

Welcome to

Harcourts
Rata & Co.

Sherry Singh

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I am so glad that you have chosen us to assist you on your real estate journey.

Please take some time to read the following information to ensure you are familiar with the process.

Other Important Team Members:

Should I be unavailable, you are most welcome to speak to any of the following team members.

Ebony Kilcullen

Settlements Officer (Settlements and Payments of Advertising)
03 9465 7766
sold@rataandco.com.au

Belinda Grech

Head of Finance
03 9465 7766
belinda.grech@rataandco.com.au

Nicole Jahne

Head of Marketing/Administration
03 9465 7766
nicole.jahne@rataandco.com.au

Now that you have listed your property for sale, what happens next...

Authority and Payment of Advertising

By now you will have received a copy of the email that contains a link to the authority signed by you. This includes a large amount of information such as dates, pricing and advertising amounts and payment details. If you could kindly attend to the payment of advertising that would be greatly appreciated.

Preparing Descriptions and Marketing

As part of the strategy to sell your property we will create descriptions and marketing collateral to hit the public domain via many forms of media. To prepare for this we ask that you forward to me any details which may assist us in selling the property. The items which are helpful are...

- Special features of the property
- All inclusions, if any
- Any particular items you believe could be a selling point
- Most of all the reason why you purchased the property in the first place.

Generally, the reason you purchased the property could be a similar reason why a new buyer may choose to purchase your property in this current market.

Booking a photographer/floorplan designer/videography (More information to come on the following pages)

This applies when photography/floorplans/videos are selected as part of the marketing budget. We will be in contact with you in the coming days to confirm a time and date for the photography/floorplan design and/or videos to be taken. This appointment generally takes 1.5 – 2 hours.

I have included some information on preparing your property for these professionals. Generally, photography, floorplans or videos will proceed, rain, hail or shine, but rest assured we will avoid any situations that make your property look less than fabulous.

If your property is tenanted, we have also sent a copy of "How to prepare your property for sale" to your tenant to ensure the property is photo ready and how the property should be presented for opens or inspections.

Advertising

It is important that when we advertise a property that all the information is true and correct and most importantly that the standard of the collateral is to your satisfaction. To ensure this process runs smoothly we will ask for your approval of the photography, descriptions and any other collateral used to market your property. Please look over these items carefully and it is imperative that if any

changes are required that you contact our office so those changes can be made prior to the listing going LIVE.

The approval process will commence once the photography, floorplans and videos have been completed and received by our office.

Open for Inspection

This applies if “Open For Inspections” are to be conducted as a part of your sales strategy.

Before the property campaign begins, you will receive a letter with times I have allocated for your “open for inspections”. If any of these do not suit, please let me know so that I can reschedule them.

Some great tips for your opens are listed in the pages proceeding this and on our website, but small things like lighting the fire, having the heater or aircon on full at least 1 hour prior to the open or presenting fresh flowers, or lit candles in specific parts of the house are always great ideas. Please feel free to speak to me about how we can do the little things to make your property stand out.

Safety and Privacy

When it comes to your property, we take safety and privacy very importantly. We have listed some tips to ensure you can assist with this process.

- Please refrain from allowing anyone to inspect your property without an agent being present.
- Please do not discuss price with anyone other than our team, as this could harm your chance of achieving the premium price.
- Never leave any valuable items on display at any opens, while we have never had any issue, we always run with the mindset that “Out of Sight; Out of Mind”.



We are LIVE

Once the property has gone LIVE via the forms of media selected, we will send you a text message and an email to confirm as such.

Please feel free to share your property through any network or social media platforms. Remember all publicity is good publicity.

