

Property Report

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STONE

Property Report

Dear Hugh,

Property: 8 Campbell Avenue The Entrance

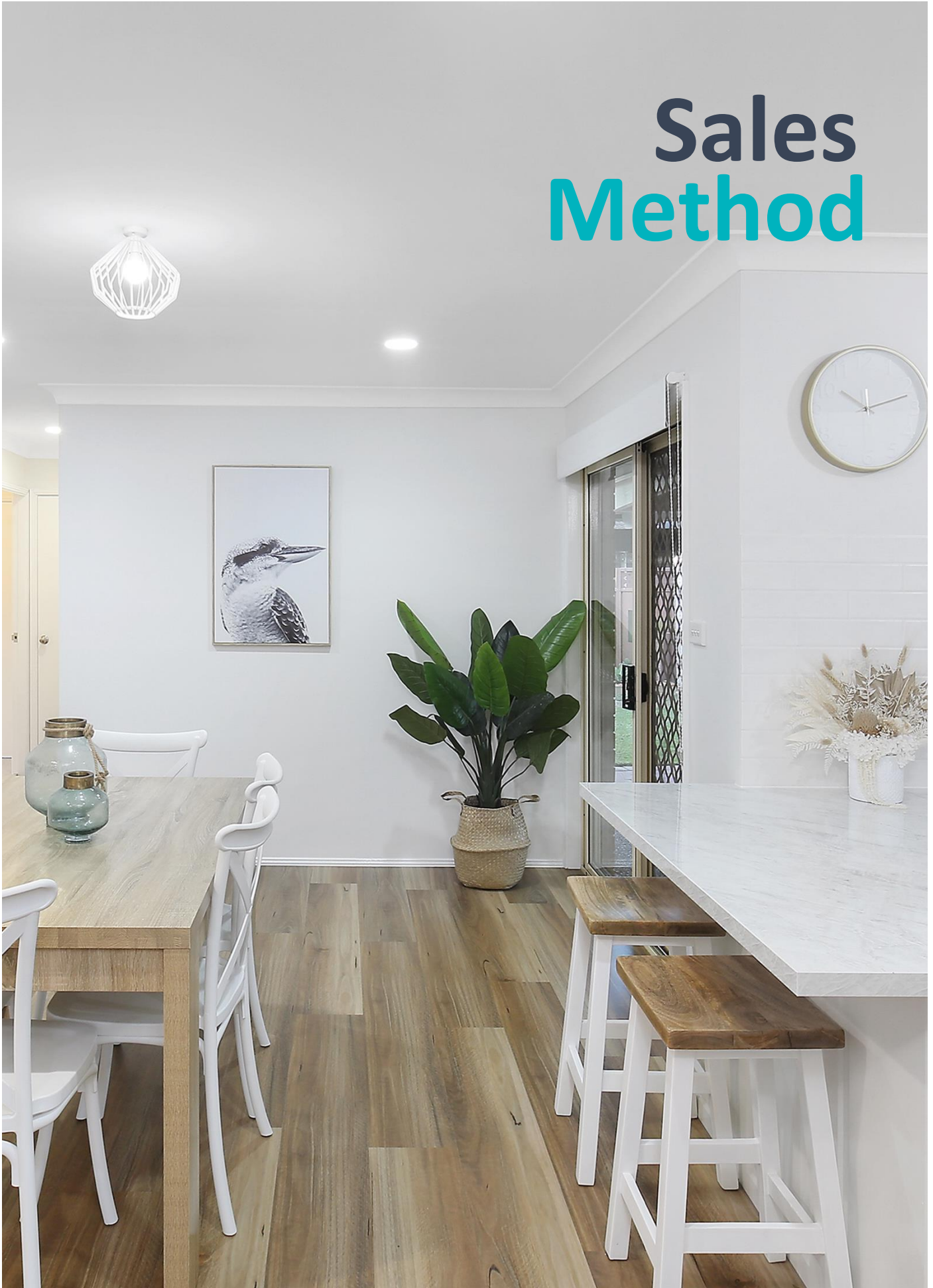
Price Opinion

I have assessed this property in detail and considering current market trends, comparable sales, the features and benefits on offer and the overall condition of this home. I can confidently appraise the realistic market value around \$940,000.

