Sale of <<property address>>





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| Proposal Sales and Marketing Strategy for  **<<property address>>** |
| **01 The property** |
| * <insert property type> * X Bed | X Bath | X Parking * Land size: approx XXXsqm |
| **02 Best-selling features** |
| The property has a number of outstanding attributes including; |
| Sale of <insert property address> | <Agent name> <Agent Mobile number> |

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| **03 The market in perspective** | | | |
| The Inner West market continues to be strong. Overall growth last year has been over 12% in most of the suburbs in our area.  Most demand is coming from home owners and a shortage of available properties is creating a higher than normal competitive environment. All property experts are predicting a strong market throughout 2016. | | | |
| **04 Likely buyer demographics for your property** | | | |
| Young families  Teenage families  Executive couples/singles  Downsizers with children  Downsizers without children | Upgraders  First time buyers  Investors  Overseas buyers  Renovators | | Builder/Developers  Adjoining property owners  Niche market  Other |
| 05 Volume of similar properties on the market | | 06 Buyer demand for this type of property | |
| Low  Medium  High | | Low  Medium  High | |
| Sale of <insert property address> | <Agent name> <Agent Mobile number> | | | |
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| **07 Recommended method of sale** | | | |
| We advise that the **auction** method is the best way to maximise the premium price of your property due to the following.   * Unconditional sale * Price uncapped * Creates urgency with a deadline * Competitive environment * Suited to high interest properties | | | |
| **08 Estimated selling range** | | | |
| Your estimated selling price range is:  In the vicinity of | | | |
| 09 Selling fees | |  | |
| Our fee for exclusively marketing your property is XX% plus GST and marketing costs. | |  | |
| Sale of <insert property address> | <Agent name> <Agent Mobile number> | | | |

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| **10 Fee for service guarantee** |
| * Recommendation on all aspects of presentation, marketing & sale strategy * Recommendation and implementation of the marketing campaign * Preparation of marketing material & seek to obtaining editorial coverage * Liaison with solicitors on accepted offers and contracts through to settlement * Screening and servicing of all enquiries * Conduct all open of inspections – we would recommend opening the property twice a week on Saturday and Wednesday at a time that is most appropriate to your property * Any appointment outside the open times would only be requested once the buyer has been fully qualified and with 24 hours’ notice to you * Conduct all negotiations on your behalf * Sale summation prior to the auction date * Provide ongoing market feedback and attend meetings as required to update activity and review strategy during the sale process – we would suggest a weekly report as a minimum requirement * Recommendation of a reserve price * Handle all activities required between under contract and settlement * Liaise with solicitors until settlement |
| Sale of <insert property address> | <Agent name> <Agent Mobile number> |

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| **11 Marketing elements** | |
| Database | Our database currently has <<insert number>> active addresses. In your price bracket we would have <<insert number>> that would be ready to inspect now with approximately a further <<insert number>> that would be notified of the listing before it goes to market.  These prospective purchasers will be called and invited to attend a champagne viewing prior to the first inspection (if time permits). We do this with all our premium listings and have found it to be a great source for obtaining quality feedback prior to our first viewing. |
| Local Area Direct Mail | The best PR candidates are the neighbours who live around your home. They tend to sell the area to people they know and are often responsible to push buyers (especially when they know them) to higher prices during the campaign. After all it’s in their best interests for you to sell the home for a great price. |
| Signboard | The 24-hour salesperson – out-of-area and interstate buyers drive the streets to work out what areas they want to invest in. Colour photo signboards can sell the hidden features of the home. |
| Local Advertising | Newspaper advertising is highly important as a “first find” medium. We work on the theory less is more. While we connect with a lot of buyers we find approximately 35% of buyer enquiries originate from newspaper advertising. |
| Sale of <insert property address> | <Agent name> <Agent Mobile number> | |

