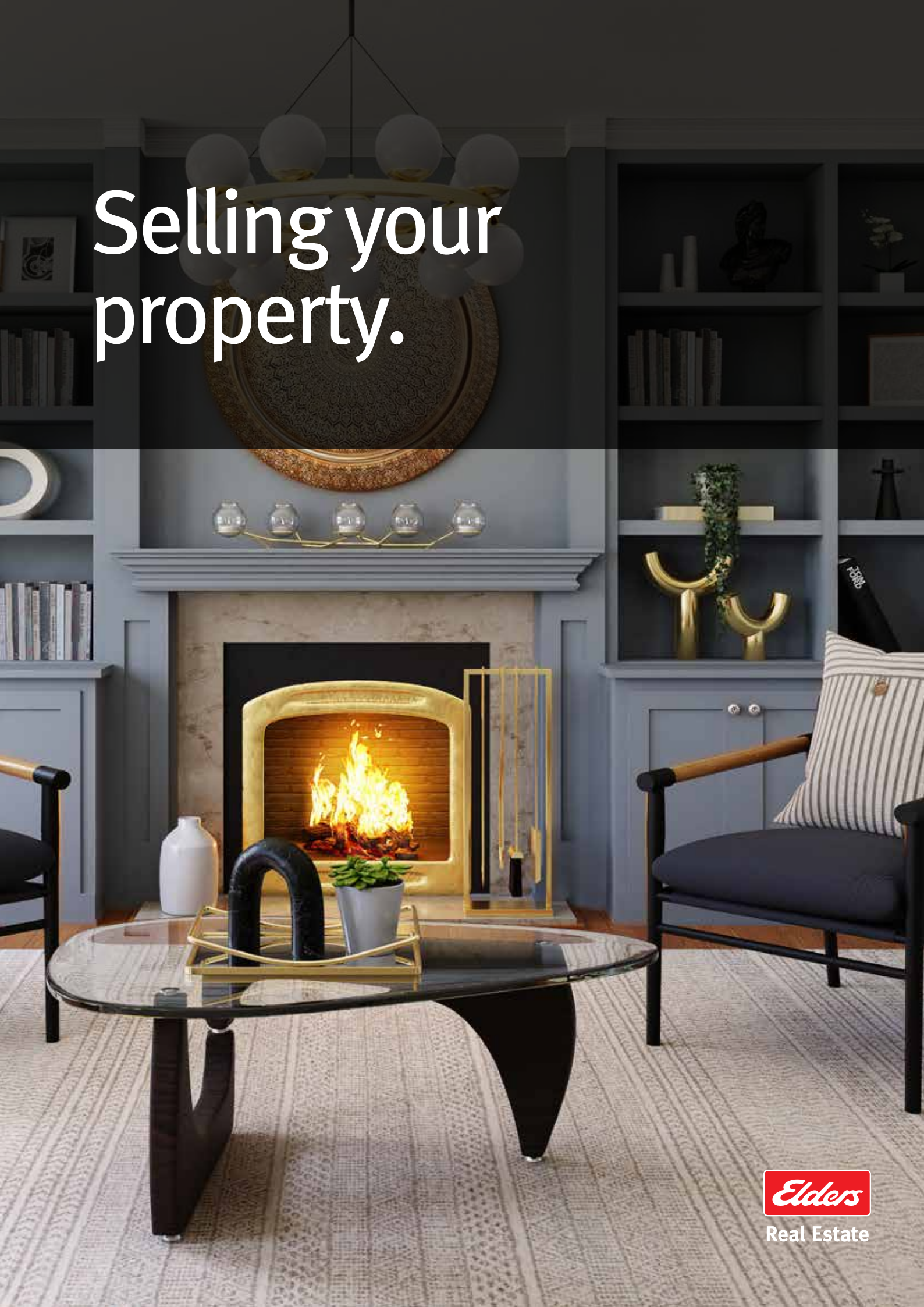


# Selling your property.





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# Introduction.

