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Ray White Town & Lifestyle Real Estate  
**Know How** to achieve a premium price  
for your home

**RayWhite**



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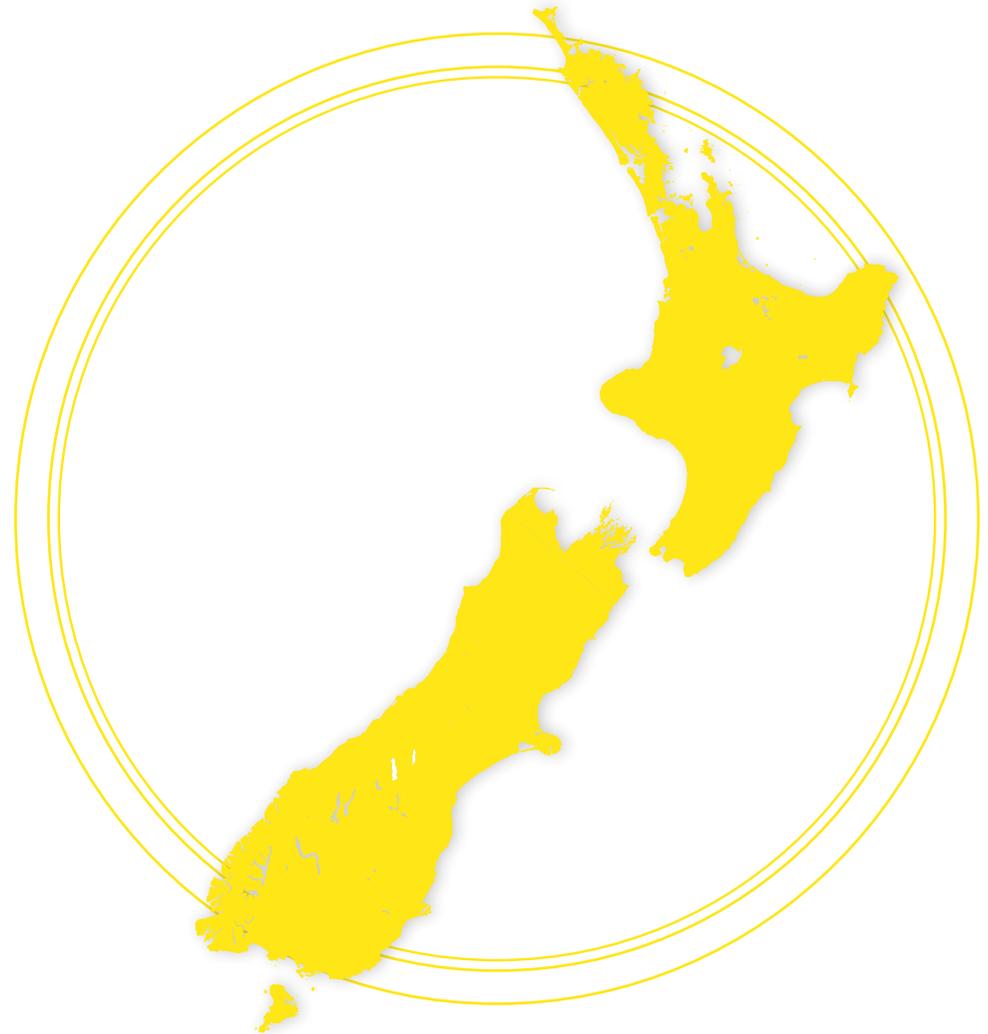
# RAY WHITE NEW ZEALAND STRATEGY

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Ray White demonstrates leadership through our primary customers' decision making based on honesty and integrity.

Our core family values respect all stakeholders.

We have pride in our membership, with recognition & trust being our collective strength.



