

THE AGENCY

# Excellence in all things property Jason Eldridge

**Jason Eldridge**

0415 519 389

[jasone@theagency.com.au](mailto:jasone@theagency.com.au)



# We appreciate the opportunity to work with you

---

**Our number 1 goal is to help make this exciting new chapter a reality for you.**

The Eldridge family has been associated with property in Western Australia now for over 50 years, and we are looking forward to meeting your own family and finding out what is important to you.

Drawing on our success and experience we will advise you on the most advanced and successful strategies available, to help you achieve the highest premium possible with the sale of your property.

We will communicate with you regularly to ensure you are well informed, have all your needs catered for and are always available to answer any questions that you may have.

Having sold properties ranging in value from \$500K to over \$20 Million, our strategies have enabled us to achieve results \$10K to \$200K+ over our seller's expectations. We look forward to sharing these options with you and working hard to achieve the same.

Thank you in advance for this opportunity and we are looking forward to meeting you!

**Jason Eldridge**

0415 519 389

[jasone@theagency.com.au](mailto:jasone@theagency.com.au)



# Delivering excellence in all that we do

---

01. Excellence in maximising price
02. Excellence in marketing
03. Excellence in service
04. Excellence in communication

“We pride ourselves on our honesty, integrity, professionalism and are committed to deliver results beyond your expectations.”

# Excellence in maximising price

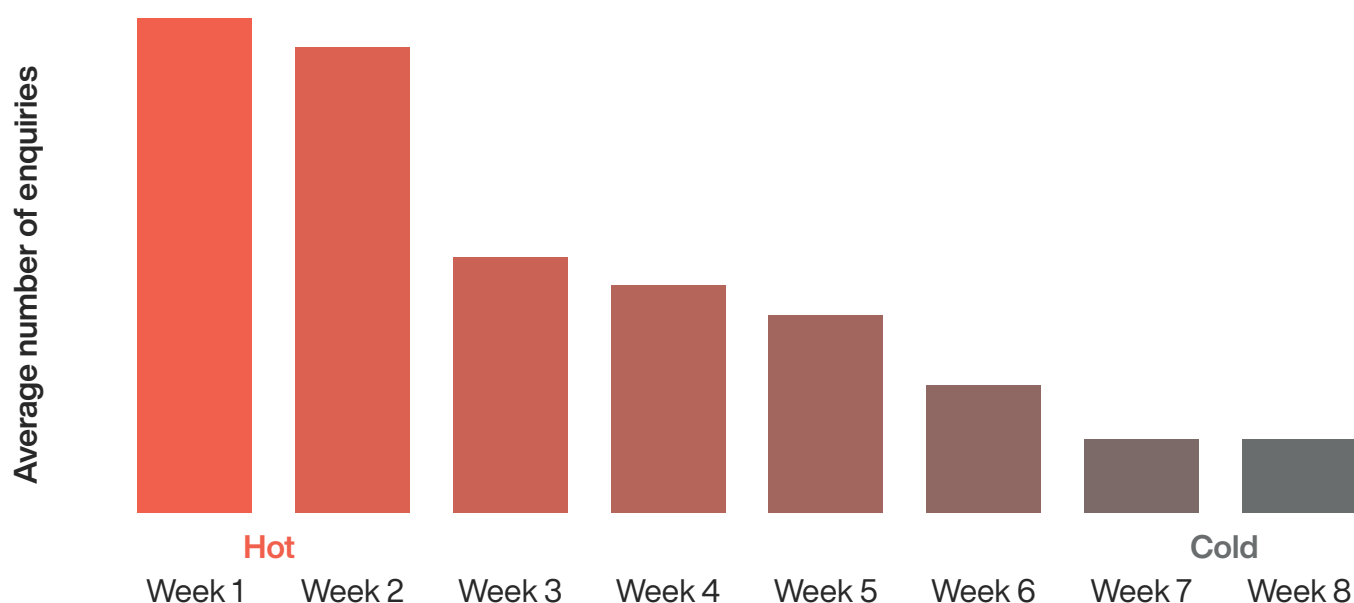
## With or without a price?

A large percentage of homeowners in Perth are choosing to sell their property with an asking price without fully understanding the various options and additional benefits available to them.

Please allow us to briefly discuss these options so you can make an informed decision and choose the selling method that is best for you. Let's face it, this is a big decision, and you want to ensure you are giving yourselves the very best chances of success.

Historical evidence of property sales in Western Australia has shown that selling a property with a fixed timeline is the most effective way of achieving a premium price as it creates a sense of urgency motivating purchasers to **take action** based on a given deadline.

