

**RayWhite.**



# How to sell for more

Your step by step guide on how to optimise the sales process to realise the highest possible price for your property

# Thank you

Thank you for the opportunity to see your home  
and discuss your real estate goals.

# Our five key beliefs

Our Ray White Nightcliff sales system  
starts with five key beliefs.

**1** Presentation  
is critical.

**2** Time relates  
to price.

**3** Marketing increases  
competition.

**4** Negotiation skills  
influence price.

**5** Communication  
is everything.

**==** World class results

# 1



## Presentation is critical

You do not get a second chance at making a great first impression. People make decisions on how they 'feel' about the home, therefore presentation plays a critical role in connecting more buyers to your home and influencing how emotionally attached they become.

## Our home styling services.

First impressions are what counts if achieving a premium price for your property is what it is all about.

As a Ray White Nightcliff client, you have direct access to our professional interior design consultant and a host of exclusive benefits.

We can transform your property through a full-scale set-up, partial refurbishment or through our consultation service.

## Our tradesperson services.

We have access to a broad range of trusted and reliable tradespeople that can help get you sale ready.

We can arrange for multiple quotes on any aspect of your sale preparation from full-scale renovations through to general maintenance and repairs, garden makeovers and more.

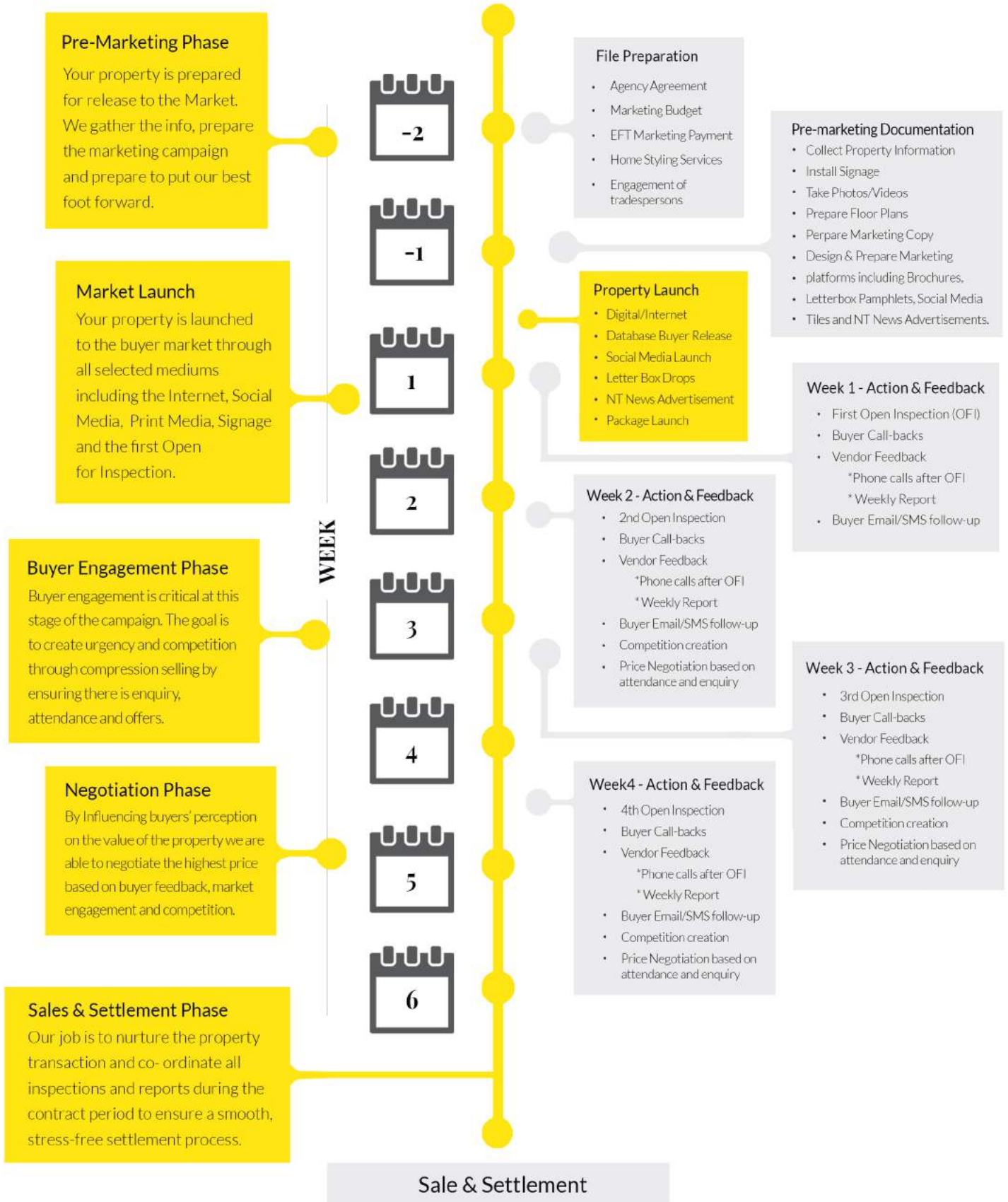
# 2

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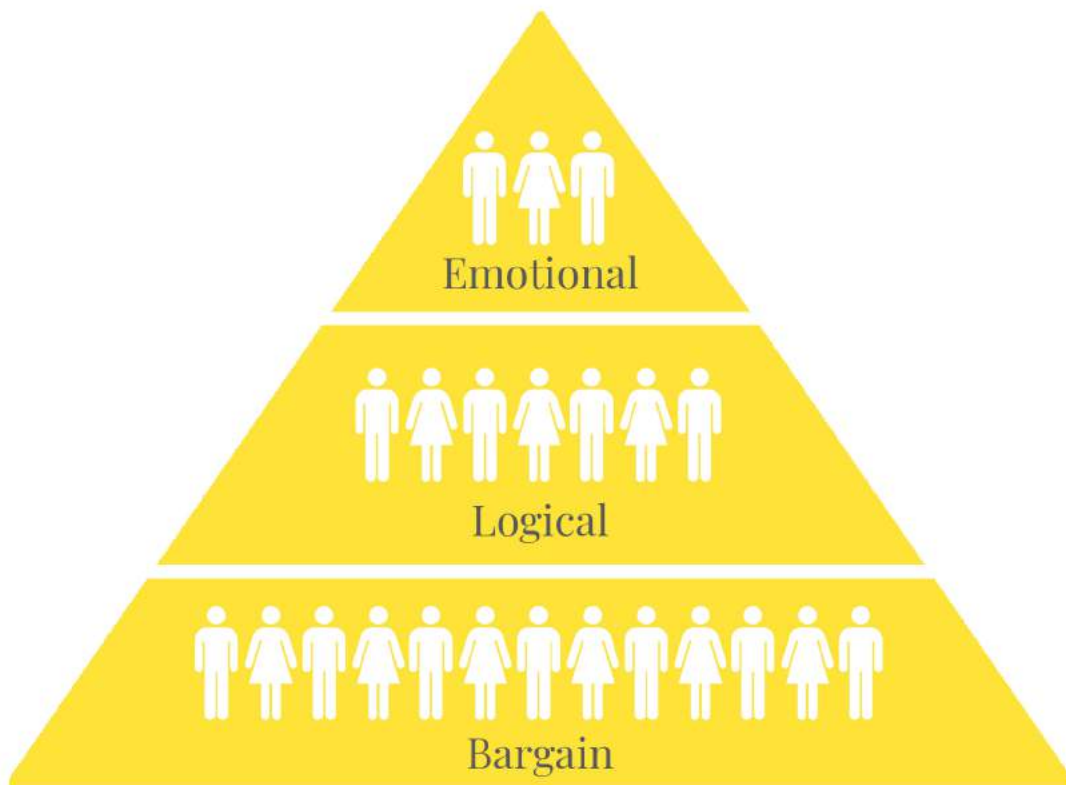
## Time relates to price

We believe the best price happens in the first 30 days on market. We put everything into that.

## Listing Sign-Up







### **Emotional Price**

When multiple buyers who must own the property compete and push the price beyond previous comparable sales evidence.

### **Logical Range**

The realistic range of price based on recent comparable sales evidence.

