







Lynda Simpson

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Your questions answered

Who? What? Where? When? Why? How? How much?

 **LJ Hooker**

LJ Hooker Sunnybank Hills
sunnybankhills.ljhooker.com.au



What is the purpose of this booklet?

This will help us to help you determine:

- ◆ If selling your home is a good idea.
(Only you really know)
- ◆ The most suitable way to sell your home.
- ◆ What is the most important thing about selling your home.
- ◆ Documentation.
- ◆ Market history and analysis.
(attached in your appraisal kit)



While “on the market” your life gets put on hold.

- You are shackled to a tidy house.
- You don't know when it's going to end.
- Your privacy is invaded.
- Your future plans can be jeopardised.
- Your security is a concern.
- Disappointment of no inspections time and time again.
- Routine does not exist.

Frustrations can mount and incorrect decisions can be made costing many thousands of dollars.

That's why your agent mediates between you and your buyer to negotiate a maximum price the buyer is willing to pay.

If you have Real Estate problems, we promise, nobody is more serious about researching the facts, providing service and achieving your needs than LJ Hooker Sunnybank Hills.



“Real Estate is not just about houses, it's about people.”

Sir Leslie Joseph Hooker

“At LJ Hooker Sunnybank Hills we understand and consider it our duty to keep the stress to an absolute minimum.”



Selling in different markets?

The market we are currently experiencing is fantastic however it is slightly more balanced and our supply of product is more than we have had in over 2 years. This is not as wonderful when selling but more exciting buying opportunities may present themselves. In the majority of cases there isn't any benefit in waiting for a change in market conditions.

Who sets the price?

The most important understanding to a successful sale is this..

In a nutshell, the person who pays for the product is the person who determines how much they will pay. The buyer sets the price they will pay, the agent negotiates the maximum the buyer will pay, however, the vendor chooses whether to keep the home or accept the market and move on with their life.

Are buyers important?

Buyers are obviously very important, but the more buyers that are generated through all means of marketing, the less powerful they become and the more powerful you as vendor become. In the art of negotiation, power bases are money, convenience and peace of mind. **You don't need a buyer, you need buyers!**

Exposure

and why it is so crucial?

Exposure is a direct link to the amount of interest your property generates out of the market.

- The amount of interest determines the amount of enquiry.
- The amount of enquiry determines the amount of inspections.
- The amount of inspections determines the amount of buyers.
- The amount of buyers determines the level of offers and the amount of offers. This is credible urgency and buyer peace of mind.

Hence why marketing across a variety of mediums is the direct link to both maximising the price and speed of a sale.

Genuine value is created when product matches wants. This creates a win win situation for all parties.

Dropcards

Print

Database

Internet

Brochures

Social Media

“Marketing is an exercise in discovering to whom your product most appeals and targeting that market segment. The objective is to offer genuine value to a purchaser whilst achieving maximum price for yourselves.”

Is time an issue?

This can be a difficult question because this house is your home. You have had memorable occasions in it. The only advice we can give is an old but true cliché—“Your home is where the heart is”.

Do your best to keep the emotion out of the decision and keep it as a business decision.

Only you as owner can determine the most suitable time to sell your home.

Time usually only becomes an issue if it starts running out. Running out of time can mean rushed or incorrect decisions and can become stressful and, or costly. Therefore it is imperative that we start referring to the last possible day you can be responsible for this home as settlement day.





Is it as important as we think?

The most important factor is maximising the price of your home with a settlement day that makes your plans happen.

In fact the price is the least most important factor in the sale of your home.

Maximising the price in the market place and achieving what you want or need to do is the real issue.



Five things that determine the price.

1. The degree of emotional involvement of the buyer.
2. How much money is available. (What they can afford)
3. What the buyer believes the property is worth compared to the current competition.
4. Credible urgency. (Fear of missing out)
5. Negotiating skill of your agent.

How is price determined?

We know that the buyers set the price and the vendor decides to sell or keep the home.

Fundamentally price is determined by supply and demand so always increase the demand. The marketing strategy determines the level of offers.



