



SOLD STREET

Real Estate

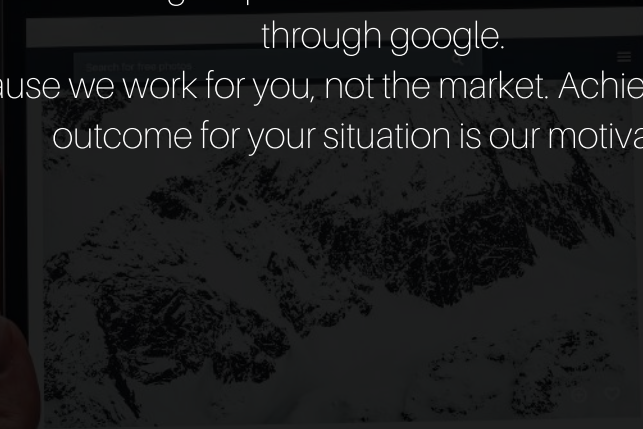
OUR UNBEATABLE MARKETING PACKAGE

Modern buyers are tech savvy and time poor which is why it is important to have an agent that understands the current market place. As astute agents we have a proven system that not only presents your home to the market professionally but also how to target buyers and ultimately get the best result.

We understand that you only get one shot to launch to market and we will help guide you through presenting your home, professional photography/videography and the best way to get maximum exposure for your home.

Our focus is targeting prospective buyers online through traditional channels like realestate.com.au and domain.com.au but also a strong emphasis on social media and retargeting through google.

Because we work for you, not the market. Achieving the best outcome for your situation is our motivation.





Internet advertising



Be seen at top of the search results

With the largest listing at the top of the search results, the Premiere way to showcase your property places you above all Highlight listings.

SOLD STREET Matt Willson and Tennille Glassop 







\$899,000

88 Sold Street, Oxenford

4 2 2 91 m² | House

Open Tomorrow | Auction Sat 1 Jan 12:00pm



Premiere listing	
Priority in the search results	
Listing size	
Rotates to the top of the search results	15 days
Image carousel	✓
Property information at the top of the property page for improved search engine results	✓
Auction and inspection times	✓

How your property benefits from a Premiere listing

Your property's position in the search results can make a huge difference. In fact, 62% of people don't look beyond the first page.¹

Placing your property at the top with a Premiere listing offers a number of impressive results:

- 4.5x

Number of enquiries compared with a Standard listing.²
- 3.8x

Number of views compared with a Standard listing.²
- 3.4x

Number of times seen in the search results compared with a Standard listing.²

FLOOR PLAN / SITE PLAN



SOLD STREET Real Estate



16 KENSINGTON PLACE, MAUDSLAND
4 BEDS 2 BATH 2 CAR

MACC WILLSON
0415 773074

TENNILLE GLASSOP
0413 136448

www.soldstreet.com.au

PHOTO SIGNBOARD

SOCIAL MEDIA ADVERTISING



Paid, targeted social media campaign through Facebook, Instagram, Google and Messenger giving your property maximum exposure to a wide audience.



PROFESSIONAL PHOTOGRAPHY



ADDITIONAL exposure

- Window display on our screens in high profile office location
- Full distribution to our extensive buyer database via phone and email
- Property featured on the exclusive showcase on realestate.com.au
- Print advertising
- Open homes plus private inspections
- Property exposed to buyers of our full team of experienced and professional agents

WHAT HAPPENS WHEN YOU LIST YOUR PROPERTY?

Here is a simple step by step guide as to what happens next and a basic run down of how we will go about our process that will maximise your sale price.

- Listing paperwork is signed
- We immediately contact our database of buyers and start generating hype and interest in your property, offering sneak peaks and exclusive private inspection before the property hits the internet.
- Photographer is booked and will be out to take photos and create interactive floorplan of your property within 24-48 hours or when you are ready.
- The next morning your property will go live on a number of real estate websites as well as your premier position on realestate.com.au with open home day and time advertised, hype continues to build.
- Signage will go up at the front of the property, open home invitations will go out.
- Social media advertising will start and print media will be ordered-private inspections with 'exclusive' buyers will commence
- First open home and private inspections will commence with multiple buyers present at the same time to create urgency which leads to a higher price and more offers.
- Feedback will be given to you after every inspection and open home.
- All offers will be presented in writing and in person to you, as your proven professional negotiator we will work harder than any other agent to get every dollar that is in the market and maximise your sale price.
- Once the contract is signed, we will guide you through every step of the way, and continue working hard for you up to and beyond settlement.

