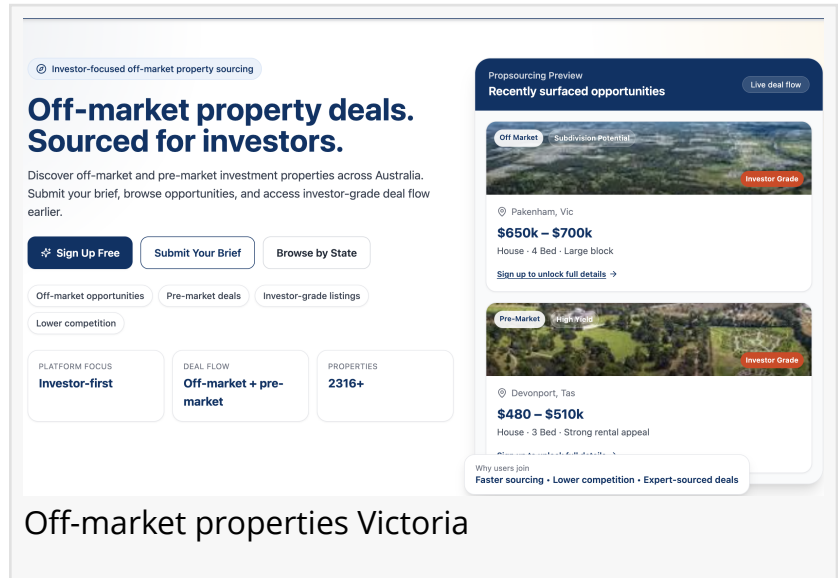


Melbourne Buyers Turn to Off-Market Property Deals as Competition Intensifies in Key Suburbs

Strong buyer demand and limited supply in key Melbourne suburbs are pushing more buyers to explore off-market and pre-market property opportunities.

MELBOURNE, VICTORIA, AUSTRALIA, April 29, 2026 /EINPresswire.com/ -- Property buyers in Melbourne are increasingly turning to off-market opportunities as competition remains strong across many suburbs and well-priced properties continue to attract significant buyer interest.



The screenshot displays the Propsourcing website interface. At the top, it reads "Investor-focused off-market property sourcing". The main heading is "Off-market property deals. Sourced for investors." Below this, it says "Discover off-market and pre-market investment properties across Australia. Submit your brief, browse opportunities, and access investor-grade deal flow earlier." There are three buttons: "Sign Up Free", "Submit Your Brief", and "Browse by State". Below these are three tabs: "Off-market opportunities", "Pre-market deals", and "Investor-grade listings". Under "Off-market opportunities", there is a sub-tab "Lower competition". A "PLATFORM FOCUS" box highlights "Investor-first". A "DEAL FLOW" box highlights "Off-market + pre-market". A "PROPERTIES" box shows "2316+". On the right, a "Prop sourcing Preview" section titled "Recently surfaced opportunities" shows two property listings. The first is in Pakenham, Vic, priced at \$650k - \$700k, described as a "House - 4 Bed - Large block". The second is in Devonport, Tas, priced at \$480 - \$510k, described as a "House - 3 Bed - Strong rental appeal". A "Live deal flow" button is visible in the top right of the preview section. At the bottom of the preview, it says "Why users join: Faster sourcing • Lower competition • Expert-sourced deals". Below the screenshot, the text "Off-market properties Victoria" is displayed.

Recent market conditions have seen buyers competing more actively for quality homes, particularly in growth corridors and established suburbs where supply remains limited.

As a result, more buyers are exploring off-market and pre-market opportunities to gain earlier access and reduce competition.

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In many cases, by the time a property appears on major portals, competition is already high. Buyers who rely only on public listing are often reacting late rather than getting ahead of opportunities”

Amit Vishnoi

Off-market properties are typically shared through agent networks, buyer’s agents, and private databases before being advertised on public platforms.

“In Melbourne, we’re seeing strong demand for well-located properties, and buyers are often competing quickly once a listing goes live,” said Amit Vishnoi, founder of Propsourcing. “This is leading more buyers to explore off-market options where they can move earlier.”

The trend is particularly evident in suburbs where demand continues to outpace available stock, creating faster-moving conditions for buyers.

Industry reporting has also highlighted the role of buyer's agents and broker networks in helping clients access off-market and pre-market opportunities that may not be widely advertised.

Prop sourcing, an Australian-based platform, enables buyers to explore off-market and pre-market property opportunities across Melbourne and other states.

Users can browse opportunities by suburb and receive matched listings based on their criteria, helping them identify properties before they reach the broader market.

As Melbourne's property market continues to evolve, off-market transactions are becoming an increasingly important part of how buyers search for and secure opportunities.

To browse off-market property opportunities in Victoria, visit:

<https://www.propsourcing.com.au/off-market-property/vic>

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