Dream price \$ _____

A price that would bring a smile to your face

Market indicator price \$ _____

A reluctant price a purchaser will pay

Basement price \$ _____

A price you could put the property back on the market and make money

*If you have a comparative market analysis please use it to complete the price triangle.



Questions to ask yourself..

If you can answer **YES** to the following 2 questions, then maximising exposure of your property is **crucial** to a good result.

- Q Is maximising the price more important to you than price itself?
- Q Is a sale, within a suitable timeframe, important to you?

The two most important things about selling your home is the way you choose to market the home and the agent you select.

What is the best decision?

Only you can decide what is best for you.

Understanding the process helps that decision. Below are all of the processes of selling available to a client:

Private Sale

Selling yourself. Buyer saves commissions and tries to buy cheaply.

Open Listing

Listing with more than one agency. No responsibility & competition between buyers.

No Sale No Cost Exclusive

Selling with a plan. Real commitment and real competition.

Tender Process

Selling with an unpublished price. Silent Auction with competitive pressure.

Auction Process

Selling with an unpublished reserve price. Open Auction day with competitive pressure.

Upfront Exclusive Agency

Paid marketing with a published price. Real commitment and real competition.



Exposure is a direct link to maximising both the price and speed of a sale.

You need a buyer for a sale, but you need more than one buyer for a great result. Good marketing is crucial to a great result.

Marketing options

We offer two distinct No Sale No Cost packages to help you sell your property free from the worry of any upfront costs. Here are just some of our promotional services; for a complete rundown of all we can offer you, just consult our agents for details.

1. Essential Package

Cost at settlement: \$1,198*

With professional daytime photography, signage, ad writing, packaged social media exposure and listing in some of the nation's most viewed property websites and newspapers, this package ensures you reach the widest audience possible to generate the best interest from the market.

Additional services include dedicated social media exposure via our official Facebook, Instagram and WeChat pages, open home brochures, and bulk email marketing to the active buyers in our database of over 80,000 contacts, among much more.

2. Premium Package

Cost at settlement: \$1,588*

In addition to all the professional services and exposures in our Essential Package, Premium Package offers the next level daytime and twilight photography, and LJ Hooker branded large sign customised with property photos.

After you've selected your No Sale No Cost package, you can also choose to sell your property at auction, which is a great way to quickly generate a lot of market interest in your property. In this case, we offer additional package with upfront cost.

1. On-Site Auction Package

Upfront Cost: \$777.50

This package provides you with an experienced on-site professional auctioneer to drive bids and stir up the crowd on the day to get the best price, as well as 100 Premium brochures showcasing your property's highlights to increase buyer interest at the auction. We also provide online auction bidding and streaming service to maximise buyer's competition.

* No Sale No Cost Packages – Terms and Conditions

Please consult our Property Occupations Form 6 for a full list of the terms and conditions surrounding our No Sale No Cost packages. LJ Hooker Sunnybank Hills recommends you consult this form before agreeing to any promotional package.

Who are we?



We are the new breed of Real Estate Agents:

- We listen to your requirements!
- We discuss optional processes!
- We advise if appropriate and/or requested!
- We solve through service!
- We strive to achieve!
- We excel through marketing excellence!

Our reputation is far more important than one single fee.

LJ Hooker Sunnybank Hills is a results orientated business that has your interests as our goal. Constant communication, continual promotion and marketing, technological advancements, ongoing skills and attitude development training, individual and community recognition are the key factors to our success.

PS: Our staff and management have autonomous standards with team and systems support but if you have any concerns whatsoever, we have a tiered management structure to guarantee our client's satisfaction.

10 Reasons to choose LJ Hooker Sunnybank Hills

1.

You'll always be put first. Everything is done in your best interest.

2.

You'll have an established and acclaimed real estate agency, here for over 40 years, at your service.

3.

More buyers will see your property every week, and your property will be shown to our contact database, the largest in our area.

4.

You'll be with a multi-award winning agency, with Sales and Property Management under one roof.

5.

You'll have a powerful team of marketers, negotiators and top-performing agents working to get you the best result.

6.

If you want to rent out your property, our award-winning Property Management team consistently achieve record rental returns and lowest vacancy rates in our area.

