



**THE
COMPLETE
SOLUTION
FOR
YOU**

*Ferny Fair Shopping Centre
170 Patricks Road, Ferny Hills, Q4055*

Phone: 07 3851 4113

Fax: 07 3351 4283

www.completeready.com.au
sales@completeready.com.au



The Boutique Office with a Global Outlook.....

With a strong desire to bring a new level of service to the industry, Leanne Robertson developed a vision of creating the perfect Real Estate office. Her main goal – to offer clients the best marketing experience coupled with personalised client service.

The key to superior service is staff. Each employee has been hand-picked and are all experts in their field. The result is a level of efficiency rarely achieved in this demanding industry.

Phone calls answered personally and returned promptly, appointments kept on time every time, all buyer data bases maintained and accurate information provided. Our courteous and professional standards are maintained all the time and at every level.

From our Award Winning property management service to the strength of our motivated and experienced sales team, we are dedicated to our clients and never miss an opportunity to obtain the best results on our clients' behalf.

Experience the difference at Complete Realty Solutions, the boutique office with the global outlook.

METHODS AND PRICING

Selling the Property Yourself: While some sellers are capable of selling their own property, most buyers are reluctant to negotiate directly with sellers. Complete Realty Solutions' professional advice during the sale can counter the possibility of a sale not proceeding or charges of misrepresentation for which Complete Realty Solutions have professional indemnity insurance. Complete Realty Solutions' experience and expertise will ensure the best price for your property is obtained.

Opening Listings: On the surface this would seem a good method to choose as you have more than one agent working for you. However this is often not the case as an agent is reluctant to outlay advertising money and devote time and effort to marketing your property with no guarantee of being the one to make the sale. Other considerations are that there is no individual marketing programme and therefore you are relying on good luck rather than good management. The security of the property may also suffer when keys are provided to numerous agents.

Sole Agent or Exclusive Listing: Sole Agent or Exclusive Listing involves the property being placed with one agent who organises the entire marketing process and safeguards the security of the property. Complete Realty Solutions' Sole Agencies or Exclusive Listings come with a guarantee of full service to you, the seller. The benefit of dealing with one agent ensures a simpler and more successful selling process. We are also happy to conjunct with other agents who may know the right buyer for your property.

Auction: Auction marketing involves presenting a property to the market without a vendor's price. Auction marketing campaigns are designed to expose your property to the maximum number of buyers, maximise your sale price and minimise the number of days your home is on the market. The auction takes place on a specified date and is preceded by a number of selected "open house" days. The contract of sale is unconditional with a 30 day settlement period from the date of auction. The reserve price is decided by the seller and consultation with the agent and auctioneer. This method is designed to create a competitive atmosphere to achieve the best price for your home.

Tender: Tender marketing is similar to Auction marketing. The property is offered for sale without a price and buyers are invited to make offers within a set time frame. Buyers wanting to lodge an offer must complete a form of tender and submit this together with a deposit to Complete Realty Solutions prior to the closing date of the tender. The seller may then accept the offer acceptable to them. Once the tender is accepted neither party may withdraw from the sale and are subject to the terms of the contract.

METHODS AND PRICING cont.

Multilist: Multilist is a form of sale agency which also lists your property to all agents who are members of the Multilist system, which is administered by the Real Estate Institute of Queensland (REIQ). You pay only one commission which is divided between the agents concerned. The agent who lists your property is responsible for the marketing, co-ordination of inspections, security and preparation of contracts.

Open for Inspection Marketing: Open for Inspections are not compulsory and not every home is suitable for this method. However, Open for Inspections, at a day and time suitable to you, are a proven marketing tool which allows buyers to inspect the property at their leisure without feeling they are invading your privacy.

Pricing for the Market: Comparing the sale price of similar properties in the immediate area is the only real way to ascertain the probable market price of any property! Complete Realty Solutions has expert knowledge that will ensure a competitive market price is set. The main factors to be considered when assessing the asking price are - location; house size; features; land area and zoning. Other market variables such as loan interest rates and Government policies are also key factors. The key to obtaining a successful sale in an acceptable time frame is to have your property realistically priced.

