

Elders Real Estate

Selling your home.



Experience.

Elders

Real Estate





Introduction

Please find enclosed a detailed report regarding your property, comparable sales, marketing strategies and sales campaign options.

Content

Who we are

Your property

The local market

Sales campaign options

Valuing and presenting your property for sale

Marketing

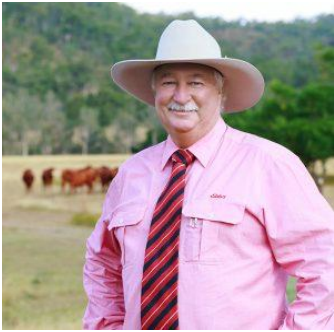
Next Steps

Real Estate Glossary

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Who we are

For over 177 years, Elders has expertly combined real estate knowledge and experience with national networks to provide our clients with the best results possible. Our professional Elders team of experts are driven by seeing clients succeed with their own individual goals, and we aren't successful unless you are.



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Sale Methods

We know it can be overwhelming selling a property, especially with so many different approaches. Listed below are the most common methods of selling a property which will assist you to decide the best option for the sale of your property – your Elders Real Estate property specialist will provide recommendations on the best method of sale for the property.

Private Treaty

In a Private Treaty sale, a property is advertised “for sale”, generally with a set asking price advertised. Buyers must present their best offers and will not know how much other offers may have been presented at. As there is no set time frame or deadline, there is less sense of urgency from potential buyers.

Private Treaty campaigns are suited to potential vendors who may not want the pressure of an auction campaign.

Expression of interest (eoi) or tender

The Expression Of Interest (EOI), also known as a tender process, requires prospective buyers to submit their best possible offer by a set date.

Offers are kept confidential from interested parties and vendors are able to work with their Elders Real Estate specialist to negotiate further with buyers. This method can often attract offers that vary significantly in price.

Auction

Auction campaigns are a popular method of sale. Properties are typically marketed for a period of four to six weeks leading up to the auction date. Open for inspections will be held regularly ahead of the auction and will provide strong insight into how many potential buyers are interested in the property.

Auction day is an exciting. Your Elders Real Estate specialist and auctioneer will guide you through this process.

Valuing and Presenting your Property

How much is your property really worth?

Establishing a realistic price expectation is imperative to achieving a great outcome. We will use recent sales, current market data, existing competing homes listed for sale, evidence of market trends and local knowledge to provide you with an accurate selling range of your property. Even with the benefit of all of this information, it is important to keep an open mind and your Elders Real Estate specialist will constantly monitor and provide feedback from potential buyers.

The price of a property is often determined by what the buyer is prepared to pay, combined with current market conditions.

Key property price influences include:

- Comparable recent sales in the area
- Similar properties currently on the market
- The condition and presentation of the property
- Marketing strategy
- Industry variables (including market conditions and interest rates)

We are completely focused on achieving the very best result on your behalf and exceeding your expectations in every possible instance.

Presenting your home for sale

We suggest you consider the following helpful hints whilst preparing your home for sale and during the marketing campaign. We've put together some tips for you to think about that may assist in a quicker sales and in many cases, a higher price.

First Impressions

Presenting the exterior of the property is essential, as this is the first impression potential buyers will get of the property. Keep the lawns mowed and watered and the garden looking fresh.

Home styling

Consider inviting a professional home stylist to your property to provide some options on how to best present the interior of the property. Styling the property has the potential to add significant value to sale price.

Cleaning

It is essential for the property to be clean, tidy and seem inviting. The less clutter, the better. Hide personal effects, potential buyers want to imagine themselves living in a property.