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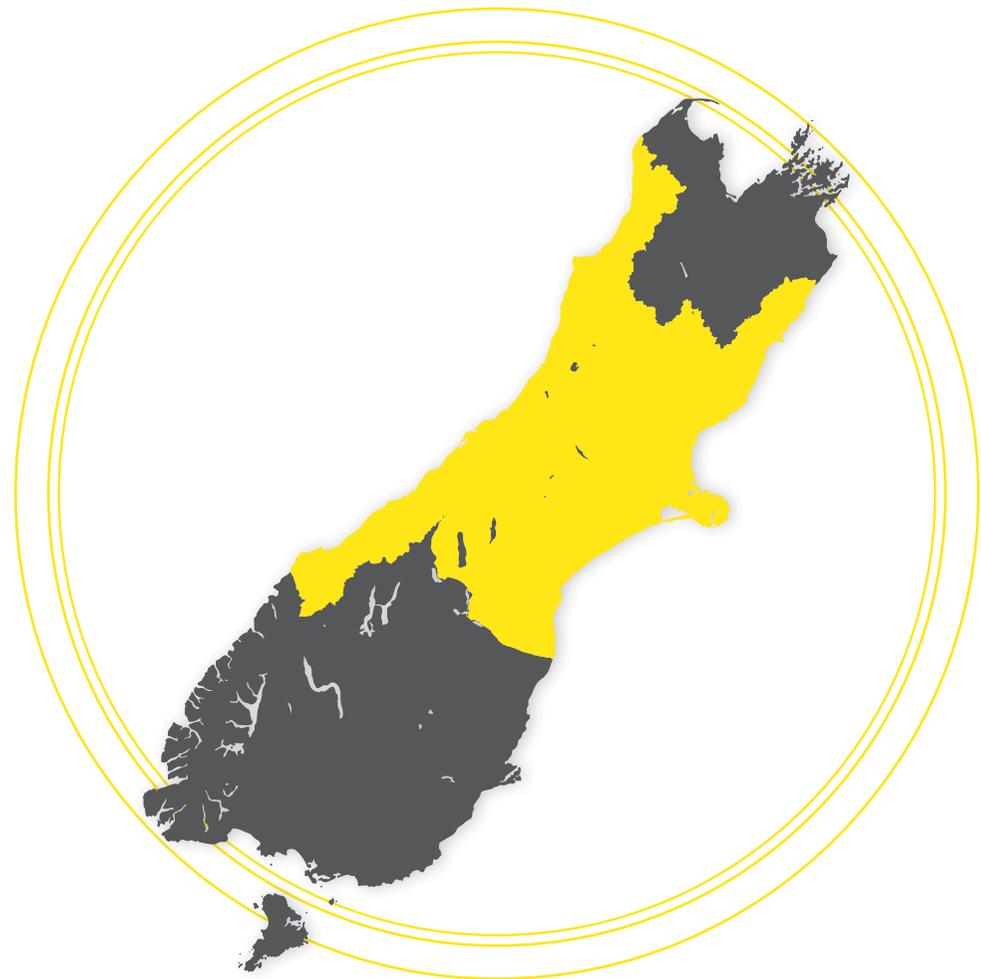
# CANTERBURY & THE WEST COAST

## RAY WHITE HAS IT COVERED

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The global force in real estate proudly supporting the Canterbury and West Coast regions.

- ▶ Ashburton
- ▶ Barrington
- ▶ Bishopdale
- ▶ Burnside
- ▶ Cashmere
- ▶ Christchurch Commercial
- ▶ Ferrymead
- ▶ Greymouth
- ▶ Halswell
- ▶ Hokitika
- ▶ Lincoln
- ▶ Methven
- ▶ Metro
- ▶ New Brighton
- ▶ Papanui
- ▶ Pegasus
- ▶ Rangiora
- ▶ Rolleston
- ▶ Shirley
- ▶ Timaru
- ▶ Tinwald
- ▶ Tower Junction Rentals
- ▶ West Melton
- ▶ Westport
- ▶ Wigram



# INTRODUCING RAY WHITE TOWN & LIFESTYLE REAL ESTATE

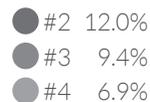
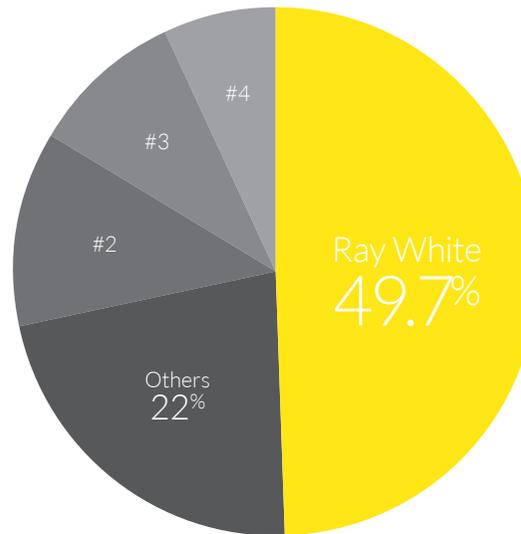
Selling your property is an important life event – every homeowner wants a sale at the best possible price, in the shortest time and with the least amount of fuss.

