

Home Truths: What buyers & sellers are really thinking

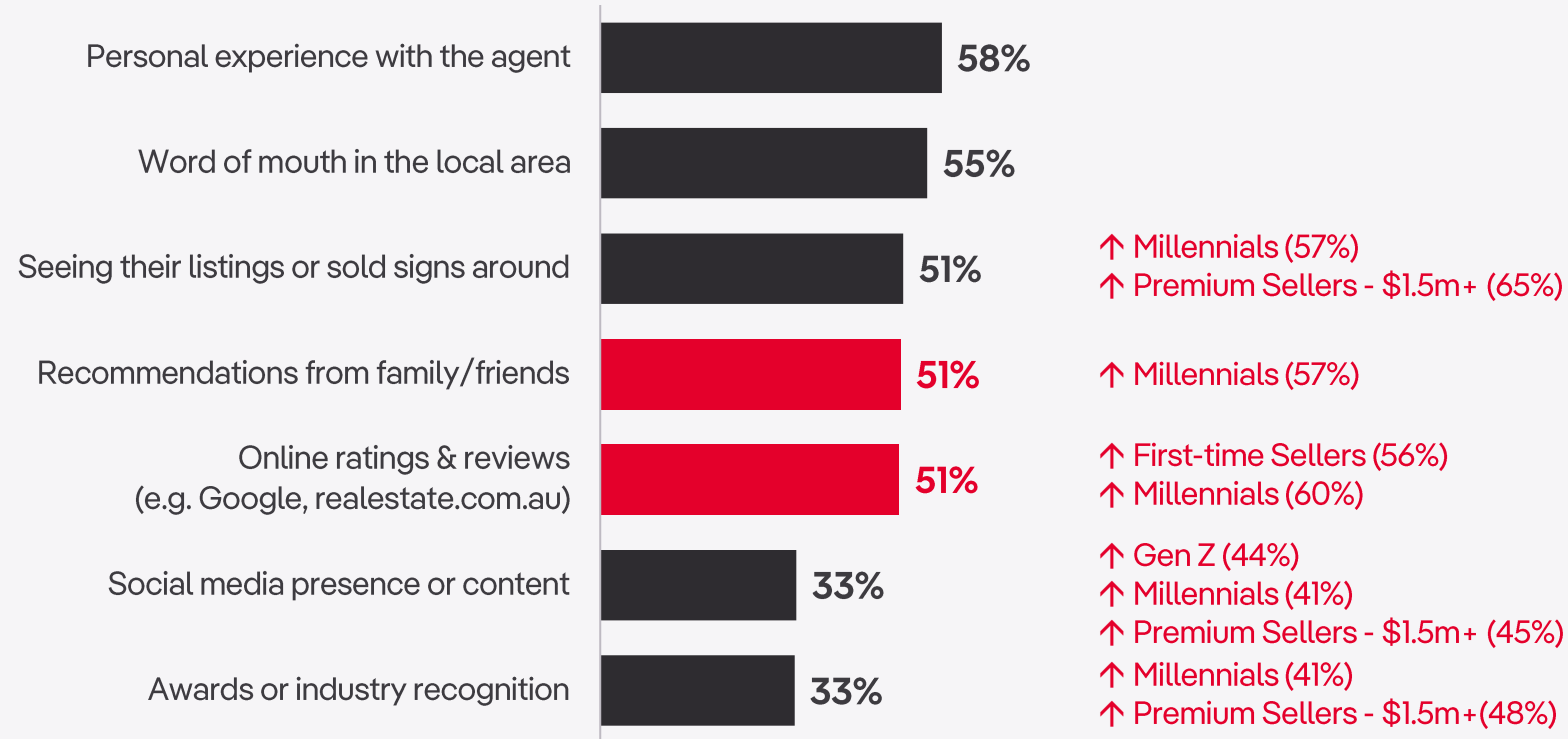


**#1 Reputations
are made before
the living room**



Reviews aren't just important - they're essential for winning over first-time sellers

Important in assessing and selecting an agent



Source: Property Seeker Survey 2025

SJ27 - To what extent, if at all, are each of the following important when it comes to assessing and selecting an agent? (Very + Extremely important)

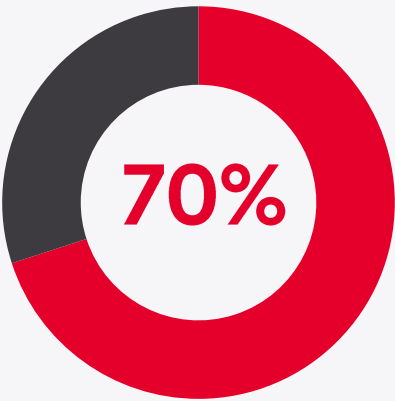
Base: Sellers n=763

□ Significantly higher than total sellers at 95% c.i.



