outcomes, and every purchase is different. This guide is general information only. It isn't financial, legal or tax advice, so speak to a qualified professional about your own situation. Guarantee terms apply.

