PRE FLIGHT CHECK LIST
Before taking on any new listings make sure to consider these 4 factors:

- Location
- Motivation
- Expectation
- Commission
RED = 1 out of 4
AMBER = 2 out of 4
GREEN = 3 out of 4
Listing your property with

The Elliott Shiner Selling Plan

Mr & Mrs Vendor

Property Address

Western Sydney’s Most Trusted Opinion
Index

1. Agent Selection
2. Negotiating and Marketing
3. Selling your Home
4. Pricing
The average gain from having the right agent working for you is approximately $32,000. The right real estate agent gets results.

The $32,000 dollar question is: Would you like me to show you how I do this?
Meet the team

Aaron, Angela, Julia, Marita and Bassem are supported by the strengths and experience of a dynamic team, representing substantially different backgrounds of the Real Estate Industry.

This unique team presents with a confident and smooth approach to your needs and desires, to offer successful results for you.

The benefit to you is you have 192 hours working for a day.
In regards to the sale of our home we would like to thank your sales team for all you help, patience and support given throughout the sale of this property. Aaron Shiner proved to be a great salesperson and along the way showed friendship towards ourselves. He was kind enough to come out to our house to go through the signing of the contract and took us out to see the property at numerous days and times of the week.

We are pleased that we choose Elliott Shiner First National to sell our property on Luxford Road Whalan. We were always kept fully informed with all aspects of the selling of the house. We cannot fault your office in the polite and friendly day to day contact with us and we would not hesitate to recommend the staff at Elliott Shiner First National who made the sale of our home easy. “They made it look so easy”
The right agent gets results

“…We were happy with the service and obvious expertise that Aaron and the sales team showed. We were very surprised at how quickly you were able to sell our house, and we can only put that down to the great team work from Elliott Shiner First National. “You took the Risk out of selling”

“…When I was thinking who I was going to sell my house with in old Mount Druitt the choice was made with ease after speaking to a few different agents, Angela was the clear stand out as she was someone I felt I could trust to give me the straight advice, everything she said she was going to do she did but not just that she went out of her way & did more then had needed to make sure I was looked after. 11/10 great job well done!”

9a Linden Street, Mount Druitt
Listed $499,000
SOLD $499,000

5 Werona Place, Dharruk
Listed $700,000
SOLD $750,000
Advertising

With any print media, only 3% of people are in the market to purchase real estate at any one time.

Your agent must be pro-active.
Advertising

Elliott Shiner Advertise in the Homes Pictorial and the Local News Papers

Your agent must be pro-active.
Photos

A picture tells 1000 words – so make the picture spectacular
Brochure and Floor Plan

76 Minchinbury Street, ROOTY HILL
A HOUSE OF GRAND PROPORTIONS

Beautiful 5 bedroom brick home with extra hall

Bedroom 1 - 3.5 x 4.6m

Bedroom 2 - 3.5 x 3.8m

Bedroom 3 - 3.0 x 4.7m

Bedroom 4 - 3.0 x 3.9m

Bedroom 5 - 3.0 x 3.9m

Family - 5.9 x 4.5m

Living - 5.5 x 5.2m

Storage - 2.0 x 0.7m

Garage - 4.2 x 5.1m

For Sale

(02) 9675 3344

remax@firstnational.com.au

7 Kelway Street, CAMPAIGN
Total floor area approx. 321sqm/

Ground Level
Floor area approx. 199sqm

Top Level
Floor area approx. 61sqm

- Dining 3.6 x 3.0m
- Lounge 5.5 x 4.5m
- Study 2.5 x 3.6m
- Verandah 3.4 x 3.6m

This floor plan is for illustrative purposes only.
All dimensions and fittings are approximate.
Floor plans by Property Virtual Tours.
www.propertyvirtual.com.au

We put you first!
Open Home Display
Internet Advertising

43% of our sales come from the internet –
So take your property to the Top Spot
<table>
<thead>
<tr>
<th>Internet Marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>The benefit to you is buyers will be able to find your property 24/7 on the internet when you list with us</td>
</tr>
</tbody>
</table>
Signboard

Advantage

Professional

25% of our sales enquiries come from property sign boards

So Make your signboard stand out
12% of sales come from window display advertising.

