

Property 'match-making' platform, Property Whispers, expands its offering to further help buyers and sellers in a tough market

Property Whispers, Australia's first and only dedicated residential property matching and instant connecting platform has evolved to cover the whole residential sales marketplace; both properties that are advertised for sale and those for sale off-market.

Property Whispers launched in May 2017, matching buyers with properties for sale 'off-market' ie. those not being publicly advertised. After creating over 20,000 off-market matches and following prompting from our agent user community, Property Whispers is delighted to announce that it has expanded its 'match-making' to cover the whole marketplace, adding properties that are being publicly advertised for sale to its off-market offering.

Buyers can now benefit from a single source – delivered daily to their email inboxes – of all matching properties, those that are being advertised and those that are off-market and whether for sale by private treaty or at auction - just like a buyer's agent would do - except that this service is absolutely free for buyers to use. No more endless searching or registering purchase requirements with multiple agents.

For agents and their vendors it is an even bigger win as they instantly receive the contact details of all matched buyers; and whereas traditional advertised campaigns cost thousands of dollars, Property Whispers charges agents just \$99+GST per listing (after an initial free trial) and private vendors pay just \$139 +GST to list their property.

Liane Fletcher, Co-Founder of Property Whispers says, "In a really tough market, where prices have fallen and vendors are nervous, agents now have a cheap alternative and complementary platform for their listings. Further, many properties offered last year did not sell and vendors who are considering their alternatives, with their agents or directly, can do so on Property Whispers."

Real estate agent Jonathan Reid, LJ Hooker Green Square/Waterloo successfully sold an apartment using Property Whispers and says, "So pleased to have sold an apartment in Waterloo using Property Whispers. The instant matching process helped me get in touch with a buyer immediately and arranged an inspection without the crowds. She loved it and bought it!"

Property Whispers will continue to drive value for buyers, agents and sellers by saving them time and money and creating a way for more property transactions to take place through:

- 'Match-making' - buyers no longer waste time browsing websites and agents now have direct access to matched buyers, no longer relying on who comes to property inspections
- Instant & direct connection - both parties receive each other's contact details
- No digital footprint - properties do not become 'stale' as they are not left online from unsuccessful marketing campaigns; and
- Cheaper cost – far cheaper than traditional advertising

-ENDS-

For further information or interviews, please contact:

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Property Whispers is Australia's first and only dedicated residential property matching and instant connecting platform, matching buyers and their property requirements with suitable properties for sale.

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