



**SAPPHIRE**  
— ESTATE AGENTS —  
INTEGRITY. TRUST. QUALITY



*Sapphire Estate Agents Does Selling Simple*

Dear Vendor

Thank you, for providing us opportunity to present a marketing proposal to sell your home.

At Sapphire, with our experience and knowledge of the market we want to ensure the process is simple for sellers and equally for buyers.

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## The major factors to consider, prior to marketing your home is

- The right marketing strategy
  - The appropriate selling method for your home
  - Pricing it right to appeal buyers
  - Presenting, finishing your odd jobs
  - Why use Sapphire Estate Agents to market your property
  - Our responsibilities, and statutory obligations
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We want to ensure our strategies allows, you to target range and audience via, traditional channel such as local window display and letterbox dropouts also via technology reach to wider audience through realestate and domain group plus our email/SMS database. With growing social media World, we regularly advertise targeting thousands of weekly audiences, and this is our competitive advantage.

Despite being very young Sapphire has established itself into this competitive market, where within six months we have exchanged hands over 55 homes all together.

We will continuously work with you and advise better strategies to market your home in more exclusive and sellable state.

Once again, thank you for considering Sapphire Estate Agents and will look forward to working together.

Regards,  
Sapphire Estate Agents



## DOING IT RIGHT



As an average person, may only sell one or two times on their lifetime. Whereas, as an agency we go through numbers of homes on weekly basis.

At Sapphire, we know what buyers look for.

First, impression is very important we want to ensure from the first open house we are all set. We will guide you what needs to be done, staged and tidy up. We will take care of the negotiation, on your behalf liaise with buyers to ensure that your home is set to achieve the best price.

With our knowledge, and advise you are set to benefit, and above all after your open house you can sit back relax, and we will do all the work.

### Some, general tips to prior to opening house

- Clean up, thoroughly as first impression lasts
- Get some natural light, and air in it freshens up
- Hide the trails for pets
- Ensure to set the air conditioning is set at correct temperature
- Clean the driveway, and garden
- Get the pleasant smell and use odour diffuser



Private treaty is most commonly used method to sell the properties. Private treaties allow more buyers an opportunity to present their offers.

### Typical case where we recommended Private Treaty are

- When it is clearly buyers' market
- Selling time frame is not an issue, and seller has time in hand
- Limited cost and extended marketing time frame
- Client needs clarity with the price guide, or are under budget
- Privacy with sensitive information like price, as negotiation is done on private
- Being one on negotiation, our agents can fetch better price

Buyers are usually capable of paying bit higher than the budget they reveal. So, with private treaty providing price guide we can invite great pool of buyers. Private treaty allows us to market for prolonged period and allows us to change the marketing strategies targeting different audiences.

Agents get an opportunity to know buyers and be able to negotiate on one on one basis. This enables agents to screen the potential and committed buyers.



Auction allows buyers for public bidding of property on a competitive environment, and usually resulting in higher selling price.

### Typical case where we recommend Auction

- Property with great appeal, and niche
- Lower stock, or higher buyers demand creating healthy competition
- Seller's market
- Time limit, and urgency of result

Auction are usually better when market is competitive. Auctioneer plays a fundamental role and is important to have right person for the job. We create open competition with a view to achieve higher selling price than sought for. There is no cooling off period, and selling process is very fast.

Marketing cost are higher, as marketing is done on shorter time frame, however, can often results in higher selling price. Sellers are protected by reserve or vendor's bid.



**TIPS:**

Word travels fast. Don't tell you mates about selling price.



## MARKETING TIME

The right marketing strategies dictates the time it takes to market property within right audience. With a right marketing strategy just about anything can be sold.

Marketing is one of the most effective tools when it comes to selling your property.

Marketing time varies depends upon the property is on the market. But usually, in the first two weeks property will get most chances to get it sold. So, naturally you want to create most buzz prior to opening your first home however, you need to be cautious to be able to support marketing through the selling period should it takes longer to sell.

### Some marketing ideas

- Traditional methods like letter box drop out, window display
- Online via website likes Real Estate Australia, Domain group and other websites
- Social media influence like Facebook, Instagram and video
- Existing database, Buyers Agent private viewing for qualified buyer



## MARKETING TOOLS

It is essential that we have right tools, and equipment prior to heading for your very first open house.

### **Professional Photography**

“Picture tells thousand stories”, one can hardly deny. We use professional photographer to bring your property to life. Quality matters with the range of photography options like dusk, twilight our photographer works to ensure we look after every little element.

### **Words that matters**

Words are as powerful as photos; good descriptive and appealing description of the property stands it our from other listing. We want to ensure the words used do justice to your property, as well as is appealing to buyers from the pack. Features, and highlight also adds more depth.

