



SALES MARKETING PACK

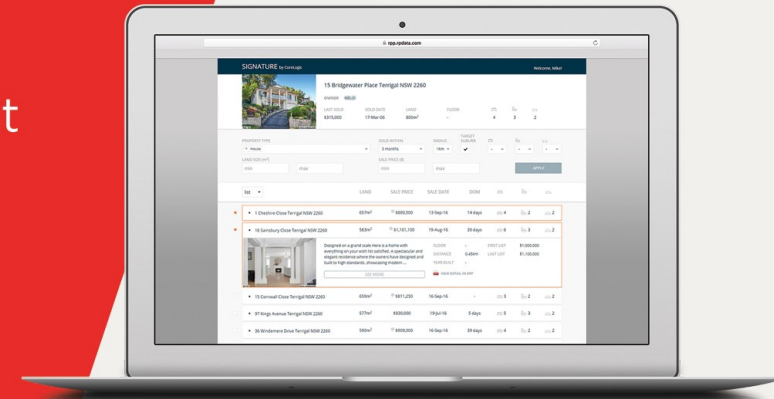
Welcome to BLUE MOON property



Our mission... To go beyond great service

MARKET VALUE

Signature Report Update



Getting the price right

When preparing to sell, getting the right advice on your property's value is the difference between selling in a reasonable time frame or sitting on the market for months. Setting a competitive list price is the key to a great outcome. We are proud to offer our clients the worlds most advance property valuation software, the CoreLogic Intelli-Valuation system. CoreLogic's real time market data reports provide precise sales information in real value of your property in todays real estate market.

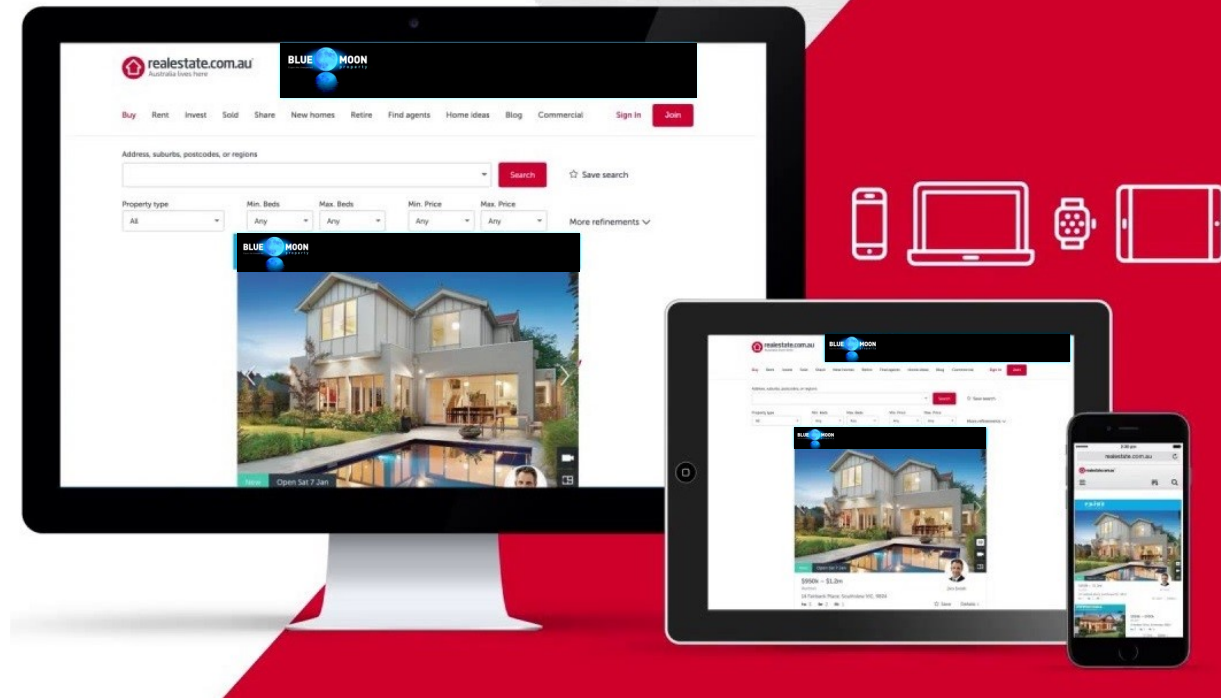
Our complimentary Intelli-Valuation

Intelli Valuation Model (IVM) – uses a statistical model that looks at a variety of data (property attributes, comparable property sales, subject property prior sales, geographic price performance etc.) to estimate the value of the property at a given point in time The valuation report can be performed real-time (on the spot) with a Forecast Standard Deviation (FSD) provided to measure the certainty in the valuation amount .



