

Offmarkets and MultiAgents

Executive summary

More buyers to sellers. More sellers to buyers.

Offmarkets.com.au and MultiAgents.com.au support an established private introduction and property transaction business. Since 2002, we have helped clients buy and sell over \$1 billion in property. The websites extend that work by connecting buyers, sellers and participating agents across agencies.

The opportunity

A seller's buyer may be with another agent. A buyer's next home may never appear online. Personal introductions can broaden access while giving both sides room to inspect, assess and negotiate confidentially. We position the service as an alternative route to a transaction before committing to a public advertising campaign.

Two brands with distinct roles

Offmarkets concerns how a home is offered: privately, through suitable introductions. MultiAgents concerns who can participate: agents across agencies and offices working together under agreed arrangements. The two approaches can work together or separately.

Why people participate

Sellers gain broader buyer access and can retain their existing agent or appoint us. Buyers gain more homes in the conversation, private inspections and time for due diligence. Selling agents retain their client relationship and gain opportunities to transact. Buyer advocates retain their own engagement while exploring suitable homes through the network.

How the business earns

Registration is free. Before identifying introductions or private page access, we agree representation, scope, payment triggers and any fee sharing. Income comes from a direct seller appointment, an agreed share of the existing selling commission, a separately agreed seller fee, or a buyer-appointed service. We receive payment from one side only on each transaction. We do not earn from every enquiry; every introduction we undertake needs an agreed commercial basis.

The private property experience

After qualification and engagement, suitable buyers receive a private page containing a walk-through video, our off-market ratings sheet and a short written summary. Preserve the handwritten assessment and familiar page character. AI may assist the summary, with human checking. The page leads to discussion, a private inspection and further due diligence.

Public credibility and operating discipline

The public sites show completed-deal maps, approved images and selected transaction stories. Current stock counts, identifying property details and personal circumstances remain private. Record permissions, existing buyer knowledge, introductions and agreed roles. Track qualified enquiries, inspections, completed transactions and income relative to time spent. Relevant opportunities and careful service sustain the business.

Your next move could start with one conversation.

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Full marketing proposition

Offmarkets.com.au and MultiAgents.com.au

Your buyer may be with another agent. Your next home may never appear online. Since 2002, we have helped clients buy and sell over \$1 billion in property. These websites now support that work, connecting more buyers and sellers in this trickier market.

Off market space to think room to deal

Before you go public, talk to us. Explore your options before committing to a campaign and creating an internet footprint you may later wish you had not. In a world of AI and social media, your home, finances and reasons for moving do not need to be broadcast online. Buying? Stop trying to assess your future home while being herded through a crowded open. Private inspections. Time to feel the home. Proper due diligence. Room for buyers and sellers to think, negotiate and shape an agreement.

Multi agent one step further

Agents have worked together within real estate agencies for decades. One lists the home. Another brings the buyer. We take that cooperation across agencies and offices, adding transparency, more competition and a wider range of informed opinions. A bigger market for your next move. Selling? Instead of relying on one agent's contacts, you open the opportunity to all agents, from all agencies, who want to participate. Buying? One agent. More homes in the conversation. Your search can extend beyond that agent's own listings to homes available through other participating agencies, giving you more choice and a greater chance of finding the home you actually want. More connections. More choice. Greater competition.

Price and the right conversation

As buyer and seller advocates, we support the new reserve disclosure laws. We see particular benefits for auctions in Melbourne's \$500,000 to \$2.5 million market, where clearer expectations help buyers and sellers make decisions. But above \$3 million, where opinions on value can vary widely, a public reserve can become a line in the sand that hurts both sellers and buyers in negotiations over price and terms, especially when millions of dollars are at stake. Sometimes you need a conversation before you can find the price. Where a declared reserve helps an off-market deal, use it. Where negotiation needs time, give it room.