At Ray White we believe that to focus on one moment at a time leads to success. This constancy of purpose is how Ray White has achieved nearly 50% market share and it is how we'll sell your home or lifestyle block.

In consultation with you, we will define a strategy, then implement it. And we won't take our eyes off the ball until a pre-agreed outcome is achieved.

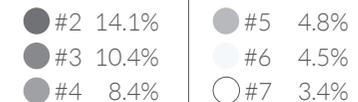
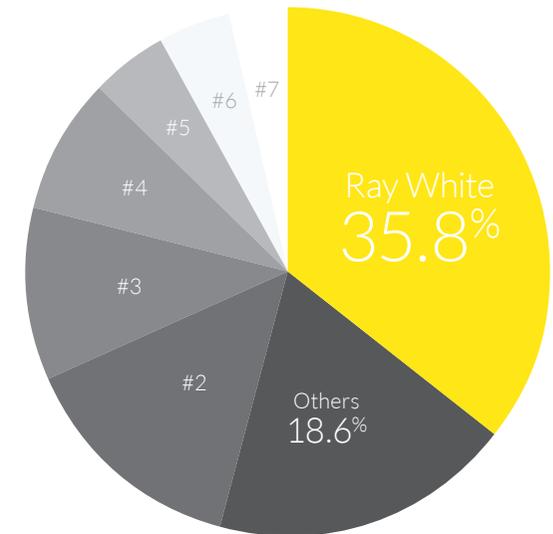
## ROLLESTON

Ray White sells more homes in Rolleston than any other brand



## SELWYN

Ray White sells more homes and lifestyle blocks in Selwyn than any other brand



# WHEN NUMBERS COUNT



SELLING REAL ESTATE  
SINCE **1902**

RAY WHITE HAS  
**1000** OFFICES IN  
**NINE** COUNTRIES

IN NZ, RAY WHITE HAS OVER

**156**  
OFFICES



**1661**  
SALESPEOPLE



WE HAVE YOU COVERED IN  
**CANTERBURY**



OFFICES

**23**



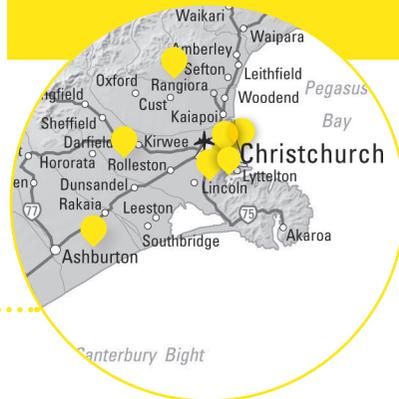
AGENTS

**170**



PROPERTY  
MANAGERS

**412**



RAY WHITE TOWN AND LIFESTYLE DOMINATE WITH



SELLING ACROSS  
THE ENTIRE  
**SELWYN  
AREA**



# YOUR AWARD WINNING TEAM



Sarah Booth



Brendan "Big Red" Shefford

Brendan "Big Red" Shefford and Sarah Booth are co-owners of Ray White Town & Lifestyle Real Estate.

With over 20 years combined real estate experience, Big Red and Sarah have achieved many sales records for clients and have been the number 1 & 2 Ray White agents in Canterbury since 2010.



## Whole team approach

Amanda, Melissa, Leesa, Mandie, Felicity and Nick support Sarah and Big Red as licensed sales agents and your support team is rounded out by an award winning administration team to ensure every aspect of the sales process goes smoothly.

## Since opening in Rolleston in 2008, Ray White has established itself as the:

- #1 Real Estate Brand in Selwyn
- #1 Customer Satisfaction Award nationally, Ray White Group
- #1 Canterbury Market Share, Ray White Group

## But don't take our word for it – here's what our clients have to say:

"Sarah & Brendan are a "Dynamic Duo" who work hard to ensure all parties are happy during the sale process. We would happily recommend Sarah & Brendan from Ray White Rolleston to any would be sellers or buyers."

