



## PRACTICAL GUIDE

# Working Selling Agents the Smart Way

What agents actually share, what they won't, and how to be the buyer they call first when a listing turns quiet.

## How agents actually choose buyers

- Pre-approved finance, on file.
- Realistic budget that matches their stock.
- Responsive within 24 hours.
- Clear, written brief.
- Professional conduct at inspections.

## Building genuine value

- Provide feedback on every property, even if you pass.
- Reference comparable sales when negotiating; agents respect data.
- Send a thank-you note after closing (yes, really).
- Refer family or colleagues to the agent if appropriate.

## What annoys agents (and costs you off-market intros)

- Tire-kicking with no real intent or finance.
- Going around agents to vendor or other agents.
- Sharing confidential information publicly.
- Constantly demanding inspections outside open times.

## Strategic relationships

- 5 to 8 senior agents in target suburbs is enough; don't dilute.
- Meet each one in person at an open inspection.
- Send your brief in writing, follow up monthly.

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