



A GUIDE TO SELLING YOUR HOME

WITH CAMERON & CASSANDRA GRAY

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MARKETING THROUGH TO SETTLEMENT

WHAT YOU NEED TO KNOW AT A GLANCE



ADVERTISING



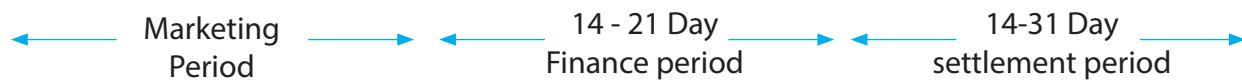
OFFER ACCEPTED



FINANCE DUE



SETTLEMENT DUE



ADVERTISING

We are busy working for you from day 1.
Our job is to negotiate on your behalf to get you the best price possible for your home whilst keeping you fully informed along the way.

Marketing period tasks

- Sign, photography and advertising schedule will be arranged
- Private inspections conducted
- Open homes conducted
- Follow up managed
- Constant communication in the form of Progress Reports, phone calls and meetings with you.
- Negotiate offers

OFFER ACCEPTED

Congratulations on your accepted offer.
Generally there will be a 14 - 21 day finance period - please refer to your offer.

Finance period tasks

- Conveyancer/solicitor appointed by each party
- Offer passed to broker/bank for assessment
- Buyer deposit paid
- Building & Pest inspection conducted
- Bank valuation conducted
- Unconditional finance approval issued by the bank

FINANCE DUE

Congratulations, the purchasers' loan application has been Unconditionally Approved and we are now moving towards settlement. Please allow a further 14- 31 days from finance approval for settlement to take effect - please refer to your offer.

Settlement period tasks

- Further conditions on the contract to be met if applicable
- Your bank contacted in regards to discharge of mortgage
- Settlement paperwork signed eg. Transfer of Land forms
- Final inspection conducted by the buyer
- Keys to be handed over on the day of settlement

SETTLEMENT DUE



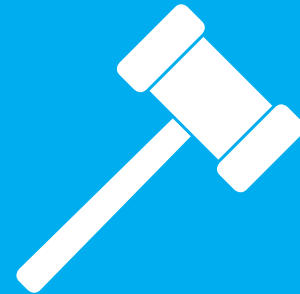
PRIVATE TREATY

THE PRIVATE TREATY METHOD IS RECOMMENDED FOR PROPERTIES:

- Where time of sale is not an issue
 - Where the client is most comfortable with a clear price
 - Where marketing budgets are small
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MARKETING WITH A PRICE:

- Buyers usually spend 10-15% more than they intend, therefore we don't want to lose them before they view the home
- Many owners put 10-15% on top to avoid 'underselling' however this can hinder enquiries
- Overcoming the gap of 20-30% between the advertised price and the likely buyers' price, needs the skill of our agents
- Price the property too high and we can miss our buyers
- Price the property too low and the premium price is lost



AUCTION

THE AUCTION METHOD IS RECOMMENDED FOR PROPERTIES:

- Where the aim is to achieve a premium price
 - When it is important to have a set time frame to work with
 - Where the client is comfortable using market demand to help achieve the price
 - For any property in any market where the client is committed to sell
-

MARKETING WITHOUT A PRICE:

- A premium price comes from competition between buyers. The more buyers, the more competition, the higher the price.
- Well handled no-price marketing comes down to the buyers' perception of value. This can differ by a little or by a lot. Using the right dialogue with buyers will help maximise your result.
- Pursuant to sections 214 and 216 of the Property Occupations Act 2014 (QLD), where the Property is to be marketed without a price and/or the Property is residential property to be sold by auction, the Agent must not disclose a price guide for the Property for what he/she considers is a price likely to result in a successful or acceptable bid for the Property.