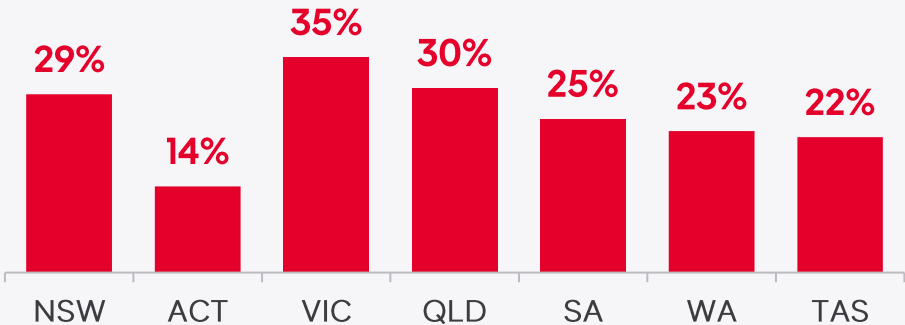
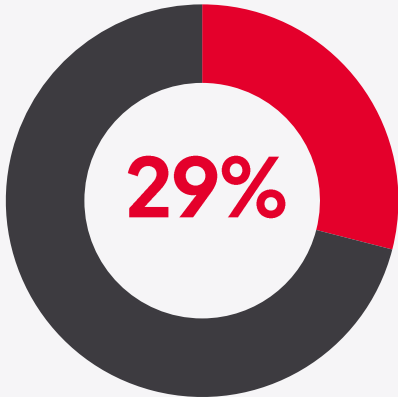
No Stars, No Starts

Reviews: not necessarily the decider,
but can be a dealbreaker



Are hesitant to use a sales agent who
did not have a lot of positive reviews

The percentage
of sold listing
with a review¹



Source: Property Seeker Survey 2025
SJ20. Below are a number of statements others have made about selling a residential property. To what extent do you agree or disagree with each of these? (Agree + Strongly agree)
Base: Sellers n=763
¹Source: realestate.com.au Internal Data – July 2025 (Rolling 12 months)



Agents are evaluated long before the moment of truth

Agent sales history and demonstrated local knowledge are top contributors to agent choice



Source: Property Seeker Survey 2025

SJ5. Why did you choose the agent that you used? Select up to three (3)

Base: Sellers who sold in last 12 months OR those at the later stages of selling and used an agent n=360



We tested agent qualities

Connection

- Is easy to get along with / talk to
- Is already known to me
- Wants the best outcome for me as a seller
- Is responsive to my questions/requests

Strategy

- Is confident they can sell my property quickly
- Confident they can sell for the best possible price
- Has a clear plan for selling my property
- Can take care of the process without getting me involved

Reputation

- Comes recommended from a trusted source
- Works for a reputable agency
- Is well known/visible in my local area
- Supports my local community

Performance

- Specialises in selling properties similar to mine
- Has a history of strong results in my local area
- Has a good understanding of my local area
- Has positive ratings/reviews online
- Access to large number of buyers through their network

Pricing

- Offers competitive fees to sell my property
- Transparent about the fees associated with selling
- Offers flexible payment options for the schedule
- Is willing to negotiate fees

Support

- Offers support with purchasing my next property
- Offers advice in helping me prepare my property for sale

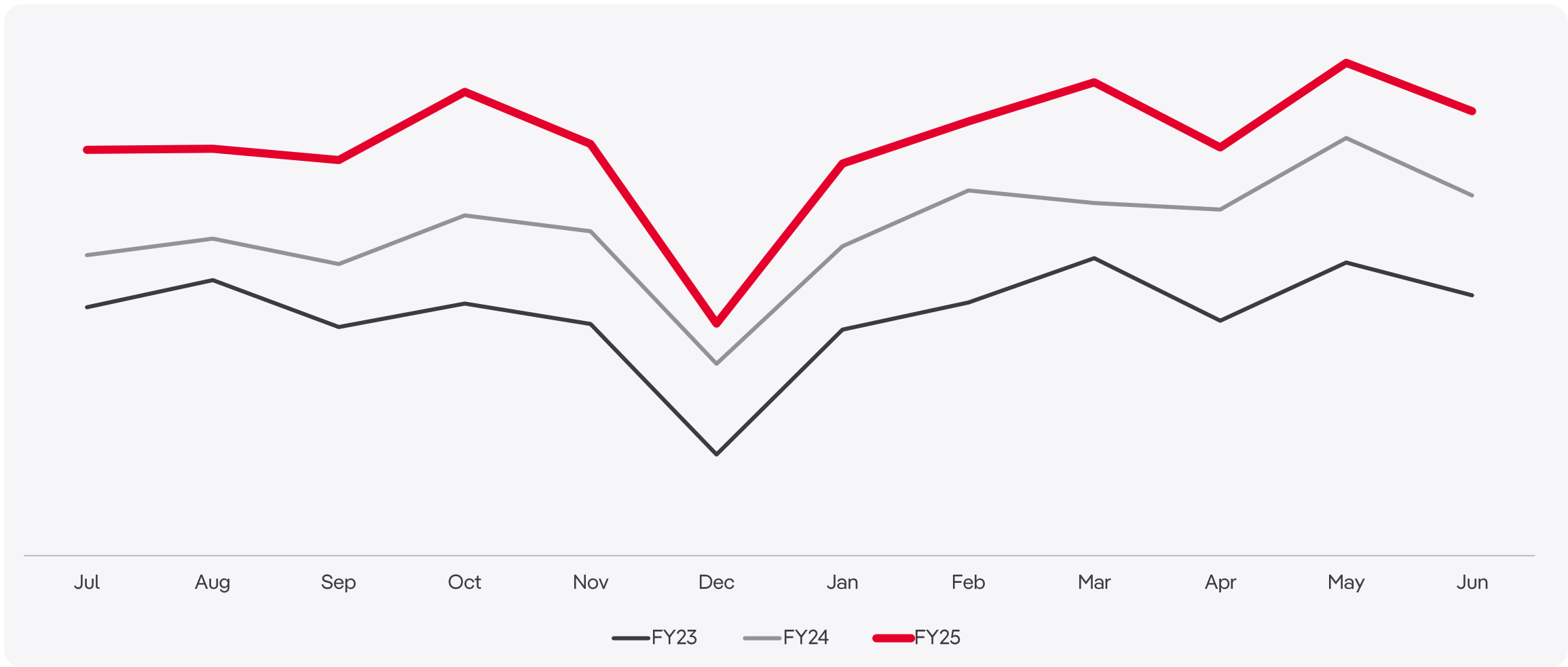


Top Agent Qualities

Top 10 Qualities



Visits to REA Agent Profiles are growing



Source: REA Internal data, July 2025





Sam Babalis

Partner & Auctioneer at [Jellis Craig - Doncaster](#)

