

WHY SUPER SATURDAY?

31 JANUARY 2026 · SYDNEY WEST &
NORTH WEST

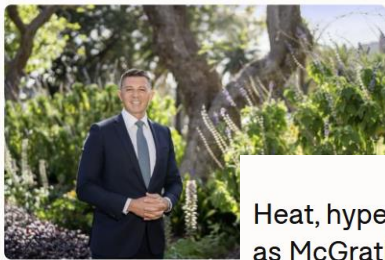
Domain × McGrath West Group



By Kylie Dulhunty
January 19, 2026



McGrath gears up for record-breaking 'Super Saturday' auction blitz



Kon Stathopoulos, the principal for the McGrath West Group

Seven McGrath offices across Sydney's West, No districts are preparing to auction more than 170 properties, on January 31.

Heat, hype and \$175m in sales as McGrath breaks Super Saturday records

DOMAIN FEBRUARY 02 2026

A record-breaking Super Saturday has delivered more than \$175 million in sales and strong early-year momentum for McGrath West Group.

"We also sold 50 properties prior to auction. We had about \$175 million worth of sales on the day, and that's still climbing. We would expect that clearance rate to lift to 85 to 90 per cent over the next 14 days."



By Kate Farrelly
January 17, 2023



How McGrath's Super Saturday auction event became a star feature on the property calendar



By Kylie Dulhunty
February 2, 2026



Heat, hype and \$175m in sales as McGrath breaks Super Saturday records



McGrath agent Aaron Lih puts up a sold sticker with a happy buyer on Super Saturday 2026.



McGrath's Super Saturday Auction Event Has Become The Biggest Day For Real Estate In Australia's Property Calendar.

Super Saturday is a once-a-year, carefully curated campaign to give our sellers a decisive edge. Timed to launch before the flood of New Year listings, it positions your property ahead of the market and ensures you capture the strongest buyer demand before competition is at its peak.

This exclusive event is designed to bring all eyes to your home. By combining a coordinated launch on Boxing Day, paired with a powerful marketing plan, our leading auctioneers and the full support of our McGrath network, Super Saturday creates an environment of energy, excitement and urgency that drives outstanding results.

I think Super Saturday is one of the most exciting real estate initiatives I've seen in the history of our company. Selling your home during the Super Saturday initiative is going to give you a decided advantage.



JOHN MCGRATH

CEO & Founder McGrath Estate Agents

“Before innovation - or practical creativity - there is insight.

You must see the world differently.”

Max McKeown

THE INSIGHT

**Follow the audience,
not the old calendar**

Properties for sale on Domain in **NSW** receive higher exposure per listing in **Summer**

