



Dear [Client Name],

Thank you for considering me to assist with your property journey.

I believe property appraisals should be about far more than just numbers on a page.

Many agents will provide an appraisal before ever stepping foot inside your home, or arrive to the first meeting ready to give you a price indication based purely on online data, floor area, bedroom count, and land size.

My approach is different.

If you have owned your property for more than a few years, there is often far more to understand than the basic facts. Renovations, maintenance, presentation, quality of finishes, lifestyle benefits, and even the story behind the home all play an important role in understanding its true market position.

That is why I use a **two-step appraisal process**.

Step 1: Property Discovery Consultation

Approx. 30 minutes

The first meeting is about understanding both **your property** and **your goals**.

First 10 Minutes – Property Walkthrough

We will walk through your home together while discussing:

- ✓ Key features and upgrades
- ✓ Renovations completed
- ✓ Maintenance history
- ✓ Unique selling points
- ✓ Any issues or considerations buyers may ask about

This allows me to understand what makes your home different from the one down the road.

Second 10 Minutes – Your Story & Goals

Property decisions are personal.

This part of the meeting is focused on understanding:

- ✓ Why you are considering selling
- ✓ Your timeframe
- ✓ Your ideal outcome
- ✓ Any future plans influencing your decision
- ✓ Any concerns or questions you may already have

The right strategy depends entirely on what you are trying to achieve.



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Final 10 Minutes – About Me & My Approach

This is where I explain:

- ✓ How I approach real estate differently
- ✓ My sales process and communication style
- ✓ My point of difference in the marketplace
- ✓ My commitment to client relationships

I will also share some of the work I do supporting **Te Tahī Youth**, a Christchurch youth support organisation that means a lot to me.

This is your opportunity to ask questions and decide whether I am the right fit to represent you.

Outcome of Appointment One

By the end of this consultation, we will:

Action Points:

- Confirm I have all relevant property information
- Clarify your goals and preferred timeline
- Answer your initial questions
- Schedule Appointment Two (Appraisal Presentation)



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Step 2: Appraisal Presentation & Strategy Meeting

Approx. 45–60 minutes

Usually within 2–5 days of the first meeting

This is where we move from conversation to strategy.

I will present a full appraisal based on:

- ✓ Comparable recent sales
- ✓ Current market conditions
- ✓ Buyer demand in your area
- ✓ Your property's unique position in the market
- ✓ Your personal goals and motivation

During This Meeting We Will Cover:

1. Market Positioning

Where I believe your property sits in the current market.

2. Recommended Sales Strategy

The method of sale I believe gives you the best chance of success, such as:

- Deadline Sale
- Auction
- Off-Market Campaign

3. Marketing Plan

A tailored campaign suited to your property and target buyer pool.

4. Timeline Planning

Clear milestones including:

- Photography / preparation
- Launch date
- Open homes
- Buyer follow-up
- Offer timelines
- Settlement planning

5. Collaboration

We refine the plan together so it aligns with your comfort level and goals.



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Outcome of Appointment Two

If you are ready to proceed, we will:

Action Points:

- Finalise your strategy
 - Confirm marketing selections
 - Lock in campaign dates
 - Sign the agency agreement
 - Begin preparing your property for market launch
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Why I Work This Way

Real estate is not just about property.

It is about people, timing, strategy, and trust.

The strongest results come from understanding the full picture—not making assumptions from a quick walk-through or online estimate.


Building strong relationships is a huge part of why I love what I do, and with **30+ five-star reviews on RateMyAgent**, I am proud that my clients value this approach.

If this sounds like the type of experience you are looking for, I would love to help.

Warm regards,

Max John

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