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First National Real Estate Engage Eastlakes
(02) 4947 7877
info@fnee.com.au

Welcome

Page subtitle

Choosing the agent to sell your property is one of the most difficult decisions an owner faces.

We put you first.

3rd May 2023

Dear Lynda & Jeffrey,

Property: 20 & 20A Carawa Street Blacksmiths NSW 2281

Thank you for allowing me the opportunity to provide you with an up to date appraisal on your property.

At First National Eastlakes Eastlakes, we aim to provide the most accurate and realistic market estimates possible. We examine every comparable sale to provide you with factual information before recommending a price guide in which we believe your property to sit.

Based on 3 . Bed, 2 . Bath, 2 . Car, Land Size 658m2 – House

We understand that your time is valuable. However, the decision to sell your biggest asset needs to be closely considered. Please take the time to look at the content of the ebook as it identifies our strategic selling plan, testimonials and methodology employed to get the best result for your home.

If I can be of any further assistance to you at this stage please do not hesitate to contact me.

Kind Regards,

Rhiannan Harrison

Executive Assistant

0412 589 560 Email: rhiannan@fnee.com.au

David Bone

Sales Executive

0410 709 611 Email: david@fnee.com.au

About Us

At **First National Engage Eastlakes**, we appreciate you have a choice when it comes to who you entrust to represent your property.
On a daily basis, we demonstrate professionalism, experience and commitment to our clients. Our goal is now to prove why you don't need to look any further.

Under the careful management and guidance of passionate business owners, Chris and Kerrie Rowbottom, 'Engage Property' and 'Dowling Eastlakes' have joined forces with a nationally recognised brand.

We are proud to be a part of the First National Network under **First National Engage Eastlakes**.

This merger will benefit both our Property Management clients and Property Sales services in the greater Lake Macquarie and Newcastle regions, as well as Australia wide.
First National has a network of over 280 offices nationally that we can leverage clients from, and a digital coverage that will gain greater exposure for our client's property.

Choosing an agent is much more than striking a deal on fees - marketing skills, strategy and negotiation ability will strongly influence your final price.
We are a specialised agency and our primary objective is to provide the highest level of customer service and satisfaction to all members of our community. Our team consists of highly motivated professional Sales staff, highly experienced Property Management team and dedicated Administrative support with over 140 years of combined Real Estate practice. All senior staff are experienced Real Estate Agents and are fully accredited in Real Estate practice, price negotiations and marketing.
Our entire team is dedicated to providing superior services to all clients we interact with.

At **First National Engage Eastlakes**, we have access to in-depth training for our teams, systems within marketing that will impact stronger coverage for our clients and standards that will enable us to achieve greater outcomes and results, with consistency in all our achievements.

We have developed a reputation as industry leaders of Property Sales and Property Management services in the Greater Lake Macquarie and Newcastle regions.

We are bound by the professional ethics of the Real Estate Institute and the Department of Fair Trading in which we ensure the ongoing training of all staff is undertaken to keep up to date with all legislative requirements and to have a thorough understanding of all contract transactions.

At **First National Engage Eastlakes**, "we put you first". Real connections, real people and real results are our utmost priority.

Website

Agent Profile

Rhiannan Harrison

Executive Assistant

0412 589 560 Email: rhiannan@fnee.com.au

Rhiannan is a highly energetic & self-motivated individual who loves the fast pace environment of Real Estate. She brings a high level of professionalism to her role. Rhiannan began her real estate career with us back in 2021, starting as a receptionist and making her way up the ranks to now an Assistant Agent.

Rhiannan has thrived in real estate, establishing herself as an essential part of the sales team. She uses modern technology and innovative marketing techniques to ensure her clients receive the best possible result. With her natural ability to connect with people and nurture relationships - real estate is a stand-out career choice, and it is more than the perfect fit.

She adopts a raw and extremely honest approach to sharing information to her clients, no smoke and mirrors. Priding herself in striving to achieve the best possible result for you.

Contact Agent

Passion stem from her drive to help people, whether it's helping someone with a simple direction, assisting them in achieving their property needs or helping her team members reach their goals. She has achieved extreme competence as Director of First Impressions, Sales Support and Sales Agent.

