# Secure Buyers Faster, Minimise Risk, Maximise Certainty with PrecisionBUYR™

PrecisionBUYR™ is a cutting-edge, data-driven solution designed specifically for financiers and developers to secure buyers for off-the-plan residential developments. By focusing on a refined selection of high-value prospects, PrecisionBUYR™ ensures faster pre-sales, reduced costs and heightened confidence in project commencement.

## Why PrecisionBUYR™



**Risk Minimisation:** Achieve pre-sales targets early to meet lending requirements and reduce costly land-holding periods.



**Increased Development Certainty:** Boost the probability of your project's success by securing committed buyers early in the process.



**Cost Efficiency:** Lower marketing expenditure by focusing only on your ideal buyers.

PrecisionBUYR™ leverages sophisticated data analysis to identify the most likely purchasers for your residential developments. By evaluating factors such as location proximity, demographic alignment, financial capability and property preferences, this product provides a reliable and prioritised list of high-value prospects tailored to your project's needs.

For financiers and developers, PrecisionBUYR™ accelerates pre-sales to meet financial institution requirements, reduces land-holding costs, and provides certainty that your project will move forward. This innovative and scientific approach eliminates the guesswork, allowing you to minimise risk while maximising development success and profitability.

# How It Works Simple and Seamless

### Step 1: Define Your Ideal Buyer

Share your target buyer profile, including the specifics of your project, such as product type, budget and location.

### Step 2: We Customise the Filters

Our team analyses your brief and fine-tunes our precision filters to identify the highest value and most likely buyers for your project.

### Step 3: Receive Your Tailored Buyer List

We deliver a targeted, data-driven Excel spreadsheet featuring only the most valuable prospects. Each entry includes personal contact details, addresses, estimated dwelling values and more.

### Step 4: Target Your Buyers with Confidence

Use your customised list to connect with potential buyers however you choose – through direct mail, doorknocking or localised marketing efforts.

From start to finish, the process is designed to save you time, minimise effort and maximise results.

# Harness the Power of Precision

By analysing a wealth of demographic, economic and behavioural variables, PrecisionBUYR™ identifies and delivers the highest value prospects. Say goodbye to wasted resources and hello to targeted success – because precision means profit.

### Location-Based Filters
Proximity to the development site  (e.g., within a 5-kilometre radius)

### Demographic Filters
Age
Ethnicity / Country of birth
Primary language spoken at home
Family group size (e.g., young families, mid-aged families, empty nesters)

### Economic Filters
Financial income
Mortgage spending proportion
Estimated home value

### Property-Specific Filters
Dwelling type (house or apartment)
Number of bedrooms
Owner-occupier rates

### Behavioural Filters
Length of tenure at current address
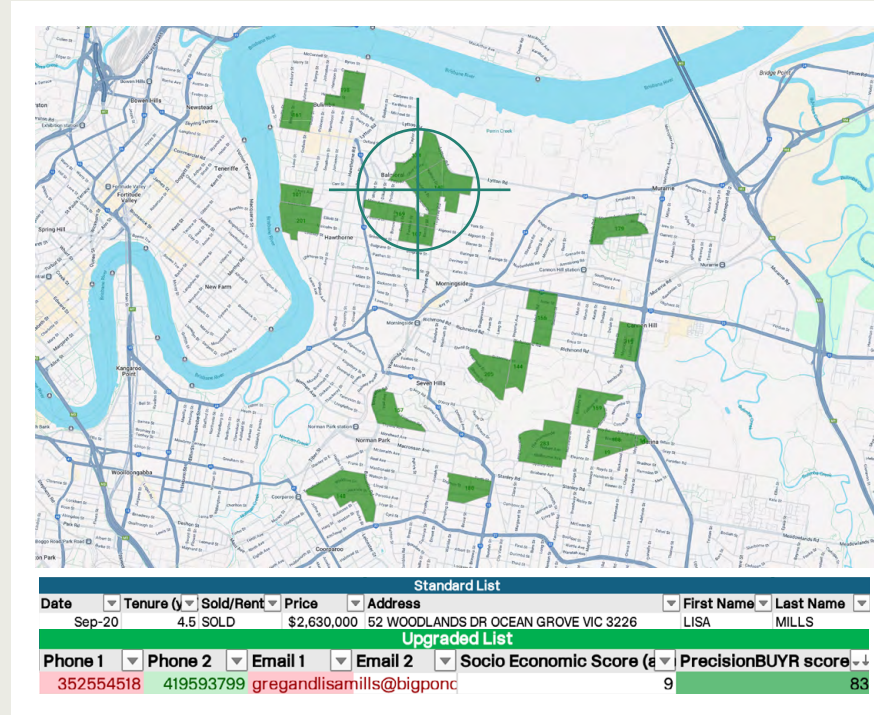Motor vehicle ownership

