

My Property Appraisal Process

A quick note before we meet

My vehicle is branded. If you would prefer me to park down the street or arrive in an unbranded vehicle, just let me know beforehand.

A Different Approach

I believe a property appraisal is about far more than simply putting a price on your home.

While many agents rely heavily on online data and comparable sales, I take the time to understand your property, your goals, and what makes your home unique.

That's why I use a simple two-step appraisal process.

Step One – Property Discovery

Approx. 20 minutes

Our first meeting is all about understanding your home and your plans.

Together we'll:

- Walk through your property and discuss renovations, improvements, maintenance, and standout features.
- Talk about your goals, timeframe, and what you're hoping to achieve.
- I'll explain my approach to marketing, communication, and how I work with clients.

Outcome

- Understand your property's strengths.
- Clarify your goals.
- Answer your initial questions.
- Arrange our second appointment.

Step Two – Appraisal & Strategy

Approx. 45–60 minutes (usually within 2–5 days)

I'll present a tailored appraisal based on:

- Recent comparable sales
- Current market conditions
- Buyer demand
- Your property's unique features
- Your personal goals

We'll also discuss:

- The recommended method of sale
- A tailored marketing strategy
- Campaign timelines and preparation
- The best path forward for your situation



If you're ready, we can finalise the strategy, complete the paperwork, and begin preparing your property for market.

Why I Work This Way

Great real estate results come from understanding people just as much as property.

Taking the time to learn about your home and your goals allows me to provide advice that is tailored, strategic, and designed to achieve the best possible outcome.

With more than **30 five-star reviews**, I'm proud that my clients consistently value this personalised approach.

I look forward to meeting you.

Max John

Harcourts Holmwood

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