Dear Property Seller,

Thank you for the opportunity to discuss your property. We are very aware that the decision to sell a property represents, certainly for most people, the single greatest financial transaction in a lifetime. It is something that we personally treat very seriously indeed.

Making the right choice in appointing an agent to market and negotiate the sale of your property is critical. Since we may be working together to achieve a result on the sale of your property, we have enclosed some information about our office and sales team which may assist you in your decision to choose Elders Real Estate Griffith, to market your home. It is very important to have absolute confidence in our team.

We trust that the following information will assist you in this very important decision. Please do not hesitate to contact us if you require additional details or advice.

Yours Faithfully

Sales Team

Elders Real Estate, Griffith



# Meet your team.

With specialist staff in residential, commercial and land sales, we truly are a diverse yet qualified team. We also offer a specialist property management division, handling both commercial and residential leasing and management.

Principal & Commercial Consultant .....	Frank Franco
Principal & Office Manager .....	Frances Franco
Sales Consultants .....	Mark Davidson
	Brendan Catanzariti
	Joseph Poli
Sales Assistant.....	Patrick Franco
Property Managers / Assistants .....	Samantha Devitt
	Belynda Henderson
	Michael Franco
	Lucy Murphy
Administration.....	Andrea De Waal
	Josephine Cadorin
	Amber Armstrong
Trust Account Manager.....	Josie Romeo
Financial Controller.....	Irma Soliani



# Your Local Sales team

Elders Real Estate Griffith has been long known and proud of their reputation for honesty, integrity, professionalism and general caring approach to their dealings with their clients and customers.

Mark, Brendan, Joseph and Frank will be delighted to market your residential property or to assist you in the purchase of your new home or residential investment. A wide variety of residential properties are catered for. The Agency also has a large Property Management department to cater for residential leasing.

We are local people – born and bred – and proud of it!

## Recent Elders Franchise State & National Awards

2016 - 5 Awards Including No. 2 Salesperson for NSW & No. 3 Salesperson for NSW

2017 - 4 Awards including No. 5 Salesperson in NSW

2018 - 6 Awards including No. 2 Salesperson in NSW

2019 - 4 Awards including No. 5 Salesperson in NSW

2020 - 4 Awards including No. 4 Salesperson in NSW

2021 - 3 Awards including No. 10 office in NSW

2021 - Agent of the year

2022 - Agent of the year

### Frank Franco - Principal:

Frank has been a licensed Estate Agent since 1992 with experience in commercial sales & leasing and residential & rural sales. As principal of Elders Real Estate, Frank prides himself on his experience, expertise and immense passion for the real estate industry.

He provides clients with utter professionalism and service to match and believes the process of selling or buying a property should be an exciting and rewarding experience for all. With over 50 awards won locally and nationally, Frank's strong values and intricate knowledge of all facets of the industry have proven instrumental to his success in real estate.

### Mark Davidson - Sales Consultant:

For Mark, real estate is a passion. Launching his career in 1985, Mark has shared his expertise with Elders for many years. He approaches his role as Sales Consultant with integrity, enthusiasm and dedication, resulting in countless successful sales and the award for No. 5 Salesperson for Settled Sales in NSW/ACT in 2019.

### Brendan Catanzariti - Sales Consultant:

Brendan Catanzariti has enjoyed a successful career, encapsulating over 20 years' experience. He recorded one of the highest residential sales in one of the toughest markets Griffith had experienced in decades, proving his flexibility in any market and market conditions. He was recently recognised with an award as an elite performer through one of Australia's biggest franchise groups for client satisfaction and sales results.

### Joseph Poli - Sales Consultant:

With a positive and professional approach to real estate, Residential Sales Consultant Joseph Poli forms an essential part of our high performing sales team. He has an in-depth knowledge of every element of the sales process and is known for providing a pivotal support role that gives our clients every advantage in the marketplace. Equipped with a solid understanding of the property market, Joseph knows the importance of being focused in offering exceptional service, coupled with great organisational skills.