7.

Our team and I sell over 600 homes per year, and hold most record sales prices in our local suburbs.

8.

We have an exclusive Special Projects Team focussed on development projects for highrises, townhouse complexes, and land estates.

9.

You'll receive comprehensive marketing plans from our in-house marketing team to promote your property to more buyers.

10.

With our multi-lingual agents and staff ensuring effective communication, your property will reach buyers from all parts of our diverse community.



LJ Hooker 2018
World Champion Office



Brisbane Office



Real Estate Business
National Industry Awards

Committed to achieving great results every time with care

LJ Hooker Sunnybank Hills

3344 0288

25 Pinelands Road, Sunnybank Hills QLD 4109

Multi-Award Winning Office

2020

LJ Hooker International Awards

- World Champion Office
- World Champion Sales Office
- World Champion Sales Office - Value
- World Champion Sales Office - Volume
- World Champion Property Management Office - 3rd

Industry National Award

- Real Estate Business Top 50 Offices - 22nd
- Real Estate Business Top 1 in Brisbane
- Real Estate Business Top 3 in Queensland

2019

LJ Hooker International Awards

- World Champion Sales Office
- World Champion Sales Office - Income

LJ Hooker State Awards

- Top Sales Office
- Top Large Office - All Income
- Top Auction Marketing Office
- Top Property Investment Management Office
- Excellence in Marketing

Industry National Awards

- Real Estate Business Top 50 Offices - 29th
- Real Estate Business Top 1 in Brisbane
- Real Estate Business Top 3 in Queensland

LJ Hooker State Awards

- Top Residential Office
- Top Residential Office - Value
- Top Auction Marketing Office
- Top Property Investment Management Office
- Excellence in Marketing

2018

LJ Hooker International Awards

- World Champion Sales Office
- World Champion Sales Office - No. of Transactions
- World Champion Sales Office - Gross Commission

LJ Hooker State Award

- Top Sales Office
- Top Large Office - All Income
- Top Auction Marketing Office

Industry National Awards

- Real Estate Business Top 50 Offices - 5th
- Real Estate Business Top 5 Offices
- Real Estate Business Top Office in Queensland


