CHECKLIST · BUSINESS

Black Friday: how to tell if a tech discount is real

Published 8 November 2026. Read the full story, sources and any updates at
digitaladvisors.com.au/journal/black-friday-tech-discount-real/

- [ ] **Write down today's prices.** Note the current price of anything you plan to buy on Black Friday, at two or three stores.
- [ ] **Ignore the 'was' and RRP figures.** Compare the Black Friday price with the prices you wrote down, not the strikethrough number.
- [ ] **Read the 'up to' small print.** Check how many products are really at the top discount before you shop a "sitewide" sale.
- [ ] **Don't let a timer rush you.** If the price is right, it will still be right after a quick comparison with other stores.
- [ ] **Compare the checkout total.** Add delivery and any unavoidable fees before you decide which store is cheapest.
- [ ] **Keep your receipt for sale items.** Faulty goods bought on sale may still qualify for a repair, replacement or refund.
- [ ] **Check an unfamiliar store before paying.** Look up its ABN on ABN Lookup and, for a .com.au site, its domain on auDA.

NOTES

General information only, not legal, tax or financial advice. Check the full story and its sources before acting.