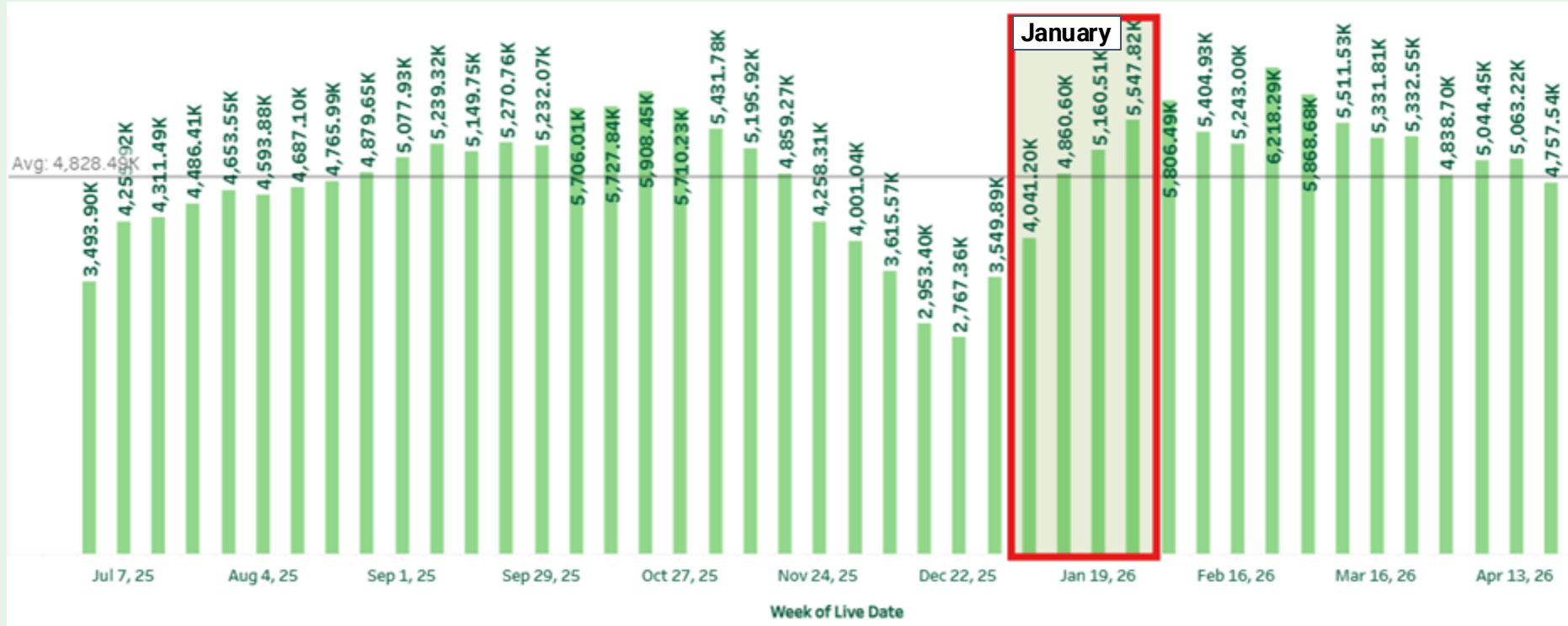
	New Listings	Views per Listing	Leads per Listing
1 Summer Average*	39k+	1.3k+	36
2 Seasonal Average^	46k+	1.2k+	34
3 Summer vs Seasonal Average	-15%	7%	5%



With fewer new listings on Domain in summer, competition declines and each listing gains higher exposure, driving a strong uplift in views and leads per listing compared to the seasonal average.

