



**CENTRAL
PROPERTY
EXCHANGE**

PROPERTY THROUGH AN INDEPENDENT LENS

**Get free, instant access to independently
reviewed and graded properties**

Cut out the marketing hype

CPx is Australia's first independent buyer-focused real estate advertising website.

www.centralpropertyexchange.com.au

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What is CPx?

Let's face it, when it comes to the property game the odds are stacked against you as a buyer

Sure you can do your own research, review reports, organise inspections and eagerly await the bank's evaluation. You can even talk to the real estate agent at length about the location, re-sale potential and rental return of the property.

But with so much marketing hype, agents' loyalty to sellers and substantial selling-fees included in the for-sale-price, how do you know what information you can trust or if you really are getting a good deal?

The truth is you don't.

You base your property purchase largely on biased information and your own emotions – a potentially ruinous combination when it comes to making large financial and investment decisions.

With Internet advancements changing service delivery and **lowering costs**, you have to wonder why there even needs to be substantial selling-fees included in the for-sale-price? With so much at stake, why can't selling-fees be reduced or **removed completely**?

Driven by a need for fairness CentralPropertyExchange.com.au (CPx) created, **Australia's first independent buyer focused real estate advertising website**, to help individuals successfully overcome the incentive – induced rhetoric of agents and the limitations of the financial services industry.

CPx is a real estate advertising website with a difference. CPx provides **independently** reviewed and **graded** properties. We work with a **fee-for-service** model that ensures both buyers and sellers get fair and independent representation.

A real estate advertising website with a win/win for buyers and sellers

CPx offers: **Property through an independent lens** –so buyers now get the disclosure they want, and sellers access more financially savvy, cashed up property buyers. With CPx you can:

- **Save thousands** on buying or selling a property
- **Forget the stress of negotiations** with an exclusive CPx price
- **Cut out the marketing hype**, get the facts and a free report, with all properties independently reviewed and graded by Propell National Valuers
- **Minimise risk** with independent representation, CPx allows you to appoint a personal industry professional
- Access **consistent property information you can trust**, CPx provides a best practice national standard for listing properties ready for point-of-sale
- **Search properties nationally based on your borrowing capacity, available cash-deposit or desired monthly repayments** -in any currency, to save time and streamline finance approval
- **Easily compare properties by price risk, grade, affordability, historical growth** and many other factors for accurate due diligence
- **Request a property you want** that isn't displayed in current CPx listings to leverage your property searching

Core values & philosophy

- Empowering industry professionals to serve property sellers and buyers, with a genuine respect for equal civil rights
- Fostering independent, full-disclosure; adhering to unwavering integrity through the independent process and adopting a fixed fee-for-service
- Supporting an 'open-collaborative' platform, innovative technological systems, leading edge tools and process advancements, in how properties are prepared for point-of-sale. This enabling industry professionals to guide their property clients towards a positive outcome



Independent process



CPx creates a new independent process for real estate sales.

Independent: *Free from the influence or control of others.*

Information displayed on CPx in addition to its processes, are not affiliated or loyal to a particular property seller. As with many other industries across Australia that offer independent processes, for example, the legal or financial planning industries, real estate selling and buying can now be conducted through an independent process.

The traditional real estate process has potential bias. Real estate agents generally serve the seller and the buyer, in parallel, for the sale of a property. Also, information available on properties is inconsistent across Australia. The CPx independent process mitigates all this, as it covers:

1) Information: In CPx, it is mandatory to have an Independent Property Review (ipr) for every property that is listed. An ipr involves assigning a grade and independent information to each property. This information is compiled by Propel National Valuers. This third-party information is made available on all the listed properties in-place-of the vendor/agent supplied description. A free ipr can be downloaded for every property listed. For this reason CPx is able to provide a national listing standard.

2) Representation: CPx allows each party to appoint their personal industry professional, such as a real estate agent, valuer or solicitor; ensuring service obligation and customer loyalty. Thus, the interests of the seller and buyer are independently represented!

CPx offers an alternative process, fair for both the seller and buyer.

Real estate agents can have a significant role within the CPx process, by slightly changing how to serve sellers and buyers. Real estate agents in CPx may provide two separate services.

