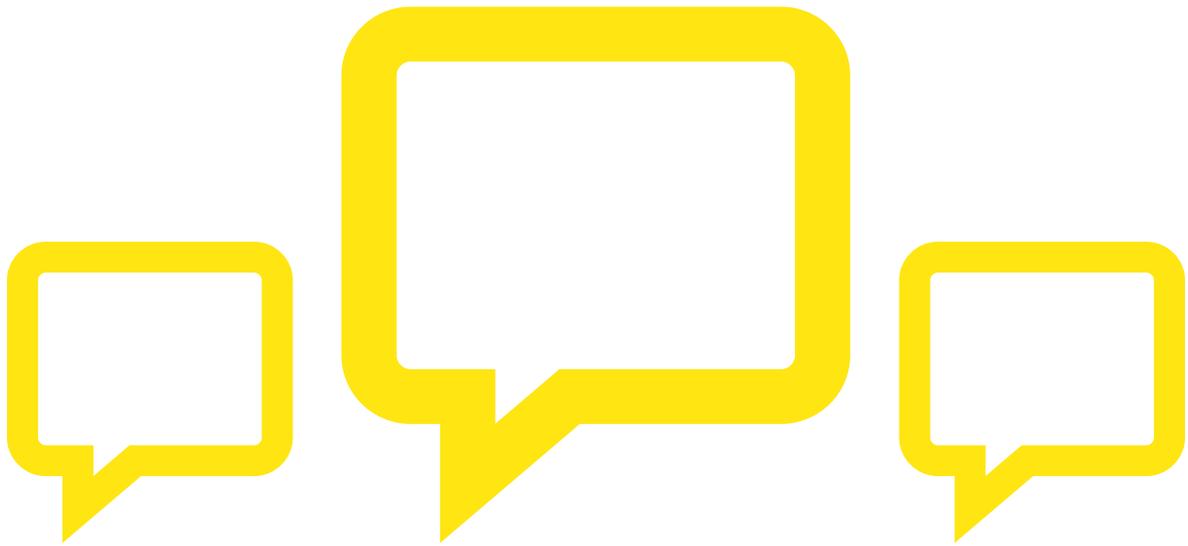


**Ray White®**



Ray White **Know How**



# CONGRATULATIONS



Your customer service has been rated

**10/10**

by

of



Brian White  
Chairman

Customer  
Satisfaction



# Easy as ABC

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Three things we  
need to discuss:

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**A. What type of buyer is most likely to purchase your property?**

- ▶ Local
- ▶ New to the area
- ▶ First home
- ▶ Investor
- ▶ International

**B. How will we find the right buyer for you?**

- ▶ Pre-market campaign preparation
- ▶ Core marketing products
- ▶ Local marketing tactics

- ▶ Print and digital advertising package
- ▶ Online portals
- ▶ Innovative technology

**C. What methods of sale do you wish to consider?**

- ▶ Sole agency
  - ▶ General agency
  - ▶ Advertised price
  - ▶ Tender
  - ▶ Auction
-



## The choice is yours

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When you list with Ray White you get to choose:

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- ▶ The term of the agency agreement
  - ▶ The type of listing you want
  - ▶ Whether to market with a price or without a price
  - ▶ The price at which your property is listed
  - ▶ A tailored marketing strategy for your property
  - ▶ Whether to have open home inspections or inspections by appointment only
  - ▶ What price you will sell your property for when an offer is made
-



## The five factors

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The five primary factors to ensure a property does sell:

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### **Price**

- ▶ Must be in line with this competitive market

### **Terms**

- ▶ All financing options must be available

### **Condition**

- ▶ Appearance and presentation is important to have an edge against competing homes

### **Marketing**

- ▶ Must have a comprehensive on-target approach to getting a sale

### **Communication**

- ▶ Must have open and transparent communication between Seller and Licensee Salesperson
-



## Don't leave anything behind

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It's a commonly used phrase - "don't leave anything behind". The final check you do before leaving your home when moving out and moving on.

But, so often, the question is not asked "are we confident we achieved the very best price for our home, or did we leave some of our precious wealth behind"?

In a world where, on average, owners only sell and move four or five times during their lives, it is vitally important not to miss the opportunity of achieving that premium price.

At Ray White, we want to be proud of our every sale. Achieving the best price is central to this.