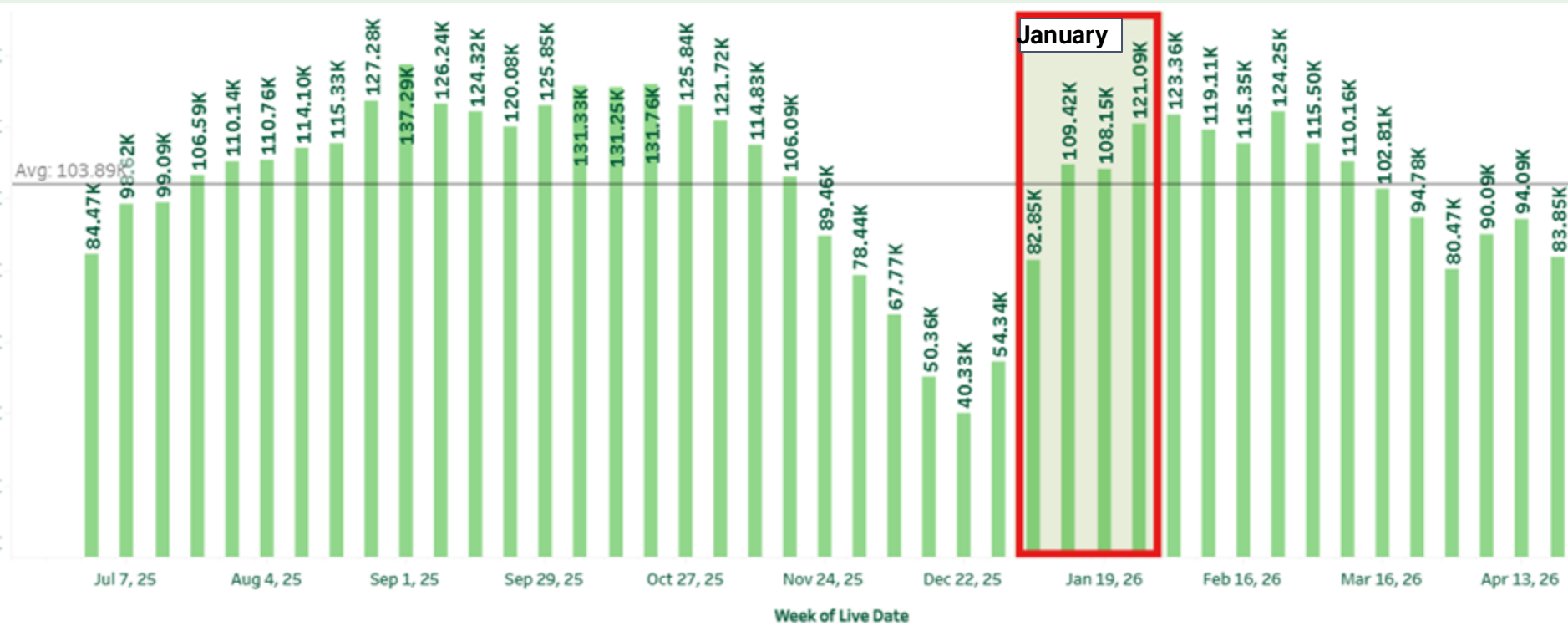
*Summer average is from December to February of 2023-2026
 ^Seasonal average is the average of the four individual seasons (Summer, Autumn, Winter and Spring) of 2023-2026.
 Source: Domain internal data for residential sale listings, Sep 2023 - Aug 2026

Weekly Views over Holiday Period



Views on Domain bounce back sharply after the holidays with January being one of the highest traffic months on Domain

