




SELLING

HOW WE TARGET THE RIGHT BUYERS
TO ACHIEVE THE BEST POSSIBLE PRICE

 **firstnational**
REAL ESTATE
We put you first



"Thanks so much for everything you did to help with both the rental and the sale of the unit over the past 7+ years. We really loved having you there and knew with you managing things that the property and tenants were in great hands!

So glad the sale is final but I'm also a little sad that it's all now come to an end working together. Looking forward to catching up for a vino when we are down in Sydney!

Danielle

WELCOME TO FIRST NATIONAL MANLY

TO ACHIEVE THE HIGHEST POSSIBLE PRICE FOR YOUR HOME, IT'S VITAL YOU GET THE BEST ADVICE, SERVICE AND VALUE FOR MONEY. THAT'S WHERE FIRST NATIONAL REAL ESTATE EXCELS.

To find out how real estate agents are performing across Australia, IPSOS and Colmar Brunton surveyed Australian adults in 2016 and 2017 that had employed an agent recently, whether it related to the buying or selling of a property, lease management, or renting.

The results showed Australians say First National Real Estate agents 'make buying and selling easy' and that 'they do what they say they will do'.

Our agents were ranked above other agents in every category measured, including communication and advice, problem resolution, contract handling, marketing, moving services and value for money. Ultimately, our clients were the happiest in real estate.

At **First National Manly**, we appreciate you have a choice and want to win your business! On a daily basis, we demonstrate professionalism, experience and commitment to our clients. Our goal is now to prove why you don't need to look any further.

Choosing an agent is much more than striking a deal on fees. Marketing skills, strategy and negotiating ability will strongly influence your final price.

At **First National Manly**, we don't compromise on training, systems, marketing or the standards that enable us to achieve outstanding results, consistently.

First National Manly
8/9-15 Central Avenue
Manly NSW, 2095

t: 02 9966 5577 / m: 0431 191 539
e: kjoseph@firstnationalmanly.com.au
w: firstnationalmanly.com.au



"Your skills of negotiation, drive and passion for your profession created the very best outcome for Arthur Street. I believe it was a win, win for all concerned due to the integrity and commitment which you displayed throughout the campaign.

Without your knowledge and network of tradesman which you so generously shared, Arthur Street would still be languishing instead of looking wonderful and being handed down to a new owner. I am very grateful to you for enabling me to start a new chapter of my life to your brilliant of the sale of Arthur Street.

I would recommend you to anyone who wants the very best Agent in the area of Sales & Property Management."

Seller

LET'S DISCUSS OPTIONS

YOU'VE DECIDED TO SELL YOUR PROPERTY BUT WHICH METHOD IS BEST FOR YOU? ALLOW US TO GUIDE YOU THROUGH THE STEPS AND ALTERNATIVES.

1. METHOD OF SALE
2. PRICING
3. THE BUYER
4. MARKETING
5. AGENT SELECTION
6. FEES

PRIVATE TREATY OR AUCTION?

MOST PROPERTY IS SOLD VIA PRIVATE TREATY OR AUCTION. OUR EXPERIENCED TEAM AT **FIRST NATIONAL MANLY** WILL CONSULT YOU TO DETERMINE THE MOST SUITABLE METHOD FOR YOUR CIRCUMSTANCES.

If you choose to sell by PRIVATE TREATY, an asking price is set and negotiations begin once an offer is received. On acceptance of an offer, contracts are exchanged and a **5 business day cooling off period applies**.

If selling by AUCTION, an auction date is set and a marketing campaign begins four weeks prior. Your confidential reserve price is set before the auction, with our guidance. Interested buyers compete by

bidding and, if the highest bid meets or exceeds your reserve price, the property is sold and contracts are signed. No cooling off period applies.

First National Manly has handled hundreds of private treaty sales and auctions. Whichever method you choose, you can rest assured that we have the skills and experience to achieve the best outcome.



PRICING STRATEGICALLY

DECIDING WHERE TO SET YOUR ASKING PRICE IS VERY IMPORTANT AS THIS WILL DETERMINE THE AMOUNT OF BUYER INTEREST AND THE VOLUME OF OFFERS RECEIVED.

