INVERLOCH 3996 | @realty

FOR HOME OWNERS COMPARING AGENTS

Every agent puts your home on the portals. Most of our buyers came from somewhere else.

We traced the first point of contact for the buyer of every home we sold over the past five years. Where that channel is known, almost three in four buyers first reached us through marketing that a portal listing alone does not provide.

73% of our traceable buyers first came to us through our own channels, not realestate.com.au or Domain.

$71.1m
of property sold to buyers first reached outside the portals

2.7x
more buyers came through our own channels than through the property portals

144
sales analysed across Inverloch, Cape Paterson, Wonthaggi and surrounds

WHERE OUR BUYERS FIRST CAME FROM

Our own channels — **74 buyers (73%)**

Property portals — **27 buyers (27%)**

Our own channels: Facebook lead ads (26), Inverloch Hot Properties (18), Inverloch3996.com (13), our website (7), and referrals, past clients, email and other (10).

Property portals: realestate.com.au (23) and Domain (4).

WHAT A PORTAL-ONLY CAMPAIGN MISSES

A portal listing waits for buyers who are already searching. It does not reach the person scrolling Facebook who had no plans to move until your home appeared in their feed, the more than 30,000 people who follow the Inverloch3996 community, or the buyers we have been speaking with for months.

When an agent relies on the portals alone, those buyers never hear about your home. Fewer buyers means less competition, and less competition rarely produces the best price.

THREE QUESTIONS TO ASK ANY AGENT BEFORE YOU SIGN

1 Where did the buyers of your last ten sales first come from?

2 Who will see my home that is not already searching on a portal?

3 Which buyers are you speaking with today who are not on the portals?

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Source: Inverloch 3996 @realty CRM records for 144 sales settled between 22 November 2021 and 22 November 2026, including two sales exchanged and awaiting settlement. Channel shown is the eventual purchaser's first recorded point of contact. Percentages are of the 101 buyers with a known channel; 37 buyers first recorded at an open home and 6 general enquiries are excluded because their originating channel is unknown. Our listings are also advertised on realestate.com.au and Domain.