Having you recommend us to your peers is the reward we crave. That's why we believe in agreeing on a clear selling strategy at the outset to bring the rewards we all desire, and the best result for you.

Let us help you not leave anything behind.

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# Market influences and pricing

The first 30 days that your property is on the market are critical, as that is usually when the greatest number of potential buyers will visit your property.

The property market follows the principle of supply and demand, generally the fewer properties for sale the higher the prices. This balance can change quite notably in a short period of time.

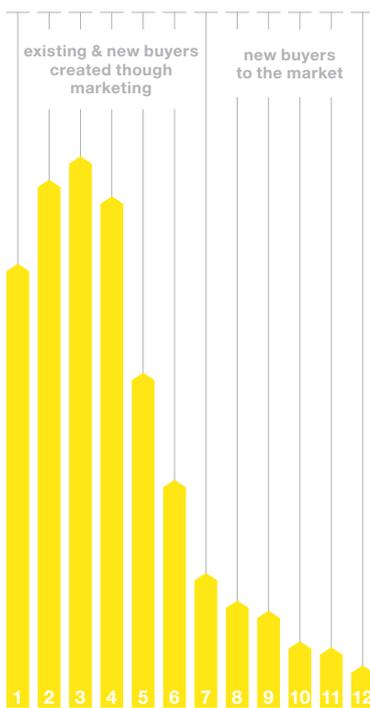
Many factors effect the property market such as interest rates, the local economy, government policy and world events. Because of these factors a property which sold a year ago would more than likely achieve a very different sale price if it sold today.

Primarily the value of your property is affected by the amount that similar properties in the same area are selling for at about the same time.

Your property is more likely to sell quickly, for the highest possible price if it is priced and advertised correctly when it enters the market place. This means taking into consideration current market statistics.

Conversely, overpriced properties generally take longer to sell because potential buyers will look at, and possibly buy similar properties elsewhere, for less.

Your Ray White salesperson can provide relevant information such as how much properties are selling for in your area, how quickly sales are being made and advise you on the state of the market to help ensure that your property is priced correctly for the current market.



NUMBER OF BUYERS VS WEEKS ON MARKET



SUCCESS RATE (%) VS WEEKS ON MARKET

Graphs show typical results over period of agency agreement - National overview.



## Achieving a premium price

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We pride ourselves on achieving the best possible price for our clients

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When two, three or even more people want to buy the same property – they compete for it. This pushes up the price and ensures you achieve the best possible price. Our job is to create competition among interested buyers.

We will recommend the method we believe will achieve the highest price; however ultimately, you the seller, have the power to choose the method which you feel most suits you.

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When selling a property we offer you various methods of sale to choose from, including: general or a sole agency, for sale by advertised price, by auction or by tender.



## Sole agency

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A sole, or exclusive, agency means a property is listed with one real estate agency only. We strongly recommend this method of sale as it promotes a higher level of service and accountability. When you are confident that the salesperson you have selected is working in your best interest, we firmly believe an exclusive agency will yield you the best results - and it will cost you no more.

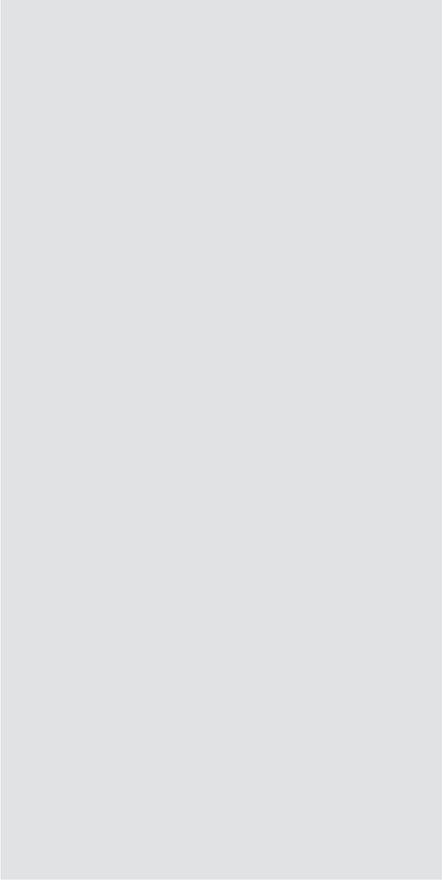
When listing with a price under a sole agency it is important to price the property correctly.