AUCTION vs FOR SALE

- **FOR SALE: 30-90 days on the market**
- For Sale contract conditions:
- 5 day cooling off period
- 14-30 day finance clause
- 14 day building and pest clauses
- Subject to sale of the buyers property
- 30-60 day settlement
- **AUCTION: 30-45 days on the market**
- Auction contract conditions:
- No 5 day cooling off period
- No finance – No building and pest clauses
- 30 day settlement



Our comprehensive property marketing

- Professional photography | detailed floorplans and drone footage
- Online listing | Realestate.com.au, Domain.com.au, Homesales.com.au
- Email newsletter | Weekly property alert to database of 4200 buyers
- Australia post mail outs | Notifying interstate investors of new listings
- Weekly open for inspections | All property Auctions conducted onsite
- High visibility colour signboard | High quality promotional brochures



Australia's Top 3 property websites

1: "Standard listing" Good online exposure

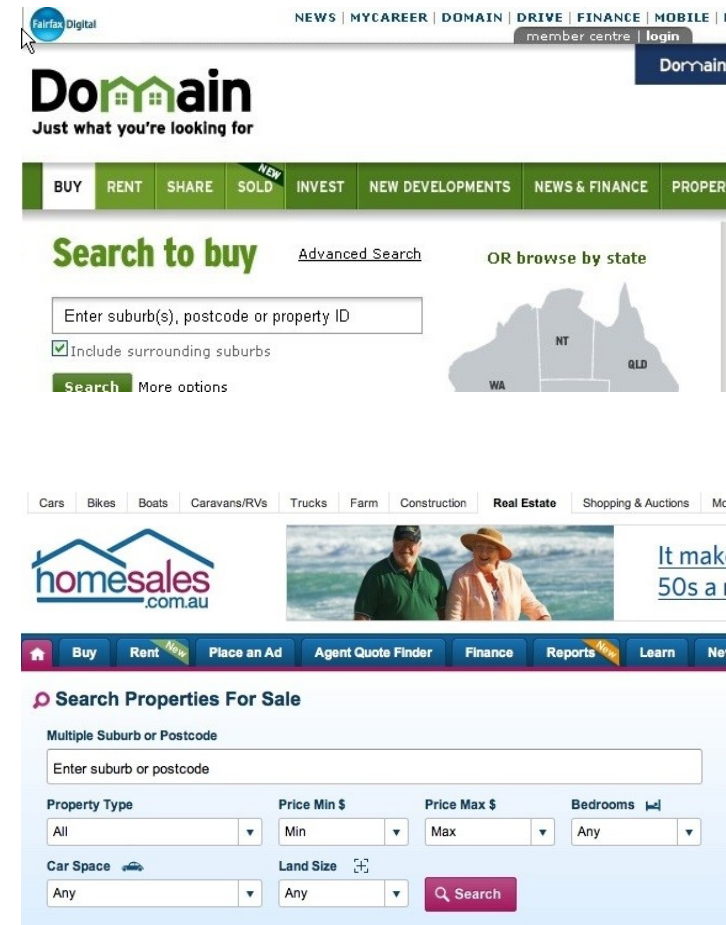
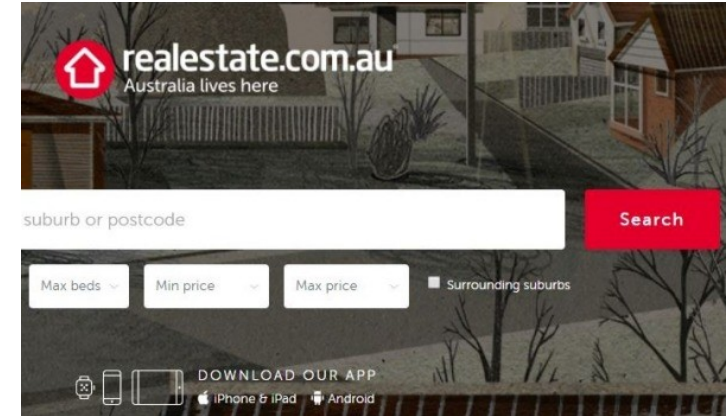
- **\$220** - Realestate.com.au
- **Free** - Domain.com.au and
- **Free** - Homesales.com.au

2: "Featured listing" Great online exposure

- **\$770** - Realestate.com.au
- **Free** - Domain.com.au and
- **Free** - Homesales.com.au

3: "Highlight listing" Best online exposure

- **\$1440** - Realestate.com.au
- **Free** - Domain.com.au and
- **Free** - Homesales.com.au



BLUE

Expect the Unexpected



MOON

property



Dear Blue Moon Property Clients,

Thank you for considering our company to sell your property. Blue Moon Property will provide you a comprehensive first class marketing program. This campaign includes professional photography, detailed floor plans, furniture staging for vacant properties, property brochures, signboards and inclusion in our weekly email newsletter, all complimentary.

◆ Our clients receive a commission rate of 2.75% inc GST.

The key to getting the best price is "Buyer competition". It is essential that your property is effectively promoted and your agents main responsibility is to create heated competition amongst all interested parties.

It is only when Buyers are placed right in the middle of this competitive environment that you will see their best offer. Auction are the most effective method of creating competition and is our recommended method of sale. The only additional cost to Auction your property is the Auctioneers fee of \$495. Please call me anytime to discuss these options in more detail.

Stephen Colasimone

Principal | Licenced Real Estate Agent

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Call 07 5309 6437