- Seller: to assist the private seller or developer in negotiating or managing the sales process.
- Buyer: to assist the buyer with identifying suitable properties for their needs.

Sellers and buyers may opt to do-it-yourself or appoint an industry professional for a specific service, therefore pay a separate fee. CPx suggests that sellers and buyers consider requesting a fixed fee-for-service from these professionals.

CPx offers relevant and important advantages over the traditional process.

Independent process/ comparison

CPx independent process

+ Significant cost savings

If the property for-sale-price includes a real estate agent 'Selling-fee'. A seller or agent may opt to pass on some or all the 'Selling-fee' directly to a buyer via a saving:

(i) If applicable CPx will advertise the property for-sale-price in the following manner.

- Listed price: this is the property for-sale-price includes the Selling-fees
- CPx price: this is the property for-sale-price less the Saving
- Saving: this is the portion nominated on what the buyer can save

For example: If 'Selling-fees' of \$20,000 are included in the for-sale-price and you choose to retain \$2,000 for costs/ services, hence a saving of \$18,000 will pass on to the buyer.

(ii) Where a saving is not applicable, only the 'CPx price' will display against the property

(iii) It is illegal in Australia to list/ advertise the same property with different for-sale-prices.

(iv) If a false for-sale-price is declared CPx reserves the right to take your property 'Offline'. No refund is payable.

(v) Buyers are advised that the CPx price will be the declared contract buy/ sold price.

The end result. Both the buyer and seller end up paying less.

+ No conflict of interest

CPx allows each party to appoint their personal industry professional, such as a real estate agent, valuer or solicitor; ensuring service obligation and customer loyalty. Thus, the interests of the seller and buyer are independently represented!

YOU'RE in CONTROL. By appointing an industry professional to work with you, this professional will be obligated to serve your needs. The benefits of engaging an industry professional through CPx also includes:

- **Disclosure** of property information: potential risks may be identified;
- **Experience:** Given the industry professional's experience the buyer will be assisted to find a property that suits their needs;
- **Information comparisons:** The process and the type of information displayed allows for apples with apples comparisons.
- **The financial services industry** is more likely to use CPx because of the independent process, opening the door to: SMSF; financial planning; and, mortgage industry.
- **Cost savings**

The CPx process accommodates the needs of both the buyer and the seller. Control is with both the seller and buyer.

Traditional real estate process

- Unknown fees included

In the traditional process, the property for-sale-price includes a real estate agent 'selling-fee'; this fee can be substantial.

Disclosing 'selling-fees' to the buyer is NOT mandatory in most states and territories across Australia. This real estate agent 'selling-fee' at times, causes sufficient motivation and bias, by the real estate agent towards the seller.

Buyers wanting independent representation to find a suitable property listed under this process, may appoint an industry professional, for example a buyer's agent, this again may result in paying more overall.

- Conflict of interest

The traditional real estate process has been unchanged for decades. Basically the seller (vendor) pays a real estate agent a 'selling-fee', to find a buyer.

This process seems to be working; however, is this the most appropriate process to represent the interest of the buyer?; and, is the seller getting the best value?

Since a payment determines the service obligation and customer loyalty; in this process, the obligation is to the seller.

The buyer's interests under this process are NOT represented.

Knowing this process, how then can the buyer expect a service obligation or loyalty without paying for it?

A buyer hoping that by some chance the same real estate agent will extend service obligations and loyalty to them; may end with potential conflict, bias, and/ or disappointment.

Hence, property buyers should not be surprised by the type of service that they are provided from the real estate agent. Remember the real estate agent has been appointed by the seller.

This traditional process fails to accommodate the needs of both the buyer and the seller. In this process control is given to the real estate agent, and possibly the seller.

Independent process/ comparison

CPx independent process

+ National listing standard

In CPx, it is mandatory to have an Independent Property Review (ipr) for every property that is listed.

An ipr involves assigning a grade and independent information to each property. This information is compiled by Propel National Valuers. This third-party information is made available on all the listed properties **in-place-of** the vendor/agent supplied description.

