



PROPERTYBUYER



YOUR KEY TO SMART BUYING

On your side since 2001



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COMPANY *Profile*



FIND YOUR DREAM HOME OR INVESTMENT PROPERTY IN AUSTRALIA.

At Propertybuyer, we believe that buyers should have personalised support and professional advice during the buying journey. We empower our clients with local market knowledge, access to off-market properties and exceptional negotiation skills to deliver great results. My team of experienced Buyers' Advocates are dedicated to providing you the best service, and we pride ourselves on our ability to buy your property at the best possible price. Our goal is to find the right property, at the right price for our client - every time.

We look forward to working with you! ”

Rich Harvey



Propertybuyer CEO and Founder, Rich Harvey, has been on your side since 2001 to ensure that buyers are always fully represented in the purchasing process. Rich is a Buyers' Advocate, research expert and holds a master's degree in economics. Rich is highly skilled in market insights, negotiation techniques and is frequently quoted in the media as a trusted advisor on property matters.

Rich has served as the President of the Real Estate Buyers' Agents Association of Australia (REBAA). He also served as Chairman of the Buyers' Agent Chapter of the Real Estate Institute of NSW (REINSW) with the mandate to improve the professionalism and standards of buyers' agents within the industry.

Our team of professional Buyers' Advocates have expert knowledge of local property markets in Australia's major cities and major regional centres. They are highly trained in property buying strategies, including search, research on pricing appraisals and negotiation, to deliver clients

the property that perfectly matches their requirements. Our independent team of Buyers' Advocates boasts substantial experience in acting on behalf of home buyers, investors, commercial buyers and developers.

Propertybuyer has an excellent reputation amongst selling agents and is recognised as the leader within the Australian Buyers' Agents industry.

Our purpose is simple: to find you the ideal property and make the buying process less stressful and more enjoyable.

CORE Values

OUR CORE COMPANY VALUES INCLUDE

OUR FORTÉ IS OUR FOCUS

"We are dedicated, unwavering specialists."

Propertybuyer offer a hands-on, unique approach to property acquisition. Decades of experience combined with a genuine desire to deliver real results for our clients.

TRIED. TESTED. TRUE.

"Transparency and honesty mean everything to us."

We build lasting partnerships by acting in a transparent, credible and ethical manner. We say it how it is. Our legacy and client testimonials speak on our behalf. We don't promise beyond what we can certainly do, and we fundamentally respect the people we work with.

FOR EVERY DETAIL

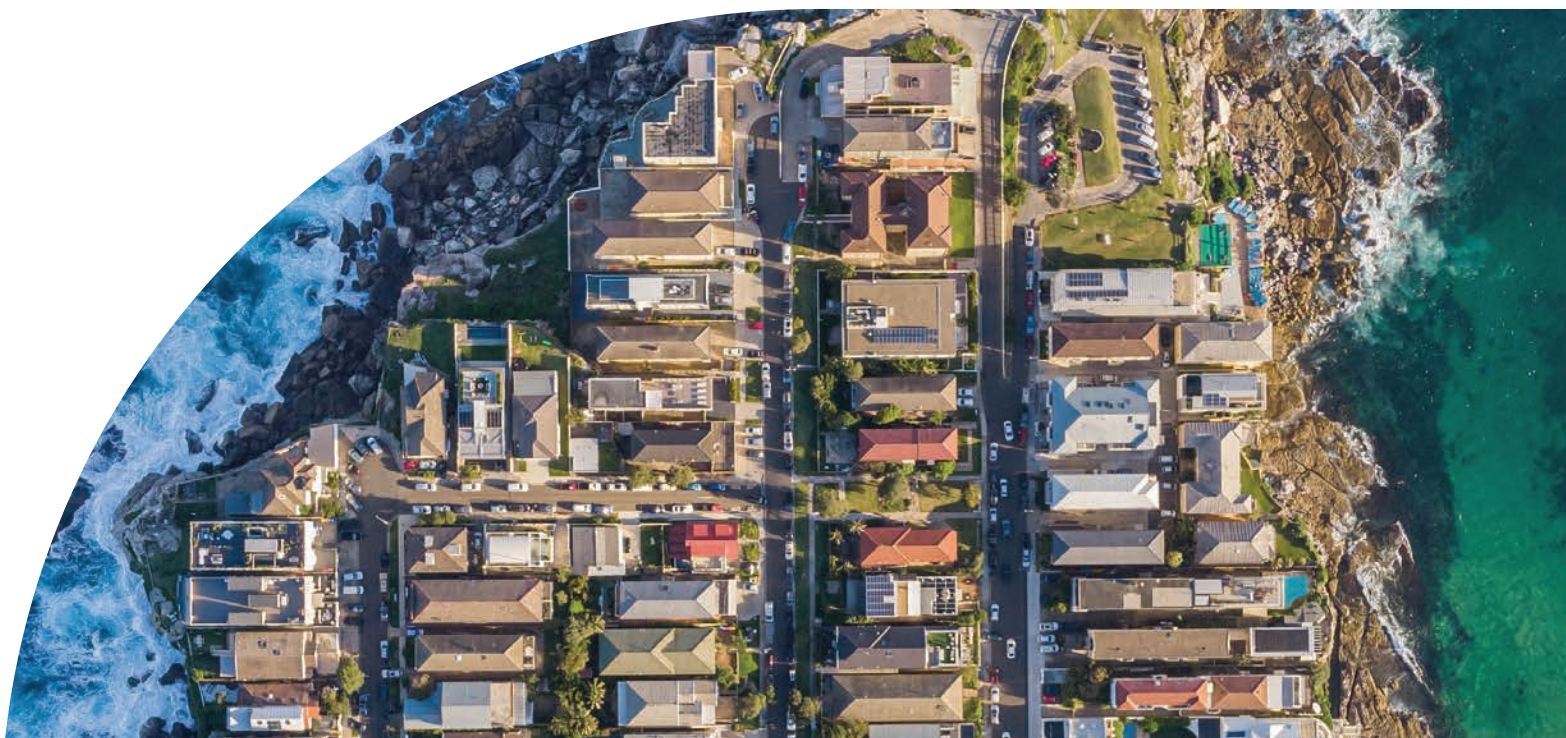
"We deliver the desirable details expected from the best."