Beware of Overpricing: By overpricing you may be making other properties look more attractive to buyers and your property may become “stale” from being on the market too long. Time is money and while your property sits on the market through being overpriced, expenses such as mortgage payments, rates insurance and maintenance mount daily.

WHAT'S INCLUDED IN THE SALE?

You need to decide what is to be included with the sale of the property of listing the property with Complete Realty Solutions and before buyer presentations begin. The standard inclusions involved in a house sale are:

All fixtures as inspected

- ✓ Stove
- ✓ Hot water system
- ✓ Fitted floor coverings
- ✓ Curtains, Blinds and Tracks
- ✓ Light fittings
- ✓ Clothes Lines
- ✓ Fixed Television Antenna
- ✓ In Ground Shrubs

In a case where you do **not** want a particular item included in the sale, please advise us in writing so these exclusions can be noted on the Contract of Sale.

- ✓ Items sometimes excluded are:
- ✓ Pool equipment
- ✓ Microwave ovens
- ✓ TV aerials
- ✓ Garden sheds
- ✓ Dishwashers
- ✓ Hanging plants
- ✓ Other furnishings not fitted.

MARKETING

Access to Property: It is best if we have a key so we do not miss any opportunity to sell your property. All inspections are accompanied by a representative of Complete Realty Solutions and keys supplied are coded for security reasons. Generally, access via the front door creates the best first impression to buyers.

Marketing for the Best Price in the Shortest Time: Marketing sells property. It is an essential component to achieve a sale and stimulates buyer activity to ensure the highest price. Without sufficient promotion, the ideal buyer could miss out on your property. Complete Realty Solutions will recommend to you the best strategy to present your property including a detailed week by week marketing plan outlining the size, cost and timing of each facet of the advertising campaign. The marketing plan is tailored to suit your requirements and to emphasise the special features of your property.

Our Marketing Tools

www.investinginproperty.com.au www.choicehomeloans.info www.realestate.com.au	Our sale listings appear on all these websites to ensure the largest possible exposure of your property to potential buyers.
Courier Mail	Advertising each Saturday gives broad citywide exposure of the property. Many interstate buyers also use the Courier Mail property section.
North West News	Regular advertising in the main local paper reaches a wide readership of buyers living locally, or those who wish to move to this area.
Realtor Magazine	This publication is published in full colour on a monthly basis and is available from most real estate agents.
Signage	A "For Sale" sign is placed on the property which features all our contact details. Pictorial signage is available if desired.
Brochures	Brochures of properties are available from our office and are also distributed throughout the immediate area of your property.
Buyer Register	We have a large data base of potential buyers registered and we will always endeavour to match your property with those potential buyers.



MARKETING cont.

Proposed Marketing Plan

www.investinginproperty.com.au www.choicehomeloans.info www.realestate.com.au	\$20 per Site	With our Compliments
Courier Mail	4 Lines x 4 weeks	\$200.000
North West News	4 weeks + 1 Free	\$500.00
Realtor Magazine	\$50 per module	\$50.00
For Sale Signage	\$20.00	With our Compliments
Pictorial Signage	\$50.00	At Cost of invoice
Brochures	\$20.00	With our Compliments
Buyer Register	\$50.00	With our Compliments

Complete Realty Solutions only charge which is actually expended and only up to the agreed budget.

KEEPING YOU INFORMED

Sales Progress Reports: Complete Realty Solutions provide a weekly Sales Report detailing the level of interest in the property, planned and current marketing activities, prospective buyers' comments and suggestions from our sales consultants. In addition we will also communicate verbally on a regular basis throughout the selling process.

Open for Inspection Reports: In addition to the weekly Sales Progress Reports we also provide an Open for Inspection Report for any Opens held at the property. The Report details the number of prospective buyers attending and any comments they make. The Sales Consultant's comments specific to the Open is also included.

CONTRACT AND SPECIAL CONDITIONS

Complete Realty Solutions always use the standard contract form as approved by the Queensland Law Society and the Real Estate Institute of Queensland (REIQ). All contracts are individually prepared by us to meet the needs of the Sellers and Buyers.

