SHANE PATRICK | BUYERS AGENTS



PERTH INNER NORTH - BUYER'S PLAYBOOK

The Shane Patrick Playbook

A guide to buying better - the thinking, the framework, and the questions worth asking before you spend a dollar.

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INTRODUCTION

Not Every Buyer Is Ready to Hire a Buyers Agent.

That's exactly why this exists.

Most people don't buy property often enough to get good at it. You do it two, maybe three times in a decade - and the market, the process, and the stakes have usually changed since the last time.

So you end up relying on the people selling you the house to also advise you on whether to buy it. That's not a conspiracy - it's just how the industry is built. It doesn't mean you're getting bad advice. It means you're not getting independent advice.

This playbook is my attempt to hand you some of that independence before you've spent a dollar. It's not a substitute for working with a buyer's agent - but it's everything I'd want a smart, time-poor buyer to know before they start looking.

Work through it before your first open home. Come back to it before you make an offer. And if you get to the end and decide you'd rather have someone do this with you - that's what a Roadmap Session is for.

Inside This Playbook

- The Shane Patrick Method - how we think about property
- Your Buyer's Brief - put what you want on paper
- Finding The Property - the legwork that works
- The Decision Framework - four questions every property must answer
- Where good buyers go wrong
- A real decision - what walking away looks like
- How we work together, step by step

Who This Is For

- Professionals and families buying in Perth's inner-north
- First home buyers who want a framework, not a checklist
- Upsizers who don't have time to inspect fifty homes
- Investors who want judgement, not yield spreadsheets

THE SHANE PATRICK METHOD

How We Think Determines What We Recommend.

Before the framework, before the numbers - there are three beliefs that shape every recommendation I make. If you only remember one section of this playbook, make it this one.

We don't inspect homes to find reasons to buy. We inspect homes to find reasons not to.

Most buyers walk into an open home hoping to fall in love. I walk in hoping to find the problem. That's not pessimism - it's the only way to actually protect you. If a property survives that scrutiny, you can buy it with real confidence, not just excitement.

Most buyers are looking for certainty. We're looking for quality.

There's no such thing as a risk-free purchase. Buyers who chase certainty end up either paralysed or overpaying for the illusion of it. The better question isn't "is this safe?" - it's "is this genuinely a good property, at a fair price, for what you actually need?"

A beautiful renovation can hide a poor purchase.

Fresh paint and styling sell houses - that's the point of them. They tell you almost nothing about the bones, the street, or whether the price stacks up. The homes that look the most "done" are often the ones buyers scrutinise the least, which is exactly backwards.

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YOUR BUYER'S BRIEF

Write Your Brief Before You Start Looking.

The biggest time-waster in a property search isn't slow settlements or missed auctions - it's inspecting homes before you actually know what you're looking for. Fill this in before your first open home. It's the first thing I ask every client to bring to a Property Roadmap Session.

THE BASICS

PROPERTY TYPE

BUDGET RANGE

BEDROOMS / BATHROOMS / CAR

PREFERRED SUBURBS

CONDITION (RENOVATED / AS-IS)

STYLE (CHARACTER / MODERN)

TIMEFRAME TO BUY

NON-NEGOTIABLE

Must-Haves

If it's missing, it's a no.

Think: bedrooms, land size, school zone, north-facing, off-street parking, walk to train.

WOULD COMPROMISE

Nice-to-Haves

Would love it, not essential.

Think: pool, study, granny flat, view, renovated kitchen, solar.

INSTANT NO

Deal-Breakers

No matter how good the rest is.

Think: busy road, flood zone, no natural light, small block, strata issues, major structural work.

Also note any long-term plans that could change what "right" looks like for you in five years - kids, downsizing, working from home.

Stuck translating what you want into what's realistic for your budget? That's exactly what a Property Roadmap Session is for.

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FINDING THE PROPERTY

Why Some Buyers Find The Right Property in Weeks - And Others Never Do.

Most buyers treat searching as something that happens to them - scroll the portals, go to a few Saturday opens, wait. The buyers who actually land the right property treat it as a job. Here's what that job looks like.

01 **Check Sold, not just For Sale.**

Filter realestate.com.au's sold listings to your suburbs and your criteria - beds, baths, pool, land size. If nothing has actually sold for your budget in the last 6-12 months, it doesn't exist. Adjust the brief or the budget, not your expectations.

02 **Get in front of every local agent.**

Call or email every principal and agent active in your target suburbs before you're desperate. You want to be the buyer they think of the moment something is about to hit the market, not one of a hundred names on a portal alert.

03 **Pick your streets, not just your suburb.**

A shortlist of specific streets sharpens every tactic here - it's the difference between "somewhere in Mount Lawley" and knowing exactly where you'd knock on a door.

04 **Door-knock and letterbox drop.**

Old-fashioned, and it still works - especially on owners who haven't decided to sell yet. A short letter asking if they'd consider an offer costs nothing, and occasionally finds a property that never reaches a portal.

05 **Talk to property managers.**

They often know before anyone else when a landlord is about to sell an ex-rental - relocation, renovation, a lease ending. Getting on their radar can surface stock months before it's listed.