### Contact-Specific Filters
Personal details (e.g., name, address and contact information)
Prioritised ranking (most likely to least likely to purchase)

# Ready to Secure the

## Buyers That Matter Most?

With PrecisionBUYR™, you'll unlock the power of data-driven targeting to transform your sales strategy. Minimise risk, maximise conversions and get ahead of the competition. Don't waste another moment on guesswork – let's connect you with the highest value buyers today.

## Act Now. Precision Starts Here.



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# Maximise Conversions, Save Time, Dominate the Market with PrecisionBUYR™

PrecisionBUYR™ is a game-changing tool for real estate agents selling off-the-plan properties. By delivering a pre-qualified list of high-value buyers, PrecisionBUYR™ empowers agents to focus on prospects with the highest likelihood of conversion, saving time, effort and resources.

## Why PrecisionBUYR™

Higher Conversion Rates: Target buyers with the highest probability of purchase to close deals faster.

Efficient Targeting: Spend less time on cold leads and more time on actionable, high-value prospects.

Competitive Edge: Stand out in the market with cutting-edge data and insights that others don't have.

PrecisionBUYR™ transforms how real estate agents approach their sales process. By analysing data points such as proximity to development sites, financial capacity, demographic alignment and property preferences, it delivers a prioritised list of buyers most likely to convert. This means agents spend their time where it matters most: closing sales.

Beyond immediate transactions, PrecisionBUYR™ builds a robust contact list that opens doors to future opportunities. It is more than a tool – it's a competitive advantage, providing streamlined and precise insights that ensure your sales process is faster, smarter and more effective than ever before.

# How It Works Simple and Seamless

## Step 1: Define Your Ideal Buyer

Share your target buyer profile, including the specifics of your project, such as product type, budget and location.

## Step 2: We Customise the Filters

Our team analyses your brief and fine-tunes our precision filters to identify the highest value and most likely buyers for your project.

## Step 3: Receive Your Tailored Buyer List

We deliver a targeted, data-driven Excel spreadsheet featuring only the most valuable prospects. Each entry includes personal contact details, addresses, estimated dwelling values and more.

## Step 4: Target Your Buyers with Confidence

Use your customised list to connect with potential buyers however you choose – through direct mail, doorknocking or localised marketing efforts.

From start to finish, the process is designed to save you time, minimise effort and maximise results.

# Harness the Power of Precision

By analysing a wealth of demographic, economic and behavioural variables, PrecisionBUYR™ identifies and delivers the highest value prospects. Say goodbye to wasted resources and hello to targeted success – because precision means profit.