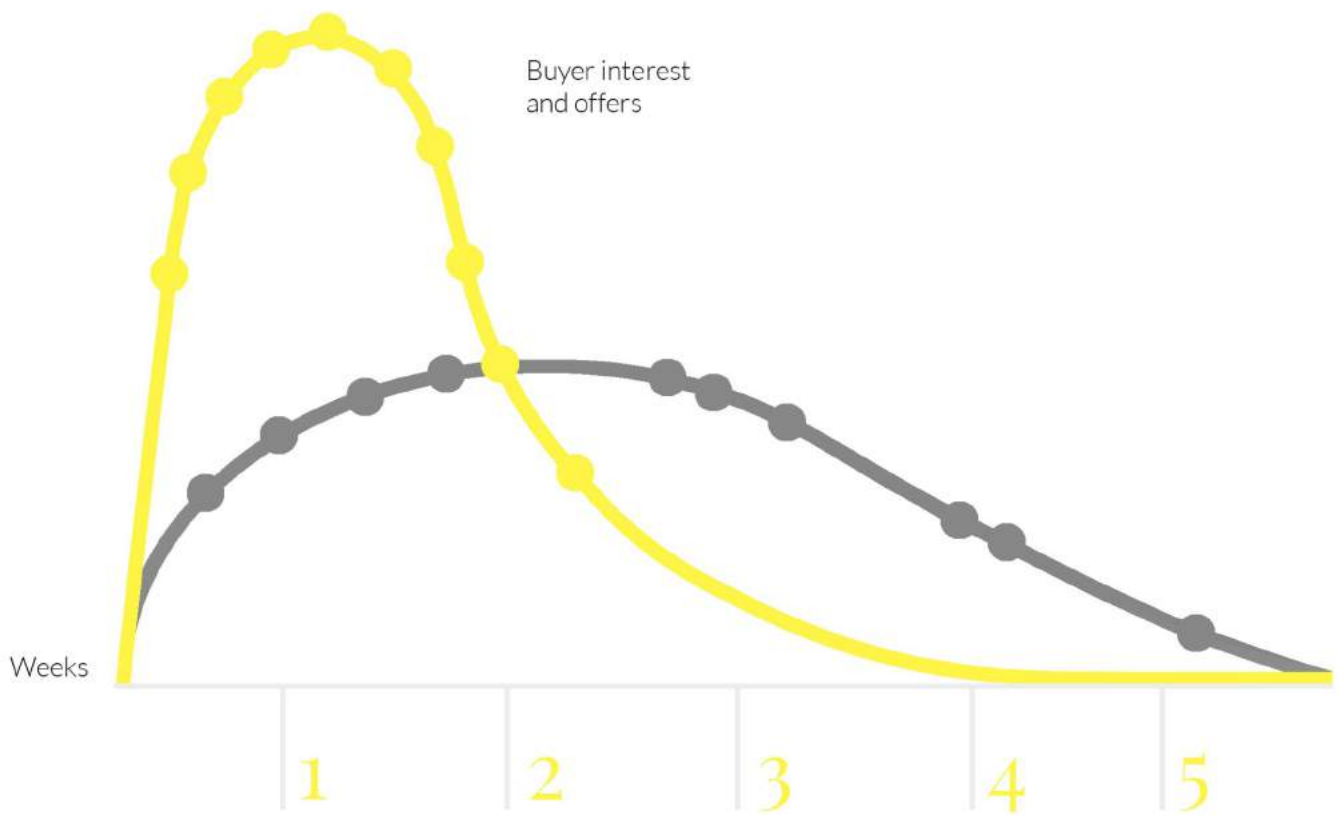
### **Bargain Range**

This is the buyers who buys purely on mathematics.

# 3

## Marketing increases competition

We believe that an aggressive high impact marketing campaign will flush out more buyers faster and increase the level of competition at time of negotiation.



Our marketing tools drive more traffic to your online listing and more enquiry on your home.



How do we get your property on the buyers shopping list?

# 4

## Negotiation skills influence price

We believe that an agent who is exceptional in the negotiation arena can influence a buyers perception on value by more than 10%.

- 1 Always Protect the upper end.
- 2 Where does the buyer see value?
- 3 Influence the buyers opinion on price.
- 4 Negotiate initial offer immediately.
- 5 Create urgency and competition.
- 6 Extract every last dollar.

Our proven six step negotiation process will help you achieve more for your property.

# 5

## Communication is everything

Communication perfectly tailored to suit your individual needs will help you feel in control and stress free. We have an obsession around delivering a first class selling experience that will change your perception of the real estate industry forever.

## Our Service Guarantee.

When you select Ray White Nightcliff as your real estate agency, our commitment to a successful sale of your property is guaranteed. If at any stage during the marketing of your property you are not entirely satisfied with the level of service being provided, we will be happy for you to cancel the agreement without notice.

### Written offers.

Once an offer has been obtained, we contact all parties giving them the chance to make an offer. This multiple offer scenario creates incentive for purchasers to go to their limit. If we believe we can get you more than the offers in hand we will communicate that and let you be the judge.

### Marketing.

We specialise in designing a marketing campaign specific to you and your property to make sure we communicate all the benefits to the widest audience possible.

### Weekly reports.

We are with you every step of the way. We provide informative written weekly reports regularly during the term of the agency to keep you up to date with buyer enquiries, inspection numbers and most importantly a summary of genuine buyer interest.

### Unconditional.

To get an unconditional offer is our number one goal. In order to obtain this we will continue to market your property during the term of any conditional offer.

**We get you more.**

# Sell for more

This system, refined by Selling Principal Matt Englund over the last 10 years, has delivered market leading results across the Darwin region over that time, we know the vital elements to a sale.

Our Sales System achieves great results. We would love to assist you in your real estate journey.



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**Ray White Nightcliff**

08 8982 2403

[raywhitenightcliff.com.au](http://raywhitenightcliff.com.au)