Progress

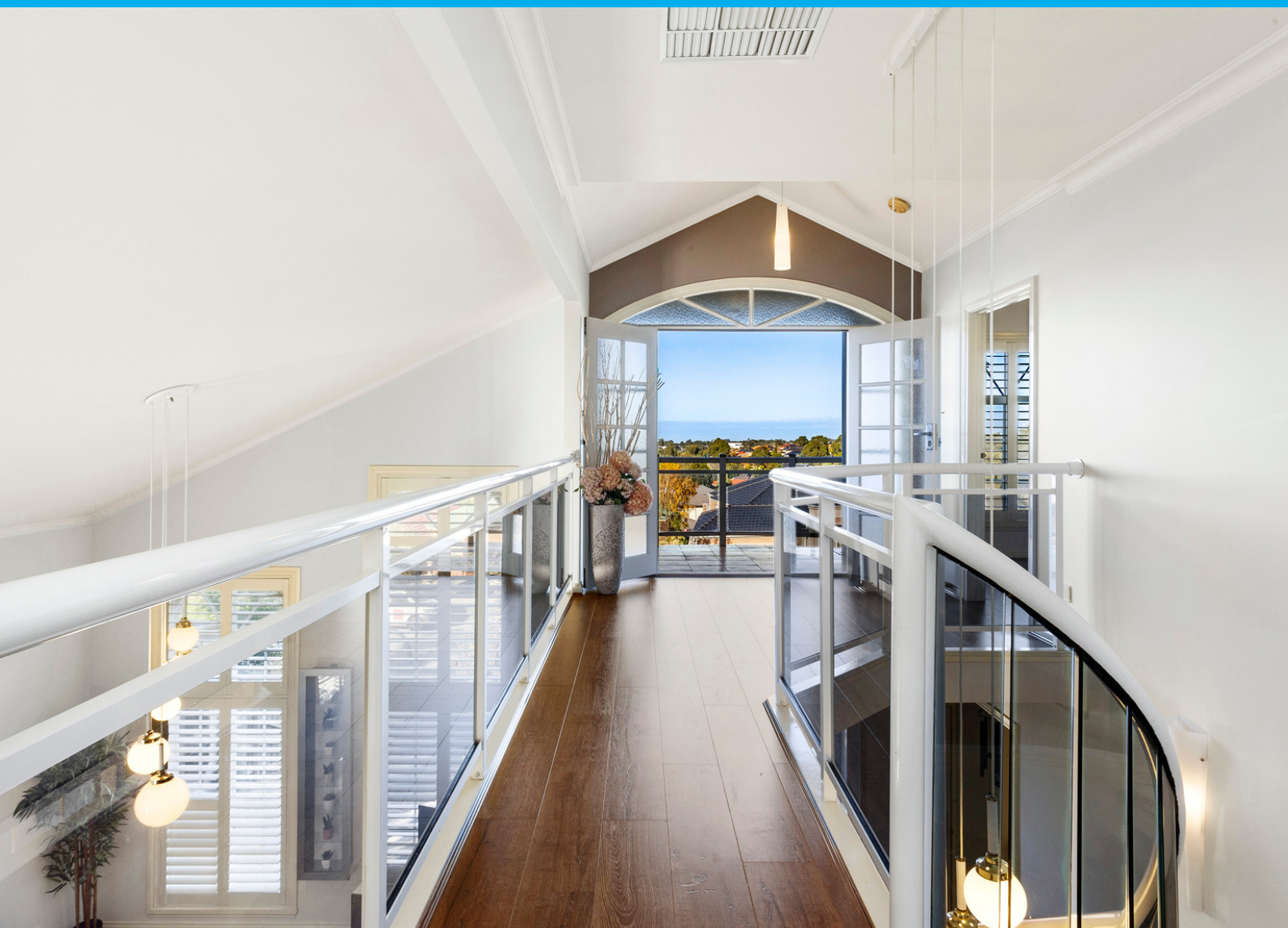
Once we are LIVE, I will be in contact with you to let you know how the campaign is progressing. We utilise phone, email, SMS, written reports and meetings to give

you a detailed understanding of what is occurring during the campaign. We will certainly organise a time for a detailed debrief just before auction, should an auction be part of the selling strategy. This will ensure we can review the results and set our plan for the big day.

I have outlined a plan for the type of contact you can expect from me and my team throughout the campaign.

- Contact after each open and/or private inspection, via SMS and/or phone (where applicable).
- Buyer call backs at the end of each week, generally conducted from Saturday afternoon through to Monday evening.
- Weekly report generally no later than Tuesday evening - this will be dependent upon the availability of buyers we are calling back.
- Weekly face to face or conference call.
- These are usually conducted a little later in the week, after the delivery of the written report.
- Plus any ad hoc communication as required.

We utilise phone, email, SMS, written reports and meetings to give you a detailed understanding of what is occurring during the campaign.



Throughout the journey we will provide you with a considerable amount of information and feedback from buyers. We will need to be objective and rational as we progress through the campaign to ensure we achieve the best results for you.

