



New property sales start-up overtakes competition to become Queensland's largest value-based real estate agency

A game-changing new concept in property sales has emerged as the largest value-based real estate agency in Queensland, despite launching only 12 months ago amidst the Covid pandemic.

The brainchild of three former Purple Bricks' principals, One Percent Property Sales boasts twice the agents and more than five times the listings of its nearest competitor, with the company's experienced agents having collectively sold thousands of homes and saved millions of dollars in commission for their clients .

"In comparison to our direct competitors, being fixed-fee or similar value-based offerings, the real difference of the One Percent Property Sales model is in the simplicity of our offering," said One Percent Property Sales director, Aaron Lau.

"Being a percentage-based commission means that our agents are incentivised to get the best price for our vendors every time."

Further, One Percent Property Sales agents receive 100% of the commission paid by vendors which equates to around the same as what a traditional agent charging 2.5% earns, once franchise fees and marketing has been paid for, and half of their income has been shared with the office principal.

"The One Percent Property Sales business model ensures everyone is a winner with agents receiving fair remuneration and vendors paying less than half the industry-standard commission."

Another factor integral to the success of One Percent Property Sales is the company's adoption of revolutionary new technology designed specifically for the real estate industry.

"As is always the case, a lot of focus is given to the Sydney and Melbourne property markets," said Mr Lau.

"However, broadly everyone is curious about the market in these post/mid/wherever-we-are pandemic times.

"A great resource for this is our unique Instant Estimate tool, which can be accessed at the One Percent Property Sales website, which we have built in partnership with Pricfinder (owned by Domain) that can deliver a 15-page detailed report on the value of most homes and what's important and happening in that particular local marketplace.

"Of course, this is a computer-generated report powered by an algorithm, so it won't always be perfect, but it's certainly a great tool none-the-less for those who might not want the hassle of having an agent in their home."

One Percent Property Sales is currently operating throughout South-East Queensland and experiencing major growth in Brisbane, Rockhampton, Bundaberg, Townsville, Cairns and on the Gold and Sunshine Coasts.

"We are actively seeking sales agent representation in these areas to keep up with vendor demand," said Mr Lau.

More information can be found at <https://www.onepercent.com.au> or www.facebook.com/onepercentpropertysales.

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For more information, or interview/photo requests, please contact:

Joanne Rahn

Director

zanthii communications

Phone: 0402 148 334

Email: joanne@zanthii.com

Facebook: <http://www.facebook.com/zanthii.au>

Contacts

Joanne Rahn

0402148334

<mailto:joanne@zanthii.com>