

Marketing Your Property For a *Successful Sale*

 Professionals

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Professionals Victoria Park

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My Selling Strategy is Designed to Maximise Exposure, Drive Competition, and Secure the *Highest Price*.

My Sales Method Includes:

- Listing properties as 'Offers from (amounts), allowing for buyer fluidity in the marketplace.
- Checking in all prospective buyers electronically at each home open and adding their details to our sales platform for follow-up.
- Providing a colour brochure to each prospective buyer outlining the property.
- Hosting at least two weeks of marketing to maximise selling potential and secure the highest price possible.
- Obtaining as many offers as possible and disclosing the highest bid to each buyer.
- Repeating this process until we have extracted as much as we can from the prevailing market.

Slow Auction: *Maximising Buyer Offers*

We use a Slow Auction approach to generate as many competitive offers as possible. Each buyer is informed of the current highest bid, giving them the opportunity to improve their offer.

This strategy is highly valued by buyers, who appreciate the transparency, and by sellers, who benefit from maximising the sale price through a fair and competitive process.





Online *Marketing*

Today more and more prospective buyers are using the internet as their first entry point to find out what's for sale in their chosen area and at what price level, than ever before. In fact, many buyers will make their decision on whether to physically view your property or not based on your online presence alone.

Therefore, it forms a key part of your marketing plan. Just as importantly, web-based marketing allows your property to be viewed interactively by buyers 24 hours a day, 7 days a week. This ensures your property can be professionally packaged, presented and seen by potential buyers all day, every day, locally and worldwide.

We currently use four major websites to advertise your property:

- www.professionalsvicpark.com.au
- www.realestate.com.au "Premiere Listing for the biggest advertisement attracting the greatest amount of traffic to your property."
- www.reiwa.com.au
- www.domain.com.au

The Seller's contribution for this targeted web marketing package starts from \$1,900 including GST.



Showcasing Your Home at Its *Best*

Photography and Plans

In our experience, it is vital to have professionally presented photos of your property in any selling campaign. This helps maximise the impact of your online marketing and drives greater buyer enquiry to your property.

You can also choose to include an online floor plan of your home to give buyers a better chance of understanding the layout of the home.

If your property is vacant, you can speak with us about either staging the property with furniture or having virtual furniture added to the photos, so the property looks its best.

Photography: from \$198
Virtual styling: from \$44 per photo
Floor plan: from \$180



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A photograph of a person's hands using a laptop. The laptop screen displays a real estate website with a large image of a modern interior and several columns of text. The background is a blurred window with white blinds.

Connecting Your Property with *Motivated Buyers*

Current Database of Active Buyers

We maintain our own database of buyers who are actively seeking properties. Combined with our office's high pedestrian traffic and street-front location, we are often the first point of contact for many new and motivated buyers.

Whenever buyers contact our office, whether through a home open, email, phone call, or in-person visit, we record their details and add them to our database.

When your property is listed for sale, its details are automatically emailed to our current database of active buyers. This gives your property excellent and immediate exposure to motivated prospective purchasers.

Enhancing *Visibility* and Buyer Awareness

Professional Signage

Your property signage is a key component of the overall marketing strategy. For this reason, a widely recognisable Professionals For Sale sign is erected as soon as your property is live on the market. This ensures continuous exposure, effectively acting as an additional salesperson promoting your property 24 hours a day, 7 days a week.

Our high-visibility, trademark For Sale signage is specifically designed to attract active buyers and is supported by strong brand recognition and an established company reputation, helping to maximise enquiry and interest throughout the sales campaign.

The seller's contribution for this signage starts from \$150 (including GST).





Creating a Powerful First *Impression*

Customised For Sale Brochures

As part of our marketing strategy, we create a customised For Sale brochure for every property. These brochures are carefully designed to showcase the unique features, key benefits, and overall appeal of the home, ensuring it stands out to prospective buyers.

The brochure is used as a core sales tool during home opens and inspections, where it is displayed and handed directly to buyers. This allows purchasers to engage with the property beyond the inspection and reinforces its value after they leave.

Each brochure is produced using professional photography and strategically written sales copy, crafted to highlight the property's strongest selling points. This approach ensures maximum visual impact and clear messaging, helping buyers connect emotionally and logically with the home.

The result is high-quality marketing material that works effectively in both printed form and online, maximising exposure and supporting stronger buyer interest throughout the campaign.