Weekly Leads over Holiday Period



The same is true for number of Leads, leads increase sharply in January

Listing Volumes in Western Sydney, Hills and Northern Suburbs

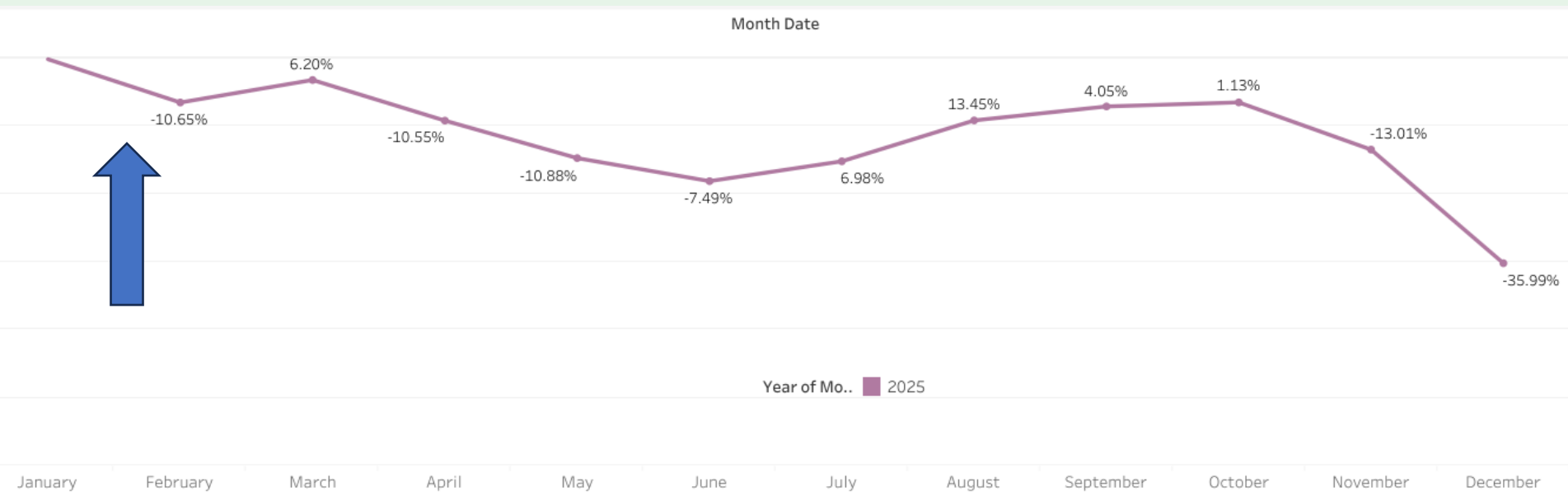
Domain



At the same time, January has our lowest listing volumes. Listing volumes increase by 20% in February meaning more competition

Views Per listing in Western Sydney, Hills and Northern Suburbs

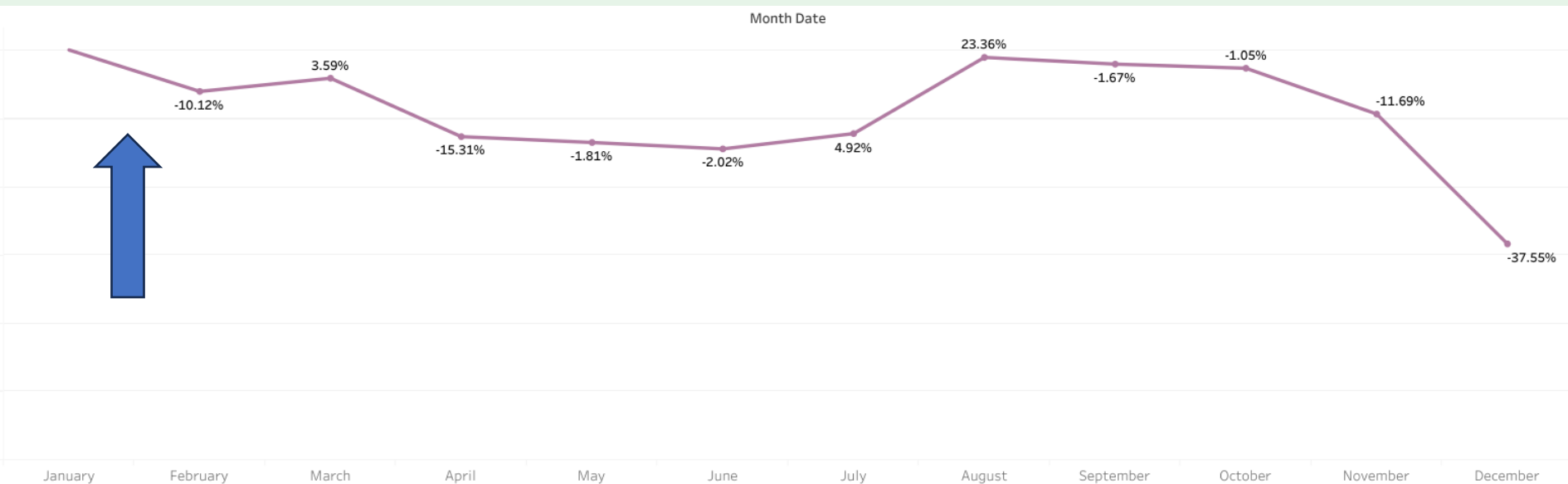
Domain



Because of the lower listing volumes in January as well as the huge increase in Views after the holidays, listings in January receive the most views per listing of any month in the year

Enquiries Per listing in Western Sydney, Hills and Northern Suburbs

Domain



The same is true for Enquiries per listing. Lower listing volumes in January as well as the huge increase in Enquiries after the holidays means listings in January receive the most enquiries per listing

Rewriting the January playbook

For decades the industry treated Boxing Day to late January as dead air. Super Saturday inverted the rule: list early, launch into the quiet, and meet buyers before the New Year flood.

