

Why Grade a Property?

Because property buyers want independent information.

There was once a time when you had to select a hotel without the assistance of a star rating, buy a car without an ANCAP safety rating, and purchase an appliance without an energy efficiency rating. You were forced to decide based on marketing hype and emotion. Talk about unreliable!

Thankfully these industries have since changed. Your rights as a consumer were recognised and your protection was prioritised. You now have the ability to make an informed decision and appropriately compare before buying.

But, the truth is you don't have this same level of protection across all services – and buying a home or investment property is one of them.

Recognising the long and overdue need for the real estate industry to serve property buyers, CPx has created a new industry standard by grading properties and giving buyers access to fair and independent information.

The CPx grade works like a hotel star rating. It provides the disclosure buyers need to find the right property.



Acting as an independent property rating system, the CPx property grade allows you to evaluate individual properties based on historical growth rate, price risk, demographics, internal floor plan flow, street scape/traffic flow, parking and outdoor space; so you can evaluate and compare properties most suited to you quickly and easily.

Properties are graded by leading property experts at JLL Mortgage Services Pty Ltd, giving you the peace of mind knowing that you are basing your financial decisions on independent, accurate information – not just emotion or marketing hype.

You have to live with the consequences of your property decision a lot longer than an appliance, vacation or car, so before you buy your next property, ensure it's graded.

Want to see it in action? Visit <http://www.centralpropertyexchange.com.au/> now.

Like the hotel industry...one day all properties around the world will be graded.