OLD-SCHOOL PRICING

The OLD-SCHOOL approach to pricing is to set an asking price higher than what you believe is achievable, leaving room for negotiation. The downside of this strategy is that if the price is too high, fewer buyers will inspect your property and they will be less motivated to place an offer. Not only that, if you are priced too high, you're just helping your competition to sell!



PROGRESSIVE PRICING

In our experience, we have found the PROGRESSIVE pricing approach to be far more effective. By setting your price at 'fair market value', you will attract greater interest in your property, which then stimulates multiple offers and ultimately negotiation of a higher sale price.



EMOTIONAL BUYER

In most instances, it's the person who feels emotionally connected to your property who will offer the best price. We call this person the EMOTIONAL BUYER. Our aim is to identify potential Emotional Buyers and work with them to secure a premium price for you.





WHAT'S YOUR PROPERTY WORTH?



MANY FACTORS
COME INTO PLAY
WHEN DETERMINING
THE MARKET VALUE
OF YOUR PROPERTY.



LOCATION & LIFESTYLE

Buyers want properties that put their desired lifestyle at their fingertips. Proximity to schools, parks, playing fields and beaches are important considerations for families. Properties close to dining precincts, public transport and beaches are likely to attract singles or couples without children.



CONDITION

Properties that present attractively and require little or no work tend to attract a premium compared to those on which a buyer will need to spend money to improve or repair. It can sometimes be worth investing in small enhancements to add significant value come sale time.



COMPARABLE SALES

Recent prices paid for similar properties near you are an excellent indicator of what the market is willing to pay for yours. **First National Manly** has access to the very latest sales data in your area. We provide **62 years** of local real estate intelligence in our area, as well as the most meaningful data on recent comparable sales.



MARKET TRENDS

Seasonality and economic conditions including interest rates, rental incomes and job stability all have an effect on property values. Our team can help guide you on the optimal time to sell given the current market.



CURRENT COMPETITION

Having plenty of active buyers around combined with a moderate number of properties on the market contributes to a premium price. A strong marketing campaign can also help ensure you attract the maximum number of active buyers through your door.

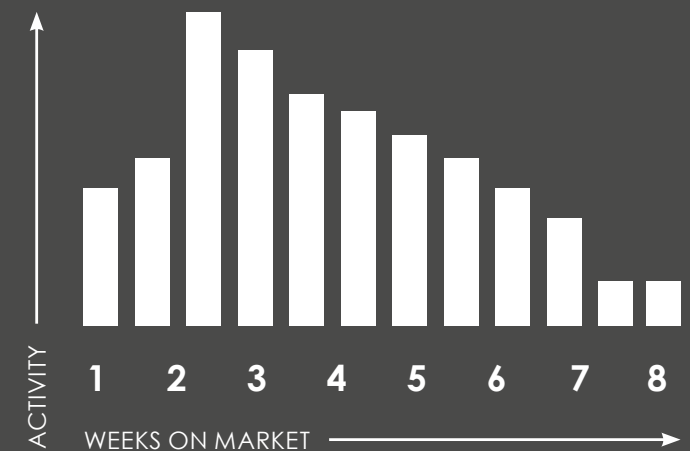


MOMENTUM

STATISTICS SHOW THAT BUYERS WHO ARE FIRST TO INSPECT ARE MOST LIKELY TO BUY.

They are the most educated about market value, have inspected most of the available similar properties, and are aware of recent sales. Sometimes they've missed out on a few properties already, creating strong emotional desire to buy decisively.

They are inclined to submit their best offer at the early stages of your campaign.



TARGETING THE RIGHT BUYERS

DIFFERENT BUYERS SEARCH FOR PROPERTY IN DIFFERENT WAYS. INVESTING IN A COMPREHENSIVE MARKETING CAMPAIGN MAXIMISES EXPOSURE OF YOUR HOME AND SECURES THE HIGHEST POSSIBLE PRICE.

When you list with **First National Manly**, you gain access to our outstanding team of professionals who work to create a first-class marketing campaign. We coordinate everything to assure the right buyers notice your property.

We don't wait for advertising to appear. As soon as your property is ready to be promoted, we start actively contacting our buyer database.