Rhiannan remains humble in her approach and is dedicated to treating all of her clients with the same level of respect and care. If you are looking to buy or sell your property, Rhiannan is the perfect choice to guide you through the process and achieve outstanding results.

Contact Agent

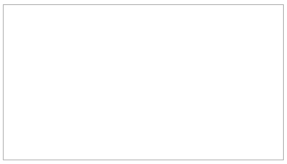
David Bone

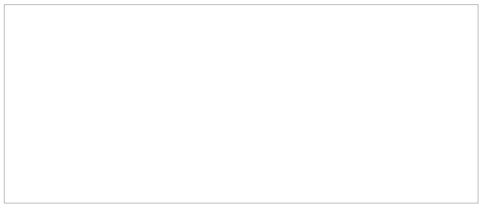
Sales Executive

0410 709 611 Email: david@fnee.com.au

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Links & Resources







Why First National?

Buying or selling a home is amongst the biggest financial decisions you'll ever make, so you'll want the best service, advice and value for money possible. So, which real estate agents are moving Australians in the right direction, and which should be packing their bags?

To find out how real estate agents are rated across Australia, IPSOS, Colmar Brunton and Readers Digest each surveyed Australians who had employed an agent to buy, lease, sell or manage a property in their area between 2016 and 2021.

IPSOS found Australians believe First National agents 'make buying and selling easy' and that 'they do what they say they will do'. Colman Brunton rated First National agents above other agents in every category measured, including communication and advice, problem resolution, contract handling, marketing, moving services and value for money.

Our network

~25,000	$50B	3,000+	90,000+
Homes sold (2018)	Assets managed	Agents in Australasia	Rental properties managed

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Putting back into the community

First National Real Estate is proud to sponsor Kids Helpline, Australia's only free, private and confidential 24/7 online and phone counselling service for children and young people aged 5 to 25. Every 90 seconds, someone's son or daughter, grandchild, niece, nephew, neighbour or friend gets in contact with Kids Helpline via its free call number or web chat service.

Local sponsors of:



'We put you first' is not only our commitment, it is the experience that average Australians have, every day of the week, when entrusting the purchase, sale or management of their home to a First National Real Estate agent.

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Service Guarantee

At First National Real Estate Engage Eastlakes, we commit to:

Ensuring our clients are appraised of all information relevant to the sale or lease of their home

Ensuring our clients fully understand all options available to them

Executing our clients' instructions faithfully

Regular, concise communication

Telling our clients what they need to hear, not what we think might prefer to hear

Doing what we say we will do

In other words,
We put you first.

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Method of Sale

There are two key traditional alternatives when selling residential property: sale by Private Treaty (For Sale) or sale by Public Auction. Each offers advantages and your choice will depend largely on your property, the nature of your sale, and your market's current dynamics.

Private Treaty

When selling by Private Treaty, you decide an asking price before your property is listed for sale. While many people may feel more comfortable with the idea of setting a price, there are a few things to consider.

You'll need to firstly determine a realistic asking price. This in itself is a difficult process as the true value of any property is what the market is prepared to offer. If a property is underpriced, it will sell quickly and the price cannot be maximised. If you overprice your property, it may sit on the market for a long period and run the risk of becoming 'stale' or being overexposed.

While this method seems more relaxed, there's also less incentive for buyers to negotiate, complete enquiries and move quickly to complete their purchase. Buyers are sometimes tempted to use the absence of a time limit to their advantage.

We have an excellent knowledge of recent comparable sales in your area and will assist you to arrive at a realistic price and marketing strategy for your property, if you select this method.

Auction

At auction, buyers bid against each other to purchase your property. It is the preferred method of sale for beneficiaries, governments, banks, administrators, executors and trustee companies, corporations and, of course, private vendors.

If the highest bid at auction is acceptable to you, the sale occurs at the fall of the auctioneer's hammer. The property is 'passed-in' if the highest bid fails to meet your reserve price.

For the owner, auctions have several benefits including:

Competitive bidding – You enjoy a position of strength as buyers compete against themselves instead of you
No pricing issue – You have the benefit of several weeks of market feedback before setting your reserve. Because there is no advertised price, strong demand can sometimes result in a sale price above expectation
Three opportunities to sell – before, at auction or immediately afterwards
Tight timeframe – Buyers have a set timeframe to work towards, usually three or four weeks. This focuses your buyer's attention and provides the incentive for finances and building inspections to be completed in time for auction day
Unconditional contract – You get a cash contract where you dictate the terms and conditions
No cooling off – A sale made under the hammer is definite and there is no cooling off period

Online auction systems, such as Openn Negotiation, provide an exciting, proven alternative to on-site auctions and can make access easier for buyers in some circumstances. Let's discuss these alternatives to determine what best suits you.

