



PRACTICAL GUIDE

The Off-Market Buyer's Guide

How off-market sales actually work in Victoria, where vendors come from, why they go quiet, and the etiquette that gets you to first inspection.

How off-market actually works in Victoria

- Roughly 1 in 5 Melbourne homes above \$2M sells off-market or pre-market before any portal listing appears.
- The three vendor pools: discretion sales (separation, estate, executive moves), pre-market price tests, and never-listed referrals between agents.
- Selling agents quietly call a known buyer pool first, listing only if no qualified buyer steps up inside two to three weeks.
- Buyer's advocates and vetted platforms like BuyerHQ now sit on the same call list traditional VIP buyers once did, but with a wider, faster reach.

How buyers get onto the call list

- Register a real brief: budget ceiling, preferred regions, bed/bath minimums, settlement window, finance status.
- Verify finance before introduction. Agents do not waste off-market intros on buyers who haven't been pre-approved.
- Be reachable inside 24 hours of an intro, off-market opportunities collapse fast when buyers go quiet.
- Build a short personal note explaining why you're buying; vendors choose buyers, not just prices, on private sales.

Etiquette that earns the next call

- Treat every off-market intro as confidential, never post photos or share addresses publicly.
- Inspect within the window the agent offers, even if it's awkward.
- If you pass, give the agent a clear reason (price, layout, location) so future intros are sharper.
- Never go around the introducing agent to negotiate directly with the vendor.

Red flags to walk away from

- No Section 32 available after request, walk.
- Agent refuses to confirm vendor's price expectation in writing.
- 'Off-market' that turns out to be a fishing exercise with no real seller intent.
- Pressure to make a written offer before inspection has happened.

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