



2022

PRD Real Estate Wagga Wagga

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The PRD Sales Process



5-10 Days - Contracts received from solicitors
Agency agreement signed and contract received from solicitor



0-7 Days
Photos, floor-plan and video taken of the property



5-10 Days
Property goes 'live' on the internet and first open home occurs



Offer accepted - sales advice sent to solicitors



Pest and build inspections completed, deposit paid



Both parties sign contract, contracts exchange, cooling off period or unconditional



Property settles



Sales Methods



Auction

Designed to efficiently achieve the highest price available with no ceiling imposed. Auctions are an effective way to drive competition and are a popular method of selling property. A transparent process for all parties involved, skilled auctioneers can ensure a premium is reached.



Private Treaty

Selling by private treaty means the property is marketed as for sale with a set asking price or price range. Buyers will sometimes expect to negotiate to an extent and advice from the agent is key to setting the right price. Private Treaty can suit sellers looking for flexibility and with no deadline on selling.



Friendly Auction

Friendly Auction's are a combination of both a private treaty sale and an Auction. It is taking the transparency of the auction process and applying it to the private treaty sale along with the advantage of the option of an unconditional sale. Our preferred platform for friendly Auctions is the Openn Negotiation program.



Expressions of Interest

Like Auctions, sales by EOI have an advertised day and time deadline, however the process basically sees vendors inviting purchasers to make their best and final offer by the close date. Vendors are not obligated to accept any of the offers and the offers cannot be disclosed to competing buyers.



PRD's Process

Selling a home is a complex procedure. Whether it's your first time, or you're an experienced buyer, it's very easy to forget things and to feel overwhelmed. Whilst we are always available to answer any questions you may have, the following "event road map" should help keep you on track.

Stage 1 - Prior to listing

- Select an agent
- Sign an agency agreement with your chosen agent
- Arrange a contract for sale through your solicitor or conveyancer

Stage 2 - Listing your property

- Agent prepares marketing campaign and advertising materials
- Agent receives a copy of your sale contract from your solicitor or conveyancer
- Prepare your house for buyer inspection
- Agent conducts buyer inspections and open houses
- Agent negotiates a sale price to your satisfaction

Stage 3 - Accepting your offer

- Offer is accepted
- Contracts signed
- Exchanging contracts

Stage 4 - Settlement

- Pre-settlement inspection arranged
- Settlement occurs
- Handover of keys
- Settlement funds distributed

Prepping your home for sale

To ensure you are guaranteed to achieve premium price and peace of mind it is essential that your house be suitably presented or you may miss out on crucial buyers.

Trim the lawns and tidy the garden. This will be a prospective buyer's first impression of your home. Make it a good one.

Shampoo the carpets. You may be surprised at how much more "life" they have after a good cleaning. The brighter everything is the better for selling.

A once over for the walls. Grubby little hand marks may be an unpleasant fact but they're some of the worst offenders in taking the edge off an otherwise attractive home. You will be rewarded!

Check the guttering. It's an easy point for buyers to spot so one to watch out for. Make sure there are no leaves hanging over the edge, no peeling paint, or water stains. In addition, while you're at it why not brush under the eaves for cobwebs?

Clean windows and insect screens to let in more light.

Open the windows. The brighter the rooms the better, so always leave blinds and curtains open. Clean out the garage and shed. They're the places where you've thrown unwanted goods over the years. It makes sense to have a clean out now, because good storage space is always an important selling point.

Flowers set the scene. You put flowers out for visitors. A prospective purchaser is a very important visitor.

The kitchen and laundry. Special attention needs to be paid to these areas. Clean the oven, polish the sink, give your cupboards a clean and remove personal items off the fridge.

The PRD signboard. We'll advise you on the best location for maximum effect.



Access to potential buyers

Our database marketing can help you reach potential and qualified buyers instantly. We categorise contacts to create a personalised experience, or to attract potential customers. We know that database marketing seeks to understand how customers want to be marketed to, and then applying those insights to fulfil the customer's need via the best channel.

Customer databases can help us :

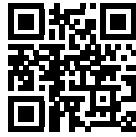
- Identify customer groups
- Create detailed customer segments based on demographics, behaviours, price ranges
- Design highly personalised messages for both current and prospective buyers
- Determine the best channel and time to engage customers
- Improve our marketing efficiency by not wasting time and money sending campaigns to those who are unlikely to respond

Floor Plans

Floor plans provide detailed information on layout and dimension, giving potential buyers a valuable overall perspective of the property. Every property listed with PRD Wagga has a floor plan advertised as a part of our service.



Video Marketing



Want to reach more buyers than ever before?

