

**Ray White**<sup>®</sup>

Introducing  
Adam Thomson  
Ray White Lifestyle





## Thank you

---

Thank you for the opportunity to come and meet with you.

I am dedicated to delivering excellence in service and from here on in dedicate myself to achieving results that are above your expectation.

Welcome to the team - it's great to have you with us.

Adam Thomson  
Elite Ray White Salesperson  
Licensee Salesperson (REAA 2008)



**SOLD BY**  
Adam Thomson

221 Brookby Road  
**Brookby**

- Tender
- 27 days on the market
- \$8,000 marketing investment
- 25 groups through the property
- SOLD

## Easy as ABC

Three things we  
need to discuss:

### **A. What type of purchaser is most likely to buy your property?**

- ▶ Local
- ▶ New to the area
- ▶ First home
- ▶ Investor
- ▶ International

### **B. How will we find the right buyer for you?**

- ▶ Pre-market campaign preparation
- ▶ Core marketing products
- ▶ Local marketing tactics

- ▶ Print and digital advertising package
- ▶ Online portals
- ▶ Innovative technology

### **C. What methods of sale do you wish to consider?**

- ▶ General Agency
- ▶ Exclusive Agency
- ▶ Sale by Tender
- ▶ Auction

**SOLD BY**  
Adam Thomson

12 Regis Lane  
**Tuscany Estate**

- Auction
- 26 days on the market
- 20 inspections
- \$11,000 marketing investment
- Sold pre auction with a trade

## Achieving the premium price

---

We pride ourselves on achieving the best possible price for our clients

---

When two, three or even more people want to buy the same property – they compete for it. This pushes up the price and ensures you are getting the best possible price. Our job is to create competition among interested buyers.

We will recommend the method we believe will achieve the highest price, however ultimately, you the vendor, have the power to choose the method which you feel most suits you.

---

When selling a property, we have methods of sale choices – Auction or Sale by Tender.

**SOLD BY**  
Adam Thomson

117 Fitzgerald Road  
**Drury**

- Marketed with a price
- 38 days on the market
- \$8,000 marketing investment
- 17 inspections
- **SOLD**

**SOLD BY**  
Adam Thomson



168 Redoubt Road  
**Flat Bush**

- Auction
- 27 days on the market
- \$5,500 marketing investment
- Three registered bidders
- Sold under the hammer

---

## The choice is yours

---

When you list with  
Ray White you get  
to choose:

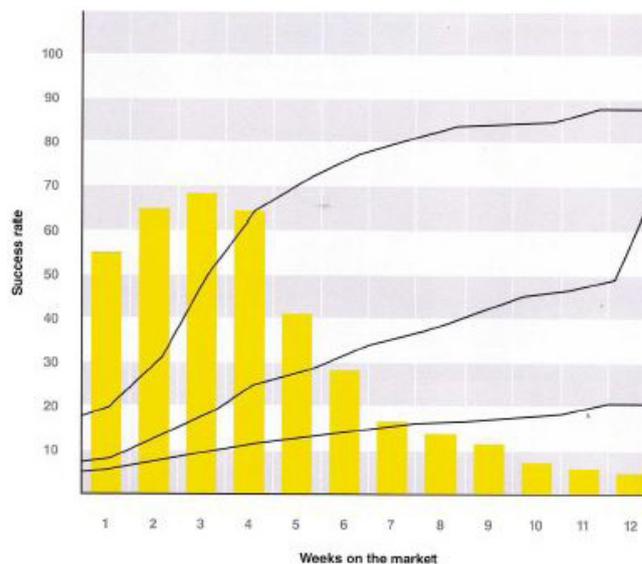
---

- ▶ The type of listing you want
  - ▶ Whether to market with a price or without a price
  - ▶ A tailored marketing strategy for your property
  - ▶ Whether to have open home inspections or inspections by appointment only
  - ▶ The price you will sell your home for when an offer is made
-



# General Agency

General Agency graph



The general agency method is outlined here:

- ▶ All agents list it - but none take responsibility
- ▶ Agents ignore and won't work towards a premium price - the longest days on market and the lowest success rate
- ▶ This indifference leaves you 'high' and 'dry'
- ▶ Finally, a big price reduction means you sell for less than the right price



# Exclusive agency

Premium Price



Fair Market Value



Bargain Price



## The exclusive agency method outlined:

- ▶ Should only agree if you believe the agent will be on your side
- ▶ Performance commitment from your agent is essential
- ▶ Specific price set before selling activity begins
- ▶ Marketing and promotion options are open to you - each designed to target buyers
- ▶ Expect constant communication with your agent
- ▶ Problem of too high a price?