- *Kat & Scott - 0276 835 606 (Scott) and 027 685 0606 (Kat)*

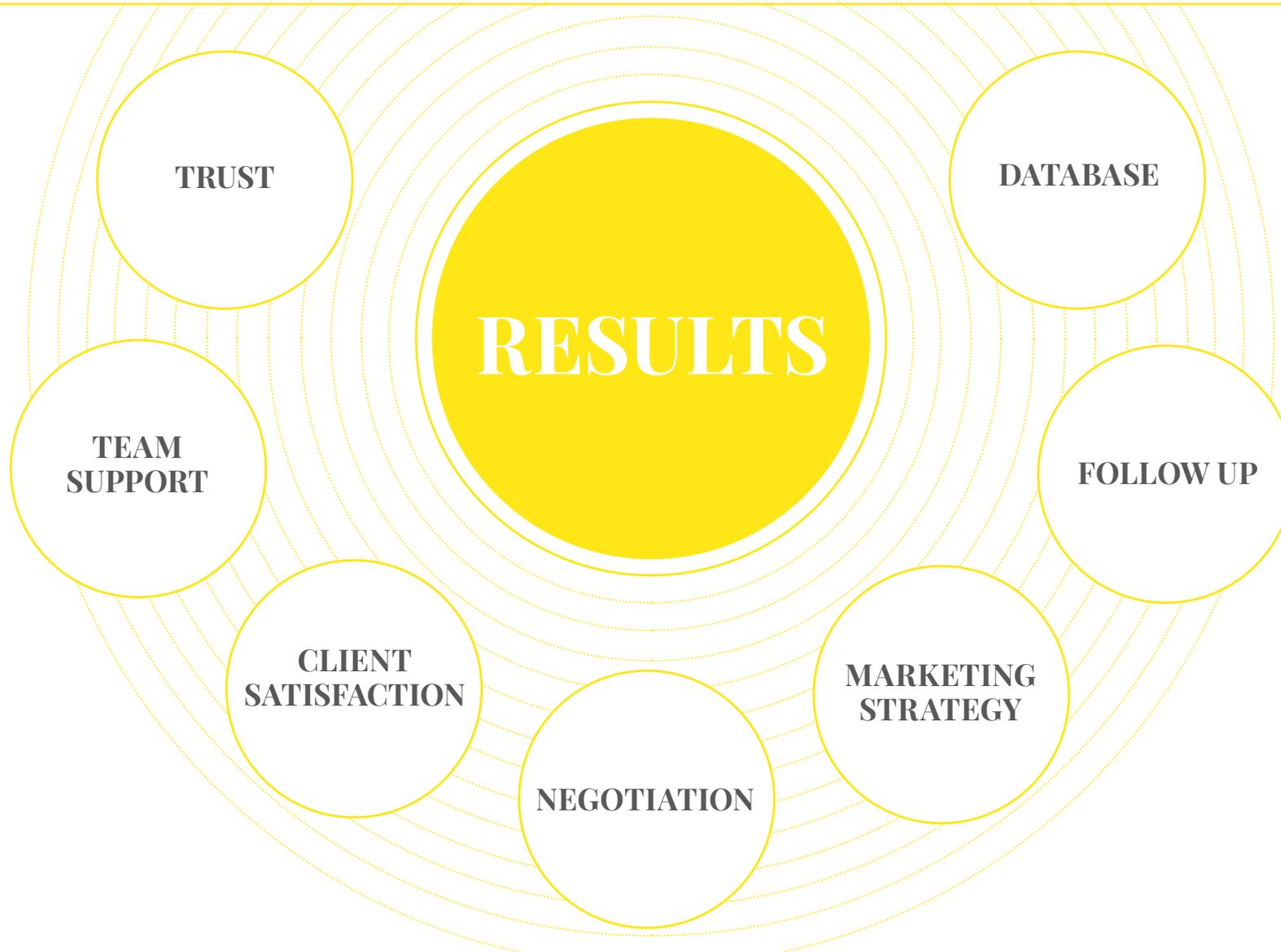
"We could not fault the service we were given. We received regular feedback on open homes and follow up calls on progress. All verbal and written correspondence was very clear. They were very organised and professional and open with us during the whole process. We felt they had our best interests at heart. We would recommend Brendan & Sarah and their team to friends."

- *Sarah & Ian Tucker - 027 755 0674 (Sarah) and 022 137 0862 (Ian)*

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# SUMMARISING OUR VALUE PROPOSITION

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# MORE BUYERS, GREATER COMPETITION

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With so many open  
inspections every week,  
we believe we speak to

## MORE POTENTIAL BUYERS

across our local market than  
any of our competitors.

We work our database to ensure  
we're both capturing the freshest  
buyer information and are  
in touch with buyers at  
the click of a button.



