



PRESENCE REAL ESTATE

FREE GUIDE

Know the **buyer** **demand** before you list

A short guide to a different first step: finding out whether real buyer interest already exists for a property like yours, before you commit to a campaign or sign anything.

PROPERTY OWNERS · NEWCASTLE & THE HUNTER · 2026 EDITION

presence
real estate

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Most sellers list, then hope

The usual process runs the same way for almost everyone. Get an appraisal. Sign with an agent. Put the property on the market. Wait to see who turns up.

It works, but it is guesswork wearing a professional outfit. You are spending on marketing and committing to a campaign before you actually know whether the buyers you want are out there.

There is a step that can happen before any of that: finding out whether active buyer demand for a property like yours may already exist, in a way that protects everyone's privacy and puts no obligation on you at all.

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A DIFFERENT KIND OF FIRST STEP

A Buyer Demand Reveal is not an appraisal, and it does not require a signed agreement. It shows the type of active buyer interest that may already exist for a property like yours, and gives you a written view on the sale pathway most likely to suit it.

An appraisal is an opinion. Demand is a fact.

Both matter. They are not the same question, and most sellers only ever get an answer to one of them.

An appraisal tells you what a property is likely worth, based on an agent's read of the market and recent comparable sales. It is a professional opinion, and a useful one. But it does not tell you who is actually out there right now, ready to pay that number, or close to it.

Buyer demand is different. It is not an estimate. It is a read on whether real, active buyer interest already exists for a property with your features, in your area, at your likely price point, today.

TWO DIFFERENT QUESTIONS

What is it worth? An appraisal, built on comparable sales evidence and market judgement.

Who wants it, and how much? A demand reveal, built on the buyer activity Presence may already be tracking for properties like yours.

Knowing the second question changes decisions the first one can't. It informs how confidently you price. It informs whether a quiet off-market approach makes sense, or whether a public campaign is what will produce genuine competition. It informs whether an improvement is worth making before you sell, or whether the market already wants the property as it stands.

NOT THE SAME AS AN APPRAISAL

The Buyer Demand Reveal shows the type of buyer interest that may already exist, shown by categories rather than individual buyer names, alongside a written summary of the sale pathways worth considering. It is a demonstration first, with no obligation to list.



WHY THIS IS POSSIBLE

Two decades of local data, not a guess

A demand reveal is only meaningful if there is real buyer activity behind it. This is the scale Presence has built across Newcastle, Lake Macquarie, Maitland and the Hunter, and it is the reason a read on demand can happen before a property is ever marketed.

21+

years of local experience

5,000+

property transactions across Newcastle, Lake Macquarie and the Hunter

50,000+

property owners in our direct contact database, many with known intentions

210,000+

properties in our research database across Greater Newcastle, including Newcastle, Lake Macquarie, Maitland and the Hunter

The practical effect is this: before a board goes up or a listing goes live, there is often already a category of buyer on record whose stated intentions match a property like yours. A demand reveal is how that gets checked, quietly and without exposing anyone's details.

Figures as published on presence.realestate at the time of writing. A demand reveal reflects the activity on record at the time it is requested and is not a guarantee that a matching buyer will purchase your property.

What you actually see

Buyer privacy is protected throughout. You never see individual names or contact details, and no buyer's information is shared without their consent.

Instead, demand is shown to you in a depersonalised, privacy-safe way, using categories and broad property-match information rather than identifying anyone. That typically means a picture built from things such as:

- How many distinct buyer categories are currently active for your suburb and likely price bracket
- How closely those categories match your property type, bedroom and bathroom count, and land or block features
- Whether the interest on record looks ready to act now, or is still in an earlier, browsing stage
- Whether the stronger fit looks like an off-market approach, a pre-market release, or a public campaign

WHY THIS MATTERS MORE THAN A GUESS

A generic market update tells you what is happening broadly. A demand reveal is specific to your property, built from real activity Presence may already hold, and it comes with no requirement to sign anything to see it.

NO OBLIGATION, EITHER WAY

You do not need to sign a listing agreement to request a Buyer Demand Reveal. If the level of demand is lower than expected, you still leave with useful clarity about your current market position and the options worth considering, whether that is waiting, improving the property, or adjusting the approach.

Signals your property may already have ready demand

You can't get an exact answer without checking. But a few honest signals can tell you whether it's worth checking soon, or checking now.

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- ☐ **Stock in your suburb has felt tight.**
Few comparable properties have come up for sale recently, in your street or the surrounding pocket.
 - ☐ **Your dwelling type is one buyers ask for and rarely find.**
Single-level, small-lot, renovated, or a configuration that's genuinely scarce nearby.
 - ☐ **Comparable properties nearby have sold quickly.**
Especially if they went before the guide price was tested, or attracted multiple offers.
 - ☐ **You've had unsolicited interest.**
A knock on the door, a letter, or a call asking if you'd consider selling, at any point in the last year.
 - ☐ **You bought into a tightly held pocket.**
Streets or blocks where turnover is genuinely rare tend to carry standing buyer interest.
 - ☐ **Your property suits a life-stage buyer group that's currently active.**
Downsizers, first-home buyers, young families, or investors, depending on what's moving in your area.
 - ☐ **You honestly don't know, and haven't checked.**
That's not a red flag. It's simply the reason to find out before you commit to anything.

THE POINT OF THE CHECKLIST

The more of these that apply, the more likely it is that real, ready demand already exists for your property. But this is a prompt to check, not a substitute for checking. The only way to know is to see the actual activity on record.