## Location-Based Filters
Proximity to the development site  (e.g., within a 5-kilometre radius)

## Demographic Filters
Age
Ethnicity / Country of birth
Primary language spoken at home
Family group size (e.g., young families, mid-aged families, empty nesters)

## Economic Filters
Financial income
Mortgage spending proportion
Estimated home value

## Property-Specific Filters
Dwelling type (house or apartment)
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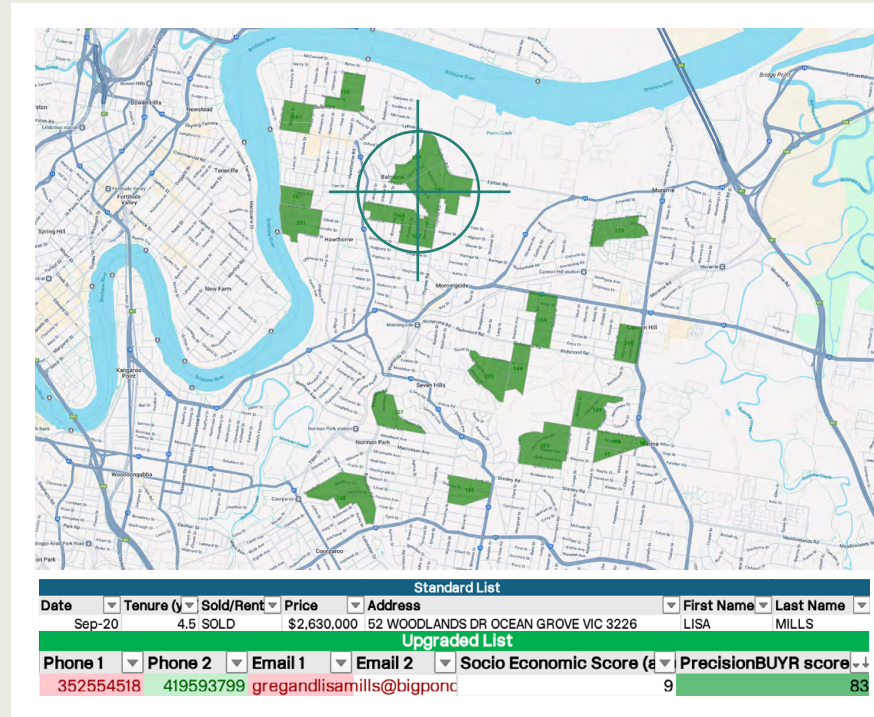Motor vehicle ownership

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Personal details (e.g., name, address and contact information)
Prioritised ranking (most likely to least likely to purchase)

# Ready to Secure the

## Buyers That Matter Most?

With PrecisionBUYR™, you'll unlock the power of data-driven targeting to transform your sales strategy. Minimise risk, maximise conversions and get ahead of the competition. Don't waste another moment on guesswork – let's connect you with the highest value buyers today.

## Act Now. Precision Starts Here.



| Standard List | | | | | | | |
|---|---|---|---|---|---|---|---|
| Date | Tenure (y | Sold/Rent | Price | Address | | First Name | Last Name |
| Sep-20 | 4.5 | SOLD | $2,630,000 | 52 WOODLANDS DR OCEAN GROVE VIC 3226 | | LISA | MILLS |

| Upgraded List | | | | | |
|---|---|---|---|---|---|
| Phone 1 | Phone 2 | Email 1 | Email 2 | Socio Economic Score (a | PrecisionBUYR score |
| 352554518 | 419593799 | gregandlisamills@bigpond | | 9 | 83 |

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# Maximise Conversions, Save Time, Dominate the Market with PrecisionCUSTOMR™

PrecisionCUSTOMR™ transforms how service providers approach customer outreach. By analysing data points such as household demographics, healthcare needs, lifestyle factors, and purchasing behaviour, it delivers a prioritised list of customers most likely to require your services. This means businesses spend their time where it matters most: connecting with the right people.

## Why PrecisionCUSTOMR™

Higher Conversion Rates: Target households with the highest probability of needing your services.

Efficient Targeting: Spend less time on broad outreach and more time engaging high-value prospects.

Competitive Edge: Stand out in the market with cutting-edge data and insights that others don't have.

Beyond immediate conversions, PrecisionCUSTOMR™ builds a robust contact list that unlocks future opportunities. It is more than a tool – it's a competitive advantage, providing streamlined and precise insights that ensure your customer outreach is faster, smarter, and more effective than ever before.