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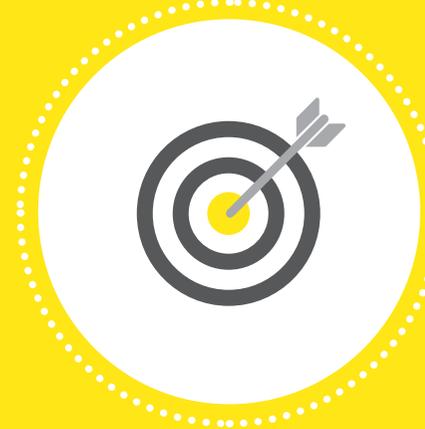
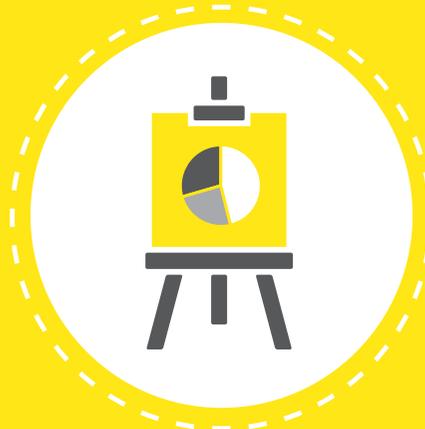
# COST EFFECTIVE MARKETING

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We're able to market your home cost-effectively, generally the lowest cost of any local agencies – with no compromise to buyer interest

Utilising our extensive database of qualified buyers and the Ray White international network of referrals

Our size and market share also gives us volume discounts on marketing, which we pass directly on to you



# YOUR MARKETING STRATEGY

## PROPERTY MARKETING

Photo signboard



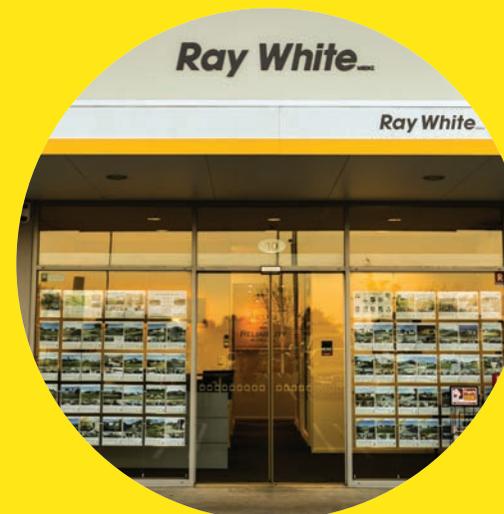
RayWhite

For Sale

Sarah Booth  
027 527 8258  
Brendan 'Big Red' Shefford  
027 224 4733  
rwrolleston.co.nz  
Town & Lifestyle Real Estate Ltd Licensed (REAA 2008)

For Sale signboard

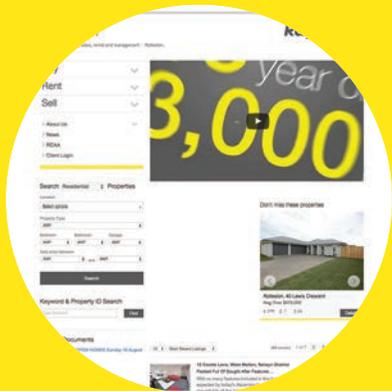
RW Town & Lifestyle  
Real Estate shopfront