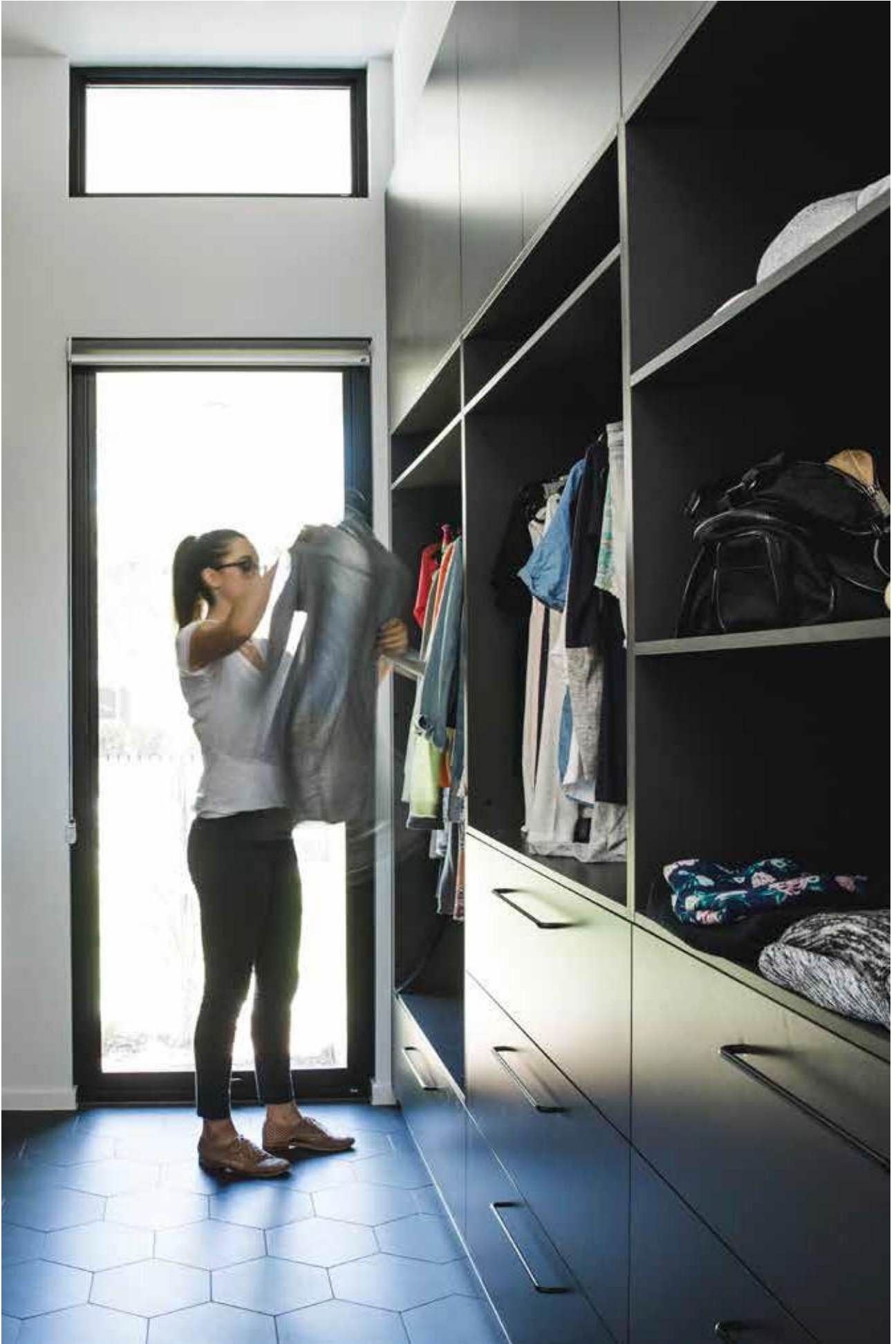
Ambience and aromas

Try to eliminate any odours that may be off-putting to buyers. Lighting candles during open for inspections can also add to the atmosphere.

Repairs

Loose knobs, sticking doors and windows, dripping taps, missing light globes, warped cabinet drawers may seem minor but getting them fixed can add value as buyers can always see what needs fixing!

We can provide you with a list of preferred suppliers that can assist you to prepare your property for sale.



Valuing and Presenting your Property

(cont.)

Preparing your home for photographs

Your photographs are the first opportunity that a prospective buyer has to gain an impression on your home. It could mean the difference between them viewing your home or choosing not to.

A professional photographer can only do so much.....it is important that your home is presented well for the photographer to capture it in it's best light.

Exterior

- Remove vehicles from driveway and front of house.
- Move wheeliebins so they are not visible from the street.
- Neatly arrange outdoor furniture and play equipment.
- Put away garden hose and gardening tools.
- Remove childrens toys, pet bowls/kennels, pool equipment, etc.
- Sweep pavement/decking, mow lawns and remove weeds.
- Remove washing from clothesline and fold it down where possible.
- Clean pool of leaves and debris.