## Expected outcome

- ▶ Miss the opening weeks of sale if initial price is too high
- ▶ Longer days on market and lower Fewer purchases after six weeks
- ▶ Coinciding price realignment at a time when new buyer demand is reducing is not the best tactic



# Tender

---

---

The sale by Tender method is outlined here:

- ▶ There is a fixed date for when the property should sell
  - ▶ This process is very private in comparison to Auction. None of the interested parties can see the other offers.
  - ▶ Tenders many have conditions inserted, but buyers are encouraged to submit their top dollar and their cleanest offer in order to be the most competitive.
  - ▶ Often a buyer will submit their tender at a higher figure due to “fear of loss”
  - ▶ The tenders recieved will be very effective in establishing “fair market value” for a property, which in turn provides currest information for the owner to base his/her decisions on.
  - ▶ The Owner is in control all the way through, and on the day the tender closes they are invited to “open the envelopes”. The judgement on whether the Owner accepts any tender is entirely theirs based on the information that has been provided.
-



# Auction

Price of the property

Premium Price



Fair Market Value



Bargain Price



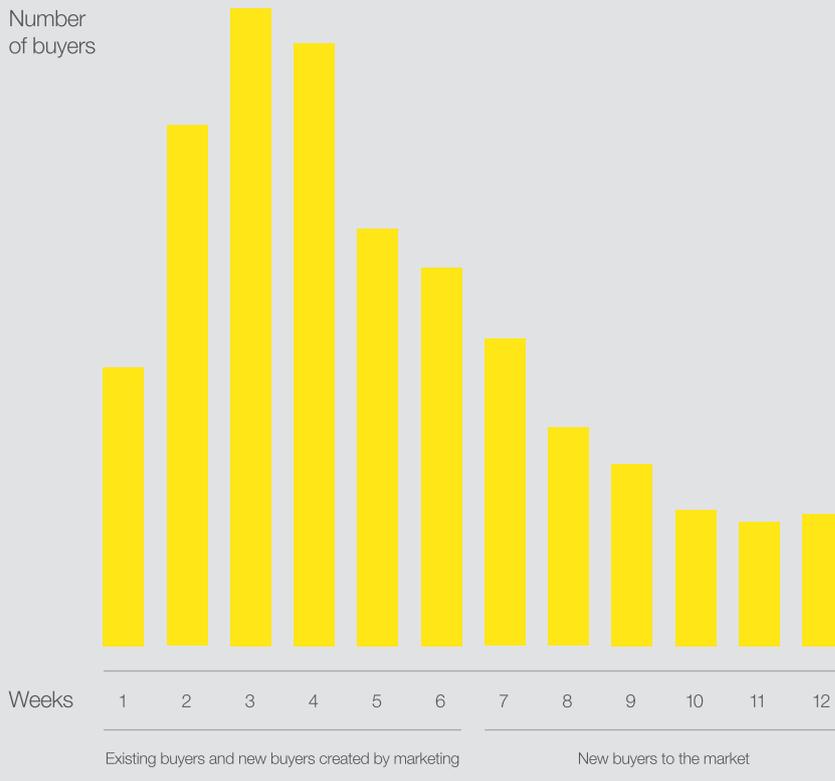
The auction method is recommended for properties:

Marketing without a price

- ▶ Where the aim is to achieve a premium price
- ▶ When it is important to have a set time frame to work with
- ▶ Where the client is comfortable using market demand to help achieve the price
- ▶ For any property in any market where the client is committed to sell
- ▶ A premium price comes from competition between buyers. The more buyers, the more competition, the higher the price.
- ▶ With price removed, enquiries are higher and increase the opportunity of revealing the premium buyer

## Buyer Activity

Number of buyers



## Marketing time

**The most important marketing time is in the first few weeks. Best not to waste them. Buyers seek out 'fresh' listings. New listings are always of interest to the existing buyer group.**

In the digital age, buyers become aware of a new listing very quickly. Sometimes within hours of the listing. This means that the wave of all buyers that are 'in-the-market' will hit within the first one to two weeks.