Quality photography

# YOUR MARKETING STRATEGY

## ONLINE ADVERTISING



▶ raywhite.co.nz

▶ trademe.co.nz

▶ realestate.co.nz

▶ propertypress.co.nz

▶ rwolleston.co.nz

▶ rwwestmelton.co.nz

▶ nzfarms.co.nz

▶ raywhite.com



## PRINT ADVERTISING



Property press



Selwyn Times

## VENDOR LOGIN

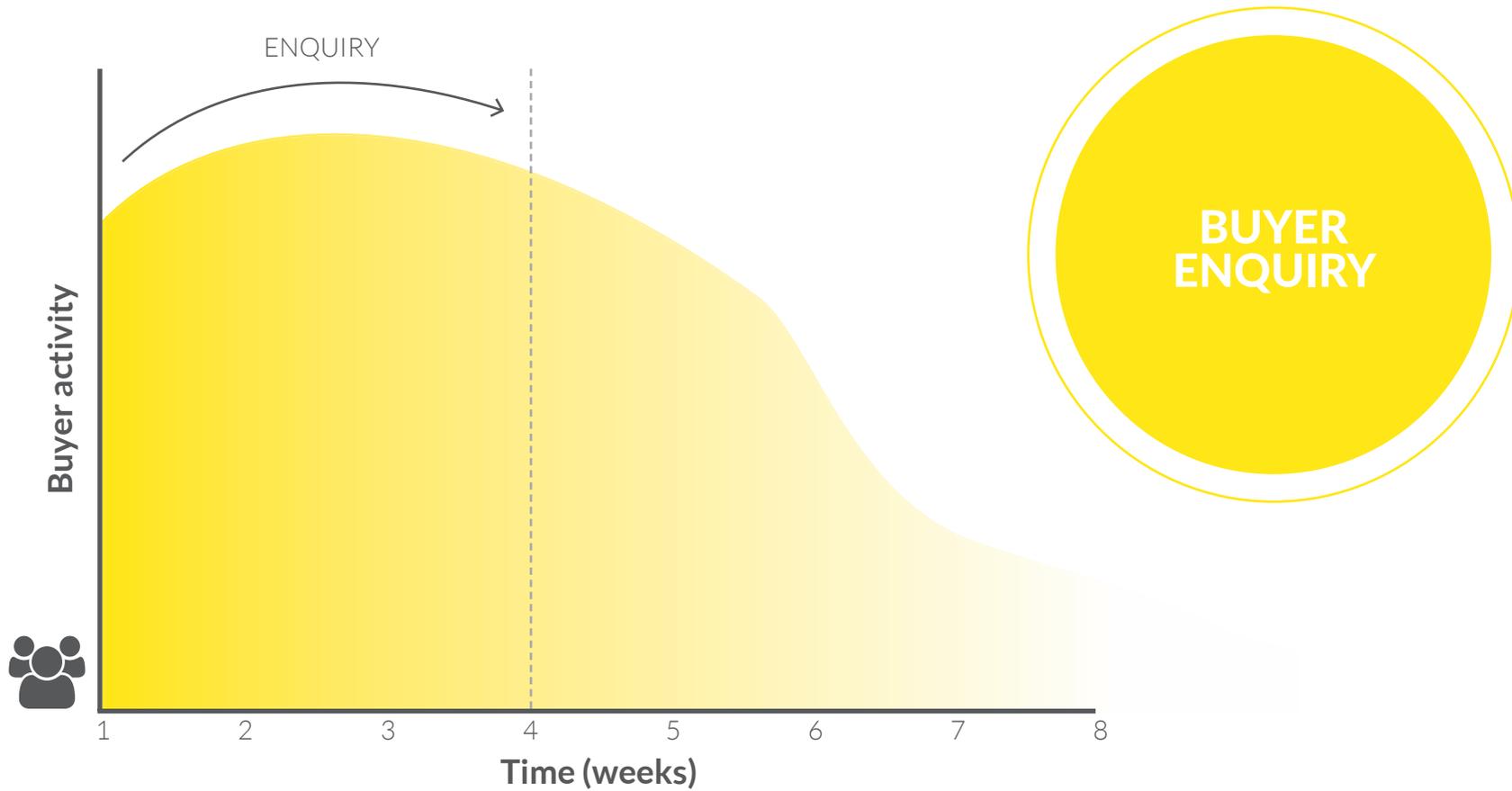


Online access to  
buyer feedback, 24/7

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# TIME IS OF THE ESSENCE

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# CHOOSING THE RIGHT METHOD OF SALE

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## AUCTION

With no cap on what an emotional buyer will pay, auctions create competition which leads to a premium price. It is the only method of sale that provides the seller with total control over the sale of their property, with the option to sell prior to, at or continue to negotiate after auction.



## EXCLUSIVE

A single agency is appointed and a specific price is set before selling activity begins. A potential problem occurs if the initial price is set too high, leading to longer days on market and a lower success rate.



## GENERAL

We don't take on General Agencies because in this scenario we believe that the agent works for the buyer, not the vendor. We have witnessed this first hand. Instead, we work for you to get a premium result.



## TENDER

This process is private in comparison to an auction as none of the interested parties can see the other offers. Tenders may have conditions inserted, but buyers are encouraged to submit their top dollar and their cleanest offer in order to be the most competitive.