More buyers to sellers more sellers to buyers

Call or email for a free consultation on how we can help you buy or sell. Mal James: 0408 107 988, mal@james.net.au. Simone Clarke: 0400 304 111, simone@james.net.au.

The reasons to participate

Sellers

Your buyer may be with another agent. Before you go public, consider a better way. Confidential introductions, broader buyer access and a wider range of opinions on market value. Explore a sale without public online advertising costs or the footprint of an unsuccessful public campaign. Keep your existing agent or appoint us.

Buyers

Your next home may never appear online. More homes in the conversation. Private inspections, time to feel the home and room for proper due diligence. Use your own advocate or agent, or speak with us about the service that suits you. More choice in finding and negotiating for the right home. Seller-funded opportunities carry no buyer fee from us; fuller buyer services require a separate agreed engagement.

Selling agents

Keep your relationship. Extend your reach. Connect your seller's home with more potential buyers, or introduce your buyers to homes beyond your own listings. 80%, even 50%, of a fee on a completed sale is worth more than 100% of a fee on a sale that never happens. Especially in this market. You retain your client relationship and agree the terms of participation. Let other agents help find the buyer while you help them find theirs. Any division of commission is separately agreed.

Buyer advocates

More possibilities for your clients. Bring your clients' requirements and explore suitable opportunities through our network. You retain your client relationship, with roles agreed before introductions.

Fees and roles

Registration is free. Fees and roles are agreed upfront. Each participant receives payment from one side only per transaction.

The invitation

Your next move could start with one conversation. Call or email for a free, confidential consultation and discover opportunities beyond a single agency's listings or buyer contacts.

Commercial model and delivery

The model is a private introduction and transaction service. The websites establish credibility; paid work happens through agreed engagements. We can earn from buyers or sellers across the business. On each transaction, we work for and receive payment from one side only.

Commercial arrangements

Opportunity	Commercial arrangement
Seller appoints us directly	Seller pays the agreed fee. We agree any sharing with participating agents.
Seller already has an agent	Agree either a share of that agent's commission or a separate seller-paid fee.
Buyer appoints us	Buyer pays the agreed service fee. We receive nothing from the seller side.
Another buyer advocate brings a client	They retain their buyer engagement. Our seller-side payment must already be agreed.

Before identifying access

Free registration starts the conversation. It does not include unlimited introductions, inspections or advocacy. Before releasing an address, an identifying private page or arranging access, establish who we represent, the service we perform, who pays and what triggers payment, whether the buyer already knows the home, and participating agents' roles and any fee sharing.

If no payment arrangement is agreed, we do not undertake the introduction. Retain the enquiry and revisit it when there is a workable engagement. Withholding an address alone does not protect income. The appointment, introduction record and work performed support the model.

Public website and private access

Public website	Private discussion
Map of completed purchases and sales	Current opportunities
Three strong approved photographs	Addresses and identifying photographs
Selected transaction stories	Seller circumstances and buyer requirements
Clear benefits for each participant	Inspection arrangements
Discuss your requirements	Agreed roles, services and fees

The map shows experience, not current stock. There is no need for a public listing count. Exclusivity comes from relevant opportunities, personal access and careful handling.

Private property page

Give suitable participants access to a walk-through video, the new off-market ratings sheet and a short written summary. Keep the familiar ratings page and genuine handwriting. AI may assist the words, with human review. The page supports further discussion rather than acting as a public listing catalogue. Obtain seller permission and use individual access where practical; information can still be copied.

Operating sequence and discipline

Free enquiry, qualification, agreed engagement, confidential introduction and private brief, transaction work, then payment under the agreement. Qualify before spending substantial time: is the seller genuinely considering a transaction, does the agent have permission to cooperate, and is the buyer ready and willing to engage on the available terms? We will not monetise every enquiry. Every introduction we actively undertake needs an agreed commercial basis.

The public promise

Private opportunities. Personal introductions. More possibilities for your next move. Register free; services and fees agreed before we proceed.