Statistically there are less new buyers and enquiry on a property after the first six weeks. Coinciding price realignment at a time when new buyer demand is reducing is not the best tactic and will only create longer days on the market and lower your chances of a successful sale.

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### Key benefits of a sole agency include:

- ▶ Complimentary Ray White base marketing tools at no cost.
- ▶ Premium service and care often results in a faster sale when one licensee is fully responsible for the transaction.
- ▶ Constant and regular communication with your salesperson.



# With a price or without?

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Before placing your property on the market you will need to decide which sales approach will be adopted to achieve optimum results. It may be of use to familiarise yourself with the following information outlining the various sale methods; however we suggest that you draw on the expertise of your Ray White salesperson to help you make this decision.

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## Marketing with a price:

This is when property is advertised for sale with a price indicated. There are arguments both for and against this sale method which include:

- ▶ Marketing property with a price prevents buyers from being frustrated when a price range is not included in marketing material.
- ▶ It may prematurely cap the potential price should a buyer think the property is worth more.

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## Marketing without a price:

Marketing without a price can be done by auction, tender or simply advertising the property without a price. The benefits include:

- ▶ Potential buyers will assess a property on its merits rather than being swayed by price.
  - ▶ It allows for the best price possible in situations where there are few comparable properties to value a property accurately.
  - ▶ There is no chance of under pricing the property - potentially missing out on a premium sale price.
-

# Auction

Auction is a method of sale where competitive bidders can push prices well beyond expectations. Buyers are focused on purchasing the property and bid against each other, which raises the price. This system is the opposite of a standard sale and negotiation, where the price is negotiated down by the buyer.

## Auction is one of the few methods of sale where you get not one but three opportunities to sell your property.

Extensive pre-auction marketing ensures your property is exposed to the maximum number of buyers, ensuring maximum sale price. Many properties are sold prior to auction, often encouraging buyers to pay their top price in order to secure the purchase of a property.

The auction is the shortest part of the process but is the best opportunity to stimulate competition. In multiple bidding situations, each bid reinforces a property's worth, encouraging potential buyers to stretch their upper limit to secure your property, effectively reaching the highest possible selling price. When a property sells at this stage it is unconditional. A deposit is taken immediately following the auction, it is effectively a cash sale.

If a property is passed in, that is, has not reached reserve, the property is available to all potential buyers - irrespective of whether they were bidders, or not. This period can produce a whole new range of buyers, such as those needing to sell a property or arrange finance before purchasing property.

All our auctions are conducted in accordance with the Real Estate Institute of New Zealand (REINZ) Code of Practice.

### **Other benefits of the auction process include:**

- ▶ The sale is set on your terms and conditions - therefore you remain in control throughout the process.
- ▶ Auctions can prioritise, and create top of mind awareness of your property in the eyes of potential buyers.
- ▶ The price of your home is pushed up between buyers, rather than the usual trend of being negotiated downwards between the buyer and seller.
- ▶ Auctions create a greater and more believable sense of urgency for buyers by enforcing deadlines - thus eliminating a long and drawn out sale process.
- ▶ The sale is unconditional, and therefore hassle free for you.
- ▶ We guarantee that you will receive the highest level of quality service.
- ▶ The delivery of a planned marketing program for your property.
- ▶ The greatest marketing, and exposure, of your property.
- ▶ There is no cooling off period.
- ▶ The ability to plan a definite date.
- ▶ Inspection times that suit you. (And potentially less of them.)
- ▶ There can be no price objections.
- ▶ No listing price is advertised, therefore your property is purchased on its features.
- ▶ There are three opportunities to sell your property: before the auction; at the auction; as well as after the auction.

# Tender

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A tender invites buyers to make an offer on a property in contract form, within a specified time.

The tenders are invited under the strict provisions of the code of practice of tender (as approved by the Real Estate Institute of New Zealand).