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| **12 Marketing elements** | |
| Inner west courier | The local courier still remains as the strongest print media option for our area. Although the internet is now the main source of enquiries, recent reports have shown that a print and internet combination can achieve up to 10% higher prices.  Source RP Data Pty Ltd. |
| Brochure | Given to every buyer that comes through your home, these professional brochures are graphically designed to not only give all the information on your home to the buyer, and will keep at the top of mind against any black & white photo copied brochures of our competition. |
| <<your company website>> | Our web site is user friendly and has a very strong traffic and growing amount of daily clicks by users, it will include all copy, photos, floorplan and video. |
| Portals | In addition to our web site we load to leading Real Estate portals such realestate.com.au & domain.com.au to obtain even greater exposure for the property or projects that we are selling. Our properties are premium listed on these sites. |
| Sale of <insert property address> | <Agent name> <Agent Mobile number> | |

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| 13 Example of Marketing & services calendar | | | | | | |
| **Monday** | **Tuesday** | **Wednesday** | **Thursday** | **Friday** | **Saturday** |
| **01 - February** | **02 - February** | **03 - February** | **04 - February** | **05 - February** | **06 - February** |
|  |  |  | Marketing Team |  |  |
| **08 - February** | **09 - February** | **10 - February** | **11 - February** | **12 - February** | **13 - February** |
| Review & approve marketing | Property launch online | Signboard installed | Champagne viewing if time permits | Property alert sent to database | Open for inspection |
| **15 - February** | **16 - February** | **17 - February** | **18 - February** | **19 - February** | **20 - February** |
| Call back all buyers from open home | Property Alert sent to Database with update | IWC  Drop 100 flyers | Open for inspection | Open house details sent  to targeted data base | Open for inspection |
| **22 - February** | **23 - February** | **24 - February** | **25 - February** | **26 - February** | **27 February** |
| Call back all buyers from open homes | Buyer Feedback  & Strategy Meeting | IWC  Drop 100 flyers | Email alert sent to Database  Open for inspection | Open house details sent  to targeted data base | Open for inspection |
| **29 - February** | **01 - March** | **02 - March** | **03 - March** | **04 - March** | **05 - March** |
| Call back all buyers from open homes | Buyer Feedback  & Strategy Meeting | Confirm interested parties for the auction | Open for inspection | Reserve meeting | Pre-auction open for inspection. Auction on site |
| **07 - March** | **08 - March** | **09 - March** | **10 - March** | **11 - March** | **12 - March** |
| Send out exchange contracts to solicitors |  |  |  |  |  |
| Sale of <insert property address> | <Agent name> <Agent Mobile number> | | | | | |

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| 14 Marketing and service investment | | |
| **Start- up package** Professional Photography/copywriting/floorplan  Illuminator signboard (6x4) brochure box & flag attachment  Window Cards A3  Property Brochures (colour 2 sides x250)  Mail cards (1000 distributed locally)  Auctioneer  Internet Package (domain.com.au premium plus x2 weeks +  priority placement x3 weeks & realestate.com.au – highlight property 30 days )  Company website and social media  Sub total    **Published Media**  **Inner west courier – published every Tuesday** half page $600 per week x3 weeks  full page $1100 per week x3 weeks  **Digital Media Extra**  **Property Video Tour** | | $  $  $  $  $  $  $  Free  $    $ $  $ |
| Sale of <insert property address> | <Agent name> <Agent Mobile number> | | |
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| 15 The Team | | | |
| <<Your Name>> | Lead Agent  <<insert short bio and highlights>> | | |
| <<Name>> | Senior Agent  <<insert short bio and highlights>> | | |
| <<Name>> | Buyer and Support Agent  <<insert short bio and highlights>> | | |
| Sale of <insert property address> | <Agent name> <Agent Mobile number> | | | |

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| 16 Where to from here |
| In order for us to proceed to a sale, we would recommend the following procedure:   * Finalise our appointment as the exclusive agent for your home * Approve and sign the marketing plan * Approve and sign our agency agreement * In-house stylist to come through and help setup up the property for marketing   <Agent Name> |
| Sale of <insert property address> | <Agent name> <Agent Mobile number> |

**Testimonials**

Below is a list of recent current buyers, sellers and residents from the local community who are more than happy for you to call them to discuss how I have conducted myself throughout my real estate transactions.

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