



PRACTICAL GUIDE

Finding Silent & Pre-Market Listings

Where genuinely off-market stock comes from in Victoria, and how buyers without an advocate can still get on the call list.

What 'silent' actually means

- Property on the market but not advertised on portals.
- Limited inspections, restricted buyer pool.
- Reasons: vendor privacy, price testing, agent strategy.

How to surface them

- Register with 5 to 8 selling agents in your target suburbs.
- Provide a clear, written brief and pre-approval evidence.
- Subscribe to buyer's advocacy services with strong agent networks.
- Door-knock or letter-drop target streets (works in tight competitive markets).

Buyer platforms (Victoria)

- BuyerHQ: vetted off-market listings, free for qualified buyers.
- Selected buyer's advocates publish curated off-market briefs.
- Inner-east boutique agencies maintain private VIP lists.

Speed wins

- Off-market windows are 7 to 21 days typically.
- Buyers who can inspect within 48 hours and offer within 5 days win.
- Slow buyers see public-portal stock; fast buyers see off-market.

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