

LANDMARK HARCOURTS YARRAM
yarram.landmarkharcourts.com.au

234 Commercial Road
PO Box 39
Yarram VIC 3971
ABN 66 200 602 043

// T. 03 5182 5611
// F. 03 5182 6376



2nd September 2019

Kerry Barber
Email: kerry@devenishco.com.au

Dear Kerry,

**Re: Marketing Proposal
36 McLoughlins Road, McLoughlins Beach**

On behalf of Landmark Harcourts Yarram, we thank you for the opportunity to submit this proposal for the marketing and sale of the above property.

We have prepared this proposal taking into consideration our local knowledge of:

- The location and marketing towards the highest and best use of this property.
- Potential target markets both locally and elsewhere as identified.
- The current economic and market conditions as they presently impact upon the sale of properties within the local district.

Our company and services are listed in the attached document, along with an explanation of commissions and marketing fees.

Please do not hesitate to contact us if you require any further information. We look forward to further discussions and working together with you to achieve a successful sale.

Yours Faithfully

A handwritten signature in black ink, appearing to read 'David Foat', written over a white background.

 David Foat
Licensed Estate Agent
Landmark Harcourts Yarram

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Nominated Company Employees

The following personnel employed at our Yarram office will be responsible for implementation of the marketing campaign and sale process:

Bianca Craddock Licensed Estate Agent

David Foat Licensed Estate Agent

Robyn Campbell Licensed Estate Agent

Brief company profile

We are a strong supporter of our community and pride ourselves in providing the best possible outcomes with their property interests. With the strength and support of the Landmark Harcourts national network, our focus remains on local people and local service but with the advantage of our national connections.

Our Yarram office is open 6 days a week.

Recommended Marketing Strategy

Strategies to optimize the sale ability of the property include:

- Development of a marketing program to provide optimum market exposure via personal contacts, internet and media advertising.
- In consultation with the vendor to approve the advertising material which will incorporate display signage, photography, print advertisements and internet listings.
- Conduct of inspections in response to enquiry.
- Regular reporting to vendor on progress of sales, inspections etc.

Cost Structures

Commission:

Will be calculated at 2.75% (plus GST) of the sale price achieved upon sale of the property.

Marketing Expenses:

Package	\$350 incl. GST
<ul style="list-style-type: none">• Online property listing• For Sale board 900 x 1200• Agent photos• Window card• Booklet inclusion	

Your property is advertised online via various websites with the top ones being

- o landmark.com.au
- o realestate.com.au
- o domain.com.au

Method of Sale

Recommend that property be offered for sale by Private Sale. We believe that this will allow more effective use of marketing in creating purchaser interest. We also believe that the joint venture between Harcourts Real Estate and Landmark now creates even more exposure for your property.

Property Description

36 McLoughlins Road, McLoughlins Beach being a neat 3 bedroom Cement sheeting holiday house which is open plan living. Includes newly installed kitchen, 1 bathroom and toilet. Also featuring a boat storage shed, other shedding, outside toilet, fish cleaning table, water tank. Close to jetty and boat ramp.

Current Market Value

Given our knowledge of current market conditions and taking into consideration recent comparable sales we estimate the property value to be around \$170,000 - \$180,000

These opinions of market worth have been prepared solely for the information of the person to whom this opinion of market worth is addressed. Although every care has been taken in arriving at this opinion of value, it must be stressed that it is an opinion only and not a sworn valuation.

We look forward to having further discussions with you and working together to achieve a successful sale