PROFESSIONAL
IMAGES



DATABASE & AGENTS'
CONTACTS



WINDOW
DISPLAY



COPYWRITING



NATIONAL REFERRAL
NETWORK



'JUST LISTED'
DROP CARDS



BROCHURES WITH
FLOOR-PLAN



PRINT MEDIA



INTERNET



SIGNBOARDS



SOCIAL MEDIA
MARKETING

INTELLIGENT MARKETING



PROFESSIONAL PHOTOGRAPHY

There's power in a great image. It captures interest and elicits emotion. High quality professional photography is crucial to properly showcasing your property. Our photography will make your home stand out amongst the competition and positively influence perceptions of value.



DATABASE & AGENT'S CONTACTS

We have a large and growing database of buyers that we keep actively informed of listings matching their search criteria. We make a point of talking to buyers at every open home inspection, to find out what they're looking for and why. When they miss out on a property, they're at their most motivated to buy so we pro-actively introduce them to our latest listings.



INTERNET

We place your property on the most effective websites. Our website, **firstnationalmanly.com.au**, attracts a large volume of local buyer enquiries due to our database marketing and local profile.

firstnational
REAL ESTATE

MENU **FREE APPRAISAL** **JOIN US**

11,903 Properties across Australia

Buy **Search** More Options

Sell with us
Find out more

Get an appraisal
Try it now

Find an office
Contact us

First National Real Estate has Australia's happiest clients,
according to independent research

How can we help you?
View our guides

Looking to invest **First home buyer** **Need to downsize**

Young couples **Life's Challenges** **Looking to rent**



SIGNBOARDS

When buyers know your property is for sale, one of the first things they will do is drive by your home. A prominent signboard displaying an internal image and key features helps buyers to discover more than meets the eye from the street. Signboards are also an excellent way of attracting the attention of local road and pedestrian traffic.

first national
REAL ESTATE | Manly

FOR SALE

Karen Joseph 0431 191 539
9966 5577
firstnationalmanly.com.au



SIGNBOARDS & POINTER SIGNS

A prominent signboard that is professionally fitted will deter any vandals and reflect a more premium rental value for your investment property.


