PRIVATE BUYERS

OPERATING STANDARD

Advertising And Claims Standard

Private Buyers marketing must be direct, serious, and evidence-led. This standard prevents claims that imply agency status, guaranteed offers, guaranteed speed, valuations, or outcomes that cannot be supported.

VERSION	2026-07-02
STATUS	Creative approval standard
OWNER	Private Buyers
USE	Operational document; not legal, valuation, tax, lending, building, or financial advice

Prepared for Private Buyers operational use on 2 July 2026. Review before material platform expansion, paid marketing scale-up, formal investor onboarding, or legal-structure changes.

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Use this page to jump to a section inside the PDF. The document is written as an operational guide, not legal, tax, valuation, building, lending, or financial advice.

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OPERATING STANDARD · 01

Claims Must Be Supportable

Before a claim goes live, Private Buyers must be able to explain the factual basis for it. This applies to response times, privacy claims, buyer/investor availability, property types sought, and any performance or pricing statements.

Use plain claims that can be checked against operating records or platform setup.

If a claim is based on a single example, say so. Do not turn an isolated outcome into a general promise.

- Allowed: clear first response within 48 hours for detailed property enquiries.
- Allowed: photos are optional but help priority.
- Avoid: guaranteed offer, guaranteed sale, instant cash buyer, highest price, valuation-level accuracy, or agency-style promises.
- Avoid: implying public listing exposure if the workflow is private review only.

OPERATING STANDARD · 02

Private Buyers Positioning

Describe Private Buyers as a private property enquiry and investor-review pathway, not a licensed real estate agency, valuation service, public listing marketplace, finance adviser, legal adviser, or promise to buy.

If a campaign says 'buyer group' or 'investor group', it still needs to explain that not every property will progress.

- Use 'review', 'first-pass review', 'private buyer pathway', and 'possible investor review'.
- Use 'discussion price' or 'price territory' rather than 'valuation'.
- Do not tell owners they can avoid professional advice.

OPERATING STANDARD · 03

Real Estate Agency Boundary

Avoid services that look like acting in trade on behalf of another person for the purpose of bringing about a real estate transaction unless proper legal advice confirms the model is exempt or licensed.

Publishing advertising alone is different from managing agency-style work, but taking photos, writing listing campaigns, managing open homes, negotiating for someone else, or presenting as an agent can change the risk profile.

If the business begins charging success fees, introducing third-party buyers at scale, preparing listings for owners, or negotiating terms between parties, pause expansion and review the model before launch.

- Do not describe Private Buyers as an agent, agency, brokerage, listing service, or representative of the owner.
- Do not negotiate on behalf of owners.
- If the model expands, review the Real Estate Agents Act position before scaling.

OPERATING STANDARD · 04

Creative Approval Checklist

Every campaign asset needs a check before print/export or platform upload. The check must be practical, fast, and recorded with the source code.

- Correct logo variant for the background.
- No QR code on Facebook, Instagram, Google, or other click/tap ads unless there is a specific reason.
- Source-tagged URL or lead-form source field is present.
- No unsupported price, buyer, legal, finance, valuation, or agency claim.
- Privacy and permission flow is reachable from the landing form.