

# Listing Your Property For Sale

Your Property Consultancy & Selling Plan



 (07) 3372 0400  
[www.ap-realty.com.au](http://www.ap-realty.com.au)

**ratemyagent**<sup>®</sup>

Rated **No.1 Agency**  
in Forest Lake  
**4 years in a row!**

2016 2017 2018 2019

## Date:

## CONFIRMING the potential sale value and timing

## UNDERSTANDING your situation and expectations

## EXPLAINING our role as a consultant in the project management of your sale

## The **COMPLIANCE**, **MARKETING** and **SELLING** components

## ACTIVATING the plan

## Additional Points

# Meet the Team



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property sales  
award winner 2019

# Agency of the Year

Suburb: Forest Lake QLD

**4 Consecutive Years!**  
**2016, 2017, 2018 & 2019**



  
**@ap-realty**  
Property Sales & Management

# Our commitment to you and your property

## Our Selling Plan & Model is to...

### **LISTEN** – to your needs and expectations

Price

Timing

### **ADVISE** – method of sale best suited to your property and budget

Type of sale PRIVATE TREATY or AUCTION

Guidance with preparing the property FOR SALE

### **SUPPORT** – you with valuable real estate industry expertise and advice

Marketing

Scheduling – Inspections and Buyer interaction

### **ENGAGE** – our entire team will introduce any Buyers to your property

Opinions of others invited

Buyer feed back

### **CONDUCT** – a successful marketing campaign to attract Buyers

Sales strategy based on the current market

Negotiate the best price achievable

### **WORK ETHIC** – working tirelessly throughout the sale process

Honestly

Stress-free for you

# Selling plan

## Initial Meeting

**DECISION TO SELL**

Timing

CMA Appraisal

Agreement Form 6 Signed

**1**

## Marketing Method

For Sale

Auction

Price

Terms & Conditions

Marketing Package

**2**

## Listing Process

Property presentation to ensure a great first impression is created

Book the photographer

Register keys

List the property's greatest assets

Organise the signage

Team and VIP preview inspection

**3**

## Marketing

Listing live on realestate.com.au

Other internet websites

Schedule Open Homes

Window cards/flyers

For Sale Booklet

**4**

## Contract & Settlement

Offers presented

Terms & Conditions

Cleaning

Pre-settlement inspection

**SETTLEMENT & HAND OVER**

**5**



# Professional photographs and floorplans

**Don't cut corners on photos...** there is a huge difference between amateur and professional photographs.



## Staging your home

Staging (or styling) a property before placing it on the market can add tens of thousands of dollars to a home's sell price and **drastically reduces the time on the market.**



## Street signage "it works!"

If you are serious about selling you will have a sign up as quickly as possible...

**10% of buyers come off the street sign.**



# Pros & Cons to Auctions

## Advantages

- » In an auction scenario, it's harder for the buying public to determine true market value because it's difficult to compare other properties when they are not fully aware of the vendor's sale price expectations.
- » People bidding are buying with terms and conditions that are determined by the vendor.
- » Vendors are protected by the reserve price.
- » If the property doesn't sell at auction, the agent is generally in contact with the most likely buyers and can continue negotiations post auction.
- » The property is exclusively listed by us and marketing is usually intense over a four to six week period of time, with either no price or a possible price range advertised.

## Disadvantages

- » Sometimes properties are 'passed in' on auction day and it can upset or eliminate some potential buyers.
- » Some potential buyers don't like the competitive nature and immediacy of the auction process and won't even bid.
- » Marketing and advertising campaigns for auctions can be quite intense, which can be expensive for the vendor.
- » There is no guarantee the property will sell or that you will receive the price you desire.
- » Auctions don't always necessarily offer you the best sale price, as the winning person only needs to bid marginally higher than their competitors. You'll never be sure that they offered the maximum amount they were willing to pay.

We have licensed  
Auctioneers available





## Get in touch...

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