

## SELLING WITH HIGHLANDS PROPERTY

### Highlands Property can help you sell your property

This explains how we do business and how we work to achieve your optimum outcome.

#### Getting Ready to Sell

From our first contact with you, to the commencement of marketing, getting ready to sell your property is quite a process. It often takes two or three weeks.

- Upon our first contact, we gather your contact information, property details and provide you with this comprehensive information kit.
- We research your property, comparing it with relevant recent actual sales. This enables us to determine an approximate price.
- We then make an appointment for an appraisal visit at your property. Sometimes a second agent and/or one of the sales support team will also attend.
- We also ask questions to help us understand as much as possible about the potential sale. We need to properly understand: your reasons and motivation for selling; your aspirations regarding price; the sale process so far (if your property is already on the market); and how we can work together.
- We will discuss any work that we think desirable for better presentation of the property, with or without a tenant in residence. (If you definitely plan to sell, you should commence any agreed work as soon as possible.)
- We will discuss with you the state of the market and after further research, present a written appraisal and marketing proposal. We consider the appraisal price very carefully, because it is so important to pitch it correctly to achieve your desired outcome. We want to sell your property, not buy your listing.
- We will then invite you to list with Highlands Property and agree on the following:
  - method of sale (private treaty or auction)
  - listing price
  - agency basis (exclusive or open)
  - selling fee (see below)
  - marketing program (see below)
- The sales support team will prepare the Selling Agency Agreement for you to sign and return to us.
- You will need to get a draft Contract for Sale prepared by your solicitor and sent to us. We cannot legally market your property without one.
- The sales support team will take photographs, gather full descriptive details of the property and prepare marketing materials for web sites, advertising, brochures and the like, and if you wish, get your approval of them.
- Then, when you are ready with the presentation of the property, and we have all the legal requirements in place, we can commence marketing.

## Marketing Your Property

At Highlands Property we strive to provide the broadest possible marketing exposure for your property. We have many touch points to capture the interest of buyers.

- 3 sales staff
- 10 property managers
- 3 main web sites
- hundreds of signs and listings
- monthly newsletter to property investors
- best quality advertising presence in the local Property Press Domain.

## Marketing Programs

We will provide a certain amount of marketing at our cost, but as this will not always give your property the exposure you want for a timely result, we will discuss a budget for extra advertising with you.

### Open Listing Marketing Program – **free**

- 3 advertisements in Property Press.
- Standard listing on 3 web sites: highlandsproperty.com.au, realestate.com.au, domain.com.au
- 1 standard Highlands Property sign at the property
- Preparation of a standard brochure/flyer
- Inclusion on all relevant property lists

### Exclusive Listing Marketing Program – **free**

- 5 advertisements in Property Press.
- Standard listing on 3 web sites: highlandsproperty.com.au, realestate.com.au, domain.com.au
- Upgrade to a featured listing for 1 month on realestate.com.au
- 1 standard Highlands Property sign at the property
- 2 open houses
- 1 neighbourhood “just listed” letter box drop
- Preparation of a standard brochure/flyer
- Inclusion on all relevant property lists

### Extra advertising in Property Press:

- Standard size                      \$60 + GST
- Double standard size              \$110 + GST
- Quadruple standard size          \$200 + GST

### Extra feature listing:

- realestate.com.au                  \$110 + GST per month
- domain.com.au                      cost + 20%

Extra signage:

- Extra standard sign \$25 + GST
- Colour signboard \$225 + GST

## Selling Fee

Our selling fee is expressed as a percentage of the final sales contract price. We only receive that fee when you settle a successful sale with a buyer introduced by us.

**Our fee will be 3% + GST of the final contract price.**

## Communication

Quality communication between us is the key to a successful business relationship.

- For effectiveness and efficiency we prefer to use email.
- If your assigned agent is not available by phone, your message will be returned within 4 business hours.
- If you send an email it will be responded to by the next business day.
- If you want to discuss the progress of your marketing, please don't wait for us to call. Telephone your agent and/ or arrange an appointment in the office.
- Your assigned agent will be your key point of contact, but other support and sales staff will sometimes contact you with information, or to answer your questions.

## Review Process

It is all too common in the Southern Highlands for a property to be put on the market and then just sit there. We don't like that, and we don't think it is in anybody's interest. We are working to try to change it. The key is to try to get the price correct at the start of the marketing campaign, but that doesn't always happen. That creates a need for a review of the price, every 6 to 8 weeks. Your agent will contact you for this review.

Whilst it often takes a little longer than average to sell a property in the Southern Highlands and some patience is sometimes necessary, in the end there are only 3 reasons why a property doesn't sell:

- It is poorly presented
- It is poorly marketed
- **The price is too high**

We will certainly work hard with you at all times to ensure that neither of the first two applies. Our experience and expertise in handling the sale of tenanted property is a particularly important advantage for our landlord vendors. However, shifts in the market, buyer feedback, and possible shifts in vendor motivation, frequently make it necessary to adjust the price. When this is necessary, we will ensure that you have all the recent sales and market data you require to make an informed decision.

## **Sell with Highlands Property!!**

At Highlands Property, our market focused and well organised sales team will strive to deliver your optimal outcome – the best possible price the market can deliver in the shortest possible time!

### **Highlands Property**

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