33 years experience ★ 5.0 (250 reviews)

Professional (192)

Great communicator (158)

Genuine (141)

 [Request a free appraisal](#)

 [Enquire](#)

 [Call](#)

Sam's performance snapshot

Performance in the last 12 months on realestate.com.au. ^

\$1.22M

Median sold price

28

Median days
advertised

45

Properties sold
(as lead agent)

11

Properties sold
(as secondary agent)

Sam's properties

Properties recently sold by Sam in the last 12 months. ^

Sold



JellisCraig




Sam Babalis

★ 5.0 (250 reviews)

 [Request a free appraisal](#)

 [Enquire](#)

 [Call](#)

Confidence to
get best price

About Sam

33 years experience

When searching for the best, most reliable, honest, and trustworthy real estate agent in Manningham and Maroondah, look no further than Sam Babalis, a true expert in Melbourne's Eastern suburbs. Sam delivers results that consistently exceed expectations with over 33 years of real estate experience, more than 8,000 auctions conducted, and accolades including Top Salesperson in Manningham for 2023/24 and 2024/25.

Sam's clients trust him for his integrity, transparency, and personalised approach to every property campaign. Specializing in suburbs like Doncaster, Doncaster East, Templestowe Lower, Templestowe, Donvale, Warrandyte, Ringwood, Croydon, Park Orchards, and more, he has become the go-to agent for vendors seeking premium outcomes.

Clear plan

What sets Sam apart is his ability to combine traditional expertise with cutting-edge technology and AI tools. In today's market, innovation is key. I use advanced AI systems, predictive analytics, and tailored digital marketing to ensure my client's properties reach the right buyers, fast, Sam explains. His tech-driven approach maximizes exposure, attracts high-quality buyers, and delivers outstanding results.

Known as one of Melbourne's most experienced and respected auctioneers, Sam's calm demeanour, negotiation skills, and meticulous attention to detail create a stress-free experience for both vendors and buyers. From luxury acreage lifestyle homes to new developments and development sites and everything in between, his track record of repeat clients and referrals highlights his unmatched reliability and trustworthiness reflected in over 200, 5-star reviews growing each year.

Wanting the
best outcome

Real estate is more than transactions, it's about building lasting relationships, Sam says. I pride myself on being a trusted partner and advisor, guiding my clients every step of the way. For me, success is when my clients walk away happy, confident, and with the best possible result on both sides of the transaction.

Holding a Certificate IV in Building & Construction, Sam also brings valuable renovation and development advice to the table, making him the ideal agent for those looking to maximize their property's potential.

JellisCraig



Sam Babalis 

★ 5.0 (250 reviews)

 **Request a free appraisal**

 **Enquire**

 **Call**

SPECIALTIES
Negotiations - Strategy - Process & Networking



AWARDS

REIV Victorian State Auctioneer Winner

COMMUNITY INVOLVEMENT

Carey Grammar Parent & Volunteer

[Request a free appraisal](#)

Sam's reviews

Read the latest client reviews of Sam Babalis, real estate agent at Jellis Craig - Doncaster.



★ 5.0 (250 reviews)

Partnered together before? [Leave Sam a review](#)

Clients say Sam is...

Professional (192)

Great communicator (158)

Genuine (141)

Reliable (118)

JellisCraig



Sam Babalis [↑](#)

★ 5.0 (250 reviews)

[Request a free appraisal](#)

[Enquire](#)

[Call](#)