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## **The advantages of the tender marketing method include:**

- ▶ An accelerated marketing campaign to attract a wider range of buyers which creates a higher exposure throughout the market place.
- ▶ Potential buyers are unaware of the value of the offers and are therefore more inclined to present their best offer.
- ▶ Marketing by tender creates urgency by imposing deadlines on the buyers (ie, time and closing date.)
- ▶ Protection and confidentiality of terms, conditions and names of potential buyers.
- ▶ The seller can set the terms and conditions of the tender and have the advantage of considering several (multiple) offers on the closing date. This reduces the pressure to make a forced decision.
- ▶ The tender process targets a wide range of buyers either conditional or unconditional.
- ▶ This process works very much in the sellers favour, as potential buyers are unaware where the competition is coming from and what the price expectations are (ie. no price ceiling indicator) - although some tender properties are marketed with a price-range indicator as authorised by the seller. This ensures that the seller can use this to their advantage and have more control throughout the marketing campaign.



# Deadline date sale

This is a method of sale where a seller notifies potential buyers of a deadline date by which they hope to sell by. There is no price advertised to ensure all potential buyers looking for a property in a location and certain style have an opportunity to consider it.

All offers submitted prior to deadline date will be considered by the seller.

## The seller will then make a decision if they wish to:

- ▶ Accept and sign the offer.
- ▶ Countersign the offer.
- ▶ Decline the offer for the marketing campaign to continue to deadline date.

In the circumstances of more than one offer being presented at any one time, prior to or on day of deadline date, multiple offer provisions would apply.

## If the seller has not received a satisfactory offer on the expiry of the deadline date, they have the option to:

- ▶ Continue marketing the property with a price.
- ▶ Rent the property out.
- ▶ Withdraw the property from the market.

## Other benefits of a deadline date sale include:

- ▶ Offers can be presented at any time prior to deadline date.
- ▶ Offers before acceptance can be withdrawn at any time.
- ▶ Conditional offers can be submitted.



## General agency

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A general agency means multiple licensees can list and market the property for sale. The biggest danger when listing on a general agency is making a poor decision because you don't have the overall picture.

While the common misconception about a general agency is that you will have more opportunities to sell, the reality is that there is only one pool of buyers at any one time for a property. The primary disadvantage of a general agency is that as the seller you never really have a fair opportunity to assess the market and make informed decisions based on facts as there is no single plan of attack for the marketing of the property. It is hard for the seller to know if there are any better offers out there as there is rarely any effective coordination or sharing of information, and a salesperson may rush to get you a buyer for your property - but it may not necessarily be at a premium price.

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We do not recommend a general agency for these reasons:

- ▶ Multiple licensees list, but may not take responsibility for your property.
  - ▶ Your property may not be the focus for the licensee, and therefore they may not be actively working towards securing a premium price for you.
  - ▶ Regularly have the longest days on the market and lowest success rate.
  - ▶ With no-one taking responsibility for the property and proactively marketing your property's true value, you may end up reducing your price simply to secure a sale and selling for less than your property's true value.
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## Be seen in all the right places

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Ray White can deliver a more effective marketing strategy for your property

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In addition to our complimentary marketing tools, we have designed powerful marketing packages which are completely tailored to your specific needs and goals.

You can't sell a secret, therefore a strong marketing campaign is a vital ingredient in the sale of your property. Today it is possible to attract potential buyers from across the street, and across the world, enabling a more sophisticated net over a broader area

than ever before. This is significant as the more people that know your property is on the market, the larger the pool of buyers. This equates to achieving the optimum sale price in the least possible time for your property.

We know how to generate maximum market coverage targeted at genuine buyers through a variety of selected mediums and sales techniques.

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# Advertising funnel of success

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## International

Raywhite.com, Ray White international offices, international publications and buyer desk, digital marketing packages



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## New Zealand

Raywhite.co.nz, online portals (eg: Trademe.co.nz, Realestate.co.nz, etc) active buyer database, national publications



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## Local Area

Local newspapers and publications, direct mail, eNewsletters, video, Ray White office websites