The statistics prove that real estate videos cut through the market clutter like no other campaign tool and will boost your profile.

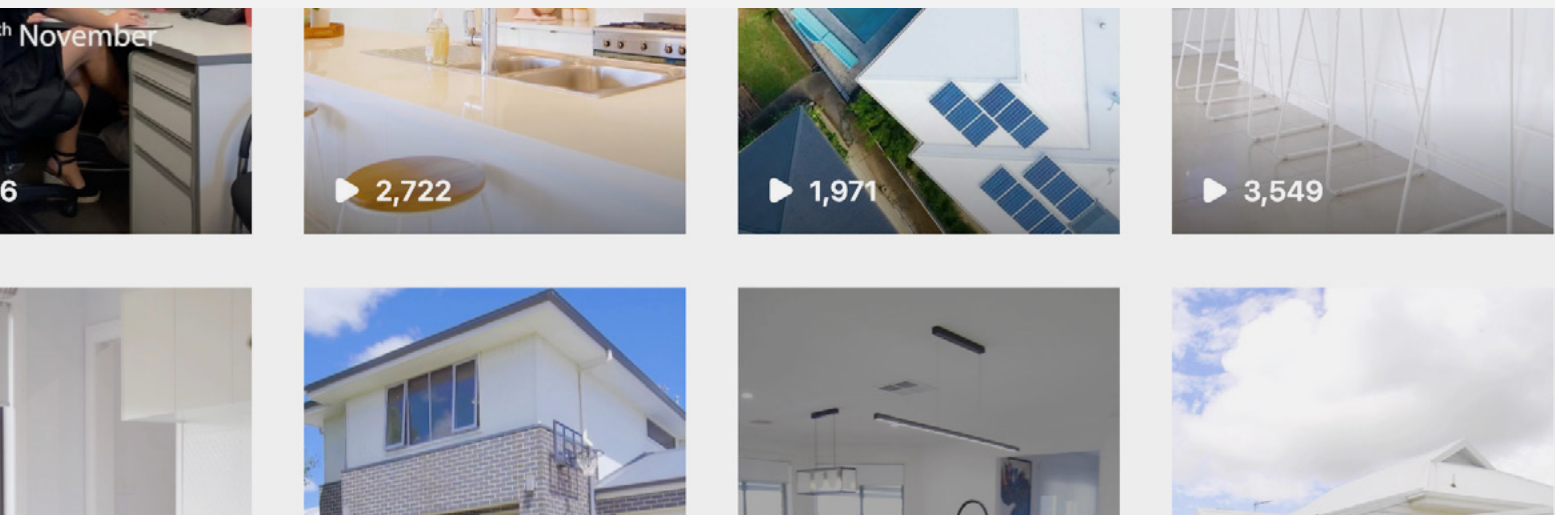
A well-made real estate video – whether a virtual tour shot by phone, or aerial footage captured by drone – can be an invaluable resource for both buyers and sellers, since it showcases the property in much more detail than a photo or textual description ever could.

According to the 2020 Profile of Home Buyers and Sellers, 48% of homebuyers used sites with embedded video during their home searches, and 72% of them felt it was “very useful.” The 2021 edition of the same survey found that websites overall were the most trusted resource for real estate information, ahead even of the professionals themselves.



PRD Real Estate Wagga has an in-house qualified videographer to capture and showcase your property in the most appealing way to buyers.





Reels & Coming Soon

PRD successfully markets through Instagram reels whilst creating an authentic voice that resonates with our target audience. We not only sell your home but also showcase the lifestyle and brand value to create credibility among our buyers.

In addition, within our socials we publish pre-market teasers, or 'coming soon'. For coming soon homes, the only way to get more information about the property is to contact the listing agent, which can cause buyers to call the listing agent directly instead of contacting a buyer's agent. This varies from the standard opening process. The time officially on market can also be shorter.

Facebook & Instagram



Facebook allows businesses to publish listing-related updates and content, book appointments, communicate with customers and curate reviews in a single platform.

Instagram allows stylish property photos to go hand-in-hand with the most popular types of content on Instagram. For luxury or boutique real estate businesses, the platform is becoming more and more of a priority as opposed to a "secondary" social channel.

Additionally, features such as Instagram Stories make it a cinch for realtors to provide quick and personalized property updates day-by-day.



Units 1 & 2 / 12 Wade Street, Turvey Park

Unit 1.

Unit 2.

- 4 bedrooms, 2 bathrooms, double lockup garage
- Quality fixtures and fittings throughout.
- Color selections available for early purchaser

Mark Steel
0420 981 417
marksteel@prdwagga.com.au

Signboards

Sign boards are an effective advertising tool for generating and maximising leads. They also notify other homeowners in the street and in the neighbourhood that the property is on the market. If a prospective buyer likes the neighbourhood they'll be doing walkabouts and drive bys to see what's available.

