

Reason builders & developers use Buyer's Advocates in Melbourne!

In Melbourne's fast-paced and highly competitive property market, successful builders and developers know that finding the right site is just as important as designing and constructing the right product. That's where buyers advocates come in.

Buyers advocates (also known as buyer's agents) represent the interests of property buyers. For developers and builders, engaging a professional buyers advocate can be a game-changer—saving time, reducing risk, and unlocking opportunities that might otherwise be out of reach.

Here are five reasons why working with a buyers advocate in Melbourne is a smart move for builders and developers:

1. Access to Off-Market Opportunities

One of the biggest advantages of using a buyers advocate is gaining access to off-market properties—those that aren't advertised publicly. These "silent listings" are often made available to advocates through agent networks or private contacts.

For developers and builders, this means less competition, more negotiation leverage, and a better chance of securing premium development sites before they attract broader interest.

2. Save Time and Resources

Identifying, researching, and negotiating on suitable properties is a time-intensive process. When you're busy managing projects, meeting with consultants, or dealing with trades, property hunting can fall down the priority list, or be rushed.

A buyer's advocate handles the heavy lifting for you. They identify potential sites, conduct due diligence, and liaise with selling agents; streamlining the process so you can focus on what you do best which is building and developing.

3. Local Market Expertise

Melbourne is a city of micro-markets. What works in Brunswick might not work in Bentleigh. Zoning rules, future infrastructure, demographic trends, and buyer preferences vary significantly across suburbs.

Buyers advocates bring detailed local knowledge that helps you identify areas with high growth potential, understand planning overlays, and avoid locations that may present hidden risks. That insight can mean the difference between a good project and a great one.

4. Negotiation Power and Risk Management

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Buyers advocates are professional negotiators trained to secure property at the right price and terms. They understand market values and can push back against inflated asking prices or unfavourable conditions.

They also know what to look for in a property's history, title, and planning potential, helping you avoid costly surprises post-settlement. Their due diligence adds an extra layer of protection to your investment.

5. Strategic Advice to Maximise End Value

A good buyers advocate doesn't just find sites; they help you buy smarter. With insight into what future buyers or tenants are looking for, they can guide you on the types of properties, layouts, and inclusions that will appeal most in a given suburb.

This means you're not just building for today's market—you're developing with the future in mind, which can significantly boost your resale or rental return.

Final Thoughts

Whether you're a first-time developer or an experienced builder scaling your portfolio, using a buyers advocate in Melbourne gives you an advantage in a highly dynamic market. From sourcing the right sites to negotiating favourable terms and offering market-savvy advice, they're a valuable partner on your development journey.

If you're serious about your next project, consider adding a buyers advocate to your team—you might just wonder how you ever worked without one.

If you would like an introduction to our Buying Agency network, contact Chocolate Money [here](#).

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