

McGrath

WEST | NORTHWEST | NORTHERN DISTRICTS | HILLS | HAWKESBURY

The agent's guide to

SUPER SATURDAY

One campaign. One network.
One extraordinary day.

30 JANUARY 2027



The Opportunity.

And how to make the most of it.

Super Saturday is more than a coordinated launch and auction event. It's a reason to call, a strong listing proposition, and the best way to start the year with active campaigns and a growing pipeline.

01 A REASON TO CALL

Reconnect with your pipeline, revisit stalled opportunities and give future sellers a compelling reason to act.

02 WIN THE LISTING EARLY

Pitch a complete, coordinated campaign while competing agents are winding down for Christmas.

03 WORK THE ENTIRE NETWORK

Leverage 300,000+ buyers, OpenBook insights and cross-office buyer matching to build stronger competition.

04 USE THE CAMPAIGN SUPPORT

Boxing Day launch, campaign collateral, portal refreshes and auction-day support give you more to offer.

05 LEVERAGE EVERY AUCTION

Turn enquiries, open homes, underbidders and neighbouring homeowners into your next listing opportunities.

06 BUILD MOMENTUM INTO FEBRUARY

Start January with stock, buyer conversations and a pipeline you can keep progressing beyond auction day.

The Story.

621

SUPER SATURDAYS
LISTED

25K+

BUYERS MET

87%

SUCCESS RATE

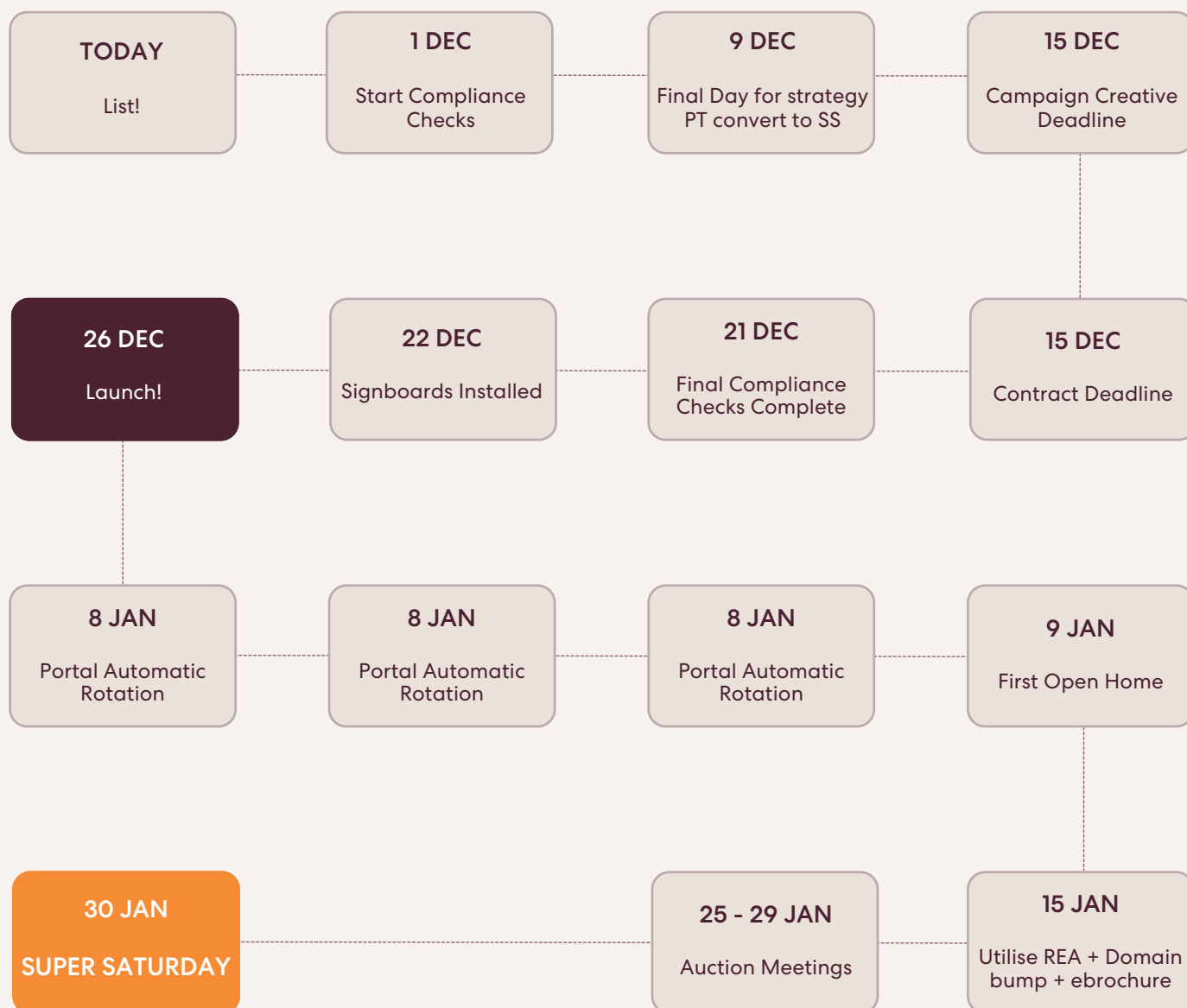
\$550M

PROPERTY SOLD

2021 - 2026

The campaign, at a glance.

Every stage of Super Saturday has been strategically timed to maximise exposure, build buyer momentum and create the strongest possible conditions for auction day. From our Boxing Day launch to the timing of our first open homes, portal activity and final auctions, nothing is left to chance. Even the auction date is deliberate, with the entire campaign concluding ahead of the RBA's first interest rate decision of 2027, removing the uncertainty of a potential rate change midway through the campaign.



You're not doing this alone.

A coordinated campaign, backed by people and tools at every stage.

AUCTION SQUAD

On-the-ground help with attendee and bidder registration, recording bids and auction-day logistics.

SALES MANAGERS

Pipeline strategy, listing support, holiday coverage, stock reviews and reserve preparation.

CONCIERGE

Exchange processing, portal updates, passed-in strategies and bulk communications.

REALTAIR SELL

Digital bidder registration, auction management, compliance, deposits and exchanges.

OPENBOOK + COLLATERAL

Buyer insights, smarter follow-up, vendor reporting and coordinated campaign marketing assets.

And, as always,
with the support
of our platinum
partner

Domain