



Welcome Letter

Pre-Sale Improvement Report Services

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Confidential Business Document

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This document forms part of the Red Cardinal Building Solutions client documentation and should be read in conjunction with any associated service agreement, terms and conditions or report documentation where applicable.



Thank You for Choosing Our Pre-Sale Improvement Report

Dear Valued Client,

Thank you for choosing **Red Cardinal Building Solutions** to assist you in preparing your property for sale.

Selling a home is one of the most significant financial decisions many people make. It can also be an overwhelming process, with countless opinions about what should or should not be done before going to market.

Our role is to simplify that process.

The purpose of our **Pre-Sale Improvement Report** is to provide independent, practical and commercially sensible guidance to help you make informed decisions about your property before it is presented to the market.

Unlike a building inspection or renovation quote, our report focuses on understanding how buyers are likely to perceive your property, identifying potential hesitation points and recommending improvements that may enhance presentation, functionality and overall market competitiveness.

Our recommendations are guided by three key principles:

- **Strategic Spending** – Focusing your budget where it may have the greatest influence on buyer perception while avoiding unnecessary expenditure.
- **Buyer Psychology** – Understanding how presentation, layout, maintenance and functionality influence buyer confidence and emotional engagement.
- **Practical Solutions** – Recommending improvements that are realistic, commercially sensible and tailored to your property's individual circumstances.

Every property is unique, and every homeowner has different goals, budgets and timeframes. For this reason, every report is prepared specifically for your property using the information available at the time of assessment.

To ensure transparency, we have included the following documents with your booking:

- Client Service Agreement
- Terms & Conditions
- Professional Report Disclaimer
- (Where applicable) Digital Assessment Disclaimer
- (Where applicable) AI Visualisation Disclaimer



Welcome Red Cardinal Building Solutions

These documents explain how our service operates, what is included, and the responsibilities of both Red Cardinal Building Solutions and our clients.

Our objective is simple:

To help you make informed pre-sale improvement decisions that strengthen buyer confidence, improve presentation and maximise your property's overall market appeal without unnecessary overspending.

Thank you again for placing your trust in Red Cardinal Building Solutions.

We appreciate the opportunity to assist you and look forward to helping you prepare your property for a successful sale.

Kind regards,

Michael Rizk

Pre-Sale Improvement Consultant & Director

Red Cardinal Building Solutions