A free ipr can be downloaded for every property listed. For this reason CPx is able to provide a national listing standard. This national standard:

- Provides up-to date third-party consistent property information;
- Mitigates selling agent and vendor bias; and
- The process and the type of information displayed allows for apples with apples comparisons.

+ Single point of contact

All properties listed on CPx are made available to everyone. This means that anyone from anywhere can view and access properties across Australia without restriction. This includes buyers and industry professionals such as:

- Buyers agents
- Real estate agents
- Financial planners
- Mortgage brokers
- Property investment coach
- Legal
- SMSF
- Accountants
- Immigration agents
- Buyers may opt to do-it-yourself or appoint an industry professional for a specific service.

By using CPx, you may appoint an industry professional you trust. This means one industry professional can review all the properties on your behalf. Saving you time, frustration and cost.

CPx creates the forum for industry professionals to co-operate and work together to ultimately serve your needs. Depending on your needs, you may elect to work with more than one industry professional.

Traditional real estate process

- No, national best practice

In Australia, there are currently no Government regulations or industry protocols that ensure a minimum or best national practice, on the information listed against a property. The lack of best practice may lead to:

- Selling agent and vendor bias;
- Inaccuracy of information;
- The buyer missing relevant information;
- Exclusion of critical information; and
- Inaccurate comparisons, based on inconsistently listed property information.

Traditionally, the layout, type and amount of information available on listed properties differs across Australia.

- Contacting multiple agents

There are thousands of properties on the internet; enquiring about properties may mean contacting several different listing agents, from different agencies and locations. In fact, CPx estimates that to find a suitable property could necessitate contacting up to 70 agents.

This can be overwhelming, time consuming and cumbersome. The buyer then needs to deal with and manage different personalities. A decision about buying a property can become very confusing.

A national network of real estate offices does not mean that the buyer will receive service from a single point of contact. Each office is independently owned and operated. Generally, real estate agents prefer to control the property sale.

Although there are thousands of properties listed and thousands of agents within networks across Australia, when assisting a buyer, a real estate agent is more motivated to sell their listed properties, rather than work with other agents.

Hence the requirement for buyers to contact many agents in their search for a suitable property.

Independent process/ governance



It is mandatory that all Australian properties advertised on CPx comply with:

1) Independent Property Review (ipr): an ipr is property specific and includes expert commentary, a score and grade. The report is valid for three months, from the published date. CPx does not offer a refund for properties advertised for less than three months.

- (i) This third-party information is made available on all advertised properties in-place-of the seller/ agent supplied marketing-copy/ text description.
- (ii) An ipr can be downloaded for free.
- (iii) Properties can only be advertised within the ipr valid period. In cases where the property remains unsold, a new ipr must be ordered to retain the advertisement/ listing on CPx.

2) A copy of the complete **contract-of-sale or a contract-of-sale-summary is included in the available property information.**

- (i) A contract-of-sale-summary can be ordered through CPx.

Optional 'Buyer Saving':

3) Property for-sale-price: If the property for-sale-price includes a real estate agent 'Selling-fee'. A seller or agent may opt to pass on some or all the 'Selling-fee' directly to a buyer via a saving:

- (i) If applicable CPx will advertise the property for-sale-price in the following manner.
 - Listed price: this is the property for-sale-price includes the Selling-fees
 - CPx price: this is the property for-sale-price less the Saving
 - Saving: this is the portion nominated on what the buyer can save

For example: If 'Selling-fees' of \$20,000 are included in the for-sale-price and you choose to retain \$2,000 for costs/ services, hence a saving of \$18,000 will pass on to the buyer.

- (ii) Where a saving is not applicable, only the 'CPx price' will display against the property
- (iii) It is illegal in Australia to list/ advertise the same property with different for-sale-prices.
- (iv) If a false for-sale-price is declared CPx reserves the right to take your property 'Offline'. No refund is payable.
- (v) Buyers are advised that the CPx price will be the declared contract buy/ sold price.