Introducing Google Reviews

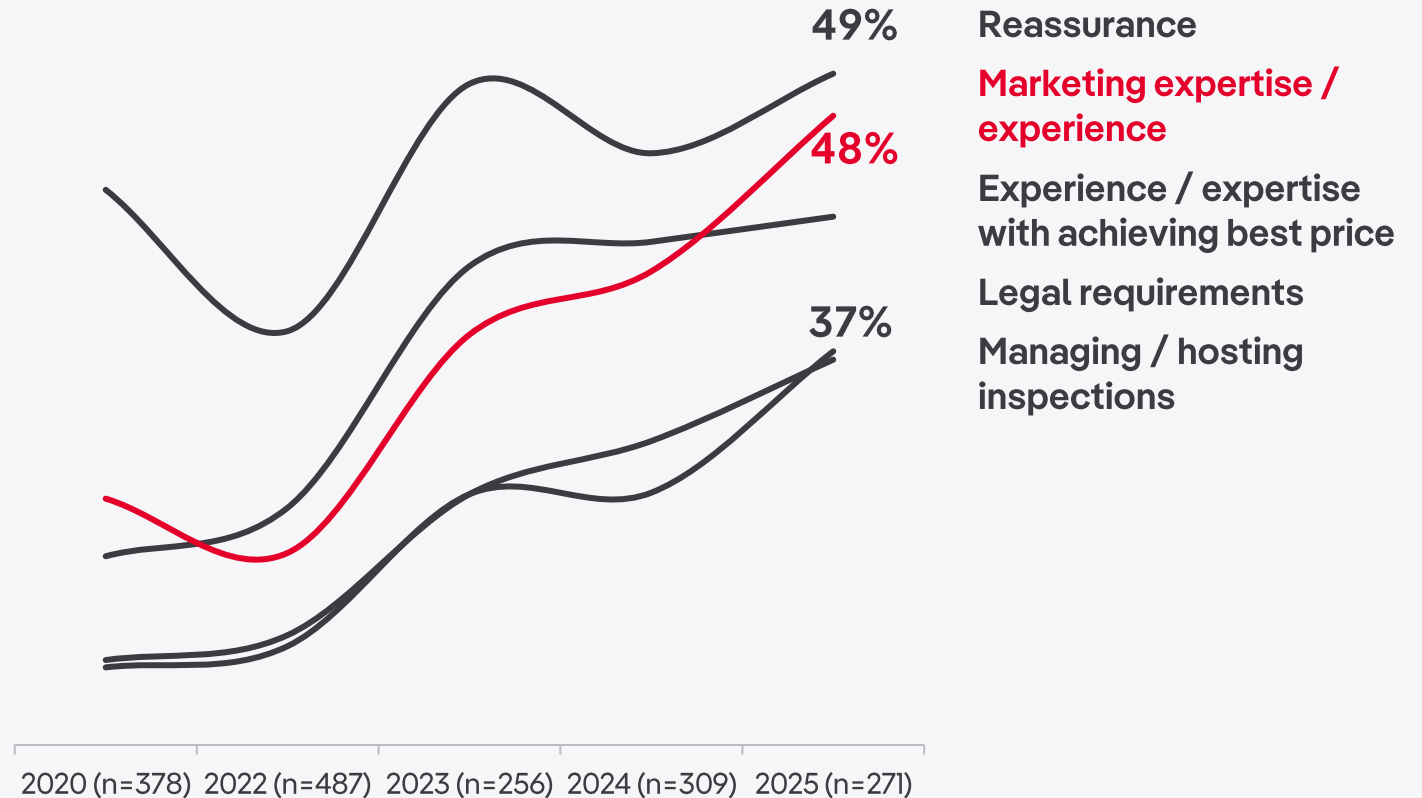
Enhance your online visibility by enabling buyers and sellers to share their realestate.com.au review to your Google Business Profile.

#2 Build trust and satisfaction with options



Agent marketing expertise increasingly important

Reasons for engaging an agent

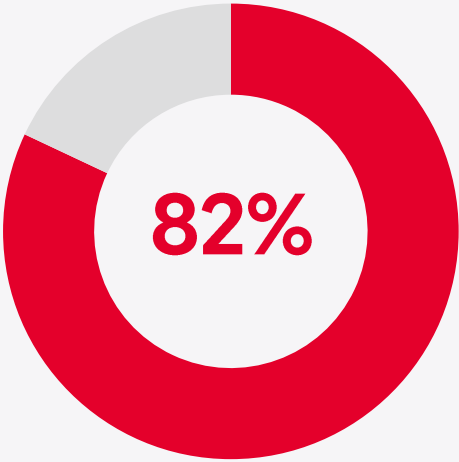


Source: Property Seeker Survey 2020-25
SJ4. Why did you use a real estate agent to sell your property?
Base: Sold Past 12 Months (base sizes on chart)



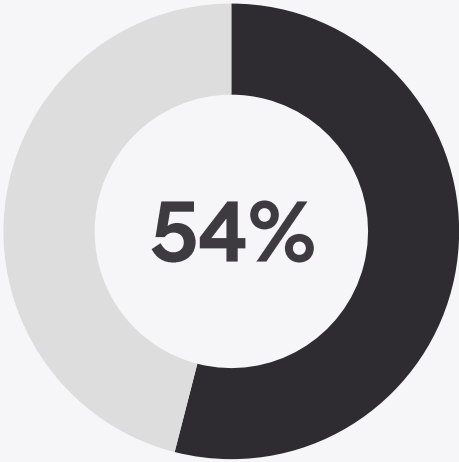
Give sellers choices, and the why behind them

Satisfaction with property promotion



Sellers presented with a range of advertising options by their agent

Vs.



Sellers not shown options

Source: Property Seeker Survey 2025
SJ24 - Thinking about your experience with selling your property through a real estate agent, how satisfied are you with each of the following areas? Sufficient advertising/promotion of your property
SJ21 - Below are several more statements about selling a residential property. Based on your experience selling a property recently, to what extent do you agree or disagree with each of these? My agent presented me with a wide range of advertising options for my property
Base: Sellers n=763

