



RayWhite.

THE AUCTION EVENT 2021

Sunday, September 19
www.coastalliving.auction

The Time is Now

Sell WITH US

We are the Ray White Coastal Living Network. A group of Ray White offices who share a common belief that together we are stronger, and your benefit is that we are able to offer you an unmatched opportunity when it comes to finding your prospective buyers and achieving the best price for your property.

As the Sunshine Coast's largest real estate team with over 120 experienced staff, we have developed an intimate knowledge of the local market, meaning that we understand who your likely buyers will be and what will motivate their need for purchasing.

We believe in the power of competition and the premium price that is only truly uncovered once buyers are forced to compete for a property. While it is probable that through our extensive buyer database there maybe multiple buyers for your property, we won't rely solely on our local market. We will expand your marketing reach both nationally and internationally to maximise the number of potential buyers.

Our auction experience is ingrained within Ray White's 119 year history, and locally our experience has been gained by continually conducting in advance of 400 property auctions each year.

Our annual in-room Auction Event is a key pillar in our marketing calendar that we commenced in 2015. It is an event in which we have seen 252 properties auctioned with \$112m in sales achieved. We take absolute personal responsibility and accountability for each and every auction we conduct which ensures you enjoy complete transparency that makes certain you are in a position to make the right decision.

We look forward to working with you.

Maroochydore | Buderim | Mooloolaba | Kawana
Sippy Downs | Nambour | Noosa River





WHY AUCTION WITH US THIS

September

Spring has always been the Sunshine Coast's peak selling period. It is the traditional time of the year when our properties simply look the best and when people can buy and sell and be settled in their new homes well before Christmas. However Spring 2021 promises to be much more - in this post pandemic environment we have seen that Australians now see their home, and where they call home differently. The Sunshine Coast has been recognised as one of the fastest growing areas in Queensland and this is driven by interstate migration with those coming north from New South Wales and Victoria representing up to 25% of sales in some of our markets.

With this in mind, we believe Spring 2021 could well and truly be a climactic event when it comes to our local property. With building buyer demand coupled with record low interest rates and with limited supply, buyers are now competing more than ever for quality property. It is for these reasons we have seen new price records being achieved almost on a weekly basis.

The Auction Event is a culmination of the largest marketing and promotional campaign undertaken throughout the year. Given the strong demand for quality properties from an already existing buying market, we believe that our unique Auction Event will provide the strongest environment for selling.

We are the Ray White Coastal Living Network.

TOGETHER WE ARE STRONGER

2015-2019 SUCCESS

2015

41 properties

90% success rate

\$13,735,500 in sales

Creating Competition *and finding the right buyer*

Auction campaigns generate 6x the level of buyer inspection compared to non-auction campaigns.

Spring offers an unprecedented opportunity to promote your property to a national market locally. It is this time of year that our beachfront apartments and holiday homes are fully occupied with holiday makers, Investors and those arriving during their holiday break seeking to secure their new home and move to our area.

Our 80 experienced agents will build a tailored and targeted marketing campaign that will ensure your marketing is placed in the right mediums and locations to receive the highest level of impact amongst the selected target buying market.

Our marketing plans will place your property in only the tried and tested marketing mediums.

Specifically our team will provide a tailored marketing campaign that will cover the following:



Social and
Digital Marketing



Database Access
with specific
Buyer Matching



Print
Media



Online
Marketing Portals



Neighbourhood
Marketing



Open
Homes



Street
Signage



Window Front
Exposure



Direct Marketing to our
Investors and Tenants of our
Property Management
Investment Portfolios

Since our first Auction Event in 2015, we have auctioned 252 properties.

These 252 properties totalled \$112 million in sales, giving our in-room event an overall success rate of 95%.

2016	2017	2018	2019
45 properties	44 properties	65 properties	57 properties
97% success rate	97% success rate	93% success rate	96% success rate
\$19,804,000 in sales	\$19,781,000 in sales	\$30,640,859 in sales	\$28,313,500 in sales

Unique Marketing *strengths*

We have created the most powerful marketing strategies and platform to present your property to the broadest possible buyer audience. Through the combination and culmination of individual property campaigns and casting our collective marketing net further.

Broader marketing campaigns ensure more exposure and more buyer competition on Auction day.

Realestate.com.au As part of our Auction Event, we are offering our clients on average a 62% discount on the Premiere Property rack rate for ads on realestate.com.au. A Premiere Property listing is the most effective digital advertising position available and is the ultimate ad to get your property seen – up to 4 times more views than a standard ad.

Domain.com.au As part of our Auction Event, we have also teamed up with Domain.com.au, the number one online portal for buyers coming from our southern states. Take up one of Domain's high-impact digital listings and drive quality exposure to 5.8 million Australians on Domain. Showcase your property as a Platinum, Gold or Silver Listing to secure a higher position in search results and set your property apart gaining more exposure.

Blink Here we will take your buyers property experience to the next level with an exclusive property video shot by one of the Coast's most experienced property videographers. This 30 second property video is guaranteed to boost your online property position and is a key ingredient in any social media campaign.

Be Seen Targeted social media advertising for your property. Social media is an integral part of our daily lives, so it only makes sense to promote your property where people are already spending a significant amount of time – on Facebook and Instagram. Both platforms have the intelligence to serve property ads to people most likely to be interested, helping to optimise visibility amongst potential buyers and deliver cost effective results.

Loan Market Given the competition in today's lending market, it is important to have an expert mortgage broker on your side who will fight for a flexible home loan deal for any financial situation. Loan Market will not only be assisting buyers through the finance process but will also be offering finance packages and special rates exclusive to our Auction Event.

Property Management If you are looking to buy an investment property, you can meet our experienced Property Managers. They will be happy to advise you on what sort of property to buy, what areas are in the most demand, expected rental returns and of course the level of service they will provide will be second to none.



AUCTION *Event*

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