Interior

- Clean windows, dust surfaces, vacuum/sweep/mop floors.
- Open all curtains and blinds, bring in as much light as possible.
- Ensure all light bulbs are working and turn on all lights and lamps (incl rangehood).
- General clean/tidy/de-clutter.
- Remove remote controls from view.
- Hide power boards and cords out of sight where possible.
- Arrange furniture so that rooms look as spacious as possible.

Kitchen

- Remove any personal photos that you do not wish to appear on the internet.
- Remove all door/floor mats.
- Clear benchtops of all items.
- Remove fridge magnets.
- Remove tea towels, dish liquids and drying rack from sink.
- Hide garbage bins, floor mats.
- General clean of cupboard doors, open shelves, etc.

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Bathrooms

- Remove all items from vanity benchtop, shower and bath.
- Remove rubbish bins, bathmats, towels and laundry baskets.
- General clean of cupboard doors, mirrors, shower screen, tiles.

Bedrooms

- Remove all items (except for lamps) from bedside tables and chest of drawers.
- Remove misc items such as fans, laundry baskets, bins, etc.
- Make beds and fluff pillows/cushions.
- Put away any clothes, shoes, etc.
- Clear out anything underneath the beds that is visible.



Marketing

Elders Real Estate are experts when it comes to marketing property. Elders have a unique national database and access to a wide range of buyer pools. Your Elders Real Estate specialist will work with you to select the correct marketing tools to compliment the method of sale.

PROFESSIONAL PHOTOGRAPHY



FLOORPLAN



SIGNBOARDS






For Sale

4 2 2

28 Pimpala Road, Morphett Vale
ENTERTAINERS DREAM!
 Web: 18-9413667

- Fully renovated family home
- Spacious, light filled lounge
- Huge master suite with designer ensuite
- Bath undercover & open air entertaining areas
- HUGE 6.1 x 9.2 shed
- Fully landscaped front & rear yards

8298 4966

Elders Brighton
 BLA 15495
 372 Brighton Road
 Howe SA 5048

Hayley Wyatt

0424 963 718



Marketing

(cont.)

BROCHURES



Morphett Vale 28 Pimpala Road

Offers close Tuesday 5 April at 12pm

4 2 2

Stop looking, your search is over!
 This 4 bedroom beauty is every entertainers dream. Offering multiple entertaining areas & fully renovated, you can be forgiven for assuming that this home was built yesterday - a sure sign that quality reigns. Consisting of light filled, spacious lounge room, fully renovated modern kitchen with adjacent meals area, 4 bedrooms, the master suite with built in robes, split system a/c & fully renovated ensuite with frameless shower. But it's the alfresco entertaining pavilion boasting tiled flooring, down lighting & combustion fire place that makes all the difference. If this is not enough, there is a second outdoor entertaining area with fire pit for nights where you want to sit under the stars and toast those marshmallows. In addition there is a massive 6.1 x 9.2m lock up garage.
 More reasons why we love this home: ducted evaporative a/c, lock-up parking for 2 vehicles plus additional off street parking for 3, landscaped front & rear yards, large 700m² allotment.
 So what are you waiting for, make your winning offer today and call this amazing property home!

Best Offer 5th April

Hayley Wyatt 0424 963 718
hayley.wyatt@eldersrealstate.com.au
 Web ID: 9413667

Elders Brighton
 370 Brighton Road, Nowe, SA 5048 | P: 08 8298 4966 | RIA 151498



0424 963 718

7

08 8298 4966

elders.com.au/brightonsa



Just Listed

Morphett Vale
 28 Pimpala Road

4 2 2

Stop looking, your search is over!
 This 4 bedroom fully renovated beauty with HUGE 6.1 x 9.2 shed is sure to win your heart and is every entertainers dream. Offering multiple entertaining areas throughout the home including under cover and open shed spaces.
 With huge master suite & designer ensuite, spacious & light filled lounge, fully landscaped front & rear yards, there is nothing to do but move in & enjoy.

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Just Sold

Morphett Vale
 3A B 2C
 6 RIALTO STREET

Another great result by Elders finest Hayley Wyatt

Elders are listing and selling property in your area with amazing results. With many potential buyers in our database, there has never been a better time to list & sell!

For premium results call Elders today on 08 8298 4966 and get your property **SOLD!**

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Marketing

(cont.)