Our statistics show that once a buyer discounts a property, the buyer rarely reconsiders the property.

This is why it is crucial that your home is marketed without a price or priced correctly at the start of your campaign. Otherwise, you run the risk of your property having stall and psychology depreciation in the buyer's mind. This can lead to a lengthy time on the market and ultimately underselling your home.

**SOLD BY**  
Adam Thomson



33 Regis Lane  
**Tuscany Estate**

- Price By Negotiation
- 49 days on the market
- \$5,000 marketing investment
- 68 groups through the property
- SOLD

## Advertising funnel of success

### International

raywhite.com, Ray White International Offices, international publications and buyer desk, Digital Marketing Packages



### New Zealand

raywhite.co.nz, online portals (eg: trademe.co.nz, realestate.co.nz, etc) active buyer database, national publications



### Local Area

Local newspapers and publications, direct mail, eNewsletters, Video, rwooffice.co.nz



### Ray White Office

Signboards, window cards, open homes, brochures



**SOLD BY**  
Adam Thomson

680 Redoubt Road  
**Flat Bush**

- Auction
- 27 days on the market
- \$5,000 marketing investment
- 39 groups through the property
- SOLD under the hammer

## Powerful Tools

---

Before we go  
to market

---

### **Premium photography**

We use expert property photographers who will shoot a broad selection of quality digital photographs to be used for all print and online marketing, showing off your property to its best advantage. Great photography does wonders for the warmth, space and overall perception of a home or investment.

### **Professional copywriting**

Expertly written copy and a local press release will highlight your property's most saleable features and adds a professional edge to all marketing. We can engage professional copywriters to ensure that we capture the attention of the market instantly. We can also distribute a press release to local media advising that your property is on the market.

### **Graphic design**

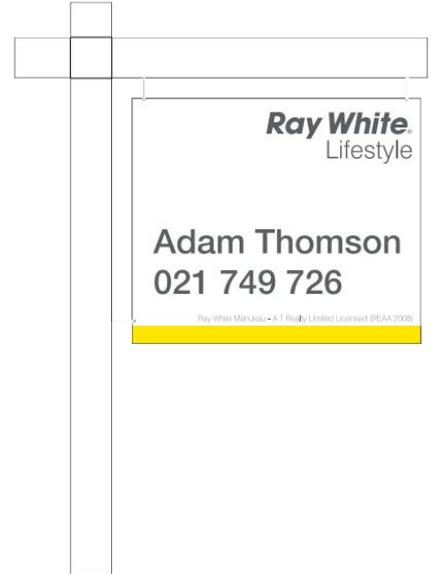
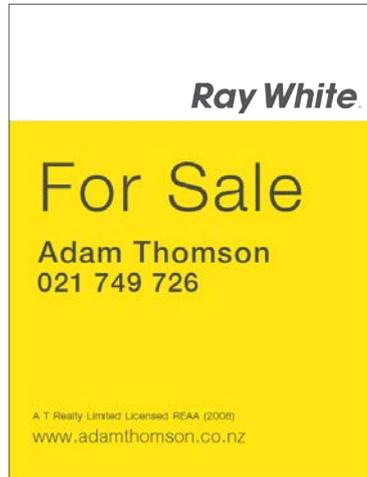
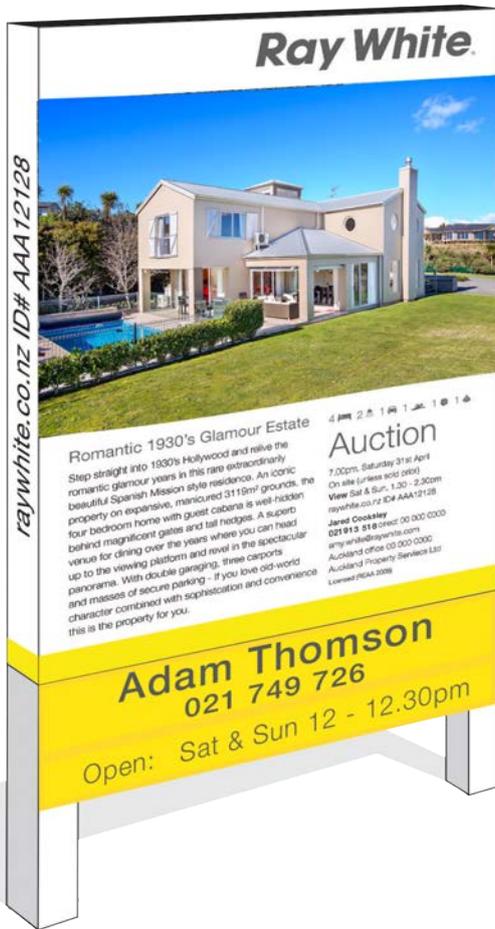
Exceptional graphic design by our in-house designers will ensure your property looks its best across the marketing materials for your property campaign.