### **Floorplan**

We professedly design your floor plan, to represent the actual layout for your property. Cleverly, designed

floorplan can help buyers to imagine and relate to the property. Our research shows most buyers do interact with floorplans. Adding, 3D floor plans can more value to your listing.

### **Video and Drone Photography**

Research shows, human tend to interact with videos more than picture. With the evolutions, of social media video advertising has taken to new level. Drone photography can enhance and present the location of the property. It allows to get a bird eye view and add, more appeal to prospective buyers.

### **Design**

Whether, it is a handout flyer, or information booklet on the open houses, we go great length to ensure our printed materials are designed by professionals. We, do have street signage, flag ploes during the open house stand out during open houses.




# PROPERTY MANAGEMENT

Sapphire property management is unique, and personalized we keep you landlord at the core of everything. We have learned and evolved our property management over time by listening to our client’s expectation.

Our essential services, as outlined on the picture are very proactive, we understand value of your investment and assure to ensure we do our best to get best return possible for your investment.

Whether, it is your periodical inspection or rental open house, you can assure that Sapphire property management has it covered.

Our Property manager are responsible for whole bunch of responsibilities, as per above diagram from marketing to ongoing service. So, that you can relax and enjoy the return on your investment.

## Our core services

- Dedicated property management
- Choice of Sapphire exclusive, or competitive management option
- Expert advice, and guidance



## HOUSE AND LAND PACKAGE DEVELOPMENTS.

Sapphire's strength has always been with house and land packages. We have established ourselves as trust worthy partners among major developers, and builders nationally. Our expertise can guide you and move into your dream house sooner.

We have been involved with house and land packages for few years now on both retail as well as wholesale environment. We are one stop shop, providing you a huge choice of land and building options.

Due to our strength, and proven record we have ability to source economical land and build a package with reputed builder.

Whether it is off the plan, or ready to build we have access to hundreds of lands within any state, and numerous builders to suit your needs.

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Things to know,  
while  
considering land  
and house  
package

- ➔ Understanding land, and Contour plan
- ➔ Fixed price turn-key may make it stress free on long run
- ➔ Knowing the area, you looking to buy
- ➔ Getting right builder and equally important to have inclusions you need
- ➔ Ensure, you are finance ready when the time comes



## BUILDING

Whether, you have the vacant land to build, considering knocking down and build a new family home or considering building duplex for wealth creation we have the right builders to all job.

Unlike, traditional real estate Sapphire has dedicated team to help and assist you the building option. We have Australia's leading builder under our panel and plus more. Whatever is your choice or budget rest assured we got it covered.

On average, we oversee or have initiated over 100 build every year.

With us, we will deal with builders negotiate your price, and all the inclusion prior to signing any contract. So, this way you know what you are buying.

We will be reimbursed by builder; hence our cost is free to you. As you are dealing directly, to us you do have access to wholesale pricing from most builders.

### Our advantages

- Choice of leading Australian Builder
- Builder to match any budget, and cost
- Free quote on your build project
- Our service is free to you



## OUR STORY



### **About us**

Sapphire Estate Agents is rapidly growing real estate nationally. At Sapphire's core is a well-established hand-picked team who have been able to successfully blend modern technologies and social media with huge community reach to achieve exceptional results. Founded from a small group of agents who believe that a client is more than just a number, as a result we have quickly grown and made an impact in the modern real estate industry.

### **Our Values**

#### **Our motto is Integrity and Trust**

As your agent you can expect us to deal with you with complete transparency and honesty. We will work hard to ensure your property is presented perfectly in the market and customize a plan to ensure the successful sale or lease of your property.

Our Integrity is stemmed from trust, both from our vendors and our purchasers alike. We will work with you to ensure best possible experience for your asset and vow never to break the trust that you provided us. We always keep our focus on you and will never make our customer feel just another number.

Our every client will receive a custom plan for their property to make sure that it has the best chance of selling in any real estate market.

#### **Our difference**

Our agents have worked in renowned major networks and hold years of combined experiences. We use our knowledge to leverage a unique community network with social media and other major digital platforms to showcase your property to potential buyers.

Unlike the other established traditional agencies our technological expertise and digital proficiency ensures we give every available opportunity for your property to sell in current marketplace. The real estate industry has changed dramatically in the last five years with the advancements in social media and online marketing, while traditional agencies may struggle to keep up with the advancements, we have our finger on the pulse in this industry. Constantly updating our marketing strategies and observing market trends we ensure to keep at optimum level to provide best possible service for our clients.

Our core values at Sapphire Estate Agents are Integrity and Trust. We focus on you as an individual, just as every person is unique so too are the properties that are entrusted to us to sell or rent. We strive to provide a customized plan and approach to selling or renting your property. We will keep our clients well informed and up to date on all the happenings in the marketplace.



## Sapphire Estate Agents

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