06 **Join the local off-market groups.**

Most areas have a Facebook group for pre-market and off-market property. Opportunities get shared there before they ever reach the major portals.

Finding the right property is a full-time job, which is exactly why most buyers underestimate it. A few Saturday opens and a portal alert isn't a strategy - it's a lottery ticket. Some buyers get lucky. Most spend months searching with nothing to show for it. If you'd rather someone else put in the legwork, that's what I do, full-time.

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THE DECISION FRAMEWORK

How We Evaluate Every Property.

Every property I recommend has to answer four questions honestly. Not impressively - honestly. A property doesn't need a perfect score on all four to be worth buying, but it needs a clear-eyed answer to every one of them.

01

Character.

Will this home still be desirable in twenty years?

Trends date. Good bones, natural light, and genuine street appeal don't. We weigh what's timeless against what's just on-trend right now.

02

Location.

Would I still recommend this street in a slower market?

Anyone can pick a good street in a hot market. The real test is whether the fundamentals - land, amenity, scarcity - hold up when the market cools.

03

Flexibility.

Can this home evolve with your family?

Life changes faster than most people plan for. We look at whether a property can flex with you - or whether you'll be back in the market again in three years.

04

Value.

Is the asking price supported by evidence?

Not what the agent says it's worth. Not what you're willing to pay in the moment. What comparable sales, land value, and genuine demand actually support.

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COMMON MISTAKES

Where Good Buyers Go Wrong.

None of these buyers were careless. Most were smart, capable people who simply hadn't done this before. That's the whole problem - and it's fixable. If any of this sounds familiar, you're exactly who this playbook is for.

01 **Analysis paralysis.**

Too much information, no way to filter it. A framework beats more research every time.

02 **Trusting the wrong person for independent advice.**

The selling agent's job is the best outcome for the seller. Their advice and your interests don't automatically line up.

03 **Letting urgency override judgement.**

Short campaigns are designed to create pressure. The buyers who win are the ones who showed up prepared.

04 **Confusing "inspected a lot" with "made progress."**

Volume feels productive. It rarely is. Ten inspections with a framework beat fifty without one.

05 **Skipping the price-versus-value conversation.**

What a property is listed for and what it's worth are two different numbers - buyers who blur them overpay.

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A REAL DECISION

Sometimes the Best Property Is the One You Don't Buy.

Daniel and Vanessa came to me set on a character home in Mount Lawley. On paper, it had everything on their list - jarrah floors, high ceilings, a verandah, walking distance to everything. They were ready to move on it that week.

> "*Walking away from a house you've fallen in love with is the hardest part of this job - and sometimes the most valuable thing I do for a client.*"
>
> SHANE O'DONOHOE

The building inspection told a different story. Subfloor movement consistent with a stump issue, a drainage problem the seller's own disclosure hadn't flagged, and a heritage overlay that would have blocked the rear extension they were planning for their growing family. Individually, none of it was disqualifying. Together, against the price being asked, the numbers stopped making sense.

We walked away. Six weeks later, a similar home two streets over came up - same character, no subfloor issue, no heritage restriction on the extension, comparable price.

> "*That's the one we bought. Falling out of love with the first house was the easy part in hindsight - at the time, it felt like you were talking us out of the best thing that had ever happened to us.*"
>
> DANIEL & VANESSA, SIX WEEKS LATER

OUTCOME	FRAMEWORK FLAG	TIME TO RESOLUTION
Declined to buy, then secured a better property	Location and Value both failed to stack up	Six weeks

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HOW WE WORK TOGETHER

If You Decide You Want Someone in Your Corner.

This is what working together actually looks like, start to finish.

01 Book a Call

A free, 15-minute call to talk through your budget, timeline, and what you're actually trying to buy.

02 Property Roadmap Session

If it's a fit, we get crystal clear on your brief - budget, lifestyle, non-negotiables, and what "the right property" means for you.

03 Strategy & Market Research

I map the suburbs, price bands, and property types that fit your brief, built around evidence, not guesswork.

04 Search, Vetting & Inspections

I source on- and off-market opportunities and run the Decision Framework against each one before you see it.

05 Negotiation & Purchase

I negotiate on evidence - comparable sales, condition, genuine demand - through to an unconditional contract.

06 Settlement & Handover

Clear communication through to keys in hand, with every step documented along the way.

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READY TO GO FURTHER?

Book a Call.

A free, no-pressure 15-minute call to talk through your brief, your budget, and what the framework in this playbook would mean for your next property decision.

Book a Call →

0421 830 232
info@shanepatrick.com.au
shanepatrick.com.au

Shane O'Donohoe
DIRECTOR - SHANE PATRICK BUYERS AGENTS

Shane has worked across development projects, knock-down rebuilds, and custom home builds before specialising in buyer advocacy across Perth's inner-north. He's walked through hundreds of homes - and he knows where to look, and when to walk away.

This playbook is for general information purposes only and does not constitute legal, financial, or building advice. Always seek independent professional advice before purchasing property. © 2026 Shane Patrick Buyers Agents.