

McGrath

WEST | NORTHWEST | NORTHERN DISTRICTS |
HILLS | HAWKESBURY |

SUPER SATURDAY

THE BIGGEST DAY 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.

It's marketing in isolation, it's concentration of effort, it's cross-selling of buyers and it's excitement and energy at the very beginning of the year when everyone's fresh and wants to buy. We're bringing together our greatest assets and strongest resources on one day to deliver premium results for our sellers.

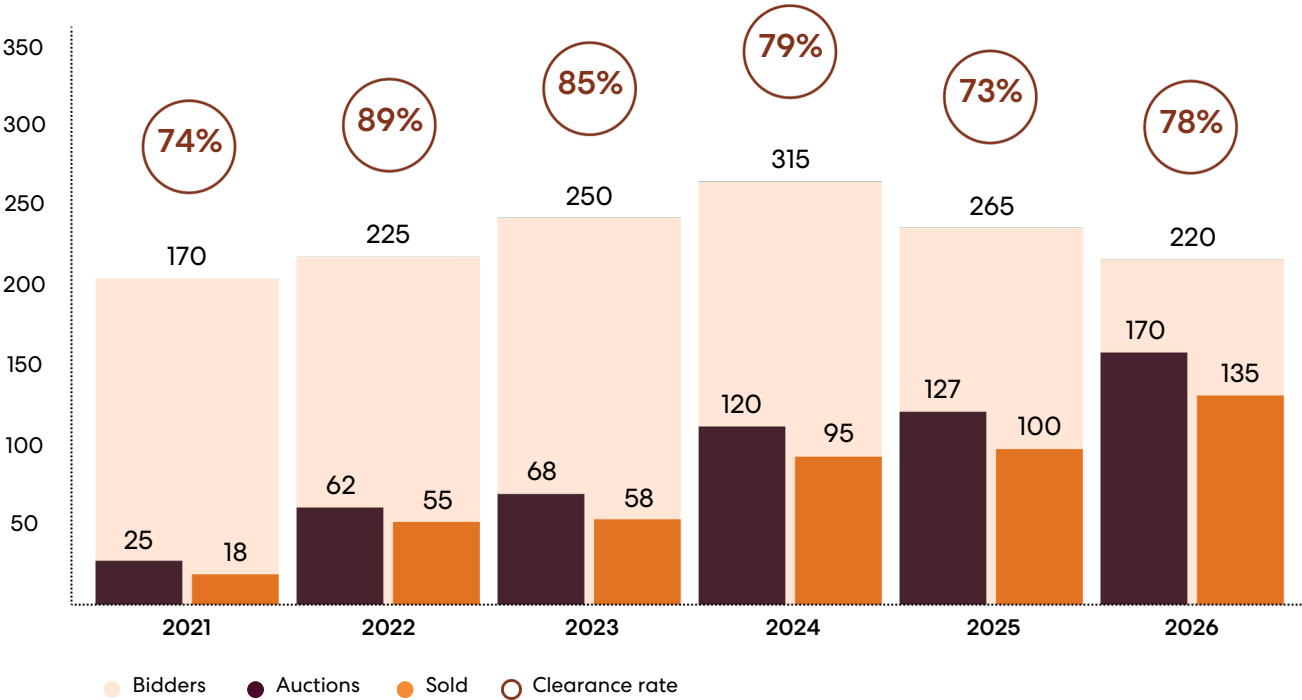
These results show that even as the scale of the day has increased, our clearance rate remains steady. We know the auction process inside and out, and know how to use it to get you the best result possible.



“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

Previous results



Why auction?

Create competition.
Create urgency.
Maximise opportunity.

An auction campaign creates something private treaty cannot replicate in quite the same way: a defined deadline and an environment for buyers to compete.

Rather than negotiating with buyers individually, auction brings interested parties together around a clear date. That deadline creates urgency, encourages buyers to complete their due diligence earlier and gives your agent a structured campaign to build momentum and competition.

Importantly, **auction isn't a property type – it's a sales strategy.** The question isn't whether your home "looks like an auction property", but whether creating competition, urgency and a deadline gives you the strongest opportunity to achieve the best possible result.

Performance that outpaces the market

Even when market conditions become more challenging, a structured auction campaign creates a clear path towards a result.

Market clearance

51.6%
Greater Sydney Region

71.5%

McGrath

West | Northwest | Northern
Districts | Hills | Hawkesbury

4 July–26 September 2026, Domain.com.au data for market clearance.

The data behind the strategy

72%

Sold on or before
auction day.

87%

Sold within 14 days of
auction day.

750+

Auctions run in the
last 12 months.

Why now?

Get ahead of the market, not lost in it.

Super Saturday is deliberately timed to create an advantage.

While many sellers wait for the traditional New Year market to begin, your campaign can already be building awareness, engagement and buyer interest. The Christmas and New Year period gives buyers more downtime to browse, research and plan their next move creating an opportunity to reach them before the traditional surge of new listings enters the market.

By the time more properties launch, your campaign already has momentum. Buyers have had the opportunity to discover your property, complete their due diligence and prepare to act, with Super Saturday providing the clear deadline that turns interest into decisions.

The advantage of timing

Buyer demand

56%

more demand*

Increase in property portal views from Christmas Day through to late January. **Buyers are online and actively looking over the holidays period.**

Less competition.

1.25K

fewer listings*

Available listings in January vs February. **Less stock means less competition for buyer attention.**

More choice after selling

21%

more choice*

Listing volumes increase by 21% in February and onwards. **Sell first, then enjoy more choice when its time to buy.**



*Data from Domain.com.au 2026

The Timeline

Every stage of your Super Saturday campaign has been deliberately timed to maximise exposure, build buyer momentum and put you in the strongest possible position come auction day.