We offer a truly uniquely strategic service that is personalised for your situation. It's this attention to detail and strategic approach that ensures our clients are confident in their purchasing decisions.

RESULTS THAT INSPIRE!

"Our results and approach make us natural market leaders."

We give our clients the leading edge to successfully transact on the ideal property.



WHAT IS A *Buyers' Advocate*



WHAT IS A BUYERS' ADVOCATE?

A Buyers' Advocate is a licensed professional who works on behalf of the buyer to search for, evaluate and negotiate the purchase of a property. Buyers' Advocates provide impartial advice and guidance to their clients. At Propertybuyer, we have a team of experienced buyers' advocates throughout Australia who are dedicated to helping our clients find their perfect property.

We will take the time to understand your needs and requirements, and then use our extensive knowledge of the market to find properties that match your criteria. We will then provide you with an independent assessment of each property, so that you can make an informed decision about which one is right for you. Once you have found the perfect property, we will negotiate on your behalf to ensure that you get the best possible price and contract terms. So, if you are looking for an experienced and professional Buyer's Advocate, look no further than Propertybuyer.

ON YOUR SIDE

The key difference between a Buyers' Advocate and a traditional selling agent is who they represent. A Buyers' Advocate works exclusively for the buyer, whereas the selling agent works for the vendor (seller). By law an agent cannot act for (and accept a commission from) both parties in the transaction.

There's a misconception that engaging the services of a Buyers' Advocate might be too expensive. This is not the case. Propertybuyer can save you money, time and stress, whatever your budget. In most cases, we typically save our clients more than our fees and make the process quicker and easier.

MULTI-AWARD WINNERS

Propertybuyer is the most awarded buyers' agency in Australia. We have won the prestigious title "Buyers' Agent of the Year" by the Real Estate Institute of Australia, the National Telstra Business Award for "Best Small Business in Australia" and the NSW Real Estate Institute "Award for Excellence". These awards are a testament of our commitment to excellence and integrity.



BENEFITS OF USING PROPERTYBUYER

- We work with you, for you. We're an independent professional on your side.
- We will collaboratively develop a clear strategy and realistic "buyers brief".
- We will save you time. A Buyer's Advocate will shortlist properties faster because we are in the market every day. We can typically find your dream home or investment in 60 days or less.
- We pinpoint high growth and high yield investment areas to discover the ideal suburbs for you.
- We will negotiate the best price to save you money.
- We deal with the real estate agents taking out the stress and emotion in the negotiation process.
- We have access to more properties via our extensive network - including off-market opportunities that are not advertised.