NEWSPAPER ADVERTISING

Morphett Vale 6 RIALTO STREET
MORE THAN MEETS THE EYE!
 This 710m² solid brick home offers spacious lounge with adjacent dining room, updated galley style kitchen with gas cooktop & dishwasher & newly renovated laundry. Outdoor decked alfresco area with cafe' blinds, well established rear yard, separate veggie garden & shed plus a fabulous 7 x 5m converted shed with power & adjacent workshop with office.
 Submit your winning offer today or risk missing your chance to secure this outstanding property.

Hayley Wyatt 0424 963 718 Brighton
 Web ID: 9294029 **Best Offer 1st March USP**



Real Estate

8 Robin Circuit, Hewett **FOR SALE**
 bed 3 | bath 2 | car 2
 \$314,000
 ID: 12345678
 Add to short-listing

This is Special
 This home is outstanding! You can be nothing but impressed by its styling and the immaculate presentation.....

Christopher Hunt 0412 897 020



8 Robin Circuit, Hewett, SA 5118 **\$314,000**

House bed 3 bath 2 car 2 **Save Details**

This is Special
 This home is outstanding! You can be nothing but impressed by its styling and the immaculate presentation.....

Elders Real Estate



8 Robin Circuit, Hewett, SA 5118 bed 3 bath 2 car 2

House bed 3 bath 2 car 2 **Save Details**

This is Special
 This home is outstanding! You can be nothing but impressed by its styling and the immaculate presentation.....

More Details

domain



8 Robin Circuit, Hewett, SA 5118 **\$314,000**

This is Special
 This home is outstanding! You can be nothing but impressed by its styling and the immaculate presentation.....

bed 3
 bath 2
 car 2

View Investment Data
Watch
View Save



8 Robin Circuit, Hewett, SA 5118


This is Special
 House bed 3 bath 2 car 2 **Star**
 For Sale: Expressions of Interest


homebound

Marketing




(cont.)

INTERNET OPTIONS

19 Bay View Street, Bayswater, WA 6053 



From \$685,000 - \$695,000

House   

Ravishingly Renovated


Accentuating a modernised interior renovation, flawlessly maintained grounds and impeccable presentation...


Agent: Gerald Wetherall

Save Details




Premiere Property

Premiere Property listings appear at the top of all search results so buyers see them first.

19 Bay View Street, Bayswater, WA 6053 



From \$685,000 - \$695,000

House   

Ravishingly Renovated

Accentuating a modernised interior renovation, flawlessly maintained grounds and impeccable presentation...


Agent: Gerald Wetherall




Save Details

Highlight Property

Highlight Properties are listed towards the top of search results, before all Feature Property and Standard listings, helping drive buyer enquiry.


19 Bay View Street, Bayswater, WA 6053 From \$685,000 - \$695,000



House   

Ravishingly Renovated

Accentuating a modernised interior renovation, flawlessly maintained grounds and impeccable presentation...







Save Details

Feature Property

Feature Properties are seen before all Standard listings in search results. All of our properties are automatically uploaded to realestate.com.au as a feature property.


19 Bay View Street, Bayswater, WA 6053 From \$685,000 - \$695,000



House   

Ravishingly Renovated

Accentuating a modernised interior renovation, flawlessly maintained grounds and impeccable presentation...



Save Details







Standard Property

Some agencies have decided not to pay an additional expense to allow all of their listings to upload automatically as a feature property. They will upload them as Standard Property and will never be seen on the first few pages of an internet search.

Marketing

(cont.)

Estimated marketing costs

Items	Photography 	Signboard 	Online Advertising 	Print Advertising 	Brochures 	Additional 
Options (please tick)	Prestige	Prestige	Eldersrealestate.com.au	The Advertiser		Video
	Standard	Standard	REA - premium or standard			Drone
			Domain			Other
Cost	\$	\$	\$	\$	\$	\$
Total Marketing Package						\$

What to expect

Service / Feedback strategy

Our service to you begins from the moment we are appointed to act on your behalf.

If required, we will formally advise your legal representative to prepare the required documentation.

During the sales period you will receive inspection feedback, regular phone calls, details of all visitors inspecting the property and a summary of the number of interested buyers, both positive and negative, including analytics from online ad views.



Sales process explained

Title Search to be completed & Owner ID confirmed (in states where required).