This is where I feel the market is indicating for an actual sale price. I do however, feel that by up-selling the position, the usage of our multiple offices with many sales agents and the demand in the market place for this specific style of property, we may be able to achieve above this appraised market price.

Please note, this price is based on my professional opinion only after careful research, and should in no way be misconstrued as a legal valuation.

Sales Method



Method 1

Price Range

The reasons that you should use a price range are as follows:

- Using a price range to sell a property works well in today's market as the more people you have coming to look at your property, the more competition you will create and the better price you will achieve.
- It makes buyers want to enquire and look, they feel they will get a bargain but really all we need is to find the one buyer who wants it more than anyone else and using the competition that is generated, we will be able to push them to the top if not over the price range.
- Buyers look at 3 to 6 properties before deciding. Using the price range will make your property look more attractive, and entice more people to come and look at it.
- When searching on the Internet with a range, it will come up 6 times more than when a property has no price at all, which means more exposure, leading to more enquiry.

The price range I recommend for your property is **<price>**. Please note as the owners, you have control over the final sale price. The bottom end of the range is to help get the buyers in the door as a lot of buyers have more to spend than they tell the agent. Utilizing this range, we will be able to shuffle through the buyers to engage the one who falls in love with your property and is prepared to pay full price or above the range for your property.

Method 2

Contact Agent

The reasons why we should use the Contact Agent method are as follows:

- Allow us to generate genuine buyer enquiry from curiosity of price and then qualify the buyers with strict questions.
- Will create a sense of urgency in the current market conditions, when buyers are thinking they have plenty of time.
- Generates a lot of enquiry from people thinking they will get a good buy, which allows us to filter through these buyers to find the one emotional buyer who will pay us a premium price.
- Allows us to ensure you will not get time wasters and allows us to maximise the price in the buyer's mind prior to attending using the data of previous sales which will setup a price expectation in their mind for us.

Advertising and Commission

Our Company is proud to offer an extensive and comprehensive marketing campaign designed for vendors

Marketing Your Home




See packages sheet for costs*

Digital realestate.com.au

Premiere listing

Be seen at top of the search results
With the largest listing at the top of the search results, the Premiere way to showcase your property places you above all Highlight listings.



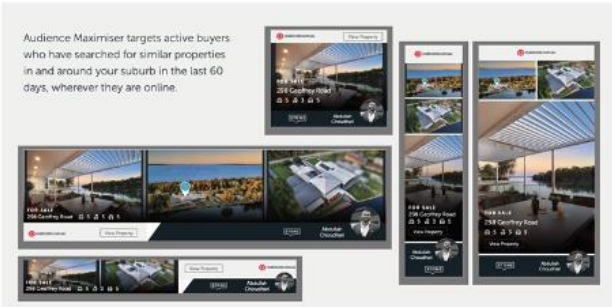
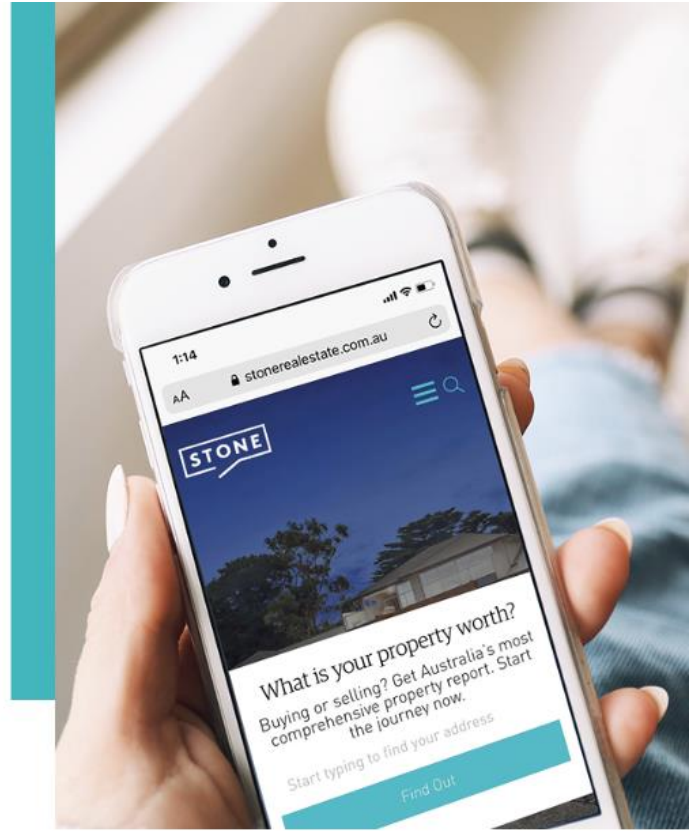
Premiere listing	
Priority in the search results	
Listing size	
Rotates to the top of the search results	15 days
Image carousel	✓
Property information at the top of the property page for improved search engine results	✓
Auction and inspection times	✓