# Mission Statement

Elders Real Estate Griffith is dedicated to providing an outstanding and rewarding real estate experience. The ongoing vision of the staff at Elders Real Estate Griffith, is that clients and customers will continue to 'drop in' for a chat, or just some friendly advice. A new dimension of job satisfaction is enjoyed when the team share a common goal, to always make decisions in the best interest of its customers. It is our philosophy to always put one's self in the shoes of the client or customers and ask 'what would I want?'

## LIST OF SERVICES

- Residential Sales
- Auctioneering
- Property Management
- Land Sales
- Commercial Sales
- Commercial Leasing
- Project Marketing
- Rural Sales



# Our Commitment To You

As an Elders client, we want you to know that when you appoint us to act for you, you have the right to expect the following standards.

1. You will receive friendly, enthusiastic and courteous service.
2. We will honour our commitment to you absolutely, we will communicate with you frequently as we build a winning and long term partnership with you.
3. Your decision to appoint Elders as your agent will be respected and not taken for granted.
4. You will always be able to seek our help on any Real Estate matter at any time.
5. We believe totally that your perception of our performance is always the reality.
6. We will acknowledge any communication you have with us before the end of the next day.
7. We will be honest, truthful and 'up front' with you at all times.
8. Our marketing procedures will be the absolute best quality and value so you can get real benefit from them.

## Marketing Your Property

Selling your property with a marketing programme ensures your property receives maximum exposure and interest and ultimately price. No matter which method of sale you choose, a strong and effective marketing campaign is imperative.

Elders Real Estate Griffith will give your property maximum exposure through quality marketing over an allocated period with an aim to reaching all buyers in the market place. We will develop a marketing campaign best suited to your property and your needs. We will then be able to provide you with accurate and relevant market feedback.





## Methods Of Sale

### PRIVATE TREATY

When you set the price at which your property is to be sold to the public, you are selling by Private Treaty.

An agent is appointed on an exclusive basis for a set period to work hard to market your property to the buying public.

Your agent will help you set the market price for your property by providing evidence of recent comparable sales in the area as well as taking into account the unique features of your property. Your agent will also help you select a marketing campaign to best suit your needs.

- Without an auction date, you have time to consider all offers from potential buyers.
- All negotiations are private in a time-sequence to suit you.
- When specific price is quoted, your exclusive agent can focus on introducing qualified prospective purchasers to your property.



## **PUBLIC AUCTION**

The benefits of selling your property at auction are numerous.

The set date allows you to make plans for the future. It enforces buyers to act within a specific time frame, or they risk losing the property.

The absence of a set price attracts buyers from all price ranges, with each having a different opinion as to what they would pay for your property.

Placing these buyers into an open competitive situation will generally achieve the best results.

At all times you are protected by your confidential reserve price, set with the

professional help of your Elders Real Estate agent. Only you can change this reserve price.

An auction is legally binding. Once your property has been sold, the sale conditions are set. There is no cooling off period when it is sold on the day. All potential bidders must register before the Auction and under the Civil Law Act (2004). ‘Dummy Bidding’ is prohibited.



# 10 Steps To Selling Success

## 1. AGENCY AGREEMENT

The first step in this exciting process is to allow Elders Real Estate permission to sell your property by signing our agency agreement. There will be terms & conditions included within this agreement, in order to sell your property. A contract of sale will also be prepared at this time which is required under our state legislation.

## 2. KEYS

To ensure security, inspections are organised with the owners. If keys are provided to us by the owners, they are then stored away into a locked facility and only agents may take them for individual viewings. Keys must be signed in and out immediately at all times for security purposes. Your personal security requirements are a top priority.

## 3. HOUSE GROOMING

Additional services may be suggested by your agent.

These may include:

- Gardener
- Painter
- Pool Cleaner etc.

This is to heighten the key focal points within your home prior to photographs being taken for advertising.

Our office is fully acquainted with our local community and we are more than happy to suggest quality providers.

## 4. ADVERTISING

Once photographs and written information has been reviewed and write-up confirmed, the commencement of your specific marketing resources can be underway.

A signboard is erected in a noticeable position on your property where it can be seen by a large audience to ensure maximum exposure, if desired.

