



# Where Do **Buyers** Actually Come From?



**Seller Guide 1**

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# The Biggest Misconception About Buyers

Most sellers believe buyers come from one place.  
Usually, they think:

- **Online Portals**
- **Agents Database**

But the reality is very different.

Buyers come from multiple channels, at different stages of their journey,  
and with different levels of intent.

In fact, the majority of buyers don't come from far away.

Around 60% of homeowners move within a few kilometres of where they  
already live.

If your property isn't positioned across all of these channels, you're not just  
missing buyers. You're missing competition.

And without competition, it's almost impossible to achieve a premium  
result.

## The Bottom Line

*The goal of great marketing isn't to sell your home.*

*It's to create attention and generate as many enquiries as possible.*



# What Creates Buyer Demand

## **Creating Demand**

- Buyers don't appear. They are created through a process.
- The more exposure your property has, the more demand is created

## **Negotiation**

- Interest alone doesn't create results
- How buyers are handled once they enquire determines whether they act and how strongly they offer.

## **Client Experience**

- Buyers who feel confident and informed are more likely to move forward and pay stronger prices.

## **Teamwork**

- Behind every strong campaign is a team consistently following up, nurturing and converting buyer interest

## **The Bottom Line**

*Buyers don't just find your property; they are guided through a process.*

# Where **Buyers** Actually Come From

Are you reaching every **buyer**?

## Digital Channels

- Online Portals
- Social Media
- Digital Ad's
- Websites

## Direct Buyer Channels

- Database
- Past enquiries
- Buyer Follow up
- Open Homes

## Local & Offline Channels

- Sign Boards
- Print
- Door Knocking
- Word of mouth

## The Bottom Line

*Buyers don't come from one place they come from multiple channels working together.*





# What **This** Looks Like In Practice

## **The Situation**

A seller originally believed that buyers would come from online portals alone

## **The Strategy**

We expanded the campaign to include:

- Database buyers are already active in the area
- Targeted Social Media campaigns
- Local exposure and direct buyer follow up
- Nurture plans for enquiries and inspections

## **The Result**

By increasing buyer reach and actively managing enquiries, we generated more inspections than a typical campaign which created stronger competition between buyers

More inspections led to more competition, which in turn led to stronger offers.

## **The Bottom Line**

*The strongest buyer is rarely the first one. It's the one created through competition*



# How Many **Buyers** Are You Missing?

## Every Property has a different buyer profile

The key is understanding:

- Where the buyers are coming from
- Which channels matter most
- How to position your property to create competition

*If you're thinking about achieving a strong result, the next step is understanding how your property would be positioned in today's market.*

*Book a quick strategy session or request your free property price update.*

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