WHO WE *Help*



HOME BUYERS

Home buying can be a stressful process, especially if you're doing it for the first time. But with the help of a Buyers' Advocate, you can make the process much easier and less time-consuming. We'll work with you to understand your needs and help you create a 'property brief' that fits your budget and requirements. Our extensive agent network enables us to quickly find your ideal home. In our experience, the entire process usually takes between one to two months. So, if you're looking to buy a property, save yourself time and money by having a Buyers' Advocate on your side. We help clients across all budgets.



COMMERCIAL BUYERS

Are you in the market for a new commercial property? Whether you're looking for an office space, retail location, or industrial warehouse etc. We can help you find the perfect fit. We understand that buying commercial real estate is a big investment, and we want to make sure you find the right property for your needs. Our team of specialists will work with you to identify locations and property types that best fit your financial capacity, risk profile, and investment criteria. We also have extensive connections in the commercial real estate market, so we can help you find off-market opportunities that meet your specific requirements. With our help, you can confidently invest in commercial real estate knowing that you've made the best decision for your business



PROPERTY INVESTORS

Residential property investment has long been proven as a sound investment strategy because of three essential factors: long term capital growth, lower risk and the ability to leverage. Choosing the right area for growth is a critical step in the process and you can't leave this to chance. That's where we come in. At Propertybuyer, we assist all types of investors across all budgets. We will help you select the right strategy that fits your objectives and financial situation. Working with our team of Buyers' Advocates, we will source high capital growth or positive cashflow investment properties Australia wide that match our 20-point checklist.



DEVELOPERS

We pride ourselves on our ability to source the best development sites for our clients. We have an extensive network of agents and developers, which allows us to identify off-market opportunities that other companies may miss. In addition, we conduct a thorough feasibility study and other due diligence to determine whether a site is suitable and meets our clients' needs. We also provide referrals to other service providers who can assist with the development process. These include builders, engineering consultants, quantity surveyors, town planners, land economic consultants, materials procurement and project managers. Our goal is to make sure that our clients have everything they need to successfully develop their projects.

OUR CORE *Services*



FULL SERVICE SEARCH, APPRAISE & NEGOTIATE

We provide a full search service that helps buyers find the perfect property. This service is popular with home buyers, investors and commercial buyers who appreciate the complete solution that we offer. Our experienced team will work with you to understand your requirements and then conduct a comprehensive search of the market. We will provide you with a selection of properties that match your criteria, and then help you to compare and contrast different options. Once you have found the right property, we will provide an accurate opinion of fair market value and then negotiate on your behalf to get the best possible price. Our service provides a hassle-free solution for anyone looking to buy a property, and we are proud to have helped thousands of people since 2001 find their dream home or investment.

Our Full Service includes:

- Initial consultation to obtain a thorough understanding of your requirements
- Development of your personalised strategy and 'Buyers Brief'
- Property investment strategies
- Complete suburb analysis
- Extensive market research
- Access to all current and silent listings in the chosen area
- Written market appraisal
- Price negotiation and / or representation at auction
- Complete confidentiality
- Co-ordination of necessary support services, including finance, solicitor, conveyancer, pest and building inspection, and removalists
- Property management



APPRAISE AND NEGOTIATE

Already found your dream home or would like the freedom to shortlist your own properties? Then our second option could be ideal for you.

The Propertybuyer team are expert negotiators. We know the industry and our local agent networks are extensive and because we work exclusively for you, we will provide an unbiased view on the true value of the property and remove the emotion from the buying process. This service includes auction bidding if required.

We have access to exclusive property data portals (this includes RP Data, Suburb Selector, Domain and SQM) that we utilise to negotiate the best possible price for you. Let us negotiate the price and terms on your behalf to save you time, money and stress. Buy with confidence and pay the right price - every time!



AUCTION BIDDING

The auction process can be a daunting one, especially if you're not familiar with the ins and outs of how it works. It's important to remember that an auction is a pressure cooker environment where nerves can quickly get the better of you. If you don't know the right moves, it's easy to get caught up in the heat of the moment and end up paying more than you intended. That's why it's always a good idea to have a professional on your side. We are expert auction negotiators with years of experience in getting the best possible price for our clients. We know when to bid and when to walk away, and we will only ever bid up to an agreed limit.



VENDOR ADVOCACY SERVICE

Vendor Advocacy is a service we offer to help home sellers select the best possible sales agent and get the most out of their sale. We offer an independent appraisal of your home's value, advice on choosing the right sales agent, marketing and advertising strategy advice, and assistance in negotiating selling fees on your behalf. Vendor Advocacy is the only service of its kind that interviews and screens top local agents to ensure you have the best possible team working on your behalf. We make selling your home easy by handling all the details and keeping you informed every step of the way. With Propertybuyer's Vendor Advocacy Service, you can be confident you are getting the most out of your sale.