THE OLD NORM

- Hold off listing until February
- Four to five weeks with no new stock
- Campaigns launch into peak competition
- Summer written off as the quiet season

THE SUPER SATURDAY NORM

- List October to December, ready to go
- Launch on Boxing Day into an empty market
- First open homes from 10 January
- One concentrated auction day at month's end

ORIGIN STORY

How Super Saturday came about

2020 — the insight

Kon Stathopoulos and the McGrath West team reviewed Domain data and found something counter-intuitive: from Boxing Day through early January, views, enquiries, saves and shares were all climbing.

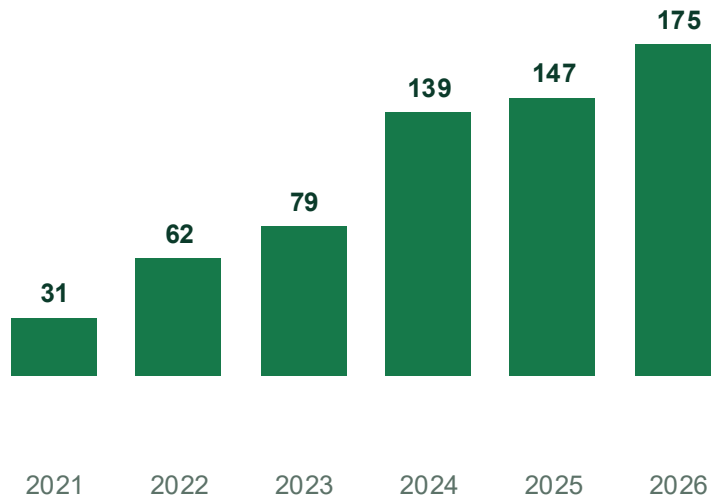
2021 — the bet

“Wouldn't it be amazing if we could run 30 auctions on the 30th of January to capture that audience?” They ran 31 — and it has grown every year since.

“We wanted to create something unique and proprietary in our market that nobody else was doing.”

Kon Stathopoulos, Principal, McGrath West Group

AUCTIONS HELD ON THE DAY



LAST YEAR'S PERFORMANCE

What the campaign delivered

+70%

more online enquiries and
views on campaign listings

+30%

more attendees through open
homes

147

auctions on the day across the
group

\$200m+

of property taken to market

1,353

buyers met by McGrath Parramatta across a
single January open-home weekend — the
office's biggest ever.





THE PARTNERSHIP

Why we partner

Domain Data Performance

Scale

Elevate the industry

Partnership

WHAT'S NEW

How do we build confidence with buyers and sellers?

An opportunity to differentiate...

Matterport gives consumers **confidence**. And agents an **edge**.

83%

say it helps visualise
a property's layout,
flow and space in
ways photos and
floorplans cannot

73%

say it allows them
to understand a
property both
before and after a
physical inspection

70%

say
listings with
Matterport
stand out

More than

3/5

are more likely to
sell with an Agent
offering 3D tours





A scenic mountain landscape at sunrise or sunset. The sun is low on the horizon to the right, casting a warm golden glow over the scene. In the foreground, a rocky mountain peak with some greenery is visible. Below it, a dense forest of evergreen trees covers the slopes. In the distance, a calm lake reflects the light, surrounded by more mountains and a layer of mist or low clouds in the valleys.

**“In every company,
differentiation is never
more important than it
is in times of trouble,**

**and that’s the time when everyone tends
to go to the well and equalize rather
than differentiate.”**

Jack Welch

Thank you

Domain × McGrath West Group