CPx recommends independent representation:

- 4) Sellers** may opt to 'do-it-yourself' or appoint an industry professional.
- 5) Since payment determines service obligation and customer loyalty;** sellers and buyers are encouraged to appoint their own independent industry professional. This industry professional then represents the buyer's or seller's needs, ensuring unbiased and independent representation.
- 6) The seller and buyer are encouraged to negotiate a fixed fee-for-service terms and not a percentage of the sale price, with their nominated industry professional.**
- 7) The buyer and seller do not appoint the same industry professional for the same property sale/purchase.**

Independent property review (ipr)

ipr: is powered by Propdata and compiled by Propell National Valuers Pty Ltd.

The review provides independent commentary on real estate properties available for sale. It considers the actual property and the historical data, based on property type, postcode, suburb and local government area.

Property specific: An ipr involves assigning a grade and independent information to each property. The review is property specific and considers the following property attributes:

- Estimated construction completion date
- Property type
- Listed price
- Bedrooms
- Bathrooms
- Cars spaces/garages
- Property size
- Floor plan layout
- Property location



Content: It includes eight sections with the following content.

1. Project grade	Refer to what is graded?
2. Property observations	Independent information, related to each individual property. This is an individualised service. It is not system auto-generated.
3. Neighbourhood	
4. Location	
5. Marketability	
6. Rentability	
7. Environmental issues	Historical property and area data
8. Supporting data	

Mandatory: In CPx, it is mandatory to have an ipr for every property that is listed. A free ipr (6 page PDF) can be downloaded for every property listed.

Valid period: The ipr is valid for three months from the date of issue.

You can order an ipr for almost (check with us for coverage) any Australian property.

What is graded?

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

Graded is a smart, new concept in the world of real estate.

The objective of this unique approach is to create a level playing field when comparing properties, and to screen out potential biased information and marketing hype that may cloud good decision-making.

The grade is built using proprietary-algorithms and been developed in collaboration with Propell National Valuers and Landlord Central. This is an individualised service not a system auto-generated product. This means years of real estate knowledge and professional experience form part of the service delivery.

Being a national-service, by design; each property across Australia is assessed via the same standard and offers buyers several benefits:

- save time;
- save money; and more so
- provides unbiased disclosure on a property.

Property attributes are assessed and scored to determine a grade, please see below for details.

Score

A score is a number assigned to a property. It's established by assessing a property against pre-determined attributes. The attributes include: historical growth rate; price risk; demographics; internal floor plan flow; street scape and traffic flow; parking; and, outdoor space.

Each attribute has an associated weighting. Each attribute is scored between Poor (low score) and Excellent (high score). This also determines placement of the tick. Higher scores are more favorable. The sum of the scores for all of the attributes is the total property score.

The total points scored are categorised to determine the 'grade' of the property.

Attributes	Poor	Below Average	Average	Above Average	Excellent
Historical Growth Rate					✓
Price Risk		✓			
Demographics				✓	
Internal Floor Plan Flow			✓		
Street Scape/Traffic Flow			✓		
Parking			✓		
Outdoor Space				✓	

What is graded? cont..

Grade

A grade represents a range of scores. There are five grade categories: AA; A; B; C; and D. The total points scored determines into which grade the property fits.

Since the score of a property is the accumulation of seven attributes; a grade therefore does not indicate a good or bad purchase. It simply shows how the property performs against all seven attributes.

Which grade is best for me? It all depends on what YOU are looking for! One attribute could be more important to you than the others. It is recommended you look at the individual property attributes to determine which attributes contributed to the overall score.

Example 1: an 'AA' Grade property will have scored highly on all attributes.

Example 2: you may be predominately interested in the 'Price Risk' attribute. In this example, although a property may be assigned with a 'D' grade, this property may in fact suit your needs, as it has scored well in the 'Price Risk' attribute. This is shown by a tick under excellent in this attribute.

Please see image for Example 2, below

Grades	
AA	a score equal or above 275
A	a score equal or above 215
B	a score equal or above 155
C	a score equal or above 95
D	a score less than 95
Range: lowest 60 - highest 300	

Attributes	Poor	Below Average	Average	Above Average	Excellent
Historical Growth Rate	✓				
Price Risk					✓
Demographics	✓				
Internal Floor Plan Flow	✓				
Street Scape/Traffic Flow	✓				
Parking	✓				
Outdoor Space	✓				

In essence a 'D' grade property is highly worth considering!

