

# THE UNDERGROUND SALE

BUYING OR SELLING PROPERTY



## Buying or selling 'undercover'

**Did you know that at any given time there are many great properties available for sale that sell before they're advertised on the open market?**

**Known as the 'undercover sale', this type of listing is becoming an increasingly popular choice by many sellers for a variety of reasons.**

So, if you're a buyer who doesn't have your details listed with an agent, you may never have the opportunity to know about a property that's got everything you're looking for.

## Why do people sell 'undercover'?

Some people prefer total privacy when it comes to selling their home, and this happens for a variety of reasons. Sometimes the timing to shout out to the world that they're selling isn't quite right.

Examples include a personal family situation such as separation, bankruptcy, business insolvency and issues with neighbours. Or perhaps they simply want to test the waters and only want to sell if their agent has the right qualified buyer that is prepared to pay their asking price.

If you can relate to a scenario like this, it's good to know that it is possible to sell 'undercover' to avoid scrutiny from others and keep things private.

## How does it work?

Many agents secure successful sales for clients using the 'undercover' sale option. By cross matching the seller's property with their buyer database, agents actively look for as many good matches as they can find. They then contact those buyers to let them know about the property they have listed silently.

It can also work the other way around. Buyers approach the agent with their specific needs and the agent then assesses all listed (undercover and advertised) properties to find a suitable match.

Either way, it's a process of cross matching and connecting.

So whether you're looking to buy or sell, call us to find out more about buying or selling a property undercover.

If you're selling, no one need know about it until it's sold. And if you're buying, list your details with us as your ideal new home may just be hiding in the wings.



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