



Thursday, 25 August 2022

Dear Glenn,

Thank you for considering **Northgate Property Group**.

We appreciate the opportunity to appraise your property, advise you on the current market conditions and offer an anticipated sale price for your home.

When you list your property with **Northgate Property Group** you can rest assured that we will do everything we can to promote your property and attract as many buyers as possible.

We have enclosed a tailored marketing proposal that is specific to your property, designed to give it the best publicity possible within your budget. The key to generating great exposure is in knowing who your property appeals to – we have identified specific areas that should generate good enquiries from buyers and then used this information to create a campaign.

Our aim is to make this whole experience as easy, enjoyable and rewarding as possible for you and your family.

We really look forward to working with you. As always, please do not hesitate to call me at any time if you have any questions.

Kind regards,

**Brittany Sims**

Residential Sales Professional  
Northgate Property Group

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Lic/Reg No: RLA 298 661

# Market option of your property

Dear Glenn,

**11a & 11d Metro Pde, Mawson Lakes SA 5095**

**Northgate Property Group** has extensively reviewed your property against others in your area and as such have come to the conclusion that the current selling price of your property lies in the range of \$330,000 – \$340,000, but suggest we advertise at \$340,000 - \$350,000.

In determining our market option of the current selling price of your property, we take into consideration the following:

Sale price of similar properties sold recently in the area.

Presentation and condition of the property

Location, aspect and outlook of the property

The current state of the property market

Yours sincerely

**Brittany Sims**

Residential Sales Professional  
Northgate Property Group

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# Methods of Sale

Once you have decided to sell, the next thing you to decide is how you will sell your property.

At **Northgate Property Group**, we want to work closely with you to decide on the most appropriate method for the sale of your home.

There are two major marketing strategies available and once you understand everything about both these options, we will advise you on the method we believe will be most effective for selling your home. Whether you decide on a private treaty or an auction - **Northgate Property Group** is highly trained in both. It's really just a question of which one suits you and your property best.

## Private Treaty

A private treaty is the most common method of sale in Australia today. It is a quieter and more subtle approach than going to auction.

With a private treaty, you nominate us to be your agent for a set period of time and we work together to name the price you would like to achieve. We quote that price to interested buyers and show them your property. If they are interested, we bring negotiations on your behalf in order to achieve the highest price possible for your property.

**Northgate Property Group** agents are highly trained in negotiation and this method of sale is very successful.

There are a few considerations when choosing the private treaty method:

If you are not in a rush to sell your property, you may set the asking price and wait for a buyer prepared to pay your asking price.

Placing a price on your home will generally ensure that the asking price set will be the maximum you will receive – rarely do buyers offer more than the asking price.

Little urgency may be felt by potential purchasers to buy your home, due to the unlimited time frame imposed by private treaty. As a result, this lack of pressure sometimes results in sales collapsing between when the deposit is paid and the final exchange of contracts.

Advertising costs can be high as a result of the need to market the property over an extended period of time.

## Auction

A public auction is much more intense than private treaty. When an owner decides to go to auction, the property is marketed extensively for a set period of time (normally around six weeks). This intense campaign is designed to create interest in the marketplace and strong competition between buyers.

On auction day, you decide on a reserve price for your property. If bidding does not reach your expectations, you can decide not to sell. If bidding goes above the reserve price, the auctioneer will sell it to the highest bidder.

There are many reasons why auction is effective. Firstly, there is a set marketing period and a final end date, so it is easier to try and plan dates for your move. Also, inspections are normally arranged when your property is looking its best, and at a time that suits you, so there is minimal disruption to your life. And there is no "cooling off" period, which means that when the house sells at the auction, it's sold. The buyer normally hands over a cheque for 10 percent of the purchase price on the day, which gives you far greater certainty.

When you choose to go to auction, you have three opportunities to sell. You can accept an offer prior to auction, you can sell on auction day, or if you decide not to sell on the day, you can sell later by negotiating with the buyers generated by the marketing campaign. You are always in complete control.

# Marketing Strategy Available

Marketing your property with **Northgate Property Group** means you benefit from a global brand and our local knowledge. Together, this combination means that marketing your home is effective and accurate. As specialists in the real estate industry, we employ a variety of targeted and broad-based advertising methods to promote your property to suitable purchasers.

You will benefit from a range of professional services, with a consistent image and intelligent media placement. All of these combine to create an effective campaign for your property.

## Signboard

No matter where you are, be it across the street, across the country or across the world, you'll see the distinctive **Northgate Property Group** signboard proudly displayed on thousands of properties. In fact, **Northgate Property Group** has the most easily recognised real estate signboard. This signboard is erected on your property immediately after listing with **Northgate Property Group** and is designed for maximum exposure.

It tells your neighbours and passers by that your home is for sale. It is a valuable tool, as you may be surprised to discover how many buyers are local residents.

## Flyers

When you list your property with **Northgate Property Group**, we immediately canvas the local area. Again, this is an effective way of drawing out local buyers. After all, if they like the area enough to buy there once, why not twice?

## Colour Brochures

A crucial element of the campaign is our professionally produced colour brochures. These highlight the best features of your property, create a lifestyle aspect and even include floor plans. These are handed to potential buyers inspecting your property and can be used for letterbox drops.

## Realestate.com.au

The Realestate.com.au website consistently rates as Australia's No1 Internet Market Site. This means your property achieves a huge amount of exposure, both nationally and internationally. As a national exposure, it reaches beyond the immediate suburb, beyond the whole state of South Australia and the whole country as well as the World Wide Web.

In addition, your home will be listed with the Home Hound System. Potential buyers register with this system and when a property fitting their requirements is listed, they are sent an e-mail with the property details. House Hunter is another way of giving your property the publicity it needs to generate an effective sale.

## Virtual Tours

Using sophisticated technology, potential buyers can have a 'virtual tour' of your home. When they view your home on the website, they can see more than just flat, 2-dimensional photographs. By moving their mouse, they can experience your house in 3-dimensions. A virtual tour allows people on the web to look up, down, left and right throughout your property. They can also walk-through doorways and into rooms, creating a more tangible experience.

This technology allows buyers to really imagine themselves living in your home, to get a feel for it, and to have a more powerful idea of your home, compared with that of a simple photograph. **With Northgate Property Group, your advertising doesn't just reach across the street – it reaches across the world.**

# Form R7

## Warning notice

### Financial and investment advice

*Land and Business (Sale and Conveyancing) Act 1994 section 24B*

*Land and Business (Sale and Conveyancing) Regulations 2010 regulation 21*

A land agent or sales representative who provides financial or investment advice to you in connection with the sale or purchase of land or a business is obliged to tell you the following —

**You should assess the suitability of any purchase of the land or business in light of your own needs and circumstances by seeking independent financial and legal advice.**

NOTE: For the purposes of section 24B of the Act, an agent or sales representative who provides financial or investment advice to a person in connection with the sale or purchase of land or a business must

- in the case of oral advice - immediately before giving the advice, give the person warning of the matters set out in this Form orally, prefaced by the words "**I am legally required to give you this warning**"; or
- in the case of written advice - at the same time as giving the advice or as soon as reasonably practicable after giving the advice, give the person this Form, printed or typewritten in not smaller than 12-point type.