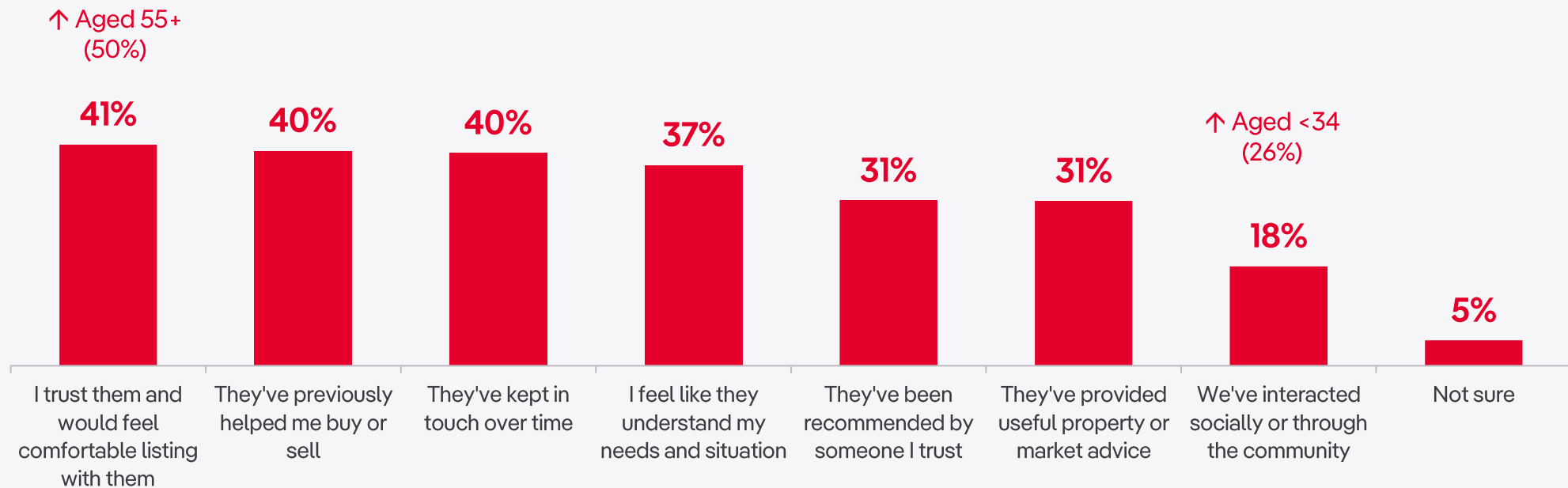


**#3 Relationships
still win listings
(and re-listings)**



A relationship is built on trust and time

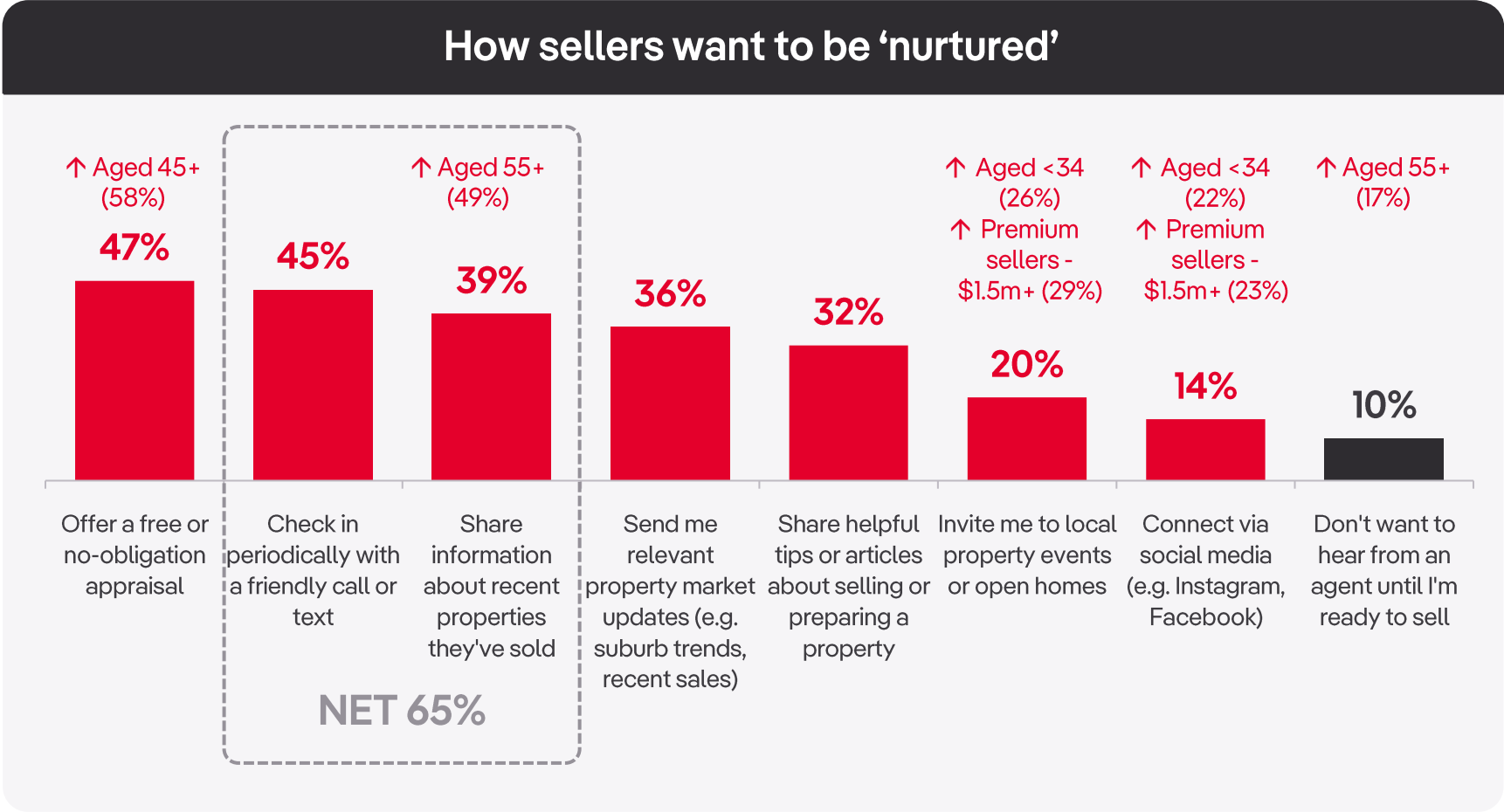
What having a 'relationship' with a real estate agent really means to sellers...