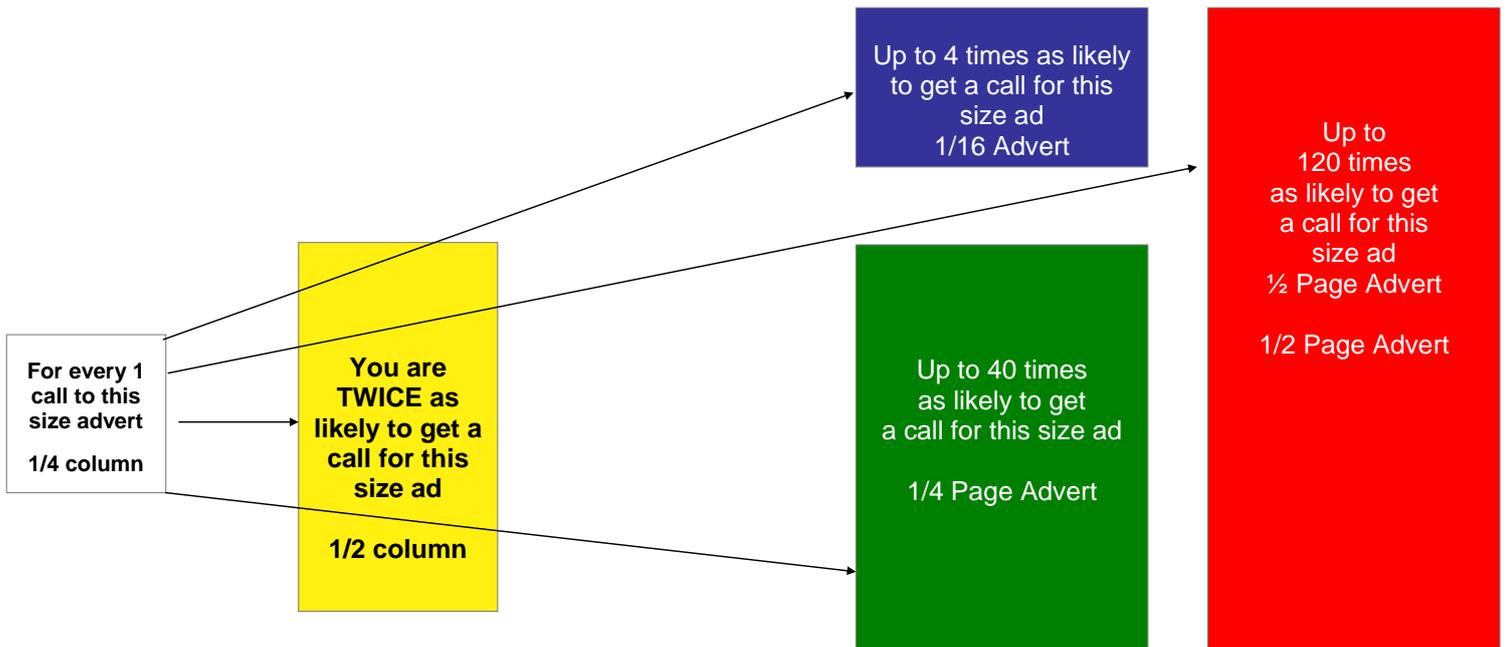


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## Ray White Office

Signboards, window cards, open homes, brochures





# Powerful tools

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## Marketing

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It is very evident in today's market that a primary reason a property does sell is as a result of effective **marketing**.

A key consideration of promotion is ensuring you achieve the **best price**.

A key component of marketing is **promoting** the property to ensure every buyer knows your property is available for purchase.

As per Yellow Pages analysis above, larger advertisements are more likely to increase the level of response.

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## Powerful tools

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### Before we go to market

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#### Premium photography

We recommend the use of expert property photographers who will shoot a broad selection of quality digital photographs to be used for all print and online marketing, showing off your property to its best advantage. Great photography does wonders for the warmth, space and overall perception of a home or investment.

#### Professional copywriting

Expertly written copy and a local press release will highlight your property's most saleable features and adds a professional edge to all marketing. We can engage professional copywriters to ensure we capture the attention of the market instantly. We can also distribute a press release to local media advising that your property is on the market.

#### Graphic design

Exceptional marketing systems means your property will look its best across the marketing campaign.

#### Floorplan

A professional, computer-generated floorplan allows buyers to accurately recall your property layout after an inspection. Properties advertised online that include a floorplan can receive up to 30 per cent more enquiries than properties without floorplans.

#### Furniture hire and stylists

The way your property is presented plays an important role in achieving the best possible price. We can work with stylists and furniture hire companies to help you achieve the right look for your open home.