Agent to book photographer and do text for advertising as agreed to with seller.

Agent to order Signboard and have erected.

Agent to Load Listing onto all websites.

Agent to organise "Just Listed" Letterbox drops and email Database details of new listing.

Book Newspaper advertising (where appropriate).

Book Open Homes and drop invites to surrounding homes prior to opening.

Vendor report and regular communication from the agent thru the marketing process. Discuss price adjustments and review marketing.

Agent to introduce potential buyers - all offers will be presented to the seller.

Seller can accept, reject or counter the offer.

Once the offer is accepted with conditions and price agreed the Sale - settlement process will begin.



From acceptance of offer to settlement

1. Once the contract has been signed by all parties it will be processed by the Sales administrator.
2. The Agent will remind the buyer of their requirements to pay the deposit and obtain finance approval (where required) with the dates on the sales contract
3. All conditions of the offer are to be met by the sellers and buyers as per the Sale contract. Copies of paperwork to confirm these conditions are to be supplied to the agent as per the Contract terms eg Building Reports and Pest Inspections.
4. The Settlement Agent/conveyancer will be notified to commence the settlement process. The Agent is to provide finance approval and confirm completion of any Special Conditions.
5. The Property is deemed to be "Sold" and ready for settlement when all the conditions have been met. These must be within the time frames of the contract.
6. Where the contract has a Final Inspection, this to be arranged by the agent - electrical and gas appliances etc. (as per the sales contract) are to be checked by the buyer.
7. The Settlement Agent/Conveyancer will communicate regularly thru the process. In some states the conveyancer will require further confirmation of ID.
8. The conveyancer will require paperwork (eg Transfer of Land) to be signed – all parties should attend to this in a timely manner and advise if they will be unavailable at any time during the settlement process
9. The property will be required to be ready on the settlement date (as per the sales contract) and keys to all doors and windows available for handover after settlement has been confirmed
10. Conveyancer and Agent will confirm when settlement has been completed.

NB. Please note; this process only outlines the involvement that we have with you as your Real Estate Agent. It does not include the process that you will follow from acceptance of offer to settlement with your nominated Settlement Agent.

Real Estate Glossary

Words that you may encounter throughout the selling process

Appraisal

An estimate of the likely selling price of a property derived using recent sales results of comparable properties

Chattels

Movable personal items that are not sold with the property unless specified otherwise

Commission

A percentage of the selling price of a property, paid by the seller to the agent, normally after the property is sold.

Conditional Contract

A contract where certain conditions must be met before the home is deemed as sold. At this stage, the home is referred to as being under contract.

Conveyancer

A person who specializes in the transfer of property and usually prepares the section 32, title searches and Form 1. They communicate on your behalf with your bank and purchaser's solicitor or conveyancer until your property transaction is complete.

Cooling-off Period

The three clear business days after a purchaser signs a contract in which they have the right to end the contract.

Covenant

Conditions affecting the use of land or property written into the title.

Deposit

A percentage of the purchase price paid by the buyer to secure the purchase of the property.

Easement

A right held by someone to use land belonging to someone else for a specific purpose. Mains, drains and water pipes are usually covered by an easement.

Exclusions

Any item that is specifically not included in the sale.

Exclusive Authority

A written contract that gives one real estate agent the exclusive right to sell a property in a specified time period.

Market Value

The price a willing, but not anxious buyer would be prepared to pay for a property.

Multiple Offers

When more than one offer is received on a property from separate buyers.

Section 27

The document signed by both vendor and purchaser authorising the deposit paid by the purchaser to be released prior to settlement.

Section 32/Vendors Statement

A document that contains information which the seller must provide to the buyer setting out restrictions such as covenants and easements, outgoings such as rates, and other relevant notices affecting the property being sold.

Settlement Date

The time when ownership of a property passes from the vendor to the purchaser and the balance of the sale price is paid to the vendor.

Subject to Finance Offer

A condition on a contract where the purchaser will buy a property subject to obtaining finance.

Subject to Building and Pest Inspection

A condition on a contract where the purchaser will buy a property subject to a satisfactory building and/or pest inspection being conducted on the property.

Unconditional Contract

A contract where all conditions have been met and the property is deemed as sold.

Vendor

The current property owner selling the property.



Experience.



Real Estate