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# GOING THE EXTRA MILE

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**With us, you'll also get:**

— ● —



**Dawn till dusk,  
7 day a week  
operation.**



**Earthquake,  
building inspection and  
insurance assistance.**



**A courtesy trailer  
for moving day.  
(subject to availability)**

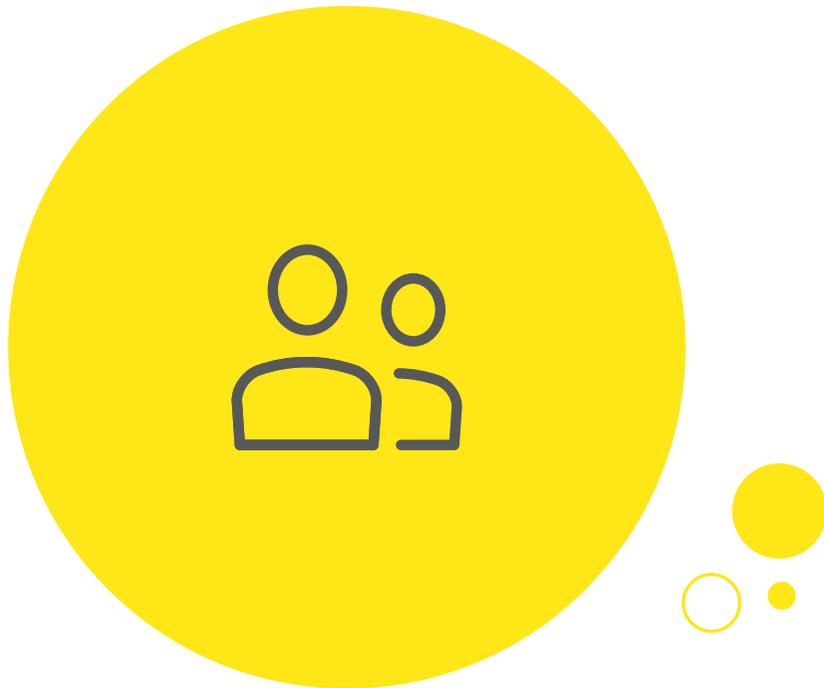


**Multi-award winning  
property management  
team.**

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# WE LIVE LOCAL. WE LOVE LOCAL.

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We are passionate about the community that we live in and in finding ways to give back. From grass roots initiatives to strategic partnerships, we are committed to supporting the causes that affect our local communities and bring about genuine and positive change.

This includes:

- ▶ Fundraising for Rolleston & West Melton Primary Schools
- ▶ Selwyn Parenting Network – “Children’s Day”
- ▶ Fundraising for Burnham Kindergarten
- ▶ Rolleston Probus Club support
- ▶ Selwyn Aquatic Centre sponsorship
- ▶ Individual youth sport sponsorship
- ▶ Salvation Army Christmas toy collection
- ▶ Ronald McDonald House
- ▶ West Melton Plunket
- ▶ Rolleston Rugby Club – Division 1

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# STEPPING UP YOUR HOME'S VALUE

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You only get one chance to make the right first impression. So before you lift that paint brush or start the hedge trimmer, let us guide you on the best way to present your home to create the greatest perception of value.

We also have a comprehensive list of home staging and stylist companies and home improvement specialists – ask us or call for a recommendation on (03) 347 9988.



BEFORE



AFTER

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# HOME LOAN SUPPORT

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Dedicated home loan advice ensures buyers are in the strongest position to make their best offer.

**There is nothing more frustrating than 'tying up' your home if the finance is destined to fail. With Loan Market support, your buyers will:**

- ▶ Know their maximum borrowing capacity – different lenders will lend your buyer different amounts, don't gamble on them walking into the right bank
- ▶ Have finance pre-approval – essentially giving your buyers a green light from a lender to spend up to a certain amount
- ▶ Be in a much better negotiating position – ensuring they have the confidence to keep bidding.

Loan Market is also well positioned to provide you with an impartial home loan review to ensure your next move is maximised.

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Ray White partnering  
with **Loan Market** 



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D'Arcy Thomson  
027 437 7667 | [darcy.thomson@loanmarket.co.nz](mailto:darcy.thomson@loanmarket.co.nz)



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# MEET THE TEAM

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## Brendan 'Big Red' Shefford

Licensee Agent / Business Owner  
Principal  
Ray White Town & Lifestyle Real Estate

**t:** 027 224 4733

**e:** [brendan.shefford@raywhite.com](mailto:brendan.shefford@raywhite.com)

After serving 8 years in the NZ Army with tours to East Timor & Afghanistan, Big Red fully appreciates the values of loyalty and trust. As a result of his hard work and ethics he is the #1 Canterbury Performer for Ray White, is an "Elite" member & is in the top 10 nationwide. Brendan strives for excellence in all areas of life. He is strongly dedicated to his job & family, and is always prepared to put in 100% energy and enthusiasm to achieve the results you need.