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**Ray White®**

**For Sale**

**09 123 456**

raywhite.co.nz  
Ray White Realty Limited Licensed (REAA 2008)



**Modern Family Masterpiece**

This multi-award winning 600m<sup>2</sup> home is split over two levels, delivers the space required to ensure all the needs of modern family living.

Viewing is a must if you are looking for a contemporary home with plenty of flexible living spaces for the family.

Features include:  
Swimming pool  
Central heating and air conditioning  
Underfloor heating  
Water heating

4 2+ 3

**Auction**

**Day Date Month Time**  
Auction address details  
View Thu 5.00 – 5.30pm

Jane Jones 0420 123 456  
jane.jones@raywhite.com  
raywhite.co.nz/123456  
09 123 4567

Ray White (Real Estate) Limited Licensed (REAA 2008) Ltd



**Powerful tools**

**Core marketing products**

**Signboards**

A signboard that stands out is imperative to maximising the enquiry and interest in your property. Our specially designed signboards, incorporate high-end photography, allow your property to be on show 24 hours a day, 7 days a week.

**Stockboards**

Our bold stockboards have been specifically designed to capture the local buyer. These boards are suited to high traffic areas where a potential buyer's attention needs to be captured in an instant.

**Brochures**

Available at open homes and in our office, our professionally produced A4 colour brochures provide a detailed overview of your property which can be passed on and shared with others.

**Window display**

Passers-by can view your property in our fully lit window display 24 hours a day, seven days a week. Situated in a prime location, there is significant foot traffic right outside our window. You'll be surprised by the amount of enquiries that come from this fundamental marketing avenue.



# Powerful tools

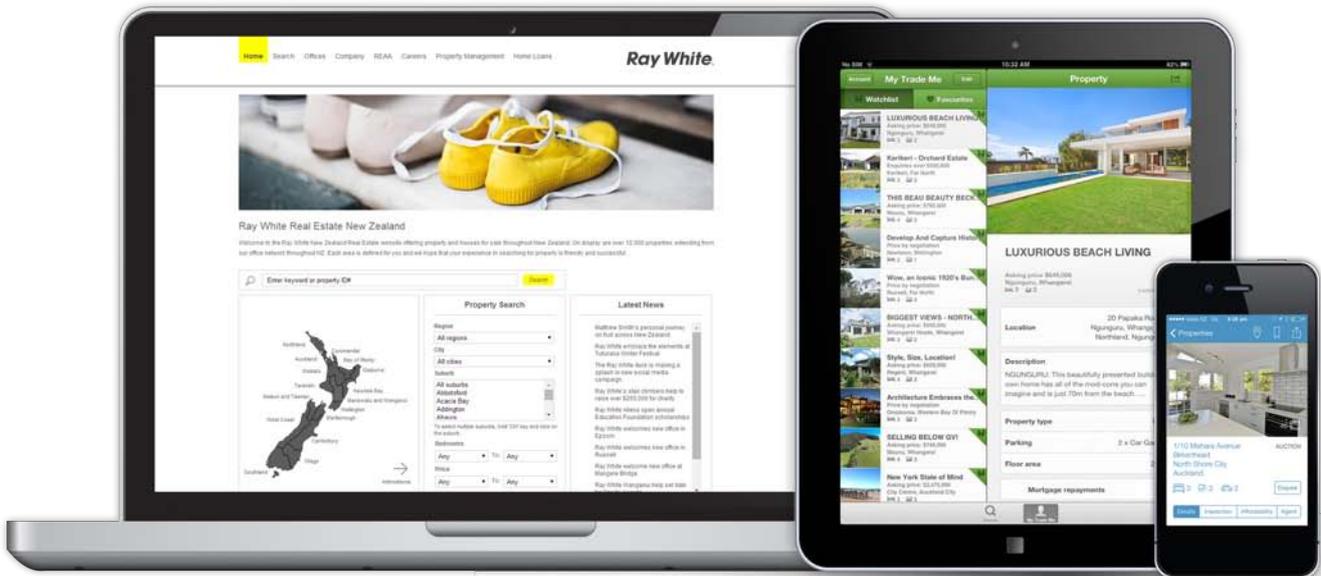
## Reaching the market – print

### Direct mail and letterbox drops

Our suite of DL flyers and 'just listed' brochures are distributed to property owners around your area. A large number of potential buyers live locally – these flyers have a high enquiry rate and are essential in any marketing campaign.