### **Floorplan**

A professional, computer-generated floorplan allows buyers to accurately recall your property layout after an inspection. Properties advertised online that include a floorplan can receive up to 30 per cent more enquiries than properties without floorplans.

### **Furniture hire and stylists**

The way your property is presented plays an important role in achieving the best possible price. We can work with stylists and furniture hire companies to help you achieve the right look for your open home.



## Powerful tools

### Core marketing products

#### Signboards

A signboard that stands out is imperative to maximising the enquiry and interest in your property. Our specially designed picture boards allow your property to be on show 24 hours a day, 7 days a week.

#### Stockboards

Our generic stockboards have been specifically designed to capture the local buyer. These boards are suited to high traffic areas where a potential buyer's attention needs to be captured in an instant.

#### Brochures

Available at open homes and in our office, our professionally produced A4 colour brochures provide a detailed overview of your property which can be passed on to others.

#### Window display

Passers-by can view your property in our fully lit window display 24 hours a day, seven days a week. Situated in a prime location, there is significant foot traffic right outside our window. You'll be surprised by the amount of enquiries that come from this fundamental marketing avenue.



## Powerful tools

### Reaching the market – print

#### Direct mail and letterbox drops

Our suite of DL flyers and ‘just listed’ brochures are distributed to property owners around your area. A large number of potential buyers live locally – these flyers have a high enquiry rate and are essential in any marketing campaign.

#### Ray White magazine

Our magazines are distributed to the thousands of people in our local community as well as across the state through every office and every open home to attract active buyers. The magazine is extremely effective at targeting people in “real estate mode”

today. Your property can be in the magazine for three editions of this weekly magazine.

#### Print advertising (local, suburb, national newspapers)

Our dominance in the print media ensures that we are able to achieve a priority placement for our vendors’ properties. While we are leading the way with our digital and electronic marketing options, newsprint is still a premier search tool for local property and an integral part of any marketing campaign.



## Powerful tools

---

### Reaching the market – digital

---

#### **raywhite.co.nz our international portal (global, office and agent)**

raywhite.co.nz exposes your property to a highly engaged audience that are well and truly in 'real estate mode'. Along with our property alerts, we ensure that the people of New Zealand know about your property as soon as it hits the market.

Your property will also feature across our Ray White office website and individual agent websites to attract more eyes on your home.

#### **Ray White database**

A benefit of the Ray White Group is our group database of buyers. We have an extensive database of genuine buyers looking to buy immediately. Our database is our most cost-effective marketing tool. We know what our buyers are looking for, where they are looking and how much they want to spend. We can speak directly to them,

face-to-face, online, or over the phone and alert them to your property.

#### **Online marketing portals (trademe.co.nz, realestate.co.nz)**

At Ray White, we ensure that your property reaches the maximum audience possible. Real estate portals such as trademe.co.nz and realestate.co.nz are essential at targeting buyers that are actively looking for real estate. We make sure your property gets as much exposure via portals as possible.

#### **Adwords and display marketing**

Utilising tailored adwords and display campaigns as part of your property marketing campaign allows you to reach an audience who are online and in search mode.

#### **Digital Marketing Packages**

Our Digital Marketing Packages use a variety of international campaigns to target property buyers online throughout the world.