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The Sales Process

First National Real Estate Engage Eastlakes strives to consistently maximise the sale price of every home/ investment property we market. We adopt a consultative approach to your sale and pride ourselves on getting the best results in the shortest possible time. Here's how...

Appraisal	Our goal is to sell your property for the highest price, in the shortest possible time. This starts with a realistic comparative market analysis. Our expert agents have unparalleled knowledge of property values in this area and this is why we consistently achieve our anticipated price.
Method of Sale	We'll explain the different methods of sale available and help you choose which is best suited to your needs. Typically, options will include Private Treaty (For Sale) or Auction although other alternatives are available, if required. We'll also look at timing and any events that could impact on the success of your campaign.
Advertising & Marketing	To maximise your sale price, First National Real Estate will outline a range of marketing and advertising options that ensure a wide audience is alerted to your sale. Our comprehensive marketing includes Hyperlocal advertising, exposure on our industry leading websites, major real estate web-portals, social media and our exclusive, award-winning buyer alert database – UtopiaX.
Presenting your Property	We love making sure buyers see the full value of your property. So, we'll guide you with recommendations about myriad small things you can do to make sure your property is presented in its best light. You'll be amazed what a difference we can make.
Inspections	Once everything's ready, we'll start showing buyers through your property. We'll offer you the choice of 'Open House Inspections' or 'Private Buyer Appointments' and discuss which times are best to show your home/property.

Receiving Feedback	After each inspection, we keep you informed of our progress by reporting feedback from interested parties. This helps ensure we're on track and allows you to fine tune presentation, if any areas of concern arise.
Offers/Auction	Whether selling by Auction or Private Treaty, offers will be received during your marketing campaign. This is where our negotiation skills make all the difference. We'll help you assess each offer, making recommendations about tactics, counter-offers, when to 'walk away' and when the time's right to sell.
Contracts	Once you've accepted an offer, or the hammer has fallen at auction, contractual documentation will be signed by both buyer and seller and the deposit paid. We explain everything you'll need to know at the time, like whether the buyer is entitled to a statutory 'cooling off period' and when your sale becomes 'unconditional'.
Sold	Some of our customers like to celebrate in the customary fashion at this point, so you might feel like opening that bottle of Champagne you've been keeping on ice! Alternatively, you might prefer a cup of tea. Whatever your choice, we'll be just as excited as you as the SOLD sticker goes up.
Settlement	Next up comes the 'Settlement Period'. This is typically around six weeks but will have been set or negotiated during the sale process. This is when you begin packing up and planning for 'moving day'. We're not finished just yet and have lots of helpful tips to help you smooth the process, especially where kids are concerned.
Moving	Moving day. In many cases, this will also be the day your sale 'settles', although some people do move out before 'settlement'. At settlement, the buyer pays the balance of the sale price to you, usually following the formality of a 'pre-settlement inspection'. Guess what, we're still here to help. First National Real Estate offers a FREE utility connection service through *Direct Connect*. With one simple phone call, we can have your telephone, internet, gas, electricity, water and all utilities disconnected and re-connected at your new home saving you hours of phone calls.

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Your Marketing Strategy

Based on your aims and our experience of successful sales in this local market,

we recommend a marketing plan consisting of the following:

To Be Advised

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Recent Local Performance

Similar properties in your area that have recently sold



21 KOLANG STREET, BLACKSMITHS NSW 2281

2 Bed | 2 Bath | 4 Car
$1,000,000
Sold ons: 10/03/2023



10 AMAROO STREET, BLACKSMITHS NSW 2281

3 Bed | 1 Bath | 1 Car
$1,050,000
Sold ons: 22/02/2023



14 BINDA STREET, BLACKSMITHS NSW 2281

3 Bed | 1 Bath | 1 Car
$1,015,000
Sold ons: 16/11/2022

The CoreLogic Data provided in this publication is of a general nature and should not be construed as specific advice or relied upon in lieu of appropriate professional advice. While CoreLogic uses commercially reasonable efforts to ensure the CoreLogic Data is current, CoreLogic does not warrant the accuracy, currency or completeness of the CoreLogic Data and to the full extent permitted by law excludes all loss or damage howsoever arising (including through negligence) in connection with the CoreLogic Data.

