

Domain

21 September 2020

How Early Access is helping Hockingstuart reach an untapped market of buyers



“We’re always looking for ways to capture more buyers, especially off-market buyers. There was nothing in the market we’d seen that looked as good as Early Access.”

- Joe Ledda, Director at Hockingstuart

Hockingstuart has always been ahead of the curve when it comes to trends in real estate. The first agency to publish its properties for sale in a magazine format, the first to conduct auctions on Sundays, and the earliest adopter to recognise the power of the internet and launch the cutting-edge online property alert in 2001.

When Hockingstuart’s Director, Joe Ledda started noticing a growing trend toward [off-market listings](#), he knew they needed a better solution to augment their existing database.

“As good as our database is, it’s not real-time data. There’s new people entering the market all the time, and you don’t get them until you actually make contact with them, whether it’s through an inspection or an inquiry.”

Never ones to be satisfied with the status quo, Joe and the Hockingstuart team went searching for a new solution.

“I like to do things differently and try to keep ahead of the game as much as I can. We’re always looking at what new solutions are out there and if it looks like it’s got potential, we’ll go for it.”

Domain’s Early Access tool was exactly what they were looking for. Giving them the ability to match their vendors’ properties with high-intent buyers across the nation who are actively searching for similar properties.

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Real-time data and qualified buyers

The fact that Early Access had real-time data and buyers who were looking in the last 30 days rather than people who’d be looking months, even years before, was a key selling point for Joe and his team.

“They’re real-time, qualified buyers that are actually looking for a particular home. That’s why it was so attractive.”

Being such early adopters of the solution Joe admits he was initially cautious about the results.

“We weren’t sure how it would reach the market. We were told that it would capture people who were enquiring on similar properties, but I wasn’t sure how it was going to work.”

Once they started using it though, the benefits were clear.

“Early Access helps us reach buyers we haven’t been able to reach before. We’ve used it on four or five properties so far and one of the properties received 10 inquiries, and that’s even before it got listed.”

“Without Early Access it was hard to try and capture all the buyers who were looking at that particular time.”

Easing vendor concerns during COVID-19

Joe says Early Access can help alleviate some common vendor concerns around low buyer demand, which have been particularly strong during COVID-19.

“It really opens up a discussion around demand, allowing you to say ‘Let’s see how many buyers are out there before we actually go and market it’.”

[The regulations](#) around COVID-19 has meant the HockingStuart team haven’t been able to use the tool as much as they’d like, however as soon as restrictions ease the team is planning to fully utilise it’s capabilities.

“We have a lot of properties that we’ve signed up but aren’t ready to be marketed because of the pandemic, but we’re planning on using Early Access for all our listings. As soon as we list it, our first stage will be to it on Early Access and see what the feedback is before we start a full marketing campaign.”

Inspire vendor confidence and get access to high intent buyers. Discover what Early Access can do for your agency.

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