When assessing any feedback from buyers, I think it is fair to say it doesn't matter whether we are talking about a \$300,000 property or a \$10 Million property; there will always be positives and negatives. We always strive to present any negative comments in their best light and point out the positive attributes that your property has to offer. Nevertheless, some of these comments have relevance as they are coming directly from the current market and it is ultimately the market that will provide the buyer.

Thank you once again for your support and I am looking forward to working with you.

Thank you once again for your support and I am looking forward to working with you. I would appreciate any comments and input you might like to make, as I want to ensure I am doing everything I can to get the best outcome for you.

Please do not hesitate to contact me at any time if you have any questions.



How to present your property at its best.

A checklist to prepare for the photoshoot.





The importance of first impressions.

This checklist will help prepare your home for the photoshoot, open for inspection and private appointment, and it will ensure your property looks its best from the moment it goes onto the market.

By creating the perfect scene and bringing out the best qualities in your property, it is easier for buyers to envisage how their life would be like living there and help form that emotional connection with your property over the next one. Before you go through room by room and set the scene, here are some things to consider for your property overall.

Less is more

Besides making sure every area is clean and hiding everyday items that can make rooms look cluttered and messy, decide what other objects (including furniture) can be removed, or alternatively placed to make rooms look spacious and inviting.

Make the buyer feel at home

By setting aside personal items such as photographs of loved ones or hiding traces of pets, this adds an element of neutrality to your home where buyers aren't influenced by your style and can imagine themselves living in that space.

Buyers even go as far as visualisation and filling your home with their belongings.

Light up your home

Create free spaces around windows so natural sunlight can enter and make sure all lights work as they might be needed to create that perfect shot or give that room the right amount of light. Extra

decorations such as candles, flowers, throw blankets and plants can also enhance the look and feel of the room.

Hide away cords and cables

Make sure all cables and cords are out of site during the photoshoot, open for inspection and private appointments even if it means unplugging the device.

It's the little details that count

Small things like lighting the fire, having the heater or air conditioner on full at least 1 hour prior to your open for inspection or private appointments help create a homely feel.



Exterior

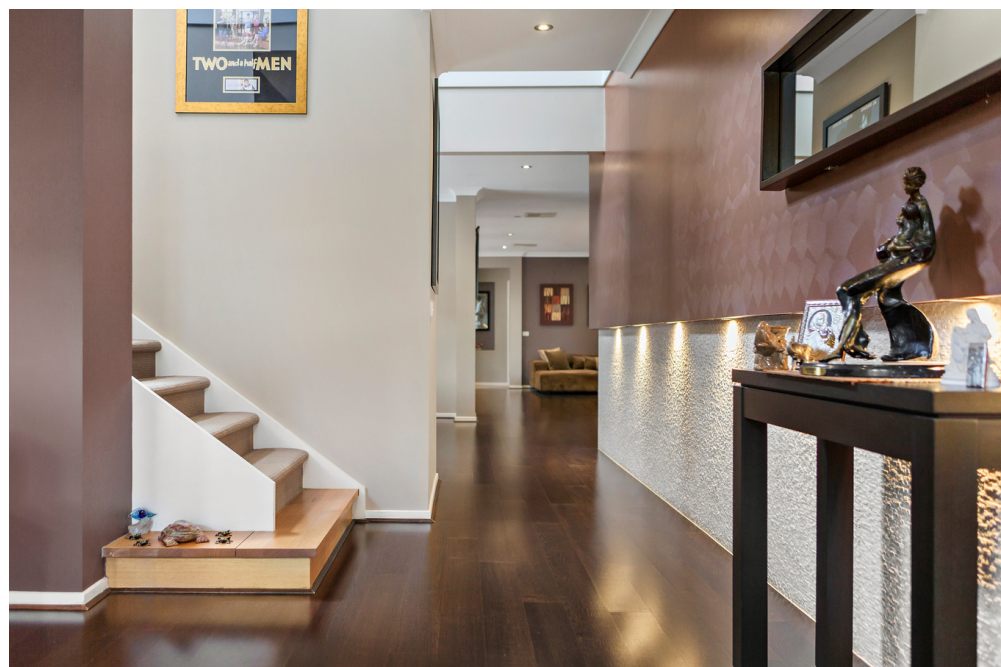
Create a welcoming and tidy first impression of your home's outside appearance.