When	What happens	Why it matters
Now	List your property	Secure your place in Super Saturday and give us plenty of time to plan, prepare and position your campaign for maximum impact.
Mid-Late December	Property prepared for market	Photography, styling, copy and campaign assets are completed before Christmas, ensuring your property is presented at its absolute best and ready to launch.
22 December	Signboard installed	Your campaign starts before it even hits the portals. An illuminated signboard puts your property in front of locals out and about over the Christmas period.
26 December	Launch online	We launch on Boxing Day to capture buyers as online activity returns after Christmas, giving your property maximum exposure from the very beginning of the campaign.
8 January	REA + Domain refresh	Your listing is refreshed to the top of buyer searches ahead of our first open home, creating another burst of visibility at exactly the right time.
9 January	First open home	We welcome buyers while New Year enthusiasm is high and activity is building, turning online interest into real competition.
Week of 25 January	Auction strategy	Your agent and auctioneer come together with you to review buyer feedback, discuss strategy and set the reserve ahead of auction day.
30 January	Super Saturday Auction Day	Everything builds to this moment — a concentrated auction event designed to bring engaged buyers together and create competition for your property.

Timing with certainty

Super Saturday takes place before the RBA's first monetary policy decision of 2027. With the RBA decision scheduled for 9 February, your entire campaign, from Boxing Day launch through to auction, is completed beforehand, removing the risk of a cash-rate decision changing buyer sentiment midway through your campaign.



Why McGrath?

One campaign. The power of our entire network behind it.



Interconnected office network

Our teams work together, sharing buyers and opportunities across every market.



300,000+ buyers

Access to one of our greatest assets – an extensive, active buyer database.



Complete buyer visibility

We can see buyer journeys across our network, not just their enquiry on one property.



Cross-selling at scale

A buyer who enters through another campaign or office can ultimately become the buyer for yours.



Extensive campaign collateral

Dedicated tools and resources designed to drive engagement throughout the campaign.



Exclusive auctioneers

Experienced auctioneers dedicated to our network and focused on extracting the strongest possible result on the day.

Know your buyers. Build stronger competition.

OpenBook gives you and your agent unparalleled insight into how buyers are interacting with your property, what they're viewing, what they're asking and where their interest lies, so we can identify genuine intent, tailor our follow-up and build stronger competition for auction day.

For buyers, OpenBook brings everything they need – property information, documents, comparable sales, market insights and answers, together in one simple place.

See beyond the enquiry

Understand how buyers are engaging with your property, not just whether they attended an open home.

Identify your strongest buyers

Engagement insights help your agent recognise genuine interest and prioritise the buyers most likely to act.

Understand what matters to them

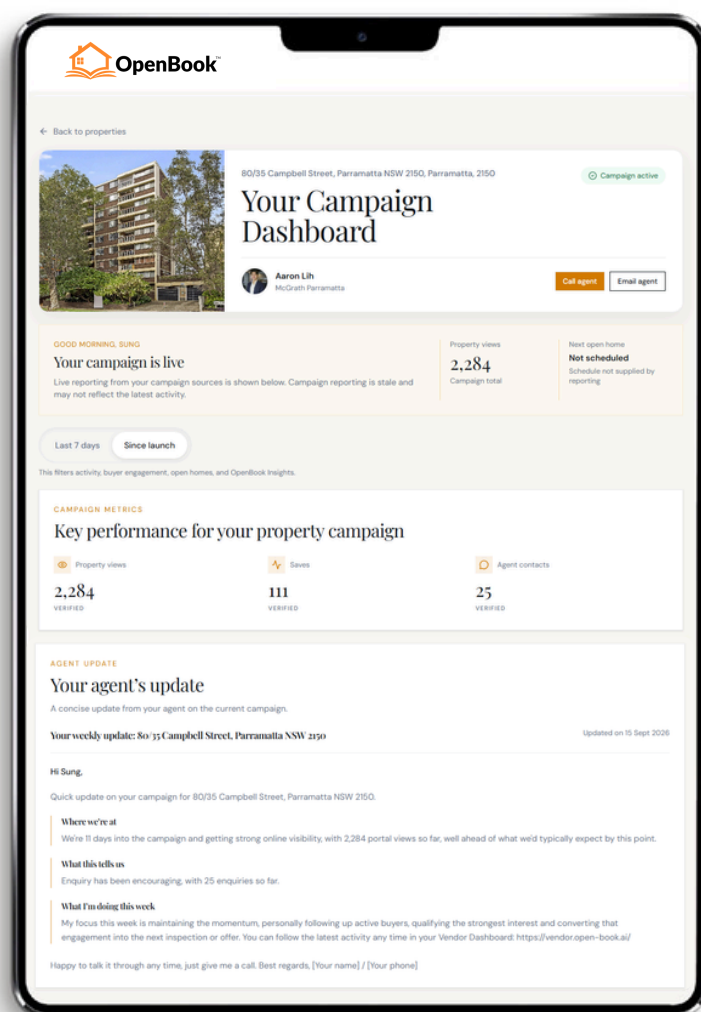
See the information buyers are exploring and the questions they're asking, giving your agent greater insight into their priorities and concerns.

Make every follow-up smarter

Your agent can tailor conversations to each buyer, address barriers earlier and move them closer to a decision.

Build competition before auction day

Better-informed buyers and better-informed agents create a stronger pool of prepared, confident bidders.



More insight. Smarter conversations. Stronger competition.

McGrath

Guiding You Home.



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Epping
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