### Print advertising (local, suburb, national newspapers)

Our dominance in the print media ensures that we are able to achieve a priority placement for our sellers' properties. While we are leading the way with our digital and electronic marketing options, print media is still a premier search tool for local property and an integral part of any marketing campaign.



# Powerful tools

## Reaching the market – digital

### Raywhite.co.nz our international portal (global, office and salesperson)

Raywhite.co.nz exposes your property to a highly engaged audience that are well and truly in 'real estate mode'. Along with our property alerts, we ensure that the people of New Zealand know about your property as soon as it hits the market.

Your property will also feature across our Ray White office website and individual salesperson's websites to attract more eyes on your home.

### Ray White database

A benefit of the Ray White Group is our group database of buyers. We have an extensive database of genuine buyers looking to buy immediately. Our database is our most cost-effective marketing tool. We know what our buyers are looking for, where they are looking and how much they want to spend. We can speak directly to them,

face-to-face, online, or over the phone and alert them to your property.

### Online marketing portals (Trademe.co.nz, Realestate.co.nz)

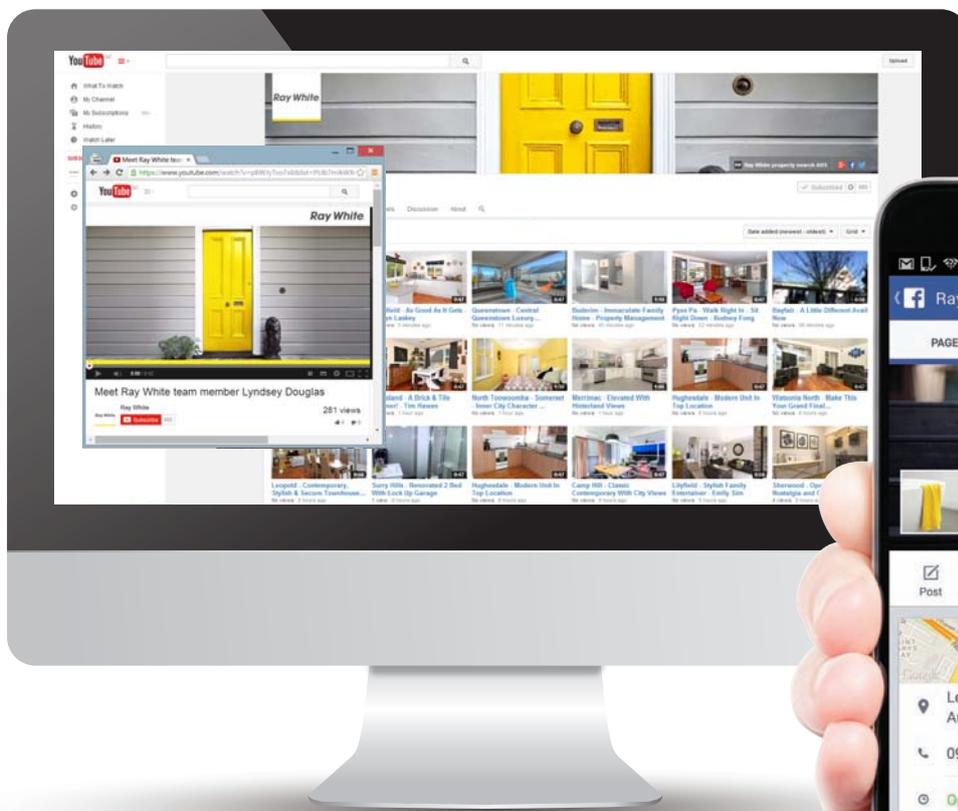
At Ray White, we ensure that your property reaches the maximum audience possible. Real estate portals such as Trademe.co.nz and Realestate.co.nz are essential at targeting buyers that are actively looking for real estate. We make sure your property gets as much exposure via portals as possible.

### Adwords and display marketing

Utilising tailored adwords and display campaigns as part of your property marketing campaign allows you to reach an audience who are online and in search mode.

### Digital marketing packages

Our digital marketing packages use a variety of international campaigns to target property buyers online throughout the world.