Contact Agent
258 Geoffrey Road, Chitaway Point
5 5 5 5 5 5 5 5 5 5 | House
Open Tomorrow | Auction Sat 1 Jan 12:00pm

Audience Maximiser

Target relevant buyers, across thousands of websites
At realestate.com.au we have the largest, most engaged pool of buyers in Australia. Now you can reach that audience, beyond their search on realestate.com.au.

Audience Maximiser targets active buyers who have searched for similar properties in and around your suburb in the last 60 days, wherever they are online.

stonerealestate.com.au

Domain




Domain SILVER LISTING




BOOST YOUR PROPERTY'S EXPOSURE

With a Silver digital listing, you will feature your property to 5.8 million Australians on Domain* and 58% of Domain app users who do not use the nearest competitors property app†. Boost your property's exposure with a Domain Silver digital listing.



Domain GOLD LISTING



GREATER EXPOSURE FOR YOUR PROPERTY

Enhance your property's exposure to Domain's highly refined, quality audience of 3.7 million property seekers each month with a Gold digital listing. Attract buyer attention with a 10% larger listing on desktop* and a higher position in search results, driving more enquiries and greater competition for a better sales result.



Domain TOP SPOT



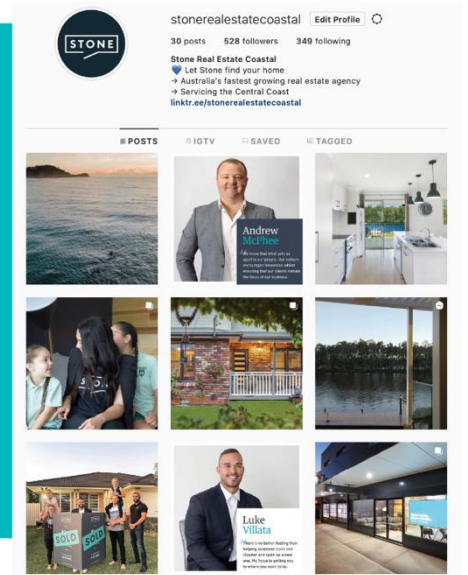
BE SEEN FIRST IN SEARCH RESULTS.

A Top Spot listing guarantees your home the number 1 position in search results for your suburb, delivering unmatched exposure to Domain's 3.8 million active and engaged property seekers each month, including 35% who search exclusively on Domain. *Certain suburbs applicable.

Social Media

Technology has played a big part in the direction of our growth as the shift towards digital marketing only continues to accelerate. As a people-centric business, the need for personalised communication is priority and has never been higher. Social media allows us to do this at scale.

Facebook and Instagram in particular are the predominant sources proven to be successful for our team. The creation of a specialised property campaign includes social media advertising for your property. This allows us to set particular criteria for the buyers we want to target for your home – e.g. location, demographic, needs etc.



Photography



Dusk



Day



Drone

Signage



Standard Corflute Signboard



6x4 Photo Signboard



Pointers + Flags



Floorplan



Why Stone?

We don't try to fit our clients into a mould - we build our service around them. Our main focus is you, ensuring you're informed every step of the way so you have complete control over your property. We understand that selling a property is a complex and emotional process. For us it's not just about getting the property sold - we are there with you from start to finish, from helping get your property ready for sale to finding your next home and all of the details in between.

Final Words

I'd like to take this opportunity to thank you for allowing us to speak with you regarding the potential sale of **8 Campbell Avenue The Entrance**. It is a property I feel offers great market potential. I am speaking on behalf of the entire team here at Stone, when I say I am very much looking forward to achieving the best result possible, of which, you truly deserve.

As always, offering you a professional and enthusiastic approach, positive attitude and total dedication to your needs.

Kind Regards,

Volkan Akintetik

Sales

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