## Sarah Booth

Licensee Salesperson / Business Owner

**t:** 027 527 8258

**e:** [sarah.booth@raywhite.com](mailto:sarah.booth@raywhite.com)

Sarah is proud to be a co-owner in the Ray White Town & Lifestyle Real Estate franchise. The reason for Sarah's success is quite simple – she sets lofty goals and high standards for customer service from the beginning. She continues to build her business based on client referrals, which is testimony to the hard work she puts in to every sale and purchase. She is proud of her "Elite" sales status & position as #2 in Canterbury. She is also positioned in the top 10 nationwide within the Ray White Group.



## Amanda Cherry

Licensee Salesperson

**t:** 027 340 6955

**e:** [amanda.cherry@raywhite.com](mailto:amanda.cherry@raywhite.com)

Amanda assists Brendan & Sarah in the smooth running of all aspects of their business. Amanda's office based support role guarantees efficient and immediate handling of enquiries from both vendors and purchasers. Clients consistently comment on her friendly and approachable manner creating an instant rapport and great working relationship.



## Melissa Warrington

Licensee Salesperson

**t:** 027 279 4362

**e:** [melissa.warrington@raywhite.com](mailto:melissa.warrington@raywhite.com)

After being with the Rolleston team for 3 years, Melissa was appointed Client Care Manager. A licensed salesperson in her own right, she understands the needs of vendors and purchasers alike. Melissa's role involves liaising with vendors regarding their marketing needs, conducting property viewings and open homes. Melissa helps Brendan & Sarah maintain excellent communications with all parties throughout the sale and purchase process, making the experience of buying or selling your home as smooth and enjoyable as possible.

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# MEET THE TEAM

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## Leesa Booth

Licensee Salesperson

**t:** 027 947 1200

**e:** leesa.booth@raywhite.com

Leesa has a wealth of knowledge when it comes to new builds, existing homes and lifestyle blocks. Her youth gives her an energy & enthusiasm that is a pleasure to experience and yet she also has a maturity beyond her years. She works with both vendors and purchasers in a friendly but professional manner that makes all who deal with her feel at ease. Having a flare for design and photography, Leesa is also able to assist clients with ideas on preparing a home for sale.



## Nick Booth

Licensee Salesperson

**t:** 027 306 3186

**e:** nick.booth@raywhite.com

Nick is one of the 'new generation' in real estate bringing high energy, enthusiasm and focus into everything he does. With an approachable personality and a good dose of humour thrown in, Nick thrives on making genuine, positive connections with everyone he meets, to provide a caring, professional and honest real estate experience. As a qualified Chartered Accountant, he also appreciates how important attention to detail is when marketing a home, so you are in safe hands! Nick works in the high performing 'Big Red and Sarah' team that offers you the collective commitment of a whole team approach to selling your home.



## Felicity Darling-Croton

Licensee Salesperson

**t:** 027 779 9006

**e:** felicity.darling-croton@raywhite.com

As Big Red's PA, Felicity's role involves multi tasking at the highest level! She is Red's 'go to person' for administrative support on a day to day basis and, as a licensed salesperson, Felicity is also on hand to assist Red with buyer enquiries, vendor liaison, viewings and open homes. No task is too big or small for Felicity!



## Mandie Ashwell

Licensee Salesperson

**t:** 027 552 4478

**e:** mandie.ashwell@raywhite.com

Her many years in sales, combined with a keen eye for interior design, ensures Mandie can maximise the quality of your home's presentation and competition for it.

Mandie prides herself on professionalism, whilst still having a warm and relaxed approach with her clients and customers, and says "if we can share a laugh or two along the way, then we can turn what can sometimes be a stressful time, into an enjoyable and exciting experience."



## **Ray White Town & Lifestyle Real Estate**

Shop 10, Rolleston Square Rolleston 7614 | (03) 347 9988 | [rwrolleston.co.nz](http://rwrolleston.co.nz)

Shop 7, West Melton Village, West Melton 7618 | (03) 347 9933 | [rwwestmelton.co.nz](http://rwwestmelton.co.nz)