## Powerful tools

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### Reaching the market – digital

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#### **eNewsletters and buyer matching (office database)**

Our local eNewsletter talks to a targeted audience. As soon as you list with us, your property details will be emailed to buyers looking for a property just like yours. They've already identified the property they aspire to buy, so we know what they are in the market for. Buyers who sign up for our Email Alert service will be informed of new properties before they are advertised to the general public.

#### **Video**

Marketing your property in high quality video allows you to run open-for-inspections virtually 24/7. Bringing motion, atmosphere and description together, prospective buyers can immerse themselves in your property before they even see it. Videos are great for sharing across your social

media networks, including your salesperson's social network and Ray White's own YouTube centre, Ray White Spotlight.

#### **Social media**

Our salespeople and offices across the Ray White network develop social media accounts specifically for the community. Therefore, when a salesperson celebrates an interesting aspect of your property on Facebook, Twitter or YouTube, they are sharing it with their community of locals, clients and prospective buyers. You too can get involved, by sharing your favourite property attributes with your own networks.

#### **SMS alerts**

Deliver alerts for your property right into the hands of targeted, active buyers. It's a timely, personal and effective marketing channel.

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# SuperGold

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Ray White  
are proud to offer  
a 10% discount on  
our commission to  
SuperGold Card  
holders

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Ray White takes pride in being the largest SuperGold property partner in New Zealand, and are proud to offer a 10% discount on our commission to SuperGold Card holders who list, and sell, their property through us.

The SuperGold Card programme, run by the Ministry of Social Development, acknowledges the contributions made by seniors and veterans to New Zealand society. There are two versions of the SuperGold Card; an 'S' branded card and 'V' branded card specifically designed for veterans. – The card is automatically sent to people receiving

New Zealand Superannuation and Veteran's Pension and to other people who are 65+ in certain circumstances, and there are more than 630,000 SuperGold Card holders in New Zealand.

The Ray White discount is to be applied at the time of sale at a rate of 10% of the gross normal standard commission that is applied to the individual agency. The SuperGold Card holder must be one of the owners of the property and all types of property, and all forms of listing, are eligible to be included for the discount.

Super<sup>™</sup> Gold

For more information on SuperGold please visit [www.supergold.govt.nz](http://www.supergold.govt.nz)

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# Introducing Property Management

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## Ray White Property Management – the difference is in the detail

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Ray White Property Management is renowned for a personalised approach. In an industry where reputation is everything, it's no accident.

Over the years we've learned a thing or two about property management and in response to the needs and expectations of our clients we have completely overhauled our systems, processes and procedures.

At Ray White, our approach is very much proactive as opposed to reactive. We don't just collect rent, we help you create wealth. And rather than simply manage your property, we manage your investment and maximise the potential of your property portfolio.

We understand that each landlord's needs are different and tailor a specific solution to suit your requirements.

Our pursuit for excellence is foremost in the minds of the highly trained and motivated team of Property Managers at Ray White.

- ▶ Ray White now manages more than 200,000 rental properties
- ▶ Offering resources and exposure through Ray White network
- ▶ Highly trained and motivated staff
- ▶ Committed to delivering the service you deserve



# Introducing Loan Market

Naturally, we all want the best when it comes to our home and the same should apply for our home loan.

That's where our partners at Loan Market can help - whether they are speaking to first home buyers, investors or owner-occupiers moving home, Loan Market brokers can compare rates and features from a range of lenders to help potential buyers get the right finance in place and secure the property they want.

During the sales process, your Ray White salesperson will introduce potential buyers to their recommended local Loan Market broker, who will respond quickly to provide them with the information they need to find a

home loan that suits their needs.

Exposing your property to a pool of educated and, where possible, pre-approved buyers, who are ready to make an offer or bid at auction increases the likelihood of getting your home sold and settled on time and at the right price.

Your local Loan Market broker can even assist you with your own home finance options. As one of the largest home finance brokerages in Australasia, Loan Market enjoys industry links and contacts that mean they are better placed to negotiate on your behalf with major banks and secure lenders. They may even be able to find you a better deal with your own bank.

Loan Market at a glance:

- ▶ Top 5 mortgage broking firm in Australasia.
- ▶ Over 600 mortgage brokers and support staff in Australia and New Zealand.
- ▶ Access to hundreds of home loans from a panel of over 25 lenders.
- ▶ Expertise and a track record of developing mortgage brokers into business owners with their own staff.