Internet listing is vital to the advertising of your property.

## 5. PROGRESS

At Elders Real Estate, we promise to keep you fully updated throughout the selling process of your property with attendance records from open house inspections, enquiries, prospect and buyer feedback.



## 6. SUBMISSION OF OFFERS

All offers from potential buyers will be passed onto you. In the case that these offers do not fully satisfy your expectations, our agents' expertise and outstanding negotiating skills will acquire a result that best meets the expectations of yourself and the buyer.

## 7. SETTING A RESERVE

During the auction campaign once feedback has been regularly discussed, generally the week leading up to the auction, we arrange for you to set and sign your reserve price. This remains confidential and our auctioneer has receipt of the reserve prior to commencement of the auction.

## 8. CLOSING THE SALE

Once we receive an offer from our interested party, we make sure we have all details that you should consider in formulating your response.

If the offer is subject to formal approval of finance and it requires pest and building inspections (at the expense of the prospective purchaser) - these are very common 'subject to' clauses.

We also define a settlement time and if there are any other conditions for you to consider, this is discussed.

Once we have your response, we advise the purchasers of your thoughts and sometimes there are further negotiations, once agreement has been reached, the sale is deemed 'closed' and we move onto the paperwork stage.

## 9. AFTER THE SALE

After agreement has been reached on the offer to purchase your property, your sales representative will provide written and detailed sales advice (a letter) to both your solicitor/conveyancer and to the legal representative of the purchasers.

The sales advice will detail all that has been agreed between the parties involved—price, conditional clauses, details of the purchasers and the settlement date.

Your sales representative will constantly liaise with both legal representatives to ensure contracts are signed and exchanged in the most time effective manner... and congratulations you've sold your property!

## 10. MEETING TOWARDS SETTLEMENT OF YOUR SALE

It is becoming increasingly common that a 'pre-settlement inspection' is carried out by the purchaser a day or so before settlement to ensure the property is in the same condition as when inspected.

A good rule of thumb to 'how clean should the house be' is that the home should be in the same condition, same level of cleanliness and free from damage as when the purchasers last inspected it before making their offer.

The day of settlement usually see the settlement funds being made available to you, the vendor (owner) and keys being handed to and occupation being made available to the purchaser!

# Testimonials

## **GREAT LOCAL KNOW-HOW**

Frank is courteous, thorough and experienced. He provides great, honest advice and his decades of experience in real-estate shine through. We were thrilled with the result we received at auction and can't recommend him highly enough.

- Elizabeth (Vendor)

## **GOING THE EXTRA MILE**

Thank You to Joseph and the team at Elders Real Estate for your commitment it was above & beyond expectations. Going the extra mile achieved the outcome that we all wanted! thank you again Joseph for all your support and care through this Journey.

- Maria & Damien (Vendor)

## **BEST EXPERIENCE**

From day one Mark was flexible with viewing times and any questions I had. During the whole process it was easy and efficient. Communication was excellent and everything went to plan. Looking forward to making my next purchase with Mark.

- Khush (Buyer)

## **VERY PROFESSIONAL**

Brendan is an exceptional and honest agent, going above and beyond to make sure that the sale of our loved home was an easy transition. He stayed in touch constantly with updates after each open house. His knowledge of the market was spot on. We would highly recommend Brendan.

Ian & Debbie (Vendor)

## **WHITE ROAD, THARBOGANG**

Thank you for your excellent professionalism in helping us purchase our new home. Even though a few curve balls were thrown at us, you kept us informed and the manner in which you courteously handled everything was very much appreciated

- S. Clarke & C.Kerr

## **THANKYOU FOR SELLING OUR SPECIAL HOME!**

Thankyou so much Mark for your care when selling a house that means so much to us. Knowing how important it was for us to find someone who would love and appreciate the style and the home just as much as we have makes it so much easier to move onto our next chapter. Your communication and updates were impeccable, making sure we were always in the loop of what was happening, you truly are a top guy and agent and we are so appreciative of Your time, advice and effort. Thank you so much for everything!

