Media release

For immediate release

**New Hybrid Home Sales System**

 August 6, 2021

# A picture containing text, clipart  Description automatically generated Bridging the Gap Between DIY and Agent Sales

In an Australia Wide First, Sell My Own Place have launched its Hybrid Home Sales System into the Australian Real Estate Market.

Home Sellers no longer must choose between engaging an Agent and paying large marketing and commission costs, or selling their home by themselves unassisted. They can now enjoy the benefits of having their own dedicated agent managing the sale from start to finish, whilst saving hugely on commission by doing the one thing they know better than any Agent.

Having operated in the traditional real estate as well as the DIY sales arena for a number of years, Managing Director Robert Lubke realised that “a lot more Sellers would love to benefit from the savings of DIY, but lacked the time, experience or confidence to handle the whole process of selling their valuable asset.”

“Apart from the paperwork and legal aspects, Sellers frequently expressed concerns about not being comfortable in pre-qualifying prospective Buyers and then negotiating the best outcome in what can be a stressful environment. But clearly Sellers do know their property’s features and benefits better than any Agent would.”

“So we developed the Hybrid System, whereby Sellers enjoy huge savings by simply showing their homes to our selected Buyers whilst having our Agent attend to all of the marketing, buyer qualifying, negotiation and liaison with other professionals until settlement.”

Robert said that “to date this year property sellers have saved over $2.5m in agent commission using Sell My Own Place’s popular DIY platform. We believe our Hybrid System will open up the benefits to a much larger range of Sellers.”

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Sellmyownplace.com.au is a division of Australian Home Partners Pty Ltd ACN 615 681 662. SMOP provides a platform for private sellers and landlords to advertise on major real estate websites such as domain.com.au and realestate.com.au which don’t allow private access. Commencing operations in 2016, SMOP is now one of the leading DIY sale advertising platforms in Australia.

Robert may be contacted on 0476 448 709 robert@australianhomepartners.com.au