



## Do Not Pass Go!

Posted on: 09/07/2018

Do Not Pass Go, Do Not Collect Two Hundred Dollars.

Weaving, guessing, nail-biting and pacing, wrangling and trying to pass with a profit and nerves intact. Sounds like a

In Australia, we are offered the mainstream and mass marketed approach of online selling with traditional real estate

We have relied on mainstream mass online marketing, and the traditional real estate models to sell our homes. It is a

So why have we not embraced alternative methods of selling which are available to us such as the residents of NZ, F

For well over five-plus years now we have been conditioned about our 'hot real estate market' but what is so interesti

This 'Spray and Pray' marketing technique has worked, but at what cost to us as consumers? Real Estate agents of  
In 2017, we handed over 6B dollars to real estate agents in commissions and over \$2B to the two main online real es  
Just like some multinational giants, the two main players have gilded the process, a bank-esque move making us mo

So what should a new model look like for consumer?

Smart technology has reformed and revitalized other sectors around the globe, disruption is ripe and flowing now. La  
User control, values-driven, and transparency are now on offer. Fair prices, smooth transactions, honesty but most o

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