ADDITIONAL *Services*



POSITIVE CASHFLOW PROPERTIES

We are always exploring new ways to help our clients increase their revenue potential. We know that many people are looking for ways to supplement their income, and we want to do everything we can to help them reach their goals. That's why we offer a variety of services, including renovations, granny flats, dual living, auxiliary units, and garage conversions. Granny flats are a particularly popular option, and we are proud to offer a streamlined process that can get approvals in just a few weeks. We have also negotiated volume discounts with our duplex and granny flat builders, so our clients can save even more money. Our goal is to provide high-quality services at an affordable price, and we're dedicated to helping our clients every step of the way. Contact us today to learn more about how we can help you increase your revenue potential.



SUBDIVISIONS

Subdivision development is a complex process that requires a high level of expertise and attention to detail in order to be successful. While it can be an extremely profitable venture, it also comes with a certain amount of risk. For this reason, it is important to partner with an experienced and reputable company like Propertybuyer to maximise success.

With our experience and resources, we can help you navigate the subdivision development process and achieve the highest possible return on investment. A subdivision strategy works best for investors that have some level of comfort with risk and are prepared to work with our professional consultants to achieve the most profitable outcome. Contact us today for a discussion on next steps.



DEVELOPERS – SITE SOURCING

We understand that developers have a unique set of challenges when it comes to finding development sites. Not only must the site be suitable for the proposed development, but it must also deliver a reasonable profit and meet a minimum return on investment. We are proud to say that we have a proven track record of assisting developers in finding and negotiating the purchase of development sites. Most of the sites we find are off-market opportunities, sourced through our extensive network.

We also undertake project consultancy work for site acquisitions or special projects. We have assisted several community groups and private developers with amalgamating hand-picked sites with discretion and privacy. Development sites we have sourced for clients in the past include:

- Large Land Subdivisions
- Multi-Unit Sites
- Townhouse Sites
- Prestige Waterfront Sites
- Single Dwelling Home Sites
- Mixed-Use Sites



PROPERTY MANAGEMENT

A successful rental property requires a dedicated and experienced property manager. At Propertybuyer, we specialise in providing comprehensive management services for our investor clients. We understand that your rental property is a valuable asset, and we take pride in helping you protect and grow your investment. We partner with leading property management teams to provide you with tenant selection, reference checks, lease preparation, regular inspections with videos and photos, coordinating maintenance, ongoing payments, arrears management, rent reviews and much more. We are committed to providing the high-quality service that you deserve.

Contact us today to learn more about our Property Management services to help you maximize the return on your investment.



OUR RESEARCH *Process*



At Propertybuyer, we have developed and use a wide range of sophisticated and revolutionary research tools. Our Suburb Selector™ portal provides an AI driven research and analysis capability.

We follow a clearly defined research process that provides accurate and meaningful results and gives you the confidence that you are buying well. We keep our finger on the property pulse around Australia.

Rich Harvey

There's no doubt that digital and social platforms have made researching information on any topic much easier and faster than ever before. When it comes to property research, there's an enormous amount of data and information available at our fingertips. However, sifting through this data can take a lot of time, and it can be difficult to know which sources are outdated or unreliable.

Furthermore, even when you've compiled relevant data, it can be challenging to understand and apply it to your specific situation. This is where working with a professional Buyers' Advocate can be incredibly helpful. We have the experience and expertise to quickly find and compile relevant data, as well as the ability to provide guidance on how best to apply it to your situation. This can save you a tremendous amount of time and hassle, and ultimately help you make better decisions through the buying process.

We follow two approaches to our research - Technical and Fundamental.

Technical Research is all about the statistics and the macro factors. Much of this is done via desktop research and covers things like volume of stock, days on market,

vacancy rates, auction clearance rates, demographics, proportion of owner occupier to renters and median prices. This is an essential first step in the process of short-listing suitable suburbs.

Fundamental Research is all about identifying the local (micro) factors that drive property prices. Our buyers' advocates "ground truth" desktop research and talk to the locals to check the data against reality and ensure the area is appealing to both owner occupiers and tenants. It involves identifying the property types and features that are in highest demand.

There are a lot of factors to consider when choosing the right suburb to invest in. But with the help of research tools, you can narrow down your choices and focus on the suburbs that have the most potential for short-term capital growth. By using a "multi-criteria analysis" approach, you can evaluate different suburbs based on eight key market indicators. This will help you identify the areas that are most likely to experience positive price movements in the near future. With this method, you can be sure that you're making a sound investment decision that will yield good results.