- Check outside walls, fences, garage and driveways to see if they need cleaning, minor repairs or a new coat of paint.
- Move cars, bicycles and rubbish bins out of sight during the photoshoot, open for inspection and private appointment.
- Tidy up any gardening tools, pet bowls, washing lines, garden hose and pool toys.
- Keep the garden tidy with cut grass and hedges trimmed. Add flowers or potted plants to make the area look neat.
- Dress outdoor furniture with cushions, blankets and lanterns to create a cosy atmosphere.
- Spray the garden or grass with Seasol preferably a week before photography.
- Ensure your pets are secured so that they won't pose a threat or annoy visitors.
- Turn on sufficient lights when inspections are being held to compensate for any dark areas.

Hall and Entrance

A welcome entrance is important when selling your home, as in most instances it is the first area buyers will see and sets the tone for the rest of the property.

- Store away any items that are unnecessary such as shoes, bags, coats and umbrellas.
- Add some flowers or a potted plant.
- Try to avoid bare walls by putting up mirrors, a painting or framed pictures.



Bathroom and Laundry

The bathroom should feel clean and fresh.

- Keep the bathroom countertops and area around the sink clean.
- Store away all personal hygiene products, including those in the shower.
- Hang up matching, neat looking towels.
- Place your laundry basket, toilet brush and bathroom bin out of sight.
- Store away any clothes and detergents.
- Decorate with a candle and small plants to give a fresh feel but keep the area free of clutter.
- Light a scented candles or use room sprays to perfume a room.



Kitchen

Being the heart of the home, the kitchen is the most important room buyers look to fall in love with.

- Keep the number of appliances on benchtops to minimum and if possible, hide all appliance cords from view.
- Ensure the sink area is clean and hide away sponges, dishwashing detergent, drying racks and plugs.
- A nice looking cutting board, a cook book, a bowl of fresh fruit or neatly packaged items like olive oil or fresh herbs can complete the look of a kitchen.
- Place freshly cut flowers throughout your property. Flowers instantly create a beautiful, fresh and lived-in ambiance to the home.
- The delicious aroma of brewing coffee or freshly baked bread will convey the impression that you enjoy your property.

Living Room / Lounge Room

A cosy living room that appears spacious and welcoming will have more appeal to the buyer.

- Avoid having large bulky furniture that will take up a lot of floor space.
- Light the fire place if you have one.
- Decorate with throw blankets, rugs, pillows and magazines.
- Arrange books, DVDs and CDs neatly.
- Turn the radio or TV off, maybe in favour of a restful CD. Make sure the temperature inside is comfortable - even light the fire in winter.



Bedroom

Bedrooms should appear comfortable as it is a place for rest and relaxation.

- Make sure all beds are made with fitted, fresh linen. Use neutral colours for the bedspread, pillows and covers.
- Set aside personal items on bedside tables and cabinets.
- Put away all clothes, shoes, bags and toys



Handy Hints

Light scented candles or use room sprays to perfume a room.



Place freshly cut flowers throughout your property.



Brew a pot of coffee or bake a loaf of bread to convey the impression that you enjoy your property.



Move cars, bicycles and rubbish bins out of sight.



Put away all clothes, shoes, bags, coats, umbrellas and toys.



Turn on the heater or air conditioner on full at least 1 hour prior to your open for inspection.



Here are some of our top tips and tricks to help you prepare for your upcoming Open For Inspection.

Turn on sufficient lights to compensate for any dark areas.



Make sure all beds are made and fitted with fresh linen. Use neutral colours for the bedspread, pillows and covers.



Spray the garden or grass with Seasol. You can buy a double pack 2 x 2L for under \$15 at Bunnings.



Keep lawns mowed, paths edged, hedges trimmed and gardens weeded.



In the kitchen, keep the number of appliances on benchtops to minimum.





Last but not least...

Our photographers are trained professionals and have experience in presenting homes at their best.

It is important to let them do their magic by giving them some space and access to the best angles and areas of your home, as well as taking on any suggestions you are comfortable with to get the best photo.

Our agents are also highly skilled and understand intermediately about how to best prepare your property for sale. If you ave any questions, please don't hesitate to ask.

Thank you from the entire team

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