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## Introduction

### Page subtitle

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

**We put you first.**

At First National, we appreciate you have a choice and want to win your business! On a daily basis, we demonstrate to our clients that we offer professionalism, experience and commitment to achieving the best outcomes. Our goal is now to prove why you need look no further. This is our plan to market and sell your home for the maximum possible price.

As you consider your options, we ask you to think not just about our innovative systems and processes, but also the track record and ethics that underpin the strengths of our agency. Choosing your agent requires much more than just striking a deal on fees. Social skills, tactics and negotiating ability will strongly influence the outcome that your agent delivers. [agent-firstname] is an experienced, professional and ethical [agent-title] and I have no hesitation in recommending them to you. While First National is commercially competitive, we don't compromise on the training, systems, marketing or standards that enable us to achieve outstanding results, again and again.

Thank you for the opportunity to win your business.

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**Kim Batto**

Principal

First National

[1800 032 332](tel:1800032332)

## Your Agent

[agent-photo-medium]

**[agent-firstname] [agent-lastname]**

[agent-title]

[\[agent-mobile\]](#)

[\[agent-email\]](#)

[agent-social-icons]

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[agent-description]

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### Note

To crop your staff images into round photos with transparent background like the above staff photo, you can use [this free online tool](#).

## 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+

Homes sold (2020)

\$50B

Assets managed

3,000+

Agents in Australasia

90,000+

Rental  
properties  
managed

## 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.



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'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.

# First National

## Include a short bio about your office

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Here's a good place to sell your office - mention a bit about the history of your office & the principal/s, the values and aims of your office, any awards or milestones the office has achieved etc. Remember to swap out the image in the next column with one of your own office!

Contact Stewart Bunn for assistance creating content for your office.

### **Stewart Bunn**

Chief Communications Officer

[stewart.bunn@firstnational.com.au](mailto:stewart.bunn@firstnational.com.au)

[0413 624 317](tel:0413624317)

## Service Guarantee

### At First National, 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.**

## 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.

# Openn Negotiation

A modern alternative

## What is it?

Openn Negotiation is an online property purchasing platform designed to be transparent and fair for both buyers and sellers. Managed by professional real estate agents, it allows qualified buyers to openly negotiate on price with the advantage of knowing exactly how many real competing buyers there are.

## How it works

Once buyers terms are accepted by the seller, there's complete transparency on price for everybody. You can see all competing bids. Buyers will never miss out on a property because they didn't know how much to pay and sellers can be confident they've sold their property for the best price.

## The Openn Negotiation process

The Openn Negotiation process has two stages:

1. The Campaign Bidding Stage
2. The Final Bidding Stage

The Campaign Stage is from the time of listing until the Final Bidding Stage starts. This is when the agent is qualifying buyers, holding home opens and inspections. Only qualified buyers, approved by the Seller, can participate in the Final Bidding Stage. The Seller can choose to change the reserve price and the Final Bidding Stage date throughout the Campaign Bidding Stage.

## The Sales Process

First National 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...

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### 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.

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### 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.

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### 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.

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### 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.

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### 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.

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## 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.

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## 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.

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## 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'.

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## 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.

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## 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.

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## 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.

## Marketing Options

### HyperLocal Marketing

HyperLocal is First National Real Estate's very own digital advertising platform. It creates and runs a digital advertising campaign marketing your property to a relevant pre-qualified audience of local buyers. [More information.](#)

### Professional Photography

Through our trusted photographers we can offer both day and night shoots, 3D virtual tours and drone photography to ensure your home is shown to prospective buyers in the best possible light.

### Professional Videos

Our professionally shot videos are engaging to potential buyers and is another way we make your listing stand out.

### Internet

Your listing will be promoted across the major real estate portals including Realestate.com.au and Domain, as well as a variety of other websites.

### Virtual Tours

Allow potential buyers to virtually explore your property at their own pace.

### Signboards

Classic for sale front signage outside the property.

### Floorplans

Floorplans help to bring your property's layout to life and detail the property dimensions for potential buyers.

### Brochures

Stylish, professional looking property brochures for letter box dropping and handing out at inspections.

## 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:

### Photography & Floorplan

Day to dusk shoot \$300.00

Drone photography

### Professional video

Property walkthrough \$220.00

### Boards

6 x 4 standard for-sale board \$82.00

### Brochures

4 page brochures + leaflets \$154.00

### Premiere internet package

Premium advertising on realestate.com.au, domain.com.au and other real estate portals \$1,845.00

### Social media

HyperLocal advertising (28 days) \$250.00

### Open Negotiation

Auction fee \$550.00

**TOTAL**  
**\$3,601.00**

## Recent Local Performance

### Similar properties in your area that have recently sold

	<p><b>807/14 DAVID STREET, RICHMOND VIC 3121</b></p> <hr/> <p>2 Bed   2 Bath   1 Car \$705,000 Sold ons: 22/02/2021</p>
	<p><b>6/342-344 BURNLEY STREET, RICHMOND VIC 3121</b></p> <hr/> <p>2 Bed   2 Bath   2 Car \$715,000 Sold ons: 20/02/2021</p>
	<p><b>305/1 KENNEDY AVENUE, RICHMOND VIC 3121</b></p> <hr/> <p>2 Bed   2 Bath   1 Car \$730,000 Sold ons: 16/02/2021</p>
	<p><b>83/73 RIVER STREET, RICHMOND VIC 3121</b></p> <hr/> <p>2 Bed   2 Bath   1 Car \$638,000 Sold ons: 12/02/2021</p>
	<p><b>2 WILLIS STREET, RICHMOND VIC 3121</b></p> <hr/> <p>2 Bed   1 Bath   0 Car \$990,000 Sold ons: 12/02/2021</p>
	<p><b>178/73 RIVER STREET, RICHMOND VIC 3121</b></p> <hr/> <p>2 Bed   2 Bath   2 Car \$700,000 Sold ons: 06/02/2021</p>

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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

If selling by 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:

**\$900,000 - \$950,000**

## Fees

In addition to any agreed advertising costs, our selling fee for representing the sale of your property is **2.5%** + GST of the final sale price.

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 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.

## Summing Up

We're confident that First National 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 [insert suburb] 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.

## We'd love to get started...

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

**1.**

□

Follow-up discussion to finalise  
method of sale and marketing  
arrangements

**2.**

□

Approval of marketing plan

**3.**

□

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.

[Yes, let's get started.](#)

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**Kim Batto**

Principal

First National

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