SELLING TIPS

Remove the clutter

It's only when you move house that you realise how much "stuff" you have. The first step in preparing your house for sale, should be to go through each room and remove everything you don't need. Not only will this help make your property look neater and the rooms bigger but it will also make packing easier.

Patch and paint the walls

It's amazing how much a paint job can improve the look of your property both in your eyes and also for potential buyers. Depending on your budget, you should start off by marking down which walls have cracks and major scuffs which require urgent attention and then any other walls you think could do with a freshen up. This is also a good chance to paint any feature walls a more neutral colour. Also consider any windows, doors or parts of the outside of the house that require attention.

Give the property a heavy duty clean

Before any potential buyers come through your property, you will need to give your property a good clean from top to bottom. Keep an eye out for dirty vents, sneaky cobwebs and anything else that could make potential buyers think the property isn't well maintained.

Steam clean or replace carpets

If you have badly stained carpets, I recommend to have them cleaned or if heavily stained then replaced.

Maintenance and repairs

We hear a lot of comments being mumbled under people's breath at open for inspections. Sometimes to each other, sometimes in front of other potential buyers. Usually the comments are about the smallest things – cracked power points, broken heating ducts, loose door handles etc. As you're going through each of the rooms, make a list of all these little things and have your agent recommend a good handyman to come and fix them up – or replace them yourself if you're handy.

Don't forget outside

If you have an outdoor area that needs a bit of love, it could be worth spending a bit of time on some gardening or getting your deck polished. Planting some flowers can be a cost effective strategy to add some colour to a property.

Neutral colour scheme

I've probably seen every colour feature wall that was ever painted. Although you may like a certain colour scheme while you're living in a property, it's important to make your property appeal to as many potential buyers as possible and that may require adopting a more neutral colour scheme throughout.

Consistent colour scheme throughout

From your walls to your furniture and furnishings, try to keep the colour scheme flowing throughout the property. Keeping the colour scheme consistent will make it easier for potential buyers to imagine themselves moving into your property.

Add some fresh flowers and plants

Fresh flowers are a great way to fill a house with lovely fragrances and colour. They add 'life' to the property. Easy to maintain pot plants around the property also receive lots of attention during our open for inspections.

Fresh, new, clean towels

If you're still living in your property while it's being sold, you may want to invest in some 'show' towels. These are your display towels which are displayed during inspections. Make sure you don't have old, stained towels on display, it's just not a good look.

Neatly pile kids toys

If you have young children, you'll probably need to find a solution for the mountain of toys that they have. Try to remove any toys they no longer play with and it would be a good idea to hide any of the messy toys while the sale campaign is running (eg. Lego, Play Doh, Paints etc)

Make your home smell nice

There's nothing more off putting for potential buyers than bad smells. It's a good idea to make sure you have plenty of air fresheners and aides to make your house smell nice. Try to avoid cooking any foods with a strong smell and make sure you stay on top of any pet odours throughout the sale

Keep curtains and blinds open

Before every open for inspection, you'll want to make sure to keep all of your blinds and curtains open to let in as much natural light as possible.

Make sure all of your lights work

If you don't get a lot of natural light, make sure all of your lights are working.





ABOUT US

Welcome to Sold Street Real Estate, an independent boutique real estate agency based in Oxenford servicing the Gold Coast area, with a special focus on the Northern end.

Our experienced team not only have a proven track record when it comes to exceeding client expectations but it's the personal touch and local knowledge that gives us the competitive edge. Sold Street Real Estate brings to the market a fresh new energetic approach, whilst continuing to deliver outstanding results. We purposely chose to be independent so that we may look after all of our clients' needs, and market their properties without the confines of a franchise group. Whether you are buying or selling you can trust that you will get the highest quality level of service and communication throughout the entire process so that you are always kept informed and up to date.

WHERE HONESTY IS STILL IN STYLE.

Office (07) 5636 8935
Shop 3A, 100-106 Old Pacific Highway,
Oxenford, QLD, 4210

www.soldstreet.com.au

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