

# THE OFF-MARKET SELLING PLAYBOOK

How to Skip Agents, Avoid Open  
Homes & Sell for Maximum Profit



BROUGHT TO YOU BY  
**OFFMRKT**

# WHY THIS GUIDE EXISTS

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Most homeowners assume they have to:

- Hire an agent
- Pay thousands in fees
- Declutter, stage and stress their way through open homes

**But if you own an older home**, especially one that hasn't been recently renovated, there's a better way.



### **This guide is for you if...**

- Your home hasn't been fully renovated in the past 15 years
- You're in a good suburb, but don't want the hassle of selling traditionally
- You're downsizing, moving on, or just want to sell without the circus

*"Our mission is to help you understand your options, compare potential profits and take action, without wasting time or money."*

Whether you want speed, simplicity or maximum return, you'll find a path that works for you inside this guide.



# THE OLD WAY

## Selling with an Agent

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- **Slow & Stressful** – 3–6 months of open homes, negotiations & uncertainty
- **Expensive** – \$30K–\$50K+ in agent fees, marketing & mortgage payments
- **High Effort** – Decluttering, staging, prepping for inspections

# THE NEW WAY

## Selling Off-Market

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- **Fast & Simple** – Sell in 2–4 weeks with no open homes or waiting
- **More Money in Your Pocket** – Save \$60K–\$100K+ with no agent fees
- **Sell As-Is or Maximise Value** – Choose speed or profit, no upfront cost required



# WHICH SELLING OPTION WORKS BEST FOR YOU?

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## Agent Sale

**Best for:** Move-in ready homes

- Market to the most buyers
- Agent fees & marketing costs
- Months of open homes & uncertainty



## Flipper Sale

**Best for:** Older homes needing a light reno

- Sell in days, not months
- No agent fees, no open homes
- Cash buyers = less risk



## Private Sale

**Best for:** Sellers with time who want control

- No agent commission
- Full control of the process
- Slower than off-market options



## Joint Venture

**Best for:** Homes with reno potential in good suburbs

- Partner with a renovator
- No upfront costs
- Higher profit potential



# SEE HOW SELLING OPTIONS IMPACT YOUR PROFIT

Here's a real-world example of a **4-bed, 2-bath** home in **Mornington, VIC** that was last renovated **15 years ago** and needs **cosmetic updates**.

	Agent Sale	Private Sale	Flipper Sale	Joint Venture
			<b>Fastest</b>	
<i>Sale Time</i>	6 months	6 months	1/2 month	3 months
<i>Sale Price</i>	\$972,000	\$972,000	\$972,000	\$1,143,000
<i>Agent Fees*</i>	(\$24,300)	–	–	(\$28,575)
<i>Marketing Costs</i>	(\$6,000)	(\$6,000)	–	(\$6,000)
<i>Legal Costs</i>	(\$2,000)	(\$2,000)	(\$2,000)	(\$2,000)
<i>Holding Costs**</i>	(\$34,500)	(\$34,500)	(\$2,875)	(\$17,250)
<i>Reno Costs</i>	–	–	–	(\$30,200)
<i>Profit Share</i>	–	–	–	(\$43,488)
<b><i>Net Proceeds</i></b>	<b>\$905,200</b>	<b>\$929,500</b>	<b>\$967,125</b>	<b>\$1,015,487</b>
				<b>Highest</b>
<b><i>Vs Agent Sale</i></b>	–	<b>\$24,300</b>	<b>\$61,925</b>	<b>\$110,287</b>



# SHOULD YOU SELL OFF-MARKET?

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Selling privately or off-market is a better fit under certain conditions, like if you:

- **Your home** hasn't been fully renovated in the last 15 years
- **You live** in a good suburb with buyer demand (not too remote)
- **You want** to avoid open homes, agent fees & delays
- **You have** a tired facade or home that could benefit from a light reno
- **You want** a fast, simple sale without hidden costs

*"If you're unsure where you fit, don't stress. We can help you identify the best strategy — including Agent Sales — if we think it'll lead to a better outcome for you."*



# YOUR NEXT STEP

## Get Connected With a Flipper or Renovator

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If you want to keep the profits or flip your own home by renovating in partnership, or you just want to sell quickly to a trusted buyer — we can help. We'll match you with the right person and guide you through the process.

*"No pressure. No upfront costs. Just a better way to sell."*

### Choose what works best for you:



**[Get a Free Home Estimate](#)**

See what your home is worth as-is and what it could be worth after selling (or renovating)



**[Email Us to Get Matched](#)**

Tell us a bit about your home and we'll let you know if a flipper or renovation partner could be a good fit.



# About OFFMRKT

Helping Australians sell smarter—without the stress.

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OFFMRKT is on a mission to help homeowners sell smarter.

We believe there's a better way to sell homes that need work — especially if you're retiring, downsizing, or just want a simple path forward.

Whether you want:

- **Smarter Selling** – Skip the stress. We'll show you how to keep more cash in your pocket.
- **Trusted Buyers & Renovators** – We've vetted local flippers & renovators for speed and professionalism.

We'll guide you through your options and help you choose what works for you — even if that means referring you to an agent instead.

## Get In Touch:



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**Disclaimer:** This guide is for informational purposes only and does not constitute financial, legal, or real estate advice. Figures shown are illustrative estimates and may vary based on individual circumstances and market conditions. OFFMRKT is not a licensed real estate agent.

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