Once we have identified the best suburbs to target, we then commence fundamental research to drill down to specific streets and compile a shortlist of individual properties that would best fit your budget.

At Propertybuyer, we pride ourselves on our market knowledge and research methods. Thanks to our deep understanding of the local market, we can appraise properties faster and more accurately than the average buyer. In addition, our research methods are second to none. We utilize the latest technology and data resources to ensure that we have the most up-to-date information available. As a result, we are able to provide our clients with an accurate assessment of a property's value and empower our clients with essential market intelligence.

REASONS TO PARTNER WITH *Propertybuyer*



1 INDUSTRY EXPERIENCE

With more than 3,800 transactions under our belt and over two decades on the buyers' side, we know what it takes to be efficient and detail oriented to successfully navigate the purchasing journey.

2 MARKET COVERAGE

We have a team of expert local Buyers' Advocates in Sydney, Melbourne, Brisbane, Gold Coast, Sunshine Coast, Newcastle, Central Coast and more. For investors we search the property market Australia-wide. Our team of specialists cover their own specific geographic areas of expertise.

For example, our inner west specialist knows which streets are the best and which ones to avoid. Our prestige buyers' agent knows how and where to find off-market properties at the top end from \$5m to \$30m.

Our investment specialist uses the latest research to shortlist suburbs for investors seeking to invest across a wide price range (typically from \$400k to \$1m+).

3 ACCURATE APPRAISALS

Using the latest market data, combined with insightful local knowledge, we provide highly accurate property appraisals to give our clients an independent and unbiased opinion on the value of a subject property. Our appraisal reports and due diligence process set the standard for the buyers agent industry. We don't rely on automated online valuations. We conduct a thorough comparable sales analysis to provide meaningful appraisals.

4 RESULTS ORIENTED

We have a team of dedicated professionals who work tirelessly to ensure your needs are met. Our quick response time and commitment to excellence in service delivery makes us stand out from other companies, saving you time spent looking at properties on weekends!

5 EXTENSIVE NETWORK

We've got an extensive database of agents and the right contacts. Many of our properties are found off-market or before becoming a public listing. We give you the inside running and help you get ahead of other buyers

6 RESEARCH

From a possible 15,000 suburbs Australia wide, our research identifies the top performing areas for growth and yield. With our own Suburb Selector™ portal plus vetted access to live property data from all the major providers, we have the latest property intelligence. Combined with our 20-point checklist you'll beat the averages for growth and yield.

7 CREDENTIALS

Winners of over 40 business awards. We're proud members of the Real Estate Buyers' Agent Association (REBAA), Property Investment Professionals Association (PIPA) and Real Estate Institute of NSW (REINSW) and follow a strict code of ethics. Our credentials set us apart from any competitors.

8 COST

All this experience is available on a fixed fee for service basis. No commissions or kickbacks ensure we source and recommend only the best properties for your needs. Ask about our ability to get brand new property at a wholesale price (with rebates). We typically save our clients far more money than we charge in fees.



CLIENT *Testimonials*



We were impressed with propertybuyer's knowledge, communication skills and the quality and depth of research that went into potential properties.

They were able to leverage relationships with the real estate agent to get us a great price on a house we would have considered well outside of our budget. They made the buying process very easy and ensured we were well informed every step of the way.

Definitely recommend propertybuyer to our friends and family. ”

Veronica and Brett

Home Buyers



I couldn't have scored a better deal without propertybuyer's help. Everyone engages a buyer's agent for different reasons, however you need someone with strong local knowledge and professionalism on your team. You're not buying only property, but also educational experience that benefits your property journey. ”

Dian B

Property Investor



Engaging propertybuyer to help with negotiating our commercial office proved a very wise investment. With another buyer hovering at the same time we had to move quickly to secure a deal. Rich negotiated a price that more than covered their fees and secured favourable terms. Without his help we would have missed out on a great opportunity. The advice they provided was invaluable. ”

P Jackson

Commercial Property Buyer

GET IN *Touch*



WE LOOK FORWARD TO HELPING YOU FIND THE RIGHT PROPERTY

Propertybuyer warmly welcomes your enquiry. Scan the QR Code below to complete your "Property Brief" and a member of our team will be in contact with you to discuss your property needs.

Alternatively, please call us during business hours on 1300 655 615 (Overseas callers +612 9975 3311) and speak to one of our Buyers' Advocates today.



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Let us help you
FIND THE RIGHT PROPERTY