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What Price is Achievable?

The longer a property is on the market, the more difficult it becomes to achieve a price premium. Buyers frequently ask how long a property has been for sale. They suspect something is wrong with the price or the property if nobody else has bought it.

Ultimately, properties are commodities that are subject to market forces. Our skill lies in maximising your opportunity.

To determine an accurate range that your property is likely to sell in, we'll consider three key elements:

Current Market Dynamics

The economy, interest rates, outlook, consumer sentiment, employment and wages

Supply vs. Demand

The ratio of buyers for a property like yours to the number of properties competing for their purchase

Similar Properties

Properties similar to yours that have sold recently

Recommended method of sale: **Private Treaty**

Our goal is to position your property just above the maximum likely price that the market will bear.

This allows strategic space for negotiation.

Having conducted a Comparative Market Analysis, there is evidence of comparable homes selling in the vicinity of:

$1,200,000 - $1,300,000

This opinion is not to be construed as a valuation

Therefore my professional opinion on the appropriate marketing price would be:

"Price Guide $1,200,000 to $1,300,000 (including GST, if any).

I believe that we have qualified buyers that would be interested in this property at this price point.

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Fees

In addition to any agreed advertising costs, our fee for successfully negotiating the sale of your property is **TBA%** inclusive of GST of the final sale price, this includes the services of the representing sales agent and all administrative support staff.

Whilst you will no doubt find any number of agents who may discount their fees, we have total confidence that if you instruct First National Real Estate Engage Eastlakes to represent your interests, you will receive a greater sale price that will more than justify any difference in fee structures.

In the event that a sale is not made, no selling fee will be incurred.

Disclaimer: This opinion is not to be construed as an official valuation and is given on the basis that it will not be relied upon as such. It is however, an estimation based on comparative market material and agent research.

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Documents, Links and Resources

MAA Fee Breakdown
Rental Assessment

Summing Up

We're confident that **First National Engage Eastlakes** has the capacity to maximise your sale price by promoting your property to the widest possible audience. Some of the more significant advantages to listing with us:

First National Real Estate has a long, well respected association, with the community. Our alliance with the First National Real Estate network dovetails perfectly with our commitment to continuous improvement.

Our office has implemented First National's Quality Assurance system. This means we have committed ourselves to continuous improvement and that we adhere to strict real estate procedure guidelines.

Social media, Hyperlocal advertising and the Internet are amongst the most potent forms of modern real estate marketing. First National Real Estate pursues one of the most effective strategies in Australia and, as part of our not-for-profit network, we have access to exclusive, more cost competitive systems.

The First National Real Estate buyer referral network assures maximum co-operation between our members in order to maximise the value of every property we sell.

Making your choice

Selling your property is an easy decision but choosing your agent requires careful thought. We appreciate you have a choice and we want to win your business. We demonstrate to our clients everyday that we combine the professionalism, experience and commitment to get the job done properly.

Now, our goal is to prove to you why you need look no further.

Inside, we've outlined our plan to market and sell your home for the maximum possible price. We'll also demonstrate how our systems and processes assure success.

While **First National Engage Eastlakes** is commercially competitive, we don't compromise on the training, systems, marketing or standards that enable us to achieve outstanding results consistently. We adhere to processes designed to guarantee delivery of our promise – "We put you first".

We&#65533;d love to get started...

I would love to start working on your sale and recommend the following procedure:

1.	2.	3.
Follow-up discussion to finalise method of sale and marketing arrangements	Approval of marketing plan	Arrangement for appropriate documentation to be prepared

During the course of the sale, regular updates will be provided to ensure that you are fully aware of buyer enquiry and the degree of interest expressed.

Thank you once again for the opportunity to submit this proposal for the sale of your property. I look forward to discussing the sale in more detail when you have had time to review this information.

Rhiannan Harrison

Executive Assistant

0412 589 560 Email: rhiannan@fnee.com.au

David Bone

Sales Executive

0410 709 611 Email: david@fnee.com.au