LJ Hooker

Congratulations

LJ Hooker
Sunnybank Hills



Brisbane Office



Agencies in Queensland

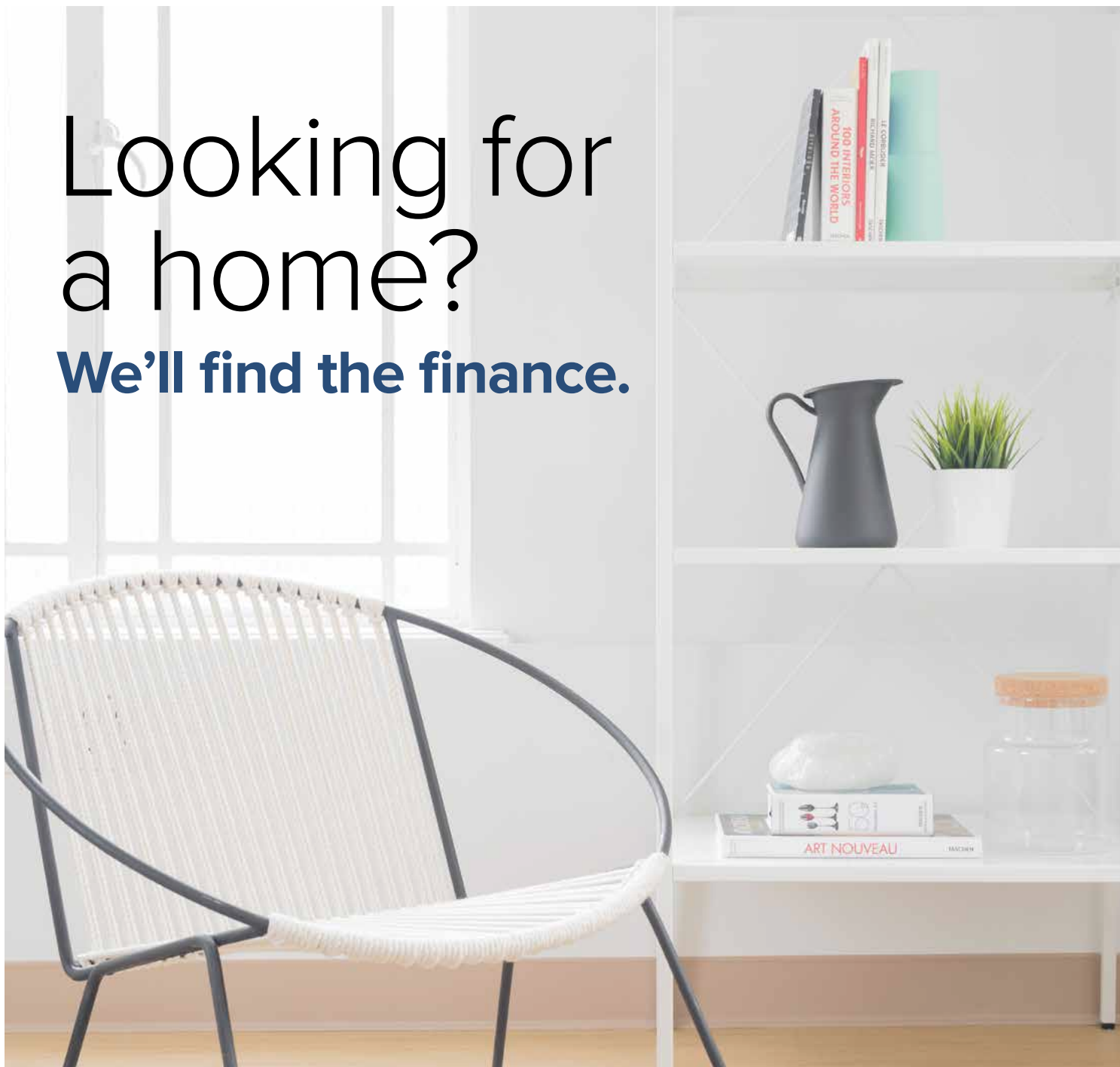


reb
TOP 50
SALES
OFFICES
2020

"Our hard-working team have once again proven that their sales skills and knowledge are our business's best assets. We are very proud."
- **Peter Crowther, Principal**

Looking for a home?

We'll find the finance.



- Get a better rate with your current bank
- Pre-approvals, so you can negotiate property purchases confidently
- Home loans tailored to your needs
- Refinancing options

Andrew Crowther

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BetterBrisbane
HomeLoans

betterbrisbanehomeloans.com.au

Members of

MFAA - Mortgage Finance
Association of Australia





A little more about us.

It has been a prominent & successful business operating in the district over the last 30 years & we are proud to have become a company known for its integrity and passion for people & real estate.

Nobody cares more about solving your real estate needs than the people at LJ Hooker Sunnybank Hills. Our culture & our ethos are built around fantastic customer satisfaction. We are genuinely happy when you are.



Our premises located on the junction of Pinelands & Beenleigh Roads has supreme street exposure and the large window displays offers prospective buyers and tenants time to browse without pressure.



With an multi-award winning team of over 25 sales people, you can rest assure your property is in great hands.



Testimonials

What some of my recent vendors have said about me



“Spot On!”

Lynda’s recommendation to go on the market 1st of September was spot on. Excellent work Lynda and Brendan sold in two days thanks guys.

Atilio & Nevia Braiuca
Algester

“Great Agent”

Lynda was fantastic, helpful and proactive and made the selling process easy for me.

Lynda is a great agent, she provided regular feedback and was available when needed. I highly recommend Lynda and would definitely use her services again.

Annie
Algester



“Happy to Assist”

Very professional very cooperative and always approachable. Such a good experience working with her. Looking forward to do more business with her in near future.

Akhil
Algester

“Flat Market! No Problem”

Lynda took over my property in a flat market, It had been on the market since March. 6 months went by with no offers. Lynda came into the scene when LJ Hooker was realigning some of its offices. After talking to Lynda in regards to what I was after in a sale, her team worked and persisted. with in 4 weeks I had offers coming in. Between Lynda and the buyer's, Lynda was able to achieve my asking selling price. I could not be more happier with the out come. Thanks again Lynda and LJ Hooker.