Manly

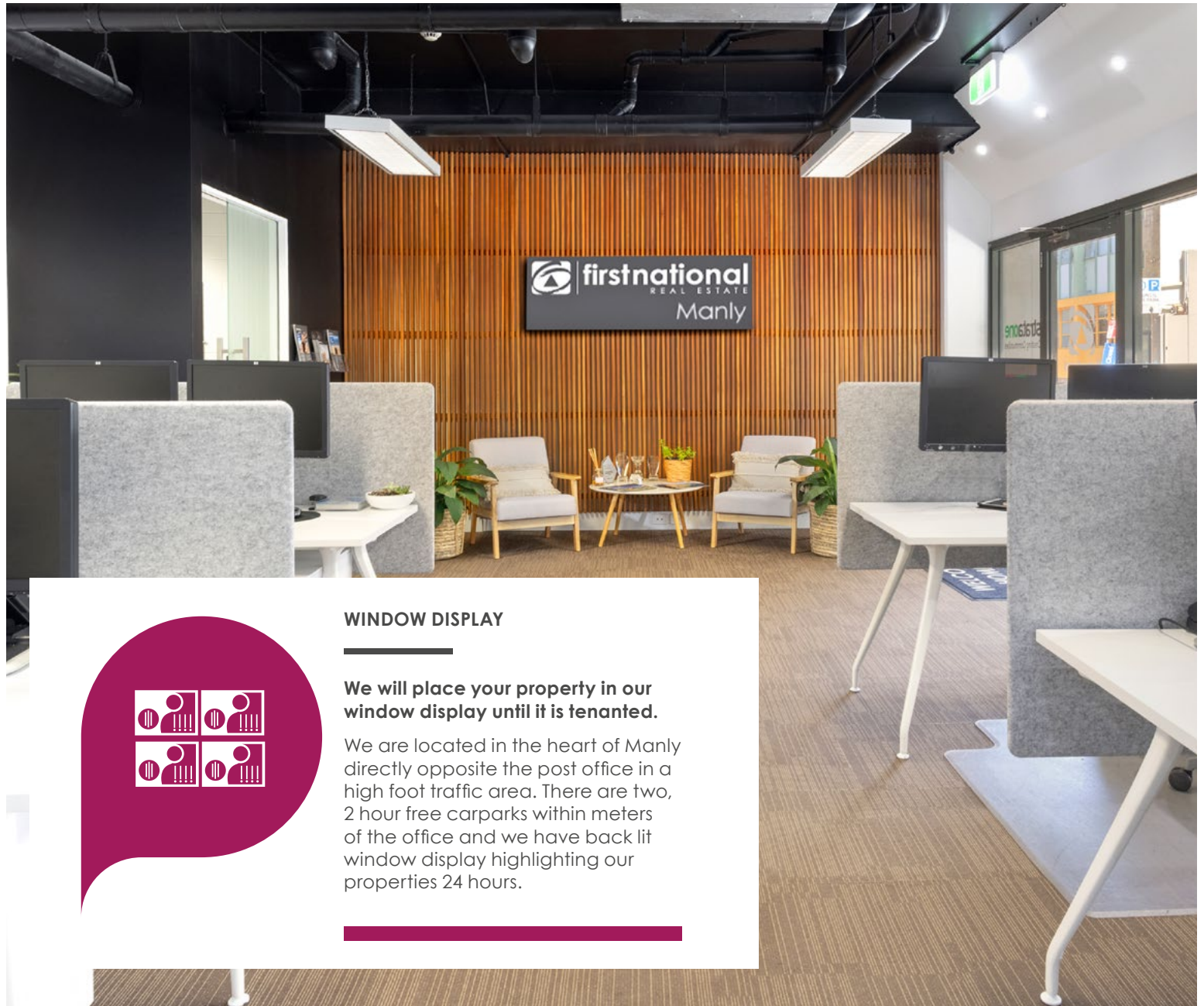
FOR LEASE

3  2  2 

- Large outdoor area with BBQ
- Formal and family living
- Excellent location close to everything

Kare Joseph
0431 191 539
kjoseph@firstnationalmanly.com.au

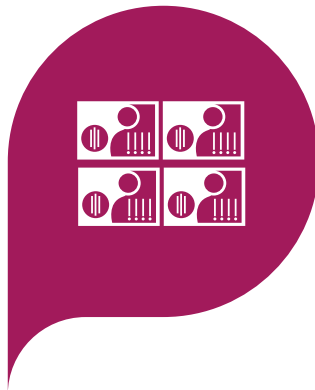
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WINDOW DISPLAY

We will place your property in our window display until it is tenanted.

We are located in the heart of Manly directly opposite the post office in a high foot traffic area. There are two, 2 hour free carparks within meters of the office and we have back lit window display highlighting our properties 24 hours.





SOCIAL MEDIA

Social media listings (Facebook, Instagram and Hyperlocal) can also be very effective in attracting tenants to your property.

- Ensure maximum exposure with our integrated Facebook/Instagram campaign platform and automated advertising technology
- Massive local branding for your property on mobile, desktop, laptop and tablet

EXCLUSIVE TARGETED DIGITAL MARKETING

- Digital Local-Area marketing solutions
- Hyperlocal online property advertising – drives enquiries directly back to **First National Manly** instead of to major portals.



"We have been dealing with Karen Joseph of First National Manly for over 10 years as our investment property Manager, where she has procured and been fundamental in keeping the same tenant for that entire period. When I approached her a few months ago with an urgent requirement to sell the property, she made that happen with incredible efficiency and professionalism that kept all parties very happy. We have absolutely no hesitation in recommending Karen and her business to anyone in the area. Thank You Karen!"

Seller





CHOOSING YOUR AGENT

CHOOSING YOUR AGENT IS AN IMPORTANT DECISION. YOU NEED THE RIGHT COMBINATION OF PROFESSIONALISM, EXPERIENCE, DRIVE AND ABILITY. OUR PROVEN STRATEGIES, SYSTEMS AND MARKETING COMBINE TO DELIVER EXCELLENCE.

Four questions to ask when selecting your agent:

1. How many year's experience do they have?
2. Will they show you their recent personal sales?
3. Do they have a good track record and reputation?
4. Do you feel comfortable enough with the agent to hand over the keys to your home?