Elliott Shiner has the largest and most prominent window display in Mt Druitt,

The benefit to you is your property will sell for more with us
Weekly database email & Just listed letter

20% of our sales come from our database of over 2000 of highly qualified buyers

Let us tell them about your property

The benefit to you is we will have qualified buyers interested in your property before marketing even starts
Step 1 - Send out your weekly open home invite

Just Listed
Immaculately kept 5 bedroom home

Address
44 Chevron Street
Mount Druitt

Price
$499,950

Agent Details
Sue French
0433797544

Sale Type
Private

Description

Apartment 15 "La Mer" is situated in a picturesque location and only one minute walk to the Sunshine Beach village local shops, restaurants, cafes and the white sand of Sunshine Beach.
Step 2 - See who clicked on the property links

Email Report

Open House Times Sat 30/6/12
Sent to 2266 people on 28th Jun 2012 at 2:43pm - Preview this email - Refresh

Opened: 14.4%
Unopened: 85.6%

OPENED
326 14.4%

UNOPENED
1939 85.6%

UNSUBSCRIBES
3

CLICKTHROUGHS
152

31 Lethbridge Street
20 clicks 1

37 Robertson Ave
18 clicks 1
**Step 3** - Get in contact with ONLY the people who are interested in seeing the property

<table>
<thead>
<tr>
<th>Address</th>
<th>Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>31 Lethbridge Street</td>
<td>20</td>
</tr>
<tr>
<td>37 Pelsart Ave</td>
<td>18</td>
</tr>
<tr>
<td>20 Floran Ave</td>
<td>15</td>
</tr>
<tr>
<td>8/60 Victoria Street</td>
<td>10</td>
</tr>
<tr>
<td>201 Luxford Road</td>
<td>10</td>
</tr>
<tr>
<td>2/65 Park Ave</td>
<td>9</td>
</tr>
<tr>
<td>12/30 Hythe Street</td>
<td>9</td>
</tr>
<tr>
<td>31 Richardson Crescent</td>
<td>7</td>
</tr>
</tbody>
</table>
Step 4 - Send follow up email, SMS, MMS or letter

1. This MMS will be sent to 11 clients:
   - Check All
   - Mohammad
   - Aman
   - Nick

2. Select a template for this MMS
   - 342 luxford

3. MMS image/video
   - [Image of a house]
Our Office

We have the NO.1 Selling agent in AUS for First National

The benefit to you is we will sell your home for more in a shorter time period then anyone else.
Inspections

The best results are achieved with private inspections.

Only qualified buyers through your property.
Selection of Selling Methods

No Price
- Auctions
- Expressions of Interest (EOI)
- Price on Application (POA)

Stated Asking Price
- The BEST method of sale for MOST property.
Selection of Asking Price

A Standard Industry Model

The theory is:
The higher the price, the fewer the buyers
The lower the price, the more buyers

But do you really want to sell for a BARGAIN PRICE?
Agent Qualifications

Negotiation and Marketing.

These skills require time, expense and dedication to acquire.

Only a small percentage of agents are trained in this area.
Getting the price right

How do you know when your ASKING PRICE is about right?

The 3 Outcomes:

No inspections and no offers – generally your property is 10% or more over the ‘market value’.

Multiple inspections and no offers – generally your property is 5–10% over the ‘market value’.

Multiple inspections and multiple offers – your property is priced correctly.

Each scenario has something to tell us.
Heart Buyer Search

A heart buyer search gives you the best chance of finding a buyer at the highest price.

The 2 rules:
They live in the area.
They are proactive in their search for a home.
Pick a Time or Pick a Price

As an example, if your house market value is $560,000 and your were to put it on the market for:

- $530,000 sale might take 24 hours
- $550,000 sale might take 24 days
- $580,000 sale might take 24 weeks
- $650,000 sale might take 2-5 years

Start where YOU are comfortable

Set a starting price high enough to protect the property’s value but still appealing enough to attract the best buyers.

Getting the price guide right in the first week is crucial as this will mean your house will be on the market for a shorter time but you will achieve on or above market value.
Advantages of Proper Pricing

- Faster Sale
- Less inconvenience
- Increased Salesperson Response
- Means MORE money to sellers
- Better response from advertising and sign calls
- Attracts “cleaner” financing
- Attracts higher offers
- Avoids being “shopworm”

Remember:
The opinion of the market may not be kind, but it is never wrong.
Testimonials

Are you comfortable with the marketing strategy?

Are you conformable with the price?

Are you conformable with me handling the sale?

So are you ready to put us to work?

_Lets do some paper work._
WORK HARD, STAY HUMBLE.