

# **Property Solutions Australia (PSA): A Framework for Revitalizing Stale Property Listings**

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**Disclaimer:** This whitepaper presents a proposed framework for Property Solutions Australia (PSA). The operational claims and metrics are based on early pilots and require further testing and scaling to validate feasibility.

## **Abstract**

Property Solutions Australia (PSA) unlocks value from properties stalled over 90 days through an innovative “easy moving system.” Our growing agent network and digital platform enable rapid auctions or professional handovers, achieving sales in hours to days. With a 20% commission model, PSA aligns incentives for efficiency. We aim to transform Australia’s real estate market, revitalizing stalled listings today.

## 1 Efficiency Advantages

PSA's framework delivers:

- **Targeted Focus:** Exclusively on properties over 90 days, maximizing turnaround potential.
- **Agent Network Strength:** Starting with two agents, expandable to 10–20, with 20% commission sharing for aligned incentives. Agents retain 80%, while PSA's share fuels platform growth, marketing, and lead generation, ensuring mutual success.
- **Rapid Resolution:** Auctions or handovers reduce sale times by up to 50%. In pilot cases, PSA reduced sales time from 120 days to 45–60 days, demonstrating significant efficiency gains.
- **Platform-Enabled Scalability:** Digital tools for listings, matchmaking, and analytics.

## 2 Market Challenges and Strategies

PSA assumes challenges such as:

- Seller fatigue and financial strain from prolonged listings.
- Agent inefficiencies in managing underperforming campaigns.
- Market overhang suppressing buyer confidence.
- Competitive pressures from urban growth and migration.

PSA's proposed strategies include:

- Lead pre-qualification and ethical introductions.
- Performance standards for agents (e.g., 85% response rate).
- Compliance with real estate laws and brand standards.
- Integration with marketing support for enhanced visibility.

### 3 Addressing Gaps in Current Practices

1. **Prolonged Listings:** Lead to value erosion. *PSA:* Dynamic agent assignments and fresh strategies.
2. **Inefficient Handovers:** Disruptive transitions. *PSA:* Seamless connections via platform.
3. **Limited Auction Access:** Underutilized for stale properties. *PSA:* Dedicated portal for competitive bidding.
4. **Agent Poaching Risks:** Undermine trust. *PSA:* Strict agreements with termination for violations.
5. **Scalability Issues:** Manual processes hinder growth. *PSA:* Digital hub for nationwide expansion.

### 4 Future-Proofing Against Market Shifts

PSA aims to counter:

1. **Economic Downturns:** By accelerating sales to unlock capital.
2. **Technological Disruptions:** Incorporating AI for matchmaking.
3. **Regulatory Changes:** Ensuring full license compliance.
4. **Competition:** Unique focus on 90+ day listings differentiates PSA.

PSA restricts services to qualified listings, assuming secure processes and agent professionalism.

## 5 PSA Platform: Swift Deployment for Scale

The PSA platform is designed for efficient property revitalization with instant integration, targeting seamless onboarding deployable in a single session. Aimed at minimal latency for users, PSA offers scalability and ease for sellers, agents, and enterprises.

- **Intuitive APIs:** For listing uploads, auction setups, and agent connections.
- **Flexible Tiers:** Based on property volume and support needs.
- **Engaging Interface:** User-friendly dashboards to build trust.
- **Broad Compatibility:** Web, mobile, and integration with real estate CRMs.
- **Low Friction:** Pre-built templates and automated compliance checks.

### 5.1 Swift Deployment Process

1. Sign up and onboard via website in <10 minutes.
2. Upload listings and configure preferences in <30 minutes.
3. Match with agents or set up auctions with minimal input.
4. Launch campaigns and track progress same-day.

The platform's deployment enables users to go from stalled listing to active resolution in hours, pending full scaling.

## 6 Traction & Next Steps

PSA is advancing rapidly toward full-scale operations:

- **Current Team:** 2 agents onboarded, delivering results in early pilots.
- **Pipeline:** 10–20 agents projected by Month 12, expanding national reach.
- **Tech Development:** MVP website under development, ready for beta within 3 months.

These milestones position PSA for rapid growth, with funding accelerating platform enhancements and agent recruitment.

## 7 Conclusion

Property Solutions Australia (PSA) envisions a transformative approach to real estate, unlocking properties at the “edge of market efficiency” where delays become infeasible. With a focused system on 90+ day listings, PSA aims to redefine sales efficiency. Complementing traditional practices, PSA delivers long-term value. Its swift platform deployment empowers businesses and sellers to adopt faster solutions in hours, revolutionizing accessibility. PSA aims to be the trusted partner for revitalizing Australia’s stalled listings, helping sellers move forward and buyers access hidden opportunities, creating a dynamic and inclusive property market.

## 8 Call for Investment and Collaboration

PSA invites investors, donors, and real estate partners to collaborate on scaling this framework. Contributions in funding, tech development, and partnerships are welcome to accelerate growth. Contact via [Kyal@PropertySolutionsAustralia.com.au](mailto:Kyal@PropertySolutionsAustralia.com.au).

## 9 Appendix: Business Model Concepts

- **Subscription Access:** \$0–\$50/month for platform tiers.
- **Commission Sharing:** 20% on PSA-supplied deals.
- **Enterprise Partnerships:** \$5k–\$100k+ for custom integrations.
- **One-Time Listings:** \$100–\$500 for auction setups.
- **Revenue-Sharing:** With agents and marketing providers.
- **API Usage:** \$0.05 per transaction for high-volume users.
- **Customization:** Premium fees for branded tools.

## 10 References

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