If you feel comfortable, then buyers will too.

SELLING FEE

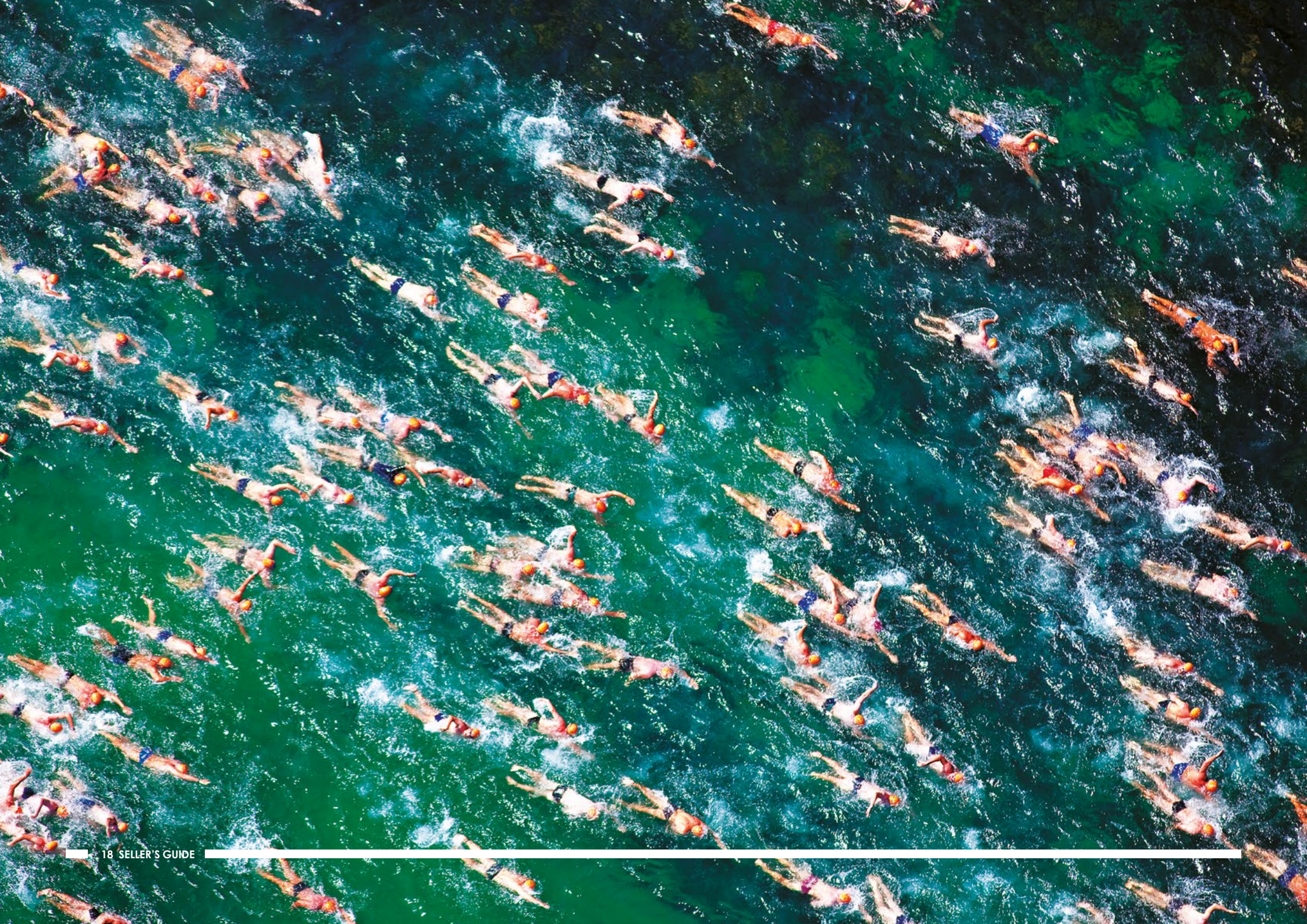
Don't make the mistake of choosing the agent offering the lowest selling fee. While you should expect a competitive fee, it is advisable to appoint a good value agent; not a cheap one.