Buyer source.

Social Media, Newspaper, Database, Website

Things to keep in mind about the marketing of your home.

The property market is no different to any other commercial market, it responds to supply and demand.

At any one time, buyers will shop around until they find the home that suits their requirements. Research shows that buyers look at 14 homes on average before they buy.

They may find more than one home that they like and if they do, then they will buy the home that represents the best value to them.

It is worth making sure that everything possible is done to ensure the saleability of your home before it is offered to the market.

FOR SALE

20 Plumpton Road
Koorlingal

4+ 3 3 682m²

Amanda Tilyard
0418 461 067

Harry Mangelsdorf
0439 097 444

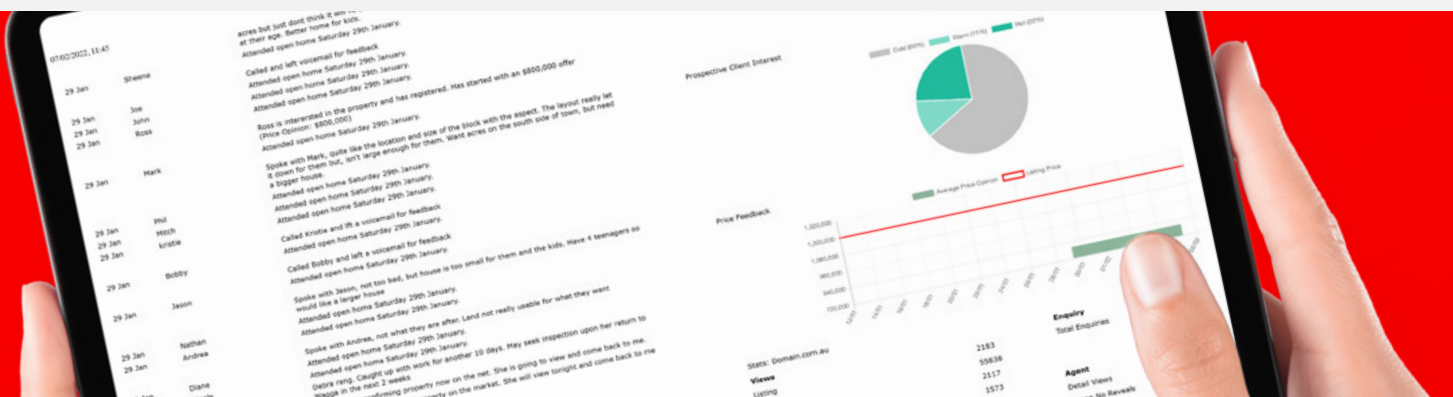
@prdwagga



Communication

Communication is key to a well run campaign and we want you to feel informed throughout the campaign. After each open house we will phone you to report on attendance, contracts requested, repeat visits and buyer thoughts.

A written vendor report is compiled weekly and emailed to you with detailed information on buyer feedback on the property and their opinion on value. As required we will also organise additional necessary meetings.



Styling

The aim of property styling is to improve the look and appeal of your home and therefore increase the sale price.

A property stylist can fill an empty property with a whole range of furniture and homeware accessories or improve the look of an already furnished property by adding key pieces like artwork, rugs and cushions to enhance the property and help sell it.

Property Styling is extremely popular now and with the market being so competitive it definitely gives a competitive edge to the property if it is styled. The goal of a stylist is to transform a vacant or partly furnished property into a home that is much more appealing to a higher number of potential buyers.

It's worth it when your property stands out from the rest.





Virtual Staging

1

Virtual staging allows you to showcase individual rooms at their highest potential. Marketing vacant rooms puts too much pressure on a buyer to conceptualize the potential of a room. Virtual photos allow buyers to more easily visualize their own furnishings in the space and demonstrate what can be accomplished aesthetically. In addition to the added value of professional photos, virtual staging is significantly more cost-effective than traditional staging.

2

Virtual Staging is way cheaper than traditional home staging

While home staging can provide a significant return on investment for some sellers, not everyone has the budget to afford expensive furnishings to do so. This is especially true if the home is on the market for a longer period of time. The invested benefit may also not apply to mid-range or smaller homes that require a staging budget in the low thousands.

3

For only a few hundred dollars, sellers can use virtual staging to create realistic photos of every room in their home, while showcasing individual spaces at their highest potential. This avoids drawn-out and expensive furniture rentals and the headache of maintaining the property while it's on the market.