**SOLD BY**  
Adam Thomson

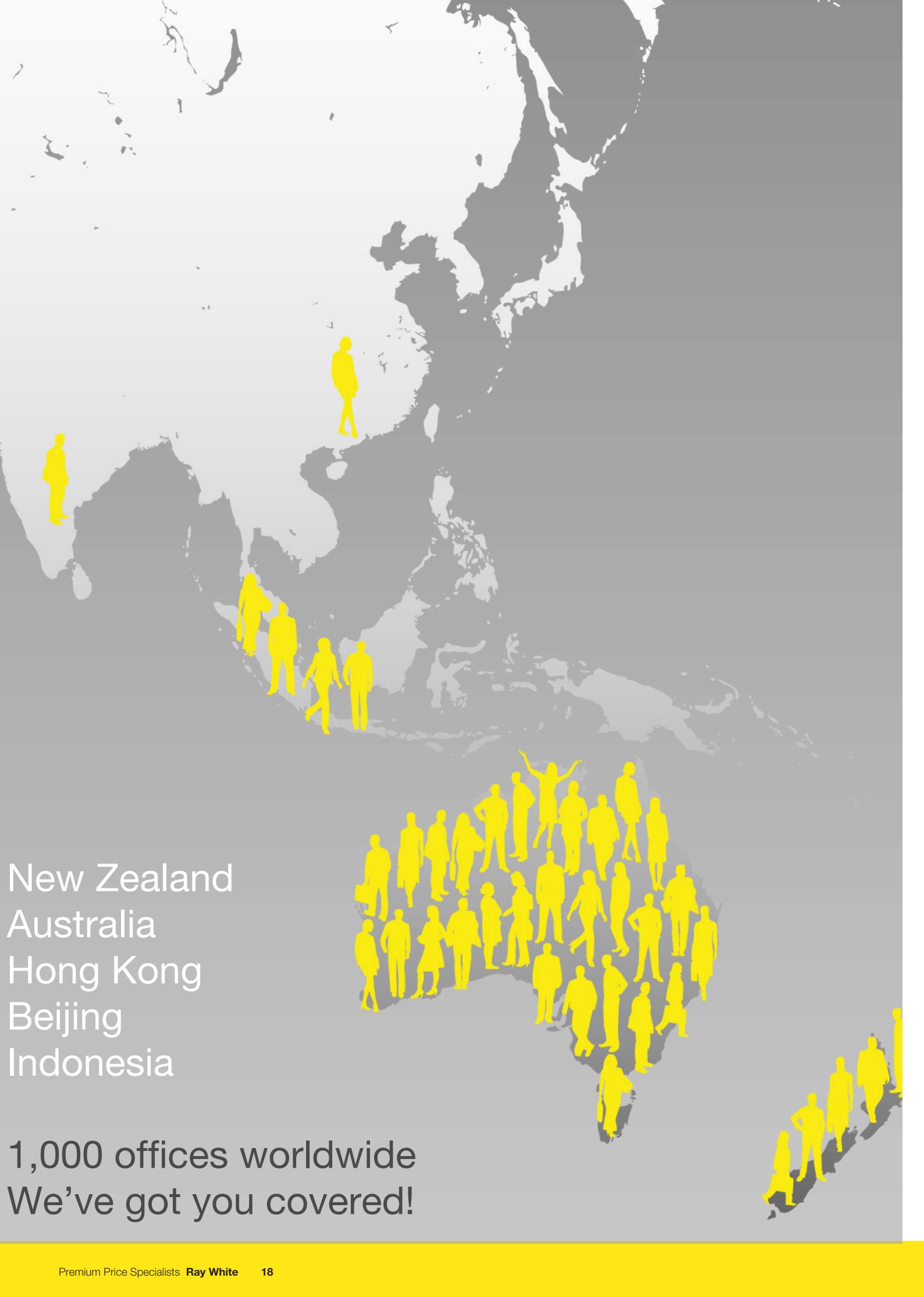


52 Acres



151 McGregor Road  
**Clevedon**

- Tender
- 20 days on the market
- \$10,500 marketing investment
- 16 groups through the property
- Sold



New Zealand  
Australia  
Hong Kong  
Beijing  
Indonesia

1,000 offices worldwide  
We've got you covered!

# Ray White reaches China

With one billion serious savers and more than a million millionaires, a new generation of Chinese investors are making their presence felt in the New Zealand property market.

