

# 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:** 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

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



# 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.

# 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

### Optional 'Buyer Saving':

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.

Do you want to pass on some or all of the 'Selling-fee' directly to a buyer via a saving? Yes ☐ No ☐

If 'Yes' (provide the following)	If 'No' (provide the following)
<ul style="list-style-type: none"><li>• Listed price:</li><li>• Saving:</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 ☐