



PRACTICAL GUIDE

Private Sale Negotiation Guide

Off-auction campaigns reward patience and information. How to use DOM, vendor motivation and conditions to win on price.

Opening position

- Offer in writing with finance evidence and a tight expiry (48 to 72 hours).
- Open at your honest comparable-sale ceiling minus 5%.
- Specify subject-to clauses (finance, building) only if you genuinely need them.
- Include conveyancer name and contact for credibility.

Counter-offer rhythm

- Move smaller each round; signals nearing your ceiling.
- Always counter in writing; verbal counters allow agent to embellish.
- Don't counter every move; sometimes hold for 24 to 48 hours.

Non-price levers

- Settlement length: vendor often values certainty as much as price.
- Deposit release: gives vendor early access to deposit for their next purchase.
- Chattels: include or exclude specific items as small trades.
- Inspection clauses: removing them is worth real money to vendors.

Closing

- Best-and-final to force resolution if rounds keep dragging.
- Walk away cleanly if your ceiling is reached; don't drift.

This guide is published by BuyerHQ for educational purposes only and is not legal, financial, or tax advice. Always engage a Victorian-licensed conveyancer, mortgage broker, or accountant for advice on your specific situation.