Adding to this, Chinese buyers have overtaken Australians as the largest foreign group purchasing property in New Zealand. Interest in New Zealand properties has grown by 89% in the last year alone, faster than any other country, leading Chinese based website Juwai.com reports.

Always at the forefront, Ray White has created initiatives to maximise the opportunity of capturing this growing demand from China.



## China Desk

Sen Wang, Ray White China Desk in Sydney, Australia. Our multi-lingual China Desk team located in Sydney has a broad range of marketing options to reach the China market



## Exhibitions in China

Presence at property and investment exhibitions in China



## Property Marketing

Ray White Salespeople utilise a range of publications and online media channels designed to reach Chinese-New Zealanders.



## Social media

Promotion of listings on the Ray White Weibo account, the leading Chinese social media platform



## Ray White Asia headquarters

Leading Ray White China is Marcus Ng. Ray White has headquarters in Hong Kong with Mark Williams, Head of Asia and Greater China, at the helm. Ray White has offices operating throughout India, Malaysia, South Korea with an office opening in Singapore soon.



## Iris Lu - Sales Associate

With her overseas connections, combined with a strong presence in Auckland's Chinese Community and the ability to speak fluent English, Cantonese and Mandarin Iris has complimented Adam working together on many international buyer transactions.

Throughout her selling career, Iris has maintained the secret to success is doing the basics correctly. She listens, is patient, has empathy and knows that the sale of a home isn't just about numbers. The generating of emotion is a driving force in achieving a sale.

# Testimonial

---

74 Beach Road  
Mellons Bay  
Howick

02 June 2011



## To Whom It May Concern

### Testimonial: Adam Thomson (Ray White, Manukau)

Adam Thomson was recommended to us as being a very successful Real Estate Agent when we were looking to sell a rental property in March of this year. On meeting with Adam he came across as being highly professional and very open and attentive to our particular needs. Working with a tight deadline Adam secured an unconditional sale within three weeks and throughout this process communicated very effectively with us.

Unfortunately, through no fault of Adam's (or our own), the sale fell through a week before settlement leaving us significantly out of pocket and in a difficult position regard an unconditional contract on a house we were purchasing privately. At this point Adam, who had already fulfilled his obligations, promised to see us right and through hard work secured another unconditional and indeed better offer within a matter of days. Looking back, what was an extremely stressful time for us, is now, due largely to Adam's ability, a distant memory and 5 weeks later we are incredibly happy in our new home.

We can only speak highly of Adam's professionalism, honesty, integrity and commitment to us and in this respect would have absolutely no hesitation recommending him to any prospective vendors.

Kind regards



Reverend David Smith  
Chaplain  
Saint Kentigern College



**TAGELAGI & ATTFIELD**  
**Barristers & Solicitors**

PARTNER - DOMINIQUE TAGELAGI ♦ PARTNER - JOANNA ATTFIELD

Halver House  
4 Halver Rd  
PO Box 75-393  
DX EP76001  
Manurewa  
Manukau 2243  
Ph (09) 269 3330  
Fax (09) 269 3331

11 February 2013

Testimonial: Adam Thomson (Ray White, Manukau)

Within the space of 5 weeks, we found our “dream home”, sold two properties and moved into our new property.

This was made possible due to the efforts of Adam Thomson and his team.

The service Adam provided us was outstanding and far exceeded our expectations. We found Adam to be professional, courteous and a pleasure to work with. Nothing was too much to ask and during the negotiation process, Adam immediately addressed any issue requiring attention. In fact, we would go as far to say that at times, Adam went beyond what was asked of him to ensure that the concerns/needs of all of the parties involved were met.

Despite acting on our behalf both as vendors of our existing properties and as purchaser of our new home, and in full recognition of the time pressures associated with those transactions, Adam ably balanced our needs with those of the vendor and purchasers we were negotiating with. His friendly and calm attitude gave us confidence and made the whole process significantly less stressful than it would otherwise have been.

Adam’s efficiency, work ethic and reliable character distinguishes him as an exceptional agent who truly is worthy of his ‘top 2%’ rating.

We were fortunate to meet Adam and wish him all the best for his future.

We would have no hesitation and in fact have already recommended Adam to friends and colleagues.

