

# LIST YOUR PROPERTY ON CPX

**A new real estate advertising  
service for developers  
and vendors in Australia:  
An Australian first!**



**CENTRAL  
PROPERTY  
EXCHANGE**

# 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:** It is mandatory all properties are listed with NO real estate agents 'selling-fees': 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, with no added real estate agent 'selling-fees' 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

*\*CPx only has 3 spots per week.*



# List your property on CPx

## Properties are **graded** and **NO** real estate agent 'selling-fees'

**Ideal service for Sellers** (includes private vendors and developers):

- no fees payable to real estate agents, project marketer or referrer, save the selling commission \$\$\$\$
- all properties must be graded

### **Ideal service for Buyers**

- **Significant savings:** It is mandatory all properties are listed with NO real estate agents 'selling-fees'; 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!
- **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.
- Buyers have the option of dealing directly with the vendor or selecting independent representation.

### **Ideal service for professionals seeking an independent process**

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, with no added real estate agent 'selling-fees' and an independent process, financial service providers can now confidently add properties to their service offering.

### **Long term plans**

- Additional functionality is currently being added to the website.
- CPx will advertise on TV and bring buyers directly to the CPx marketplace. All going well... March-April is the launch of the digital campaign and around July is the launch of the TV campaign.
- CPx has the technology to extend this service into other countries.

### **In the mean time**

We want properties from across Australia to be made available to our existing network of buyer's agents and financial planners.

### **Uptake? | 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. CPx offers a great service for buyers and their advisors... 'your target market', and ultimately for you!

### **How many properties do you want to list?**

Send details of your properties to  
[www.centralpropertyexchange.com.au](http://www.centralpropertyexchange.com.au)



#### **Project Grade Key**



a score equal or above 275



a score equal or above 215



a score equal or above 155



a score equal or above 95



a score less than 95

Range: Lowest 60 - Highest 300

# Check list

Please send us the following information via email: [contact@centralpropertyexchange.com](mailto:contact@centralpropertyexchange.com)

## Physical attributes

Property type ☐  
House size (m2) ☐  
Land size (m2) ☐  
Bedrooms ☐  
Bathrooms ☐  
Cars ☐

Property images ☐

Floor plans ☐

Weekly rental/lease ☐

## Address

Lot number ☐  
Street ☐  
Suburb ☐  
State ☐  
Post code ☐  
Country ☐ Australia

## Property for sale price

The properties listed on CPx do not include a real estate agent 'selling-fee'. This is indicated by the use of the following labels:

- **Listed price:** means the property for-sale-price inclusive of the real estate agents 'selling-fee'.
- **CPx price:** means the property for-sale-price less the 'selling-fee'.
- **Savings:** means the real estate agent 'selling-fee' where applicable.

Also, please note:

- It is illegal in Australia to list/advertise a property with different prices.
- Buyer will be advised that they are able to secure the property at the CPx price

Does your property for-sale-price include 'selling-fee' (inclusive of project marketing fee)? Yes ☐ No ☐

If 'Yes' (provide the following)	If 'No' (provide the following)
<ul style="list-style-type: none"><li>• Listed price:</li><li>• Selling fee:</li><li>• CPx price: (system generated)</li></ul>	<ul style="list-style-type: none"><li>• CPx price:</li></ul>

## Contract-of-sale

CPx governance: a copy of the complete contract-of-sale or contract-of-sale summary is included in the available property information.

A copy of the complete contract-of-sale ☐

## Contract-of-sale summary

Would you prefer to display a contract-of-sale summary against your property? If so please click here to include in this order ☐

## Independent rental estimate

Would you like to add the Independent rental estimate for this property to this order? ☐