

WHAT AUSTRALIAN BUYER'S AGENTS TOLD US ABOUT WINNING NEW CLIENTS

The client lottery.

The buyer's agent profession is booming: industry estimates put buyer's agent involvement in Australian purchases at roughly **3x what it was in 2020**. But growth brings a flood of enquiries, and agents told us the hard part isn't finding leads. It's **knowing which buyers are worth their time**, and getting them ready, before a competitor does.

2 in 3

agents say the effort a client takes varies noticeably, or wildly, from one buyer to the next

100%

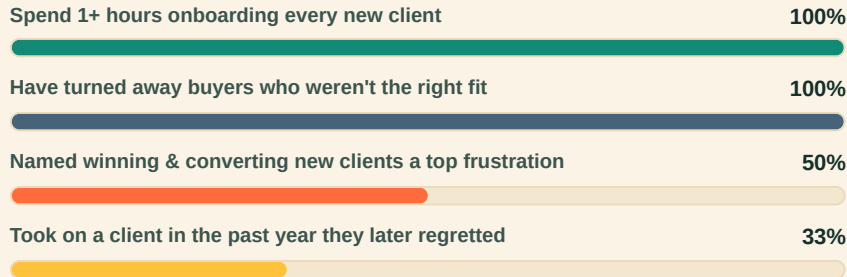
told us part of every onboarding is the same work, repeated for every single client

1 in 3

use a structured intake process. The rest rely on informal chats and gut feel

► Every new client is a spin of the wheel

Agents describe a wide gap between their best and worst clients. A prepared, realistic buyer can be onboarded in an hour. An anxious first-timer can absorb **three to six hours** of calls, process explanations and repeated questions before the property search even begins, and some never proceed at all.



"They'd never used a buyer's agent before. They needed the process outlined several times and had an unrealistic view of how and when I could respond."

AUSTRALIAN BUYER'S AGENT, ON THEIR MOST TIME-CONSUMING RECENT CLIENT

~2 in 3

of agents surveyed spend more than \$700 a month on software and tools

Every agent we surveyed pays for tools monthly, and most also pay an assistant or VA. Agents invest in what saves them time.

45%

of recent Australian first home buyers say they regret their purchase

Nearly half also paid more than they budgeted (Finder, 2025). Buyers are arriving anxious and under-informed, and they bring every one of those questions to their agent.

3-6 hrs

what a demanding new client can cost in onboarding time alone

Before a single property has been shortlisted.

★ Meanwhile, the clock is running: the fastest agent usually wins

Buyers enquire at night, on weekends, mid-scroll. Decades of lead-response research says the same thing every time: the professional who responds first, and best prepared, wins a disproportionate share of the work, while the average business leaves enquiries waiting nearly two days.

21x

more likely to qualify a lead when you respond within 5 minutes vs 30 (MIT / InsideSales)

35-50%

of sales go to the first responder, with some studies citing as high as 78%

~2 days

the average business's response time to a new enquiry (Harvard Business Review)

The takeaway: qualify early, inform early, respond first

The agents winning the next five years won't work more hours. They'll know which buyers are ready before investing a minute, and their buyers will arrive at the first call already understanding the process. That's the exact problem **NestKey** is being built with founding Australian buyer's agents to solve: every enquiry qualified and informed from the moment it lands, even at 10pm.

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