



# Sales & Marketing **GUIDE**



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## ACHIEVING THE BEST PRICE

How to achieve the best possible price.

I believe that buyers are not looking for an agent today ... they are looking for a house!

So when selling your home you want to have an agent that is highly skilled and is working hard for you to achieve your dream price and making the whole process a wonderful experience.



In all my years in the real estate industry I am a great believer in telling clients **what I should be telling them** and not **what they want me to tell them**.

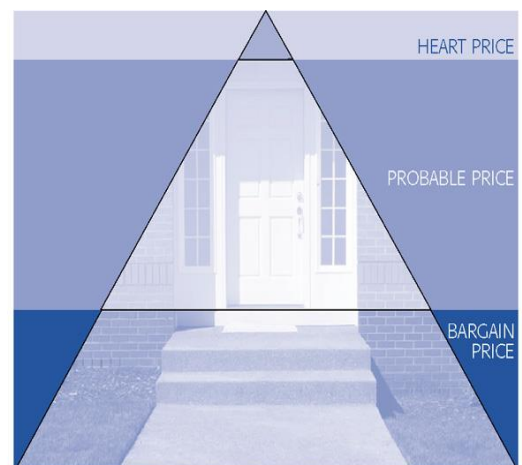
It is my belief that with the right agent and a combined effort working closely with the vendors, will always achieve over market value in any market conditions.

# SETTING THE RIGHT PRICE

The most difficult task when selling is determining the value of your home. Most importantly this pricing should not include uninformed opinion, recovering the cost of improvements or a realization of future plans.

The current property market strongly influences the value of your home. Realistic priced properties generate more enquiry and increase buyer competition at sale time. Your property will sell more quickly – and for a greater price.

This buyer interest will be highest in weeks two and three after your property is presented to the market. After this buyer interest falls away significantly. To maximize this window of opportunity, we will design a marketing program that reaches its peak during this prime period. Your property will have its highest profile during this period – it will be ready to sell at the highest price.



*Selling your home is an emotional event in your life but don't let your heart rule when it's time to set a realistic price for your home.*

## WHAT WE DO

Quite simply, your goal is our objective – To do everything possible to achieve a premium price for your home within a realistic period of time.

These are our responsibilities to you:

- Market your property as widely and effectively as possible
- Attract as many potential buyers as possible
- Negotiate the best price for you
- Assist your sale through to successful settlement



In today's media-saturated environment your property needs to stand out. We can provide the spotlight with which to do this through expert marketing and negotiation.

# METHODS OF MARKETING

With market conditions constantly changing and no two properties the same there's never one 'tried and true' method of selling. The type of property you wish to sell and the timeframe in which you want to do it ultimately determine the most appropriate and effective marketing strategy.

Basically when selling you have two options. You can either market by Auction or Private Treaty:

## **Marketing Without a Price – Auction**

Falling in love with a home is very natural. It's a reaction that has little to do with cost. This is because there are so many other attributes that can create the desire for ownership. By avoiding a price you can successfully highlight these other attributes. A property marketed without a price will:

- Removes risk of under or over-pricing your home
- Attracts premium price opportunities
- Deadline creates buyer competition and urgency, pushing the price upwards
- Attracts genuine cash buyers with no subject to sale or finance uncertainty
- Unconditional contract of sale with a 10% deposit payable on the day
- Properties are on the market for the shortest time—an average of 30 days

## **Marketing With a Price – Private Treaty**

When marketing your home with a price you are giving buyers an indication as to what you want from the very start. A property marketed with a price has the benefit of:

- Buyers feeling more comfortable looking at the property and comparing it with other homes in the same price bracket.

## THE VALUE OF MARKETING

High Profile = More Buyers = Premium Sale Price

Traditionally the real estate consultant has been used to seek out opportunities for prospective buyers. Now with the proliferation of different media, the process has changed markedly. Potential buyers often do much of the initial research at home before they make the decision to inspect a property.

Real estate today is about marketing property as widely and effectively as possible to attract as many potential buyers as possible giving you the greatest chance of achieving a premium price.

Therefore the investment made in a marketing campaign is extremely important.

With interest in a property the highest during the first 3-4 weeks it's wise to invest in marketing that reaches as many potential buyers during this key period.