- Carmelo & Lucinda (Vendor)

## **OUR WHOLE SALE PROCESS WAS EFFORTLESSLY AND PROFESSIONALLY MANAGED FROM START TO FINISH**

We were never left guessing what was happening with the sale of our property. Frank would keep us informed every step of the process. Frank's knowledge of the market is honest and true and his professionalism is second to none. House inspections and the lead up to an auction is stressful but Frank's team at Elders Real Estate put it all into perspective and were positive and encouraging. We can not thank Frank and his team enough for they way our house sale was managed .

- Michael & Fiona Scobie (Vendor)

## **WE COULDN'T RECOMMEND HIM MORE HIGHLY**

Right from day one, Joseph has been amazing. He recommended we sell our rental property via auction which proved to be a wise decision. His market appraisal, suggestions for inexpensive touch ups in the yard and house were spot on, and most feedback from the opens mentioned the high level of presentation which we credit both he and our property manager (also from Elders Griffith) for. He was in touch daily with how the campaign was progressing, both via phone and also written reports. Our property sold for well above our expectations and we cannot recommend Joseph highly enough. He was also a lovely person to deal with. He made our experience- of selling a property we had never seen - an absolute stress free experience.

- Karl & Vicki (Vendor)

## **THE SALE PROCESS WAS A GREAT SUCCESS WITH ALL CREDIT TO BRENDAN OF ELDERS IN GRIFFITH**

If you want the best Agent in town, then look no further! Brendan was fantastic to deal with from the very first day. He assisted us during the process from start to finish. His communication with us was exemplary including arranging the photos/ video's and other tasks required for the sales process. The show days were well organized and the results are a testament to this. He is a trend setter in property sales within the region. He is to be congratulated on his absolute professionalism. I would recommend anybody who wishes to sell their home to seek Brendan's knowledge and advise to ensure an enjoyable smooth transaction yielding a great result. Thank You Brendan.

- John & Val (Vendor)



# Glossary

## Appraised Value/Market

**Appraisal:** Estimate of the value of a property normally obtained for the purpose of security for a home loan.

**Auction:** Public sale of property to the highest bidder, providing the reserve price is met or exceeded.

**Bridging Finance:** A short-term loan in most cases at a higher interest rate.

**Chattels:** Personal property. There are two types. Real Chattels include buildings and fixtures.

Personal Chattels include clothes, furniture etc.

**Commission:** The fee payable to the agent in exchange for time and effort in selling property, paid by the person selling the property.

**Contract Note:** Written agreement outlining terms and conditions of a property sale.

**Contract of Sale:** A legal document that sets out all the terms and conditions the seller and the buyer have agreed on.

**Conveyancing:** The legal process of transferring property ownership from seller to buyer.

**Covenant:** Conditions affecting the use of property or land written into the title.

**Deposit:** Normally 10% of the purchase price placed in trust as evidence of intention to buy. Non-refundable after exchange of contract.

**Exclusions:** Any item not specified as part of the sale of the property, e.g. dishwasher

**Exchange of Contracts/ Unconditional:** When signed copies of the Contract of Sale are physically swapped between the seller and the purchaser.

**Freehold:** An owner's interest in the land where the property and the land on which it stands both belong to their owner indefinitely.

**Market Appraisal:** Estimate of the value of the property compared to other properties of similar value, currently on the market or sold. Carried out by licensed real estate professional.

**Highest Bidder:** The person who posts the highest bid at an Auction will purchase the property provided the reserve price had been met or passed.

**Passed In:** A property will be passed in at Auction if it does not meet the Reserve Price. Reserve Price: The minimum price the seller has specified they will accept at Auction.

**Settlement:** A date is set for the settlement of the sale. At this point the balance of the purchase price is paid and ownership of the property transfers from the seller to the buyer.

**Transfer:** A document registered at the Land Title Office and noted on the Certificate of Title, which verifies change of ownership of a property.

**Valuation:** Estimate of the value of a property normally obtained for the purpose of security for a home loan. Carried out by a registered valuer.



**Real Estate**

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