

INVERLOCH
3996

@realty



YOUR PROPERTY CONSULTANCY & SELLING PLAN



LEO EDWARDS | 0472 523 445 | leo@atrealty.com.au

www.inverlochatrealty.com.au

YOUR PROPERTY CONSULTANCY & SELLING PLAN

DECISIONS & PLANNING

1.



SITUATION

DECISION TO SELL

TIMING

PRICE

2.



PROPERTY
PRESENTATION

DE-CLUTTER

PAINT

GARDENS

FURNITURE

INSPECTIONS
& REPAIRS

3.



AGENT SELECTION
& MARKETING
METHOD

FOR SALE

AUCTION/CLICK2BUY

COMBINATION

BRAND

TERMS AND
CONDITIONS

INVESTMENT

PRE-MARKET CAMPAIGN

STEPS 4-7

4.

PROPERTY ADMIN & CREATIVE DEVELOPMENT

Activate our service by signing the marketing authority

Confirm the method of sale (Private Treaty or Auction)

Prepare the Contract of Sale

Tag and register the keys

Book the photographer

Consult on the property presentation to ensure a great first impression is created

Confirm the words to showcase your property's greatest assets

Complete the creative process in preparation for your targeted marketing campaign

Organise the signage

Pre-launch and VIP preview inspection

5.

DIRECT SELLING CAMPAIGN #1

THE PURCHASING COMMUNITY

Established Clients

National Agents

Investors

Media

Tenants

Internet

Facebook

Linkedin

Video / Virtual Tour

Buyer Booklet

VIP Preview

Sign Board

PRE-MARKET CAMPAIGN

STEPS 4-7

6.



PRICE

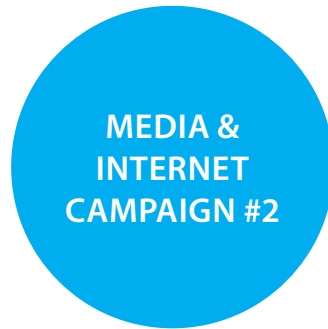
OFFERS

RESPONSE

DECIDE

PROCEED

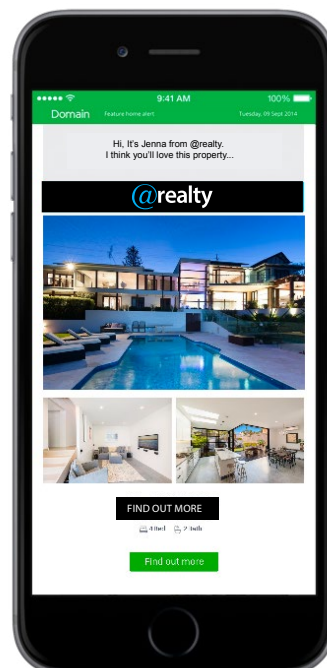
7.



REALESTATE.COM.AU

DOMAIN

SOCIAL MEDIA



MAIN MARKETING

RESULTS

8.

9.

10.

ADVERTISING &
INSPECTION

OFFER &
NEGOTIATION

SETTLEMENT

EDITORIAL

EXCHANGED

TERMS AND
CONDITIONS

ADVERTISEMENTS

TIMING

MAILBOX DROPS

FUNDS

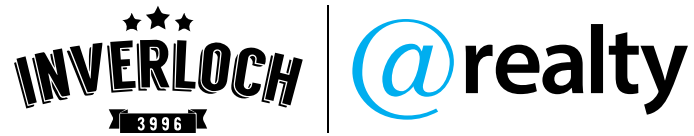
PRE-SETTLEMENT
INSPECTION

HAND OVER

MY COMMITMENT TO YOU & YOUR PROPERTY

YOUR SELLING PLAN & MODEL

- ✓ To **LISTEN** to your needs and expectations
- ✓ To **BUILD** a sales strategy to meet those needs and expectations
- ✓ To **ADVISE** you on the method of sale most suited to you and your property
- ✓ To **OFFER** professional advice on how best to present your property for sale
- ✓ To **SUPPORT** you with valuable real estate industry expertise and advice
- ✓ To **CONDUCT** a successful marketing campaign to attract premium buyers to your property
- ✓ To **ENGAGE** our entire team in the achievement of your goals
- ✓ To **UTILISE** the most sophisticated and up to date marketing tools available
- ✓ To **COMMUNICATE** with you throughout the sales process to ensure you have the information to make optimum decisions
- ✓ To **ACT** with honesty and integrity with your interests foremost in our minds at all times
- ✓ To **RECOMMEND** any changes to the sales strategy based on the ongoing feedback from the market
- ✓ To **CONSULT** with you on the price you should accept for your property
- ✓ To **NEGOTIATE** the best price for your property with potential buyers
- ✓ To **ENSURE** the sales process is smooth and stress-free for you
- ✓ To **WORK** tirelessly throughout the entire sales process to deliver the best result possible for you



WHEN YOU'RE READY

www.atrealty.com.au