Curating an Unforgettable *Experience*

On Display via Home Opens

Home opens are a key part of our marketing strategy, giving prospective buyers the opportunity to experience your property in a relaxed, no-pressure environment.

They allow buyers to explore the space, appreciate its features, and envision themselves living there creating a stronger emotional connection that can drive interest and offers.

By showcasing your home in this way, we ensure buyers get a complete understanding of its appeal, helping your property stand out in a competitive market.



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A photograph of a modern interior space, likely a living room or office area. A large window with a black frame dominates the view, looking out onto a residential neighborhood with houses and trees. In the foreground, a brown sofa is positioned on a dark rug. To the left, a large green plant is visible. The ceiling has several recessed lights. The overall aesthetic is clean and contemporary.

Your Property on *Display*

Office Window Display

Property buyers love to browse locally, and our office window display gives your property prime visibility to the community. High-quality photographs and key details of your home are showcased in our street-front display, located on the café strip in one of East Victoria Park's busiest, most visible areas.

This exposure not only attracts local buyers but also strengthens your property's presence in the neighbourhood, creating additional interest through strategic local marketing.



Professional *Fees*

Our selling fee is 2.2% including GST, payable only upon the successful sale and settlement of your property.

Marketing costs are separate from the selling fee and are paid upfront, before we commence the marketing campaign. To ensure full transparency and security, these funds are deposited into a dedicated trust account opened in your name.

As advertising invoices are received, we pay them directly from your trust account on your behalf. At the conclusion of your marketing campaign, we provide a detailed statement summarising all payments made from your trust account, along with copies of the invoices for your records.



Have a Question?

Here's what most sellers ask.

How long does it usually take to sell a property?

Most properties in WA sell in 4–6 weeks, with settlement usually taking 30–60 days after an offer is accepted.

What are the steps in selling a property?

The main steps are setting a price, signing an agency agreement, marketing the property, receiving and negotiating offers, meeting contract conditions, and finalising settlement.

How do I make my property more appealing to buyers?

Keep the property clean and well-maintained, complete minor repairs, stage key areas, use good photos, and make inspections easy to schedule.

Are there legal obligations I must fulfill before selling?

You must disclose material facts, provide strata documents if applicable, and ensure all advertising is accurate under WA Law and Australian Consumer Law.

How do I handle multiple offers?

All offers will be passed to you promptly, and you can accept, reject, or counter any offer, considering conditions like finance or any other conditions of the contract.

Should I hire a lawyer for the sale?

A lawyer is unnecessary and we recommend appointing a settlement agent. We suggest Star Settlements to ensure the contract and settlement process are handled smoothly.

How often should I communicate with my agent?

Agree on a schedule upfront; typically weekly updates are enough, with more frequent contact during inspections, offers, or critical stages.



Testimonials

"Dean and Professionals Vic Park staff were fantastic to deal with when selling my property in Scarborough. If there was a 6-star rating to choose, that would have been selected. Excellent service for the 11 years the team managed the property, through to the eventual sale. Can't recommend them highly enough. Thanks Dean and your team of Professionals for making the selling experience a smooth and seamless transition.." **Matt Miller**

"Awesome experience selling my property with Dean and his team, we also had them manage our property before selling and it was a pleasure dealing with such a professional organisation. Thank you so much. Highly recommended" **Sean Wood**

"Dean kept me informed all through out the sale of the property. Even if was nothing important just to keep me in informed to what was happening." **Robin Medrana**

"Dean made the experience of the sale of my property with ease. Very polite and genuine in his approach. Great Job! Great experience and professionalism. Unlike the other mob! Wish I had sold all my other properties through him instead of the other mob at Vic Park." **Lucy Herczeg**

"Thank you to Dean Nicolo, who made a family purchase this week so hassle free in this demanding market, taking some of the stress out of the often exhausting process of finding a property to suit a limited budget. Dean was prompt in replying to queries, very personable to talk to on the phone, frank and transparent at all times, and also very thoughtful. Knowing my son had been in an accident, he even rang to double check we realised there were steps from the parking area at the flats. Agents who care about the buyers as well as their vendors, and treat them with equal respect, are to be valued. Thanks, Dean. So much appreciated." **D Knight**



What's Next?

The next thing would be signing
the Selling Agency Agreement and
we'll get to work for you!





Premium Results.
Outstanding Service.
Local Experts.

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A handwritten signature in black ink, appearing to read 'Dean Nicolo', positioned above the printed name.

Dean Nicolo **Principal and**
Licensed Valuer in WA