Examples of some conditions which may need to be satisfied and included in the Contract are:

- ✓ Finance Approval
- ✓ Split Deposit Payments
- ✓ Building and Pest Control Reports
- ✓ Property Searches including flood, Council approvals etc.
- ✓ Subject to Sale of Other Properties
- ✓ Council Requirements
- ✓ Inclusions and Exclusions of Chattels

It is the Buyer's responsibility to insure the building before 5pm on the first business day after the Contract date. However it is strongly recommended that the Seller continue to insure the property until settlement.

A copy of the title, survey plan, drainage plan and a local authority search would be helpful at the time of listing the property but this is not essential.



KEEPING YOU INFORMED cont.

OFFERS AND HOW TO DEAL WITH THEM

The only way to establish a Buyer's commitment to any offer is to have a Contract of Sale signed and a deposit paid by the prospective buyer. If the offer is acceptable to you and you sign the Contract, the buyer has to proceed according to the Contract conditions.

If you feel that the offer is too low, you can counter sign the purchase price at a figure you desire. Your Complete Realty Solutions consultant will then proceed to re-negotiate with the Buyer to obtain the highest price possible.

Often the first offer may be a very good one and well worth accepting. However, sometimes the first offer is only a stepping stone which leads to further negotiations and a successful sale. There is no enforceable Contract until each party has agreed to both the price and conditions and signed the Contract of Sale.

Complete Realty Solutions' Charges

Commission on Sale: We charge a selling commission for residential property as set out in the Property Agents and Motor Dealers Regulation 2001. The commission rate is 5% of the first \$18,000 and 2.5% of the balance **plus GST**. Examples are:

Sale \$	Commission \$	+GST
\$200,000	\$5,450	\$545
\$220,000	\$5,950	\$595
\$240,000	\$6,450	\$645
\$260,000	\$6,950	\$695
\$280,000	\$7,450	\$745
\$300,000	\$7,950	\$795
\$320,000	\$8,450	\$845
\$340,000	\$8,950	\$895
\$360,000	\$9,450	\$945
\$380,000	\$9,950	\$995
\$400,000	\$10,450	\$1,045

HELPFUL HINTS

Property Inspection Presentation Hints

It is best to present the property in a clean and tidy manner. Spring clean by washing walls, cleaning marks from around wall corners, light switches, doors etc. Remove dishes from sink and benches and ensure kitchen and bathroom tops are clean. Ensure all basins, baths, showers and toilets are clean. Vacuum and/or mop the floors. Remove any objects that may make the house appear cluttered.

The yard should be recently mown, edges trimmed and the gardens neat and tidy with decking and pathways swept and clean.

Any obvious defects should be repaired.

It is best to remove pets altogether during inspections, but if this is not possible, have dogs outside and tied up. Many people are afraid of dogs, no matter how friendly.

If possible it is best not to be present when our sales consultant is showing a prospective buyer the property. The buyers may feel they are invading your privacy and are inclined to want to leave quickly without absorbing the best features of the property.

If you are present during an inspection, be polite, but allow the sales consultant to do the talking as they are aware of the buyer's requirements and can emphasise the features they are looking for. Soft music playing is excellent, but not TV or radio.

Fresh flowers are also a welcoming touch.

WHEN YOUR PROPERTY IS SOLD.....

You will need to notify many organisations of your new address. It is best to arrange a mail redirection with Australia Post until all organisations that send you mail are notified. Some organisations you will need to notify are:

- ✓ Energex, gas company, Telstra, Optus, Foxtel
- ✓ Service Providers such as the milkman, garden maintenance firm
- ✓ Financial institutions such as bank, building society, credit union, and credit card companies
- ✓ Accountant, superannuation provider, insurance companies, investment advisers, stockbroker and/or share registers
- ✓ Government departments and agencies like Medicare, Taxation Office, Transport Department, and Electoral Roll
- ✓ Other bodies such as Auto Club, Health Fund, Loyalty Programmes, magazine and newspaper subscriptions, charities, doctors, and schools