Stay in their orbit before they're ready



Sellers monitor the market and research for **17 weeks** before deciding on the agent (up from 13 weeks in 2024)

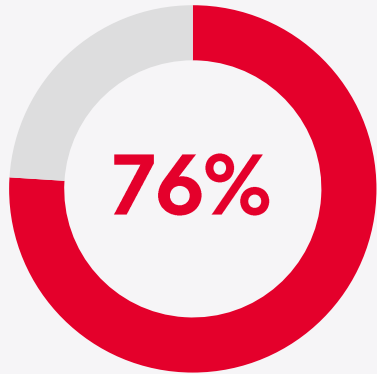


Source: Property Seeker Survey 2025
SJ2. How long did each stage take from when you first considered selling?
Base: Recent sellers n=332
SJ25. In the lead-up to selling, how would you prefer a real estate agent to stay in touch or keep you engaged (even before you're ready to list)?
Base: Sellers n=763
↑↓ Significantly higher/lower than total sellers at 95% c.i.

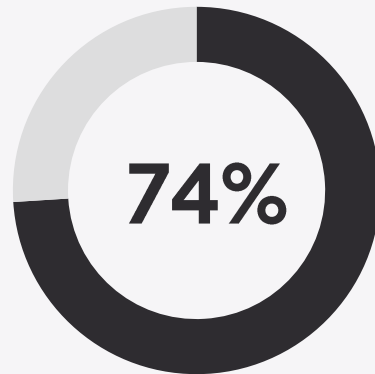


How to lose a seller, before you get them

If an agent isn't responsive, **3 in 4** sellers will walk away...



Lack of responsiveness is a dealbreaker when choosing an agent to sell my property



If a real estate agent is slow to respond to me, I wouldn't consider listing with them



81%

of sellers expect agents to reply within 48 hours

Don't drop the ball!

2 in 5 sellers are not satisfied with the speed of response from their agent

Source: Property Seeker Survey 2025

SJ23. To what extent do you agree or disagree with the following statements about selling your house with a real estate agent? Base: Sellers n=763

SJ24 - Thinking about your experience with selling your property through a real estate agent, how satisfied are you with each of the following areas? Base: Looking to sell n=106

Source: Property Seeker Survey 2023

AgentSell3. And what would be an acceptable timeframe for the agent to respond to your enquiry? Would you expect to hear from them within... Base: Sellers n=294



#4 The new buyer mindset: Compromise or Miss Out (COMO)



Buyers still want a lot, but they've accepted they won't get it all

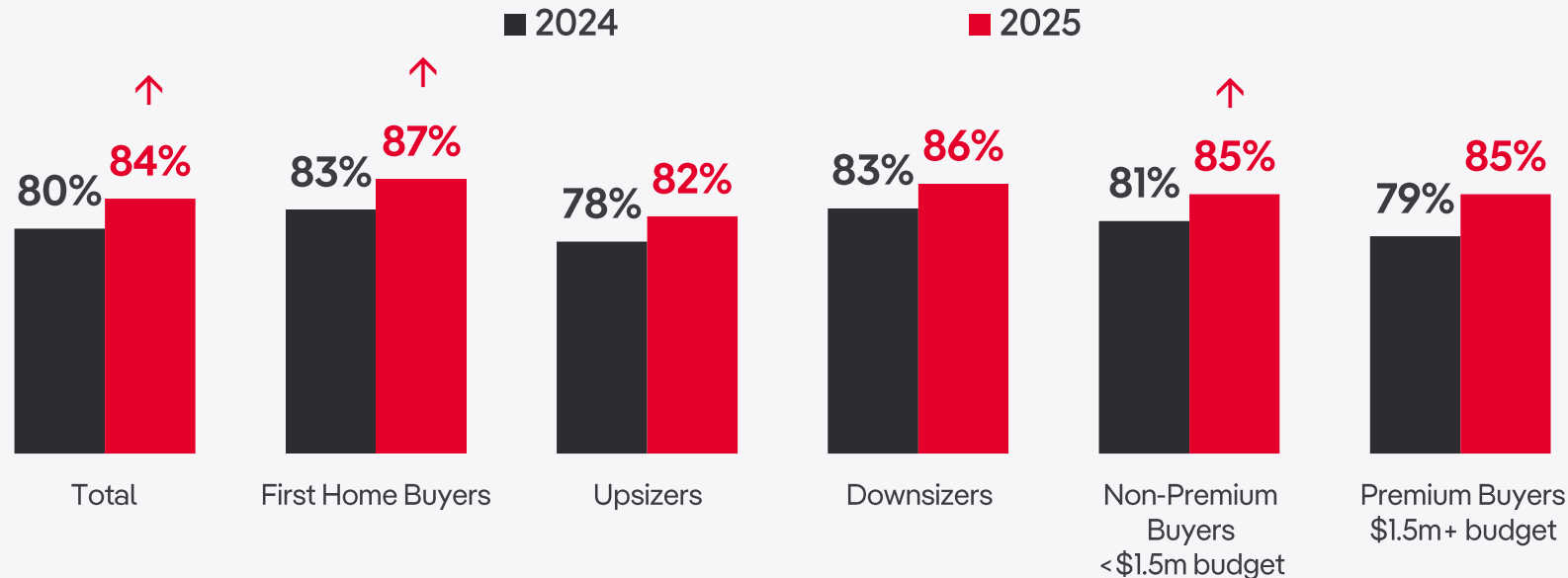


Buyers have

6.8

(6.4 in 2024)
critical criteria
on average

% of buyers willing to compromise features and amenities



Source: Property Seeker Survey 2025
BP8. Which of the following property features and amenities are your key criteria for buying your property?
BP11. Which of the following features and amenities would you be willing to compromise on...
Base: Looking to buy n=1,325
↑↓ Significantly higher/lower compared to previous wave at 95% c.i.