Whilst you will no doubt find any number of agents who will heavily discount their fees, we have total confidence that if you instruct **First National Manly** to represent your interests, you will receive a greater sale price that will more than justify any difference in fee structures.

In the event that a sale is not made, no selling fee will be incurred.

PRESENTATION

We want to make sure buyers see the full value of your property. So, we'll guide you with recommendations about things you can do to make sure your property is presented in its best light. You'll be amazed what a difference we can make. If necessary, we can engage our home stylist, tradesmen and hired help to assist in giving your home that extra edge to position your property ahead of the competition.



WE'D LOVE TO GET STARTED

IF YOU'RE READY TO MOVE AHEAD WITH **FIRST NATIONAL MANLY**, WE'D BE DELIGHTED TO GET STARTED. THE FIRST STEP IS TO APPROVE OUR AGENCY AGREEMENT, THEN WE CAN START THE SALES PROCESS.

1.

Authorise

First National to sell your property by signing the AGENCY AGREEMENT

2.

Prepare

contract of SALE DOCUMENTS

3.

Showcase

your home for PROFESSIONAL PHOTOGRAPHY

4.

Approve

your MARKETING CAMPAIGN, copy and photography

5.

Start

your first OPEN HOME and get ready for offers!

IF YOU HAVE ANY QUESTIONS ABOUT THIS PROCESS, OR WOULD SIMPLY LIKE TO CHAT FURTHER ABOUT YOUR SALES GOALS, PLEASE FEEL FREE TO CONTACT US. WE'D BE HAPPY TO HELP.

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THE SALE PROCESS

PRIVATE TREATY





AUCTION

START

1.

Sign Agency Agreement

2.

Instruct solicitor to prepare contact

3.

Photography, floorplan and copywriting

4.

Book print advertising

5.

Order brochures signboards and Just Listed cards

6.

Upload property on internet

7.

SMS, email alerts to buyer database

8.

Deliver Just Listed cards

9.

Conduct open homes

10.

Buyer follow up calls and vendor updated

11.

Facilitate pest and building inspection

12.

Send SMS Auction Invites

13.

Pre-auction vendormeeting & set reserve price

14.

Conduct auction on-site

15.

Sign contracts & take 10% deposit

16.

Conduct Pre-settlement inspection with buyer

17.

Settlement day



"Both Emma and I want to say for a big thank you for all your support and guidance over the last five years, through the ups and downs. We just want to acknowledge the great job you have done."

Seller



Artists Impression



MEET KAREN JOSEPH

WITH 28 YEARS OF INDUSTRY EXPERIENCE, KAREN JOSEPH IS A HIGHLY SKILLED SALES CONSULTANT AND PROPERTY MANAGER WHO ROUTINELY ACHIEVES EXCEPTIONAL SALES PRICES FOR HER VENDORS AND DELIVERS OUTSTANDING LONG-TERM PROPERTY MANAGEMENT SERVICES TO HER LANDLORDS.

Choosing a real estate agent to sell your home or manage your rental property shouldn't be so challenging, but Karen Joseph can do both, making your decision much easier. You see, Karen has an almost unique skill set in the real estate industry—expertise in sales, property management, auctioneering, and business management.

She has established a long-term reputation for property management excellence amongst landlords, and won industry recognition through her National Property Manager of the Year and Business Development Manager of the Year awards.

Nothing influences a customer's experience like commitment. When you tie everything together, there

could scarcely be another agent competing equally for your business.

As a Principal of **First National Manly**, Karen's commitment to the success of every customer transaction shines through. Whether you're a tenant, landlord, buyer or home seller, you're guaranteed good advice, respectful consultation, hard work, and Karen's trademark sense of humour as well.

Her vision for **First National Real Estate Manly** is aligned with the rest of the team's. To set a leading performance standard over the long-term, the entire **First National Manly** team must be committed to your satisfaction through hard work, innovation and results. That's not just **First National Real Estate Manly's** promise; it's reality.

KAREN JOSEPH
PRINCIPAL

Licensed Agent / Sales / Property Management /
Auctioneer / Qualified Trainer / Justice of the Peace

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