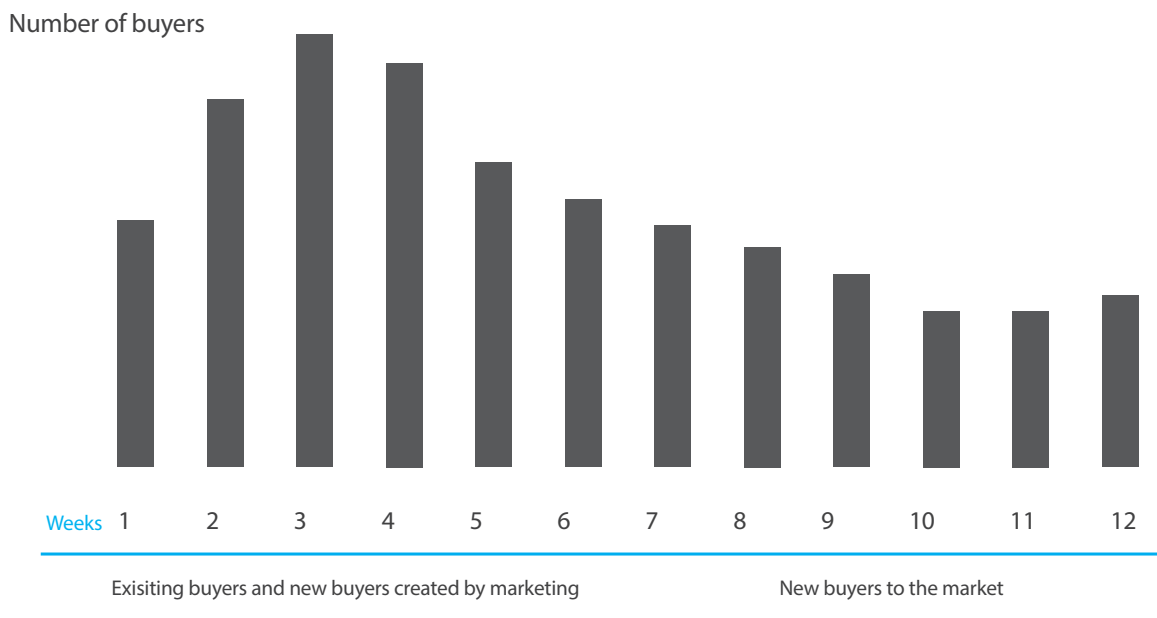
PROPERTY PRICE & BUYER ACTIVITY

PRICE OF PROPERTY



Depending on the price of your property, it will affect the number of buyers.

BUYER ACTIVITY



The first few weeks is the most important time for marketing. It's best to take advantage of them. Buyers seek out new listings which are always of interest to the existing buyer group.

POWERFUL MARKETING TOOLS

BEFORE WE GO TO MARKET

PREMIUM PHOTOGRAPHY

Great photography does wonders for the warmth, space and overall perception of a home or investment.

FLOORPLAN

Properties advertised online that include a floorplan can receive up to 30% more enquiries than properties without floorplans.



CORE MARKETING PRODUCTS

SIGNBOARDS

Allow your property to be on show 24 hours a day, 7 days a week.

BROCHURES

Available at open homes

DIRECT MAIL & LETTERBOX DROPS

A large number of potential buyers live locally

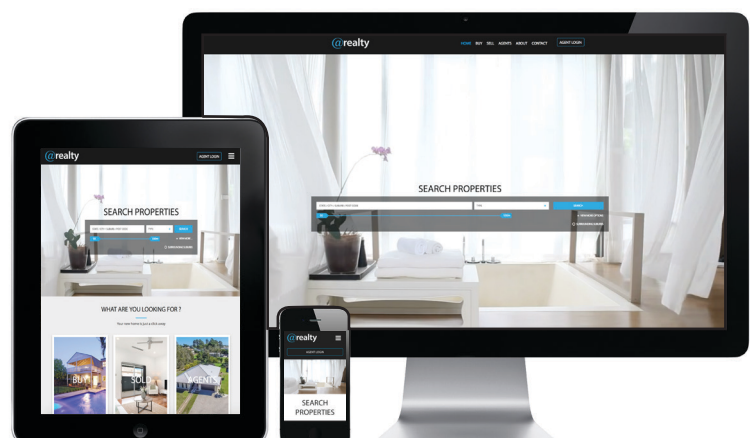
REACHING THE DIGITAL MARKET

FREE ADVERTISING ON:

- domain.com.au
- homesales.com.au
- view.com.au
- listglobally.com (102+ International websites)
- Plus more

SOCIAL MEDIA LISTING BOOSTER

Reach passive buyers on social media through enhanced targeted audiences.



PREPARING YOUR HOUSE FOR SALE

CLEANING

Every area of the house must sparkle and shine! Each hour spent will be worth the effort. Make it easy for the buyer to want your house.

Clean all of the windows, including the laundry and garage.

Clean all carpets and rugs. Clean and polish lino, tile and wooden floors. Consider refinishing a wood floor if necessary.

Clean and polish all woodwork. Pay particular attention to kitchen and bathroom cabinets.

Clean all light fixtures. The glass covers of most ceiling fixtures can be made to sparkle by running them through the dishwasher.

Clean and polish ceiling fans. Take down and clean exhaust fan covers, these are dust magnets

MAINTENANCE

The Rule of Thumb is – if something needs repair fix it!

Check all corners for peeling paint, chipped edges and loose wallpaper and repair accordingly.

Repair all major problems. In today's climate of open disclosure and vigilant home inspections the "Golden Rule" applies. Treat the buyer as you would treat yourself.

SET THE SCENE

This part of preparing your home for sale can be the most fun and involves the use of colour, lighting and accessories to emphasise the best features of your home.

The use of a bright coloured pillow on a chair or a throw rug on a sofa can add dimensions to an otherwise neutral room. Use accent pieces of colour.

Soften potentially offending views, but always let light into your rooms. Consider replacing heavy curtains with something lighter.