4

Virtual staging allows limitless design elements

Depending on your budget, traditional home staging offers limited variety in terms of interior furnishings and décor that will best suit your listing. With our virtual staging service, you're provided a vast portfolio of furnishing options that are constantly updated to match the newest interior design trends. Our portfolio is especially useful in more eclectic homes that can be difficult to physically stage.

5

Sellers can use virtual staging while still in their home

Virtual staging is an excellent option for sellers who are still in their home while it's on the market. Virtual staging does not remove or edit design elements that are currently in a home. However, you'll be able to remove personal items or furnishings that may negatively affect your listing. Once the photos are taken for staging purposes, furniture and other items can be placed back where they were to begin with. Virtual staging is more convenient and allows you to maintain a comfortable style of living while your house is on the market.

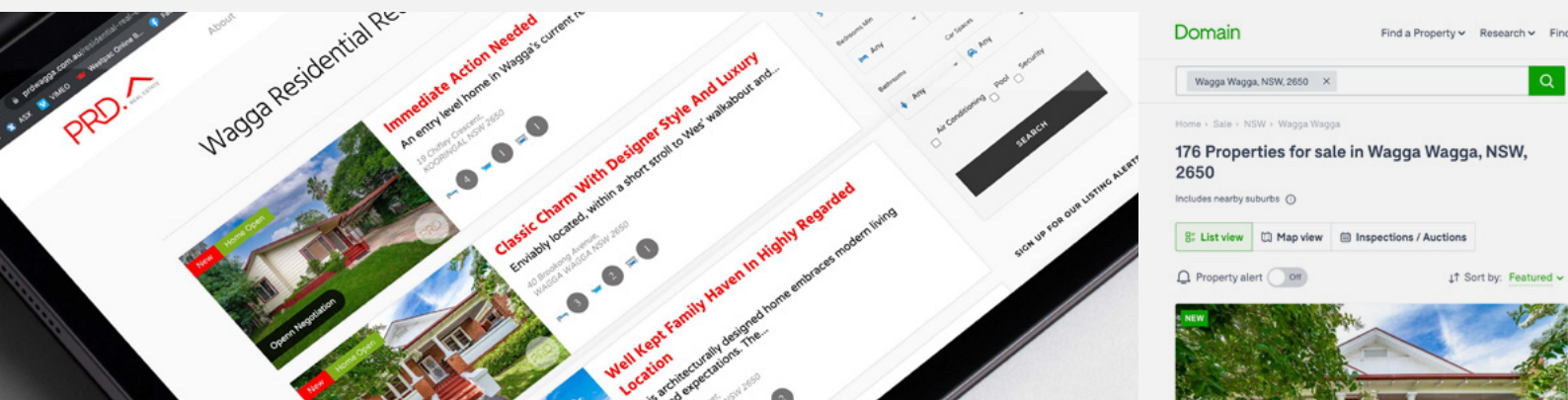


Internet Listings **Domain**

These days, using the power of online real estate services can help you target specific markets. Both buyers (especially tech-savvy, first-time buyers) and sellers like to research prospective homes at their leisure and will devote as many hours to their search as required. Meet them where they spend the most time.

In a local market, people want real estate agents to produce details about demographics and neighborhood characteristics including:

- Schools and playgrounds
- Shopping facilities
- Taxation rates and evaluations
- Housing Price ranges
- Property types



Advertising in Newspapers

The Daily Advertiser is our local Real Estate Guide. Within the paper, feature properties rotate within the agencies for front page publishing, however each week we offer full page or half page advertising including the property price, information, guides on auctions, open home times, photos and QR codes linking back to our website to showcase the video and other smaller details.



Half Page T12

Full Page T24



Marketing Calendar

	Mon	Tues	Wed	Thur	Fri	Sat
Week 1						
Week 2						
Week 3						
Week 4						
Week 5						

Our expert property knowledge tells us the best chance of selling your property comes within the first 30 days on market. We will be in constant communication with you to reset the plan past the 30 days to ensure a sale.

Calendar Notes





Service Fee

As your chosen real estate agent, we can assure you of our dedication to a transparent and rigorous sale process.

Astute negotiation is one of the key elements in optimising the sale price and our fee for the successful sale of your property is a percentage of the final sale price. Another option is to use an incentive based commission structure.

This fee includes and is not limited to the following services:

- Organising quotes and overseeing any necessary updates or trades
 - Designing and delivering a customised marketing campaign
 - Ordering strata, building or pest inspections and attending these appointments
 - Servicing all buyer enquiries via mobile, internet or text
 - Being present at all open homes and private inspections
 - Personally negotiating with potential purchasers to maximise the sale price
 - Responsibility for supervising the exchange of contracts
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Notes

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Marketing Menu prepared by:

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