

12 GREAT REASONS TO SELL WITH US



1. Unique, Tailored and Collaborative

We are flexible in our approach and will listen to your requirements. Rather than expect you to do it our way, our approach is to listen and work with you collaboratively. We will make your property look completely unique in its suburb, working to achieve a great sales result together, stress-free.

2. World Class Presentation

With quality professional photography and copywriting, your property will look and sound better than its competition both online and at inspection. All buyers will receive professionally printed brochures with floorplans that will make your property look absolutely fantastic.



3. Staged Release to Market

Successful selling is all in the timing and we always start early. We want all the buyers (and offers) to come at once, so we promote your home before allowing buyers to inspect, and everyone inspects before being able to make an offer.

This is critical to generating buyer competition.

4. Thoughtful Pricing Strategy

We will consult and set our asking price together, the day we go on the market. This ensures, we are competitive and uniquely placed (and priced) in your suburb, so that your property is a magnet for buyer enquiry.

5. Targeted Local Promotion

Did you know that over 70% of buyers already live in the suburb, and are looking to upsize, downsize or help their kids buy? We are not lazy, and will use direct mail and door knock local buyers in adjoining streets to attract these local buyers for you.



6. Premiere Listing Advantage on [realestate.com.au](https://www.realestate.com.au)

Over 86% of sales now come from this online source and 53% of buyers don't look beyond **PAGE 1** when searching online. With us, your property listing will appear above all others and rotate to the top again on day 15 & 30.

Your property will on average receive 5 times as many email enquiries and sell 45% quicker than on a standard listing.



7. Social Media & WWW

Every home we sell has its own social media campaign targeting online buyers active in the local area, in addition your property is given maximum exposure nationwide across 11 portals and websites including [realestate.com](https://www.realestate.com) and [domain.com](https://www.domain.com).

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8. Database Buyer Matching

We have a large database of active buyers looking to purchase property in your local area right now. We generate instant matches and fast qualified enquiries from the very first day we list your property for sale.

9. Qualified Serious Buyers Only

Sticky beaks won't buy your home. Only serious buyers will. We spend a great deal of time qualifying buyers before they can see your property. We save you the time and inconvenience of needless inspections.

10. Very Skilled Negotiation

Great negotiators know that the best price isn't what a buyer is prepared to pay, it's what we can negotiate them up to pay! We know how to negotiate expertly and always get you the highest price possible in today's market. Just ask us about our unique "Buyers Price Declaration".

11. Not Your Average Local Agency

Our elite agents are located across the state and backed up by solid central office administrative support. We have a statewide focus and work together to sell your property as a team, from contract right through to settlement.



12. Great References & Guarantee

All agencies have reviews... We have an ever-growing list of happy clients willing to talk to you to personally attest to their positive experiences with us! We are so confident in the quality of our service that we won't lock you into a binding agreement. We will work together on trust, so that you are obligation free.



Open 7 Days  24 hours
www.collinsrealtygroup.com.au

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