SPACE MANAGEMENT

Create the illusion of more space.

Arrange furniture to give the rooms a spacious feeling. Consider removing some furniture from any room that may seem over crowded.

Pack up your collectibles – both to protect them and to give the room a more spacious feel. Leave out just enough accessories to give the house a personal touch.

Remove all clutter

Use light to create a sense of space. All drapes should be open. Turn on all lights throughout the house for showing.

NEUTRALISING

Select a neutral colour scheme that will make it easy for the buyer to mentally picture the house as theirs. Consider replacing unusual or bold colours with neutral tones. Two coats of off-white paint may be one of the best investments you will ever make.

ATMOSPHERE

A clean smelling house creates a positive image in the buyer's mind. Be aware of any odours from cooking, cigarette smoke, pets etc.

You can use products like carpet deodorisers, air fresheners and room deodorisers, but the best strategy is to remove the source of the aroma rather than cover it up.

Once offensive odours have been eliminated, consider adding delightful scents. Recent studies have shown that humans have strong, positive responses to certain aromas, Cinnamon, fresh-cut flowers, bread baking are all excellent ways to enhance your house.

EXTERIOR

First impressions count. Don't let your property's exterior turn a buyer away.

Mow the lawns and clear the garden of weeds and dead flowers. Wash down driveway and sidewalk

Cameron and Cassandra work as a focused and enthusiastic team. It was the opportunity to deliver first-class service to people selling / purchasing and leasing their greatest asset that first excited and attracted Cameron and Cassandra to Real Estate. It was a fun, innovative and driven culture that drew them to team up and Co-Brand their company Gray Property Services with @realty - they have not looked back!

They have an extensive contact base from Brisbane North including Moreton Bay Region and their home area - Sunshine Coast. They would welcome an opportunity to discuss your sales or purchasing requirements along with sharing their extensive knowledge in investment purchasing and asset management. Naturally having an honest professional approach, Cameron and Cassandra work as a team to provide service excellence to their clients.

An exceptionally talented duo within the real estate industry, they have two key ingredients that many property sales consultants do not; an astounding work ethic and strong integrity.

While Cameron and Cassandra stand as a dynamic duo in their own right, their service is blessed with the extension of the @realty family that further enhances their standing - put simply, list with them and you're listing with the best mix of people and resources imaginable.

Cameron and Cassandra thrive on the variety that their role provides and enjoys nothing more than exceeding your expectations -leaving you with a sales or purchase process that is both memorable and enjoyable. Extremely enthusiastic and focused, it's not unusual for Cameron and Cassandra to deliver results far greater than anticipated.

To buy or sell with Cameron and Cassandra, contact us today!



TESTIMONIALS

CAMERON & CASSANDRA GRAY

@ KARLI MCKEOWN

We Have worked side by side with Cassandra & Cameron for many years in business & they are both extremely professional, knowledgeable, reliable & I would highly recommend them both when it comes to buying, selling or renting your property.

@ RICO AND CHRISTINE POTGIETER

Hi Cameron & Cassandra, first and foremost thank you very much for being the best real estate agent ever! You were always helpful in every way. We just want to honour you both for this.

@ LLOYD GRAHAM

Dear Cassandra, on behalf of my brother Peter and myself, I want to thank you sincerely for managing our property at Moffat Beach. You made our lives as owners simple and pleasing. At times we had serious issues arise and with our professional negotiating and liaison we knew we were in the best hands and everything ended well every time. We enjoyed our relationship immensely, and if the opportunity arises to appoint a professional for any future properties we will immediately call you and we will certainly push your management expertise to our friends on the sunshine coast. We appreciate the way you handled our property and thank you for everything you have done.

@ VIC & VINETA LINDSAY

We have had many dealings with Cassandra and Cameron and always found them to be honest and hard working and would recommend their services to anyone.

@ MR & MRS TILLEY

Cameron, you're an A1 real estate agent in our eyes.

Cameron is the best we know. A man true to his word, thoughtful and generous. I speak very highly of Cameron and can describe him, as an all-round nice & considerate man couldn't ask for much better...

@ WARREN CANT

Thank you again for being so diligent with my 2 properties over the years, I rate you the best Agents I have worked with.

@ MARK & SANDRA WUST

We wish to thank Cameron for looking after our rental portfolio on Bribie Island for all these years. We certainly will have no hesitation in contacting you in the future if we require help finding tenants or wishing to sell or purchase property on the Sunshine Coast. We would highly recommend your services to any potential client.

@ JOHN DENLAY

Cameron's performance is beyond what is considered normal business. His support to us continued beyond us moving into our home wherein he introduced us to numerous first class tradesman that we have employed relative to specialty services. Cameron provides tremendous service across all aspects of Real Estate wherein clients enjoy the kind of support that only comes from experience. A self-starter that continually demonstrates initiative and determination and I recommend him without reservation.