PrecisionCUSTOMR™ is a game-changing tool for businesses targeting specific customer segments. By delivering a pre-qualified list of high-value prospects, PrecisionCUSTOMR™ empowers service providers to focus on those with the highest likelihood of engagement, saving time, effort, and resources.

# How It Works Simple and Seamless

### Step 1: Define Your Ideal Customer

Share your target customer profile, including key criteria such as age, health status, location, and service needs.

### Step 2: We Customise the Filters

Our team analyses your brief and fine-tunes our precision filters to identify the highest value and most likely customers for your campaign.

### Step 3: Receive Your Tailored Customer List

We deliver a targeted, data-driven Excel spreadsheet featuring only the most valuable prospects. Each entry includes contact details, addresses, estimated household characteristics, and more.

### Step 4: Target Your Customers with Confidence

Use your customised list to connect with potential customers however you choose – through direct mail, door-knocking, or localised marketing efforts.

From start to finish, the process is designed to save you time, minimise effort, and maximise results.

# Harness the Power of Precision

By analysing a wealth of demographic, economic, and behavioural variables, **PrecisionCUSTOMR™** identifies and delivers the highest-value prospects. Say goodbye to wasted resources and hello to targeted success – because precision means profit.

### Location-Based Filters

Proximity to service area (e.g., within a 5-kilometre radius)

### Demographic Filters

Age (e.g., over 75, retirees)
Primary language spoken at home
Number of People per Household
Widowed
Single Person Households

### Economic Filters

Financial income bracket

### Behavioural Filters

Length of tenure at current address
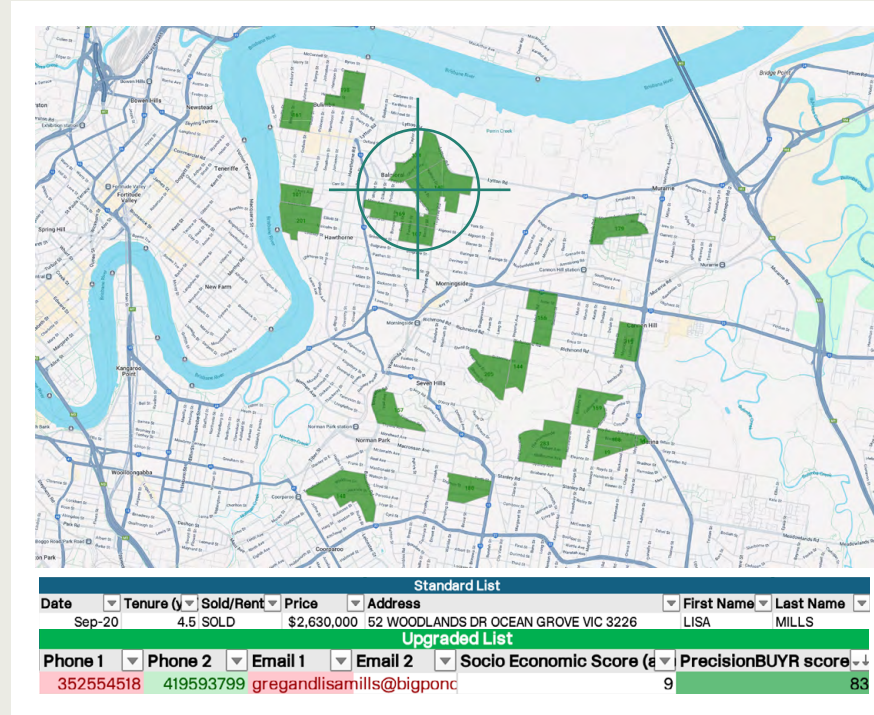Medical conditions

### Contact-Specific Filters

Personal details (e.g., name, address and contact information)
Prioritised ranking (most likely to least likely to purchase)

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