Buyers are letting go of ‘must-haves’ to move forward

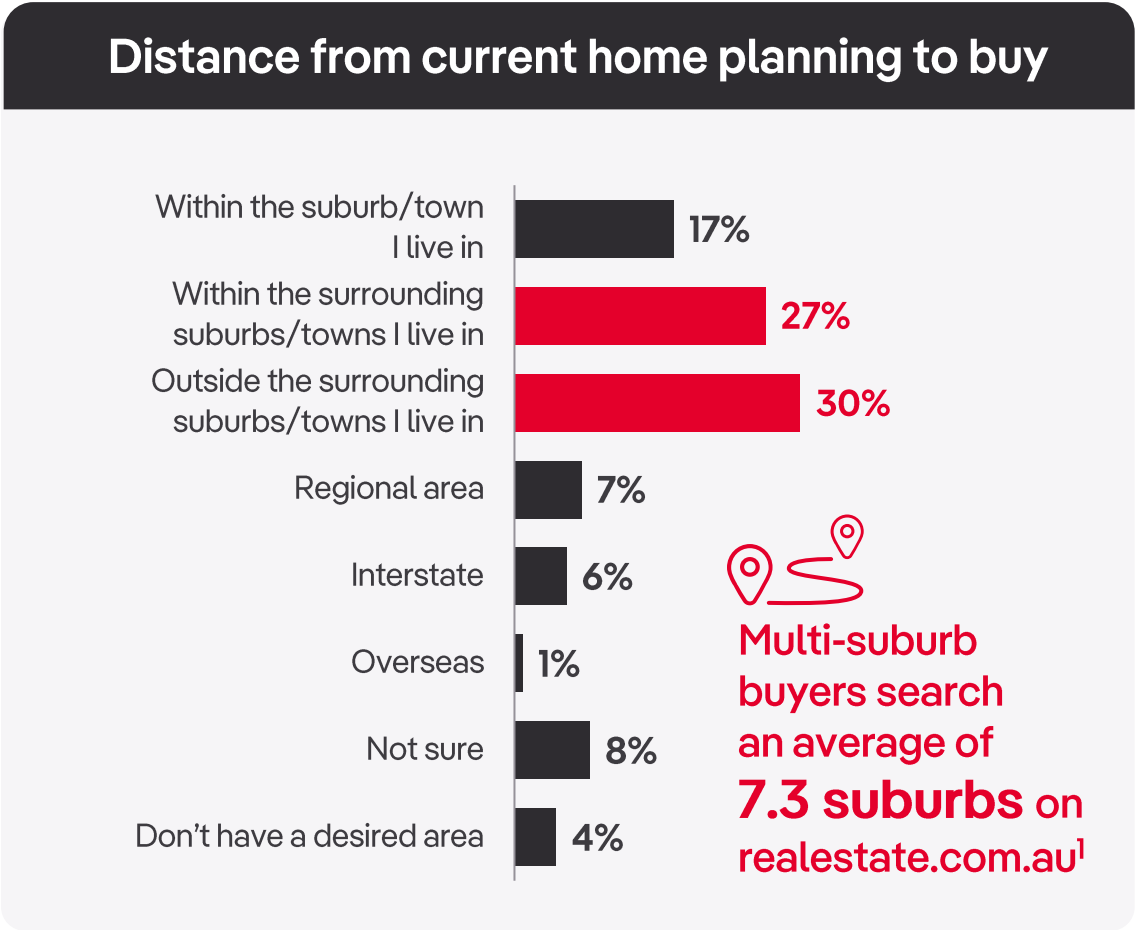
Features and amenities buyers are willing to compromise on



Source: Property Seeker Survey 2025
BP11. Which of the following features and amenities would you be willing to compromise on...
Base: Looking to buy n=1,325
↑↓ Significantly higher/lower compared to total buyers at 95% c.i.



Buyers are casting a wider net

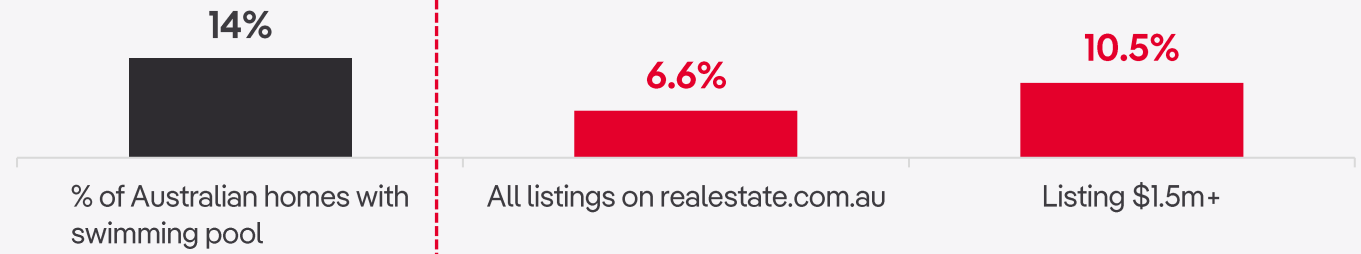


Source: Property Seeker Survey 2025
BP10. How far away from your current home are you planning to buy?
BP8A. Thinking about location specifically, which of the following are your key criteria for buying your property?
Base: Looking to buy n=1,325
□ Significantly higher compared to total buyers at 95% c.i.
¹ Source: realestate.com.au Internal Data – June 2025