The grade assists when conducting a general property search. When you search for a property ALL of the attributes are displayed with a tick. This allows you to review all the attributes against your personal needs.

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 Propell National Valuers 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.

Find industry professionals

CPx allows the property seller and buyer to appoint their personal industry professional; ensuring service obligation and customer loyalty. Thus, the interests of each party are independently represented at the same time significant cost savings are achieved!

To assist seller and buyer benefit from this relatively new thinking...

Part of the CPx governance, includes the following recommendations:

- The seller and buyer are encouraged to negotiate a fixed fee-for-service terms and not a percentage of the sale price, with their nominated industry professional.
- The buyer and seller do not appoint the same industry professional for the same property sale/purchase.

CPx's objective is to give property buyers and sellers an expectation of the indicative fees CPx recommends the industry professionals charge for independent service.

Industry professionals

An industry professional is any entity that is providing a service to a property buyer or seller for the purchase or selling of a property. List of industry professionals

Representing the seller

- Legal
- Accountants
- Auctioneers
- Negotiators
- Process managers/administrators
- Inspections
- Energy efficient ratings
- Signs
- Valuers
- Confidis (an independent trust account)

Representing the buyer

- Legal
- Accountants
- Financial Planners
- Mortgage brokers
- SMSF
- Buyers agents
- Real Estate Agents
- Property investment Coaches
- Inspections
- Valuers
- Confidis (an independent trust account)

Industry professionals representing sellers – indicative service fees

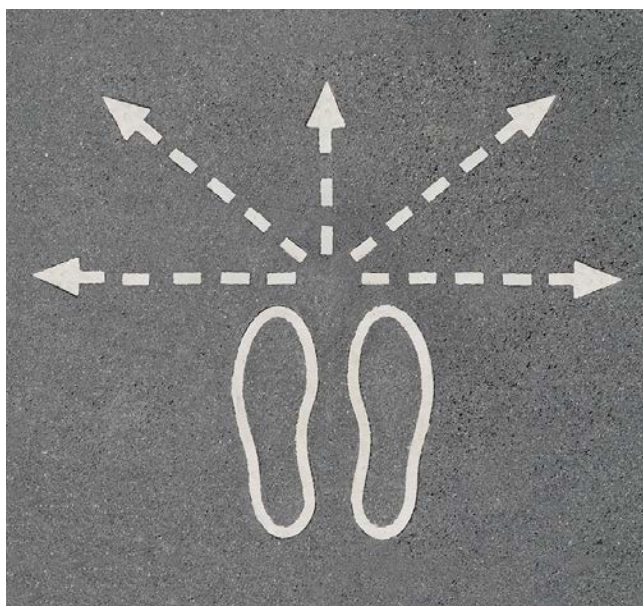
Within the CPx process, 'Process manager/administrators' (see industry professionals section above) replace the traditional services provided by the real estate agent or project marketer.

The effort required to list and provide administrative support per property is exactly the same regardless of the property sale price.

Scope of service may include these options:

- **Admin support (desk top based):** Managing the phone calls and emails and ordering signs = \$150 per property
- **Field support:** open house + admin support or project marketing onsite support = \$1,000 +GST
- Specific scope of service = \$ by negotiation

For other 'seller' services, please do your own research and obtain your own pricing.



Find industry professionals, cont...

Industry professionals representing buyer – indicative service fees

Within the CPx process, 'buyers agents', 'real estate agents', 'property investment coaches' (see industry professionals section above) may be appointed to represent the buyer.

The effort required to short-list and provide administrative support per property is exactly the same regardless of the property sale price.

Scope of service may include these options:

- **Basic:** includes administrative support, short listing properties on CPx and providing reports = \$1,000 +GST
- **Comprehensive:** Research, compare and short list properties most suited as per the buyers needs. This service is not limited to properties listed on CPx = \$4,500 +GST
- Specific scope of service = \$ by negotiation

For other 'buyer' services, please do your own research and obtain your own pricing.

