



 Presence Real Estate — Newcastle's Property Concierge

# Selling your home? Here's what most agents won't tell you.

A short guide to understanding what really drives your sale price — and how to see genuine buyer demand before you commit.

# ~\$1,000

That's what one verified Ready Buyer is worth in marketing spend.

Let us unpack that for you.



## What "Ready to Buy" actually means

We use a strict three-part definition. All three must be true at the same time.



### Decided to buy

Made the decision to purchase now. Not browsing, not exploring, not next year.



### Criteria locked

Type, suburb, beds, baths, cars, price — finalised. They know exactly what they're looking for.



### Finance Confirmed

Pre-approval, formal approval, or cash in hand. Can exchange a contract within days.

# Here's where the \$1,000 comes from

The maths behind this figure is straightforward, and it applies to almost every residential property campaign in the Greater Newcastle region. Once you see it, you cannot unsee it — and it changes the way you evaluate every agency pitch you hear.

~50

## Enquiries

on a typical 4–6 week campaign across realestate.com.au, Domain, social media, signage, and open homes

3-5

## Verified Ready Buyers

are genuinely qualified — decided, criteria-locked, and finance-confirmed

You spend roughly \$5,000 on marketing. Only 3–5 of those enquiries can actually write you a cheque. That's approximately \$1,000 per genuine buyer. The other 45+ enquiries? They are a mix of neighbours checking comparable prices, investors running numbers with no intention of acting soon, early-stage browsers / inspectors who have not lodged applications with a broker, and people who clicked a button out of curiosity on a Sunday night. They are not bad people — they are just not your buyers. Not yet, anyway.

## The Presence multiplier

This is where the picture changes dramatically. While a typical campaign delivers 3–5 ready buyers over several weeks, Presence starts from a fundamentally different position — one built over two decades of qualifying, nurturing, and tracking real buyer intent across the Greater Newcastle region.

20–30

## Verified Ready Buyers

shown to you before your property hits the market

\$20K–\$30K

## Equivalent Buyer Demand

in marketing value, delivered before you spend a dollar on public campaigns

\*Before you've spent a dollar on public advertising. This is not a projection. It is the direct result of investment in a database built over 20 years — 330,000+ contacts, 80,000+ buyer profiles, and 1,000+ verified Ready Buyers live as of today.

# And It's not just the numbers. **It's the timing.**



With a traditional campaign, those 3–5 genuine buyers trickle in over four to six weeks. You might get one in week one, another in week three, maybe two more in the final week. You are sitting on the market, wondering what is happening, while the price pressure builds. Every week without a strong offer erodes your negotiating position. Buyers start asking, "How long has it been listed?" and mentally adjusting their offers downward. Your agent starts having "realistic conversations" about expectations. The momentum shifts away from you.

**With Presence, we bring 20–30 qualified buyers to the table before you go public.** Concentrated demand, exposed to the property early, with interested parties competing at the same time. That changes the dynamic completely. Instead of hoping the right buyer shows up on the right weekend, you get a live read on who is ready, what they will pay, and whether you even need to go to market at all. The power stays with you because the competition is real, visible, and immediate.

A live read on the strongest buyers in your market right now

1

Early feedback on price, presentation, and positioning

2

A chance at strong offers before you invest in public marketing

3

A high-tide mark that amplifies your position if you go public

4

Buyers with a genuine reason to make strong offers, not cut you down

5

# The Presence difference

Side by side, the contrast is clear. Most agencies work with whatever their campaign delivers. We start with a two-decade advantage.

## A Typical Agency

- Reacting to inbound enquiry & hope to find the 3–5 ready buyers from your campaign (paid for with your money)
- Let the other 45+ unqualified enquiries go cold on most campaigns
- No system to nurture or reconnect, so you are starting from scratch (even if your neighbour just sold)
- If the ready buyers don't offer, start discounting your price, spend more money on marketing, or just... wait
- You carry all the risk

## Selling with Presence

- 20–30 verified buyers shown to you before listing
- Every enquiry captured, qualified, and nurtured
- 330,000+ contact database, 80,000+ buyer profiles, 1,000+ verified Ready Buyers built over 20 years and live as of today (\$2M+ invested in this system to date)
- 25–30% of our sales happen before going public. 70%+ of sales are to buyers already on our database
- Three guarantees that put all the risk on us

## Three guarantees that put all the risk on us

We do not ask you to take our word for it. We write it into the agreement. These are not marketing slogans — they are contractual commitments designed to ensure you have every reason to move forward with confidence and zero reason to feel trapped.