Lee
Parkinson



“Highly Recommended”

Lynda is wonderful to deal with, always letting me know what was happening. During inspections making sure my pet was safe. Keeping in touch during the contract period. I would highly recommend Lynda to sell any home!

Thanks so much Lynda you made selling a breeze!

Clare
Algester

“Reputable, genuine and knowledgeable”

As a first home buyer, Lynda made me feel at ease. She is very knowledgeable and was never too busy for me when I had questions. While a tough negotiation and tight timeframes (I was heading overseas) I know she was always hoping to support me in getting the best possible outcome.

Thank you Lynda for all your help. I know who I'll go to when I sell my home.

Nadia
Calamvale



Preparing to Sell

Taking a little time to prepare your home for sale can make a significant difference to the sale price. Following are a few tips on preparing your home for sale with many more at myLJHooker – your one-stop online property hub.

- Your first step is to walk outside – how does the outside of your home present? If a buyer drives by, will they stop and take a second look?
- Check the roof and guttering and prepare your garden so it will look its best for the first open home
- Clean houses make a tidy sum – you need to remember that once your home is on the market you are living in a showroom
- Ensure it is always immaculately clean for open homes – one unmade bed can unmake a sale
- Your home's two best selling points – the kitchen and bathroom are the two rooms that buyers look at the most – so make sure they are spotless and clutter free. Ensure they look their best
- Make home buyers' faces light up – natural light is best, so open curtains to let in the light and the view. Make sure all your light bulbs are working
- Clean out and clean up – clean out all your clutter, less clutter gives the impression of more room
- Pets may inhibit buyers – when you have an open home ensure carpets and furnishings are free of pet hair and smells – take your pets for a walk while buyers inspect your home



Presentation Tips For Inspection Days

Every home has some features that will appeal to buyers and some that can be improved.

When it comes time to sell, you need to identify and enhance your home's best features and rectify the weakest to ensure you attract as many buyers as possible to maximise your selling price.

On inspection days, there are a number of simple, effective things you can do to increase the saleability of your property:

- **Spring Clean.** Tidy up and de-clutter, hold a garage sale, get rid of anything you don't need. This gives the impression of a large space and good storage.
- **Light.** Light filled homes sell well. Open curtains. Turn on lights before inspections. Replace bulbs if needed.
- **Fix obvious faults.** Faults encourage buyers to look for more, and affect the property's perceived value.
- **Pets.** You love them, but maybe buyers won't. Remove pets during inspections and ensure the carpet and furnishings are free of pet hair.
- **Fresh air smells best.** Have carpets and curtains cleaned and open windows before inspections.
- **Kitchens and bathrooms.** The most important rooms in the house. Ensure they are 'squeaky clean'.
- **First impressions.** Check that your home looks attractive from the street or your agent may find it difficult to get buyers in the front door.
- **Gardens.** Overgrown gardens give the impression of being too difficult to look after. Freshly mulch gardens just prior to sale.
- **Outside.** Spruce up the exterior by washing down or re-painting. Clean guttering, brush away leaves and cobwebs.
- **Homely touches.** Give buyers good feelings – fresh flowers on the table, jars of cookies in the kitchen.
- **Little things.** Make the beds, remove washing from clothes line, remove personal care items and put away the dishes.
- **Cupboards.** The less they have in them, the better they look – storage space is a definite selling feature.
- **Temperature.** Welcome buyers with a warm home in winter and a cool home in summer.
- **De-personalise.** Remove personal items to make it easier for buyers to imagine the home as theirs.

Frequently Asked Questions

Q: Where do I start?

A: Contact Lynda to arrange a free market appraisal of your property. We can sit down and have a chat about what you are planning on doing.

Q: What will I need to do to make my property ready for sale?

A: At the time of a market appraisal, Lynda can discuss with you what needs to be done (if anything) and recommend some tradespeople to assist.

Q: How do I sell my property?

