

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.

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