### Performance Fee Guarantee

If we do not deliver, the fee adjusts. Written into the agreement. This means our financial incentive is completely aligned with yours — we only earn our full fee when we achieve the outcome we promised. There is no scenario where we underperform and you pay the same price.



### Proof of Buyer Demand

We show you verified, finance ready buyers before you list. You see the demand with your own eyes. This is not a promise of "strong interest" or "lots of enquiries." We present you with specific, qualified buyers who meet all three criteria, so you can make an informed decision about timing, pricing, and strategy.



### Agent Swap-Out Guarantee

Not happy with your agent? We swap them. No exit. No drama. If the relationship is not working, you stay with Presence and get a new dedicated agent. You should never feel locked into a personality mismatch when the stakes are this high.

\*\*No other agency in our market offers all three.

# Ready to see the buyers waiting for your property?

You have seen the numbers. You understand what sets Presence apart. Now there are two simple ways to take the next step — both completely obligation-free.

## Book a Free Discovery Call

We will walk you through the live buyer demand for your property type and suburb. No obligation. No pitch. Just clarity on who is actively looking and what they are prepared to pay.

This is a short, focused conversation designed to give you information — not to pressure you into a decision. Most homeowners tell us it is the most useful 15 minutes they spend in their entire selling journey, because it replaces uncertainty with data.

[Book a discovery call](#)

## Request a Detailed Appraisal

We will listen to your goals, timing, questions and fears, match you with a Presence expert, conduct an assessment on price and buyer demand for your property, and build you a customised Price Maximiser strategy with our three guarantees built in.

This is a deeper engagement for homeowners who are closer to making a decision and want a comprehensive view of their position in the current market.

[Book an Appraisal](#)



## Presence Real Estate

Newcastle's Property Concierge

Serving Newcastle, Lake Macquarie, Central Coast, Lower Hunter

Disclaimer: The figures in this guide are based on typical market activity, publicly available industry data, and our internal qualification data across the Greater Newcastle region. The "fewer than 1 in 10" buyer readiness estimate reflects our strict three-part definition of a verified Ready Buyer (decided to buy, criteria locked, finance confirmed — meaning they can exchange a contract within days of seeing the right property) applied across 20+ years of direct buyer conversations, and is consistent with published data showing that property portals attract millions of enquiries monthly while only tens of thousands of properties sell, and that roughly 1 in 4 home loan applications do not convert to settlement (MFAA Industry Intelligence Service, 2025). Campaign enquiry figures are based on typical 4–6 week campaigns across realestate.com.au, Domain, and other channels in the Greater Newcastle region. Buyer numbers and readiness levels vary by property type, price range, location, and market conditions. Whilst we typically maintain 20–50 verified buyers per priority market segment, individual buyer circumstances can change — some may adjust their timeline or criteria before transacting. Not every property sells before reaching the public market, though 25–30% of our sales in any given quarter do. Our performance-based fee structure and agent swap-out guarantee are designed to reduce your risk, and we are happy to walk you through the specific terms in person. Sources: MFAA Industry Intelligence Service (18th Edition, 2025); LocalAgentFinder Seller Sentiment Survey (Nature Agency, 2017, n=1,058); CoreLogic Consumer Perceptions of Real Estate Agents (2015–2016); REA Group audience data (Ipsos, October 2025); Presence Real Estate internal data.

General advice warning: The information in this guide is general in nature and has been prepared without taking into account your personal objectives, financial situation, or needs. It is not intended as financial, legal, tax, or investment advice. Before making any decisions relating to the sale or purchase of property, you should consider your own circumstances and, where appropriate, seek independent professional advice from a qualified financial adviser, solicitor, or licensed professional. Presence Real Estate Pty Ltd and its representatives do not accept liability for any loss or damage arising from reliance on the information contained in this guide.