*Remember you are not trying to get just one buyer. You want several buyers competing for your property.*



## THE CAMPAIGN

Our marketing objective for your property is simple – To gain the highest possible profile and exposure across the widest possible target audience.

To achieve this we can employ many different techniques, some of which are:

- Professional photography
- Website property features
- Website multi-media/virtual tours
- Newspaper and magazine pictorial features
- Existing client database
- Colour brochures/flyers
- Pictorial signboard
- Open for Inspection and property previews
- Property styling

*Cast your marketing net across the furthestmost distance and you'll have the greatest chance of finding premium priced buyers*



# MARKETING OPTIONS

## OPTION 1

Website:	domain.com.au	\$480.00
Marketing pack	Standard signboard	\$130.00
	Marketing brochures	\$ 20.00
Photography	Standard – 5 photos	<u>\$250.00</u>
	(add \$100 for twilight photos)	<u><b>\$880.00</b></u>

## OPTION 2

Website:	realestate.com.au - PREMIERE	\$1835.00
	domain.com.au	\$ 480.00
Marketing pack	6 X 4 photo signboard	
	50 x A4 colour brochures	\$ 330.00
Photography	Standard – 6 -10 photos	<u>\$ 270.00</u>
	(add \$100 for twilight photos)	<u><b>\$2915.00</b></u>

## OPTION 3 - Auction

Website:	realestate.com.au - PREMIERE	\$1835.00
	domain.com.au	\$ 480.00
Marketing pack	6 X 4 photo signboard	
	50 x A4 colour brochures	\$ 328.00
Photography	Standard – 12 photos	\$ 300.00
	(add \$100 for twilight photos)	
Print media	Hills Shire Times – half page	\$ 400.00
Auction Fees	Auctioneer	<u>\$ 600.00</u>
		<u><b>\$3943.00</b></u>

# DRESS YOUR PROPERTY FOR SUCCESS

## [The First Impression Is Second To None](#)

Amazingly, it is estimated that over 50% of houses are sold even before the prospective buyers open your front door. Presentation is everything... and it's often what sells the emotional appeal of a property. These are just a few practical ways in which you can make an instant, positive impression, which will go a long way towards making a successful sale.

## [Outside appeal](#)

- Remove bikes, tools, and any clutter.
- Keep lawns mowed, paths edged, hedges trimmed and gardens weeded.
- A few well-positioned flowering potted plants can create a welcoming appearance.
- Having the exterior washed and windows cleaned can make an enormous difference.
- Paint or wash fences, gates, screens, steps and the front door.
- Ensure your pets are secured so that they won't pose a threat or annoy visitors.
- Outside lighting is a must for evening inspections.

## [Positive first impressions](#)

- Your front door and entranceway can be powerful first impression areas.
- A newly decorated front door with attractive topiary shrubs either side can be effective.
- Properties yet to be renovated can visually show buyers the potential of the property by decorating the walls, ceiling and floor of the front entrance.

## [Create a feeling of spaciousness](#)

- Ensure your kitchen is spotless, the working areas are uncluttered with tidy cupboards
- Make sure wardrobes are tidy – they'll look larger.
- To enlarge room size appearance, perhaps store some furniture and ornaments

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### [Appeal to the senses](#)

- A general spring clean will freshen the look and the air.
- Turn on sufficient lights when inspections are being held to compensate for any dark areas.
- Use odour neutralisers to dispel with cigarette or animal smells. The delicious aroma of brewing coffee or freshly baked bread will convey the impression that you enjoy your property.
- Bathrooms should be gleaming. Repair any broken tiles and reseal around the bath and basin if necessary. A dish of scented potpourri or soaps add a nice touch.
- Place freshly cut flowers throughout your property.
- Interesting knick-knacks, books or artwork in feature areas around your property can encourage visitors to linger.
- Turn the radio or TV off, maybe in favour of a restful CD.
- Make sure the temperature inside is comfortable – even light the fire in winter.

### [It's the little things that count](#)

Attend to any small maintenance jobs such as sticking doors or windows, dripping taps, squeaking hinges, loose door handles, blown light bulbs or faulty switches.

### [Lastly](#)

Allow your buyers the time and relaxed atmosphere to become emotionally involved in your property by leaving the premises during inspections. Your consultant will maintain security at all times.





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