A: There are three choices to sell as follows:

1. Listed with a Price;
2. Tender; or
3. Auction.

We can discuss each item at the appointment.

Q: Is LJ Hooker the best agency to choose?

A: We sell a property every 3 minutes. We know how to get you the best result in the shortest possible time. Lynda works with a team of over 27 Agents and each of those Agents has a buyer database. A large amount of those agents speak Chinese, Mandarin, Cantonese, Greek, Italian, Korean and Malaysian. We'll automatically list your property on a number of Australian Real Estate sites in addition to any listings on Realestate.com.au and Domain.com that are part of your tailored marketing strategy. This complimentary service is unique to LJ Hooker and will expose your home to over 2.5 million more potential buyers.

Q: How much do I list my property for?

A: Lynda will provide a Market Update of what properties have recently sold in your area and what your current competition is. Based on this information, together we can compare and see where your property sits in the market.

Q: How much will it cost?

A: The choice is yours to decide what marketing strategy you wish to utilise. Pricing also varies according to how you sell your property. Lynda will provide you with a list of options.

Q: How long will it take to sell my property?

A: This will depend on how you want to sell. Statistically our agency has a high percentage rate for properties sold at auction. In 2019, 83% of our auction listings are sold successfully.

Q: Do I need a Solicitor?

A: Once a Contract of Sale has been signed yes it is recommended that you engage a Solicitor to do the conveyance of the matter for you.

Let LJ Hooker Sunnybank Hills make your move Easy

Here's a checklist for our best recommendations for an easier and more efficient move.



Get Organised for moving day

- Obtain boxes, markers and packing tape
- Arrange furniture removal
- Arrange care for children and pets on moving day
- Organise moving times and key collection/ drop-off with LJ Hooker Sunnybank Hills



Notify Change of Address to

- Bank, finance, insurance and credit card companies
- Post office for redirection of mail
- Local federal government (visit www.qld.gov.au and click the link to "Moving House")
- Department of Transport and Main Roads
- Home, mobile and internet providers
- Clubs and organisations



Don't

- Put fragile items or liquids in drawers
- Overload drawers and make furniture too heavy to move
- Store perishable goods where they might be forgotten or overlooked



One Last Check

- Nothing left behind?
- Water turned off and no taps left running?
- Windows and doors locked?
- All keys left with your agent?
- Garage remotes and alarm codes



Don't Forget to

- Clean the stove and defrost the fridge/ freezer
- Tidy the yard
- Ensure that chattels purchased with the property remain
- Disconnect all appliances, disconnect the TV aerial, turn off the water and gas at the mains
- Throw out/ donate anything you don't intend on taking with you
- Securely pack all money, jewellery and documents
- Set aside items you will need on the day of your move
- If you have children/pet, pack a box with some of their favourite items for easy access when you arrive at your new home
- Label each box as per the room they will go to in the new house. Write a list of contents on the side of the box.
- Pot and pack away plants and cuttings you will be taking
- Clearly label fragile boxes your removalist and advise them of any dangerous or valuable items
- Be at your new home when the removalist team arrive



Welcome Home

- Have spare keys cut for your new home

Enjoy your new home and keep in touch. We'd love to hear how you're finding your new home!