Five ways to sell, and how demand decides between them

The right pathway depends on what the demand actually looks like. This is the short version of each option.

Off-market

Sold privately, without public advertising, directly to a matched buyer or small group of buyers.

Best suited to: situations where strong demand already exists within a known buyer pool, and privacy or a quiet process matters to you.

Pre-market

Shared with registered, pre-market buyers ahead of any public listing.

Best suited to: testing price and genuine demand quietly before deciding whether a full public campaign is needed at all.

Private treaty

A standard public sale at an asking price or price guide, openly advertised.

Best suited to: reaching the broadest possible buyer pool, where demand is more dispersed or harder to pin down in advance.

Auction, including the Friendly Auction System

A public or semi-public process designed to bring competing buyers together at once. The Friendly Auction System is Presence's own consumer-centric method, pioneered in 2008.

Best suited to: properties where demand looks strong enough to support genuine competition between multiple buyers, letting the market set the price.

Wait

Sometimes the honest answer is not yet.

Best suited to: when current demand or market conditions don't yet support your goals, and holding for a better-timed campaign is the stronger move.

Improve first, or sell as-is?

This only becomes an easy decision once you know what the current demand actually wants. Three questions do most of the work.

1. DOES THE PRESENTATION MATCH WHAT ACTIVE BUYERS ARE CHOOSING?

If the demand on record is for move-in-ready homes and yours needs cosmetic work, that gap is worth closing. If buyers in your category are renovators themselves, it may not be.

2. WOULD A DEFINED, COSTED IMPROVEMENT CHANGE THE BUYER CATEGORY ALTOGETHER?

Moving from a three-bedroom to a four-bedroom, or adding a second living area, can shift a property into an entirely different, and sometimes deeper, pool of demand. A cosmetic refresh usually doesn't.

3. DOES THE TIMELINE SUPPORT WAITING TO IMPROVE?

If demand is strong right now, the cost of waiting to renovate can outweigh the value the renovation adds. If demand is soft, the opposite can be true.

THIS IS EXACTLY WHAT THE PRICE MAXIMISER STRATEGY SESSION IS FOR

Rather than guessing, this is worked through directly against the actual demand picture for your property, as part of the free Buyer Demand Reveal.

WHAT'S INCLUDED

The free Buyer Demand Reveal

Every Buyer Demand Reveal comes with three things, at no cost and no obligation.

- ☐ **Privacy-safe Buyer Demand Reveal**
Value \$700. See the type of active buyer demand Presence may already have for your property.
- ☐ **Price Maximiser Strategy Session**
Value \$500. A guided session comparing off-market, pre-market, public sale or waiting.
- ☐ **Written Preliminary Sale Pathway Summary**
Value \$500. Leave with a written summary of your recommended sale pathway and next steps.

TOTAL ESTIMATED VALUE

\$1,700+, included free

With no obligation to list or sign an agency agreement.

If you do choose to sell with Presence

- The 60-Day Love Us or Leave Us commitment, available under written agreement terms.
- An Agent Swap-Out Guarantee, with the written process explained if you're not satisfied with performance.
- Any applicable cooling-off or review period, explained before you sign.

Guarantee wording is subject to the final signed agency agreement. Individual results depend on the property, market and buyer conditions. No sale price or outcome is guaranteed.



YOUR NEXT STEP

See the demand before you decide anything else.

THE BUYER DEMAND REVEAL · 20 MINUTES · NO OBLIGATION

A free 20-minute Buyer Demand Reveal showing the type of active buyer demand Presence may already have for your property, plus a clear recommendation on whether to sell off-market, pre-market, publicly, later, or after improving the property.

01 Privacy-safe Buyer Demand Reveal

See the type of active buyer demand that may already exist.

02 Price Maximiser Strategy Session

Compare off-market, pre-market, public sale or waiting.

03 Written Preliminary Sale Pathway Summary

Clear next steps, with no obligation to list.

No cost. No obligation. Written summary included.

Book your reveal: presence.realestate/buyer-demand-reveal-seller-campaign

Not ready to book? Get an Instant Online Estimate first at presence.realestate

Sales enquiries: +61 2 4926 0614

What this guide is, and what it isn't

GENERAL INFORMATION ONLY

This guide provides general information for owners of residential property in New South Wales who are considering selling. It does not take account of your objectives, financial situation or needs, and it is not a formal valuation, appraisal, or financial, taxation or legal advice. You should obtain advice from the appropriate qualified professionals before making any decision.

BUYER DEMAND AND PRIVACY

The Buyer Demand Reveal shows a depersonalised, privacy-safe overview of the type of buyer interest that may already be on record for a property like yours, presented using categories and broad property-match information rather than individual buyer names or contact details. A demand reveal reflects activity on record at the time it is requested. It is not a guarantee that a matching buyer exists, is still active, or will purchase your property, and it is not a formal valuation.

SALE PATHWAYS AND GUARANTEES

Sale method suggestions, including off-market, pre-market, private treaty, auction, the Friendly Auction System, or waiting, are general in nature and depend on your property, goals and market conditions at the time. Written seller protections, including the 60-Day Love Us or Leave Us commitment, the Agent Swap-Out Guarantee, and any cooling-off or review period, are subject to the final signed agency agreement, and eligibility and conditions are explained before you appoint Presence.

ESTIMATES AND OUTCOMES

Any values, costs, price estimates and potential outcomes referred to in this guide are indicative only. Estimated values shown for included deliverables apply to those deliverables and are not a value of your property. No sale price, sale pathway outcome, buyer match or timeframe is guaranteed. Individual results vary depending on the property, location, presentation and market conditions.



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