No fee for introduction or 'finding an industry professional':

CPx has a policy about sharing agent 'selling-fees' and referral fees: CPx does not introduce sellers or buyers to industry professionals. CPx merely makes the marketplace available to enable sellers, buyers and industry professional to do so themselves. Therefore, CPx does not charge a fee when a seller or buyer finds a suitable industry professional. Please see page 'Working with CPx' for more details on what charges are applicable to industry professionals.

Agreements: Please ensure appropriate agreements covering the scope of service are established between yourself and the industry professionals. <https://confidis.com.au> offers an independent trust account and a service to manage online agreements (also see find industry professionals page).



Working with CPX



This page is for industry professionals wanting to know more about working with CPx

If your business philosophy shares our core values, we encourage you to take up free membership as one of our industry professionals. In doing so, you will receive free referrals.

Core values

- Empowering industry professionals to serve property sellers and buyers, with a genuine respect for equal civil rights
- Fostering independent, full-disclosure; adhering to unwavering integrity through the independent process and adopting a fixed fee-for-service
- Supporting an 'open-collaborative' platform, innovative technological systems, leading edge tools and process advancements, in how properties are prepared for point-of-sale. This enabling industry professionals to guide their property clients towards a positive outcome

What's on offer

- **Free membership:** No monthly fees. The following professions/services are welcome to take up free membership
 - Buyer's agents
 - Real estate agents
 - Financial planners
 - Mortgage brokers
 - Property investment coaches
 - Legal representatives (solicitors)
 - SMSF
 - Accountants
 - Immigration agents
- **No referral fees:** verified industry professionals are selected by buyers and/or sellers. These professionals must achieve/maintain a high customer feedback score to stay on CPx. There is no referral fee payable to CPx for this service. Verified means, you will need to send us your qualifications. These qualifications and skills will be displayed against your profile.
- **Directory:** Your profile will be listed within our Find industry professionals pages, allowing property sellers and buyers to review your services, contact and appoint you.
- **Charges:** Currently there are *no transactions fees*, CPx reserves the right to introduce a fixed-price nominal fee per transaction.

CPx is ultimately guided by the service experience the seller and buyer received from the industry professionals. Please note; your membership may be revoked by CPx if your business model or service delivery are inconsistent with our core values and/or CPx receives adverse feedback on your services.

List your property on CPx

Let's start with a pressing question:

Why list/advertise with CPx? As there are so many real estate agents and major advertising sites offering this service, which seems to be working, and available at no cost in some cases!

The answer...

- **Significant savings:** Real estate agents and marketing fees may range between \$10,000 to \$35,000 ('selling-fees' vary greatly across Australia). This is a significant saving for the property seller and buyer!
- **Real estate, its different now!** The traditional process of listing a property for sale has less value today due to the advancements of the internet. And because the internet is popular and easy-to-use the actual listing/advertising effort has become only a small part of the selling process. Therefore why outsource and over-pay for 'just-listing' a property
- **On CPx everyone can list:** Vendors and developers can list/advertise on CPx. Buyers have the option of dealing directly with the vendor or selecting independent representation.
- **National listing standard:** It is mandatory to have an Independent Property Review (ipr) for every property that is listed. This mitigates potential bias and allows for apples with apples comparisons.
- **A new audience – financial services:** In addition to being very attractive to traditional buyers: CPx's independent process by its very nature appeals to the financial services (financial planners, self managed super funds and mortgage brokers). With the knowledge that CPx properties are graded and an independent process, financial service providers can now confidently add properties to their service offering.

Ultimately it is about selling your property

Imagine how open a buyer would be to using CPx, knowing that they could access properties with significant savings via a national mandatory listing standard.

An Australia first! CPx offers a great service for buyers and their advisors... 'your target market', and ultimately for you!

Rates:

- **Standard listing:**
 - from \$550 (inclusive of GST) per property to list on CPx (includes an ipr) plus contract-of-sale summary if applicable
 - term 3 months
- **Featured listing*:**
 - \$1,000 (inclusive of GST) per property per week to list on CPx homepage; does not include the ipr
 - term 1 week



LINKS

View graded properties

Link: <http://www.centralpropertyexchange.com.au/#/properties>

Order independent reports

Link: <http://www.centralpropertyexchange.com.au/#/orderreports>

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