 **LJ Hooker**

Professionals and Tradespeople

TRADE	COMPANY NAME	CONTACT NAME	NUMBER
Painter	Frank Lally Painters	Frank Lally	0411 597 168
Roof	Real Roof Care	Murray	0450 998 473
Doors	Corinthian Doors	Tom Lane	3715 0100
Building & Pest Inspectors	Guidance Building Services	Mark Eve	0411 382 420
Building & Pest Inspectors	BeforeYouBid	Les Moir	0490 164 346
Financier	Better Brisbane Home Loans	Jane Ren	0430 468 088
Alarms	Dougal Alarm System		0413 333 978
Garage Doors	Purple Patch Doors		0417 072 544
Solicitor	Peoples Choice	Lisa Dixon	0468 855 912
Solicitor	Bytherules	Tracee Brown	0421 615 385
Electrical	Rosepower Electrical	Andy	0419 741 622
Fencing	Jake Uhlmann Fencing Services	Jake	0411 541 544
Plumbing	Johnson Plumbing	Noel	0408 191 656
Carpet/Flooring	Heavy Duty Carpets	Dave Tucker	3808 9222
Cleaning	Jlf Bond Cleaner	Jen Frawley	0451 056 120
Tiler	Mastercraft Tiling Services	Raymond	0435 243 235
Garden Care	Grahams Garden Care	Lee	0408 726 763
Locksmith	Safetek Locksmiths	Kevin Gorrie	0400 111 525
Pool Certifier	Algester Pool Shop	Simon	0447 059 970 / 3273 7275
Stylist	Styled by Me	Rosie	0448 209 010
Underpinning	Mainmark Australia	Scott Vanderbyl	0407 423 909
Home Decluttering	Declutter Designs	Adi Unsworth	0412 045 760

These are the recommended Professionals and Tradespeople I use and refer my valued clients to!

Lynda Simpson 0424 279 188



Prepare Your Home For Photos

First impressions count. For the best possible photos:

INSIDE PREPARATION

- A clean/tidy home makes all the difference to the best possible images.
- Declutter ALL rooms and place items in boxes in the garage (usually not photographed).
- Remove children's toys and any pet items.
- Turn on all lights.
- Open all curtains and blinds to let in the outside light.
- Turn OFF all ceiling fans, TV's and monitors.
- Remove family photos & personalised items you don't want in photos.
- Please contain pets to an area whilst photography takes place.
- Please limit amount of people at house during photos (not visible to photographer).

KITCHEN / DINING / FAMILY

- Clear benches completely, add a vase of flowers or bowl of fruit (optional).
- Clear magnets, papers, photos, etc off refrigerator/walls.
- Close cabinet doors, drawers.
- Remove all clutter, dish racks, child seats/toys, magazines, papers etc.

BEDROOMS

- Make bed s, remove clutter, clear tables & dressers of personal items.
- Close wardrobe doors, drawers etc. Tidy under beds, remove visible items.

BATHROOMS

- Clear benchtops, baths & showers completely. No soap, shampoo, toothbrushes, medications, deodorant, shower caddies etc.
- Remove towels, floor mats & any clutter. Put toilet seats down.

INSIDE PREPARATION

- Remove cars from driveway & front of home, close garage doors.
- Mow, weed gardens and clear leaves.
- Clean pergola, tidy up outdoor tables/chairs/cushions.
- Remove kid's toys, pet items, hoses, equipment etc and any clutter.
- Remove pool creepy crawley, pool toys and supplies.

PLEASE NOTE

If it isn't to be photographed, move it and store in garage. The photographer is not available to clean your house, move personal items or furniture for you. Please have your home prepared before your appointment.



My Promise to You

When you choose an agent, we hope you don't make your choice based on things they can't control, such as your property's price or current market conditions.

Instead, we hope you select an agent based on what they can offer you; their sales process, marketing options, and their negotiating ability.

Our job isn't to sell your property; you could do that with a For Sale sign out the front. Our job is to get you the best deal, that extra 10, 15 or 20 percent that only the best can offer.

Our sales strategies and marketing plans will put your property on a pedestal, giving it the very best chance to reach the right buyers and get the best result. Your property will never be the only one on the market, but we can ensure it stands out from the crowd, ensuring it's priced right, advertised right, and looks its best.

We can offer you the best service and the best marketing. This is what you need to sell your property to the right buyers, and we pride ourselves on giving everything to the people we work with. We know selling any property is always a big commitment, and we never forget that this is your biggest asset, your chance to plan for the future, and the opportunity to live the life you want.

Our goal is to give you the best service, and to get the maximum value for your property in the shortest possible time.

We promise to you that we will always deliver to the highest level, and to make the sales process as simple and stress-free as possible.

There are no secrets to a successful sale. It's the result of preparation, presentation, and hard work.

Sincerely,

Lynda Simpson
0424 279 188

Sales Agent

LyndaSimpson@ljhsbh.com.au

07 3344 0288

25 Pinelands Road, Sunnybank Hills QLD 4109