## Days on market vs Buyer enquiry





# Please don't risk underselling your property

---

For the past 5 years (2019 to 2024) we have witnessed property sales across Perth that have exceeded our owner's and other 'local real-estate professionals' expectations by tens and often hundreds of thousands of dollars.

We strongly believe that every month properties in Perth are selling well below their true potential value because local agents are controlling and dictating prices rather than interested (buyers). They are using limited sales and marketing methods that are not always maximising the opportunity for their homeowners.

## **Confidence that we achieved the best possible results!**

We are specialists and pride ourselves on having the skills and knowledge to create the highest levels of competition amongst buyers showing interest in your property and then using this as leverage to negotiate the highest price possible for you.

Having broken price records across many suburbs in Perth, we look forward to finding out what is important to you with your sale and customising a sale that meets all your needs.





# Excellence in marketing

We see our role as property sales specialists is to ensure we are helping you reach as many buyers as possible, who will fall in love with your property, and want to make it their own.

People form **an opinion on the price** of your home  
based on the quality of marketing

First impressions count as we all know, we can guide you from room to room offering suggestions to help ensure that each impression made with buyers is a memorable one.

- ✓ Professional Photography
- ✓ Video Showcasing
- ✓ Exclusive Brochures
- ✓ Premium Signage
- ✓ Drone Location Imagery and Videos
- ✓ Champagne Private Viewings
- ✓ Social Media Marketing
- ✓ National and International Buyer Targeting
- ✓ Property Staging and Styling Specialists



# Local, national and international buyer networks

Not only will we promote your property to buyers across Perth and other states of Australia, but we also have many overseas families who are looking to relocate and make Australia their new home.

Often these buyers will pay more than local buyers, giving us every opportunity to achieve the highest price possible with the sale of your property.





# Excellence in service

---

**We always feel privileged to be welcomed into another person's family home and entrusted with the sale of their property.**

When you engage our services, you can be rest assured that you are employing experienced professionals who have extensive local knowledge, industry training, and are committed to providing an ethical, efficient, and confidential service that will be tailored to meet your own family's needs.

Recognising that selling a property often comes with various levels of excitement, hope, anxiety and on occasions regret and sadness, we genuinely care about your own circumstances and are here to provide all the level of support, encouragement, and empathy as required.

We are often told that it was “all the little things we do  
that make all the difference”



# Showing your property is an artform and opportunity not to be missed...

---

The purpose of showing a property is to stimulate emotions and senses of buyers, who fall in love with the property, can see themselves living there and must make it their own.

Experience has taught us that by combining the right staging, lighting, music, flowers, and fragrances inside and out takes conscious thought and effort to make it memorable, like a great night out at the theatre!

## Looking to do something special...

We can schedule:

- **Champagne Twilight Opens** for VIP customers who require private viewings or if you would like to be the envy of all your friends and neighbours, we can organise some of WA's most talented musicians.
- **'String Quartet', 'Soloists'** and even someone who can take requests on a **'Grand Piano'**, perfectly positioned to surprise, and delight all those who visit.

This will make for an unforgettable experience, all assisting your property to stand-out amongst the competition.



# The 'Art of Downsizing'

---

Many of our clients have told us that the thought of 'Downsizing' was such a daunting prospect, they would put it off for as long as possible. We believe that 'The Art of Downsizing' is transitioning from an existing residence with rooms and walls that echo years of happiness, tears of joy and at times sorrow, to a new place without comprise!

That is why we prefer to use the term –  
**Rightsizing!**

The term is exactly what it means to you and this stage and new chapter of your life. We are specialists who can assist with guiding you through this entire process.

## **Find your new home before you sell...**

If this is important to you, it is important to us!

Please allow us the privilege of guiding you through this process. We will scour the marketplace and your favourite suburbs and streets to find the perfect property for you. If it doesn't exist, we can introduce you to award winning builders who can build it for you.

Please visit our website **[www.jasoneldridge.com.au](http://www.jasoneldridge.com.au)** to learn more about how we can make this next exciting chapter a reality for you.







# Excellence in communication

---

**We have learnt 'Communication' is one of the most important requirements of our customers when representing them with the sale of their property.**

As a result, we are committed to keeping you updated of our progress every step of the way on our journey together.

You are the centre of all that we do!

We will give you nothing but open and honest feedback on our progress and the levels of genuine interest from all buyers who have viewed your property.

We are available to answer any questions you may have 7 days a week. It is never too early or late to call us and if we miss you, we will respond as soon as possible.



**Excellence in all things in property**

**[jasoneldridge.com.au](http://jasoneldridge.com.au)**

**Jason Eldridge**

**0415 519 389**

**[jason@theagency.com.au](mailto:jason@theagency.com.au)**