Where Do Buyers Actually Come From?

Seller Guide 1

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THE PROBLEM

The Biggest Misconception About Buyers

Most sellers believe buyers come from one place.
Usually:

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

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

Most 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 channels, you don't just miss buyers. You're missing competition.
And without competition, premium results are unlikely.

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.

FRAMEWORK

What Creates Buyer Demand

Creating Demand

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

Team Work

- Strong campaigns rely on consistent follow-up, nurturing and converting buyer interest.

The Bottom Line

Buyers don't just find your property. They are guided through a process.

CHECK LIST

Are You Reaching Every Buyer?

Digital Channels

- [ ] Online Portals
- [ ] Social Media
- [ ] Digital Advertising
- [ ] Websites

Direct Channels

- [ ] Database
- [ ] Past Enquiries
- [ ] Buyer Follow-up
- [ ] Open Homes

Local 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.

SCENARIO

What This Looks Like In Practice

The Situation
A seller believed buyers would come from online portals alone.

The Strategy
We expanded the campaign to include:

- Database buyer follow-up
- 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.

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

The Bottom Line

The strongest buyer is rarely the first. They are created through competition.

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NEXT STEPS

How Many Buyers Will Your Property Reach?

Every Property has a different buyer profile.
The result comes down to how well it's positioned

Strong results come from understanding:

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

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

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

JACK COHEN
M: 0468 522 947
P: 02 6554 8717
jack@jklrealestate.com

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