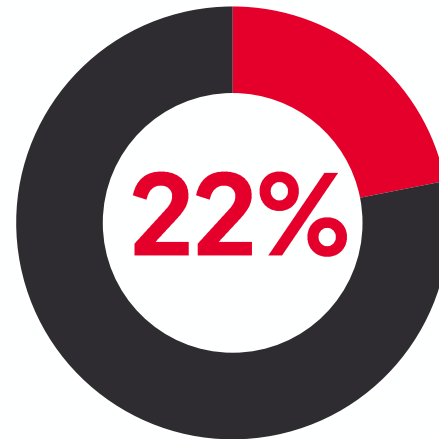


List every feature, even the small ones

Listings with swimming pool in its feature



Listing with 5+ features



Property features

- * Air conditioning
- 📶 Broadband
- 🚪 Built-in wardrobes
- 🍽️ Dishwasher
- 🔥 Ducted heating
- 🏡 Fully fenced
- 🔥 Gas heating
- ☀️ Outdoor entertaining area
- 🏡 Rumpus room
- 🚽 Toilets: 1
- 🚒 Alarm system
- 🏠 Building size: 185.81m²
- 🌳 Courtyard
- ❄️ Ducted cooling
- 🚿 Ensuite: 1
- 🚗 Garage spaces: 2
- 🏠 Land size: 318m²
- 📶 Remote garage
- 🚗 Secure parking

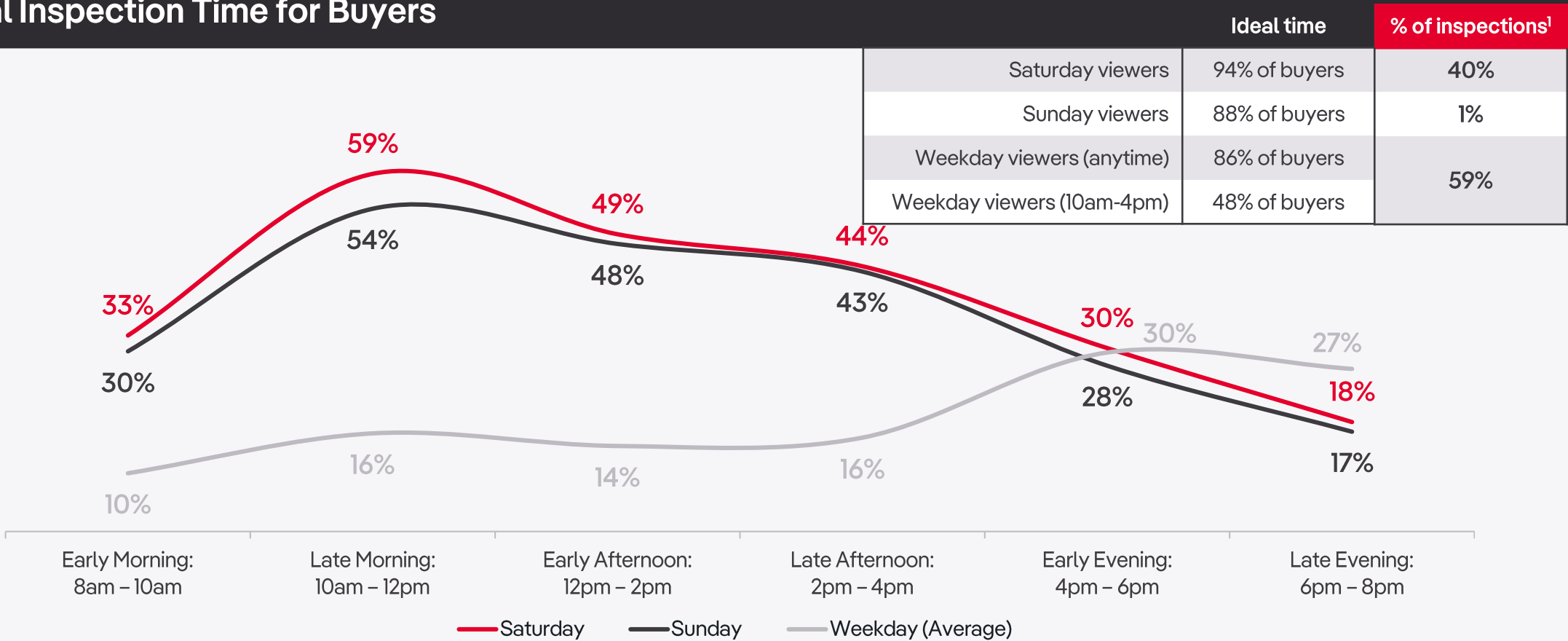


#5 Open to Sundays



Sunday is the new Saturday

Ideal Inspection Time for Buyers



Source: Property Seeker Survey 2025
BJ7B. Using the below grid, please select the time and day slots that are typically best for you to attend an in-person inspection of a property you are interested in buying.
Base: Buyers n=2051
¹Source: realestate.com.au Internal Data –July to August 2025



“ Sofia and Chris have done a fantastic job for us. We called them on Sunday mid-morning, and they arranged an inspection in 2 hours. This speaks volumes, as not many agents go above and beyond. The entire buying process was very smooth, and I can still call them to get assistance, which is very rare.”

“ Due to other commitments we missed the first open home, but Keryn organised a private viewing on a Sunday. We would recommend Keryn to anyone wanting to sell their home, and have already discussed amongst ourselves to use her if and when we sell.”



How will you respond? Change starts with one move

- ✓ Refresh your Seller review strategy
- ✓ Try a Sunday open
- ✓ Share buyer activity trends with your team and customers