Yours faithfully,

Dominique Tagelagi  
Partner

# Why Adam Thomson is the best person to sell your home



Buying or selling a home is most likely the most expensive financial decision you will ever make. So it's important to have an experienced, professional real estate agent to guide you through the process.

Adam Thomson is one of the best real estate agents for Ray White, unrivalled by peers year after year. He has been involved in over \$200 million worth of sales in his ten year real estate career.

He specialises in the sales of a wide range of property types and specialises in rural, coastal and development projects.

Growing up and living in Auckland has given him insight and extensive knowledge of the region. This knowledge and experience means Adam is perfectly positioned to weather the cyclical ups and downs of the market.

He is brilliant at determining client needs and thrives off matching buyers with the right homes. He is also extremely motivated and driven, and wants to get the absolute best results for his clients.

The home buying and selling process is second nature to Adam, so it is free of complications and

stress for customers.

Adam is well known throughout the industry of being able to do the deals no one else can. Being able to achieve the unachievable. In many instances he has done this and speaking to his past clients, this is one of his biggest attributes.

Some of his achievements include being the top agent for Ray White Manukau and in the top 2% for Ray White internationally in 2007, 2008, 2009, 2010, 2011, 2012, 2013 and 2014 and being third in New Zealand for supreme growth last year.

He is also an elite member of Ray White, which means he is in the top 2% internationally and to achieve this must sell over 50 properties a year. His winning marketing skills and outstanding personal service bring continued success, sale after sale.

At all times Adams number one focus at heart is to achieve the best possible results for his clients, and time after time, this is what he achieves.

Only make your biggest financial decisions under the guidance of the best.

## Adam Thomson

**Licensee Salesperson** 09 215 2538 | 021 749 726 | adam.thomson@raywhite.com

Ray White Executive Award 2008  
Ray White Executive Award 2009  
Ray White Executive Award 2010  
Ray White Executive Award 2011  
Ray White Executive Award 2012  
Ray White Executive Award 2013  
Ray White Executive Award 2014  
Ray White Premier Member Award 2008  
Ray White Premier Member Award 2009  
Ray White Premier Member Award 2010  
Ray White Premier Member Award 2011  
Ray White Premier Member Award 2012  
Ray White Premier Member Award 2013  
Ray White Premier Member Award 2014  
Ray White Elite Member Award 2009  
Ray White Elite Member Award 2010  
Ray White Elite Member Award 2011

Ray White Elite Member Award 2012  
Ray White Elite Member Award 2013  
Ray White Elite Member Award 2014  
Ray White Supreme Growth Award 2007  
Ray White Supreme Growth Award 2008  
Ray White Supreme Growth Award 2012  
Ray White Supreme Growth Award 2013  
#6 Ray White Residential Salesperson of the Year 2013  
Ray White TOP 2% INTERNATIONAL SALESPERSON 2007  
Ray White TOP 2% INTERNATIONAL SALESPERSON 2008  
Ray White TOP 2% INTERNATIONAL SALESPERSON 2009  
#2 in Ray White New Zealand for Settled Sales in July 2009  
#8 Ray White Manukau National Growth Award 2013

**SOLD BY**  
Adam Thomson

260 Redoubt Road  
**Flat Bush**

- Auction
- 27 days on the market
- \$5,000 marketing investment
- Three registered bidders
- Sold under the hammer

## My service guarantee

In consideration of the trust you have shown towards our office, we feel you deserve the best possible service in the sale of your home.

### Working with you

We consider it a part of our job to work with you to make the sale process as stress free as possible; acting as problem solvers should any unplanned issues arise. Our whole teams involvement and commitment will not cease upon the signing of the contract but will continue well beyond settlement.

### Keeping in touch

We are with you every step of the way. We will provide informative written reports regularly during the term of agency to let you know what marketing has been undertaken, buyer enquiry, inspection numbers and most importantly a summary of genuine buyer interest.

### Integrity

We will not tell purchasers that there is another written offer unless this is absolutely correct.

### Marketing

We will design a program specific to you and your property to make sure we communicate all the benefits of your property to the widest audience possible.

### Written Offers

In order to get you more, once a written offer has been obtained we will contact all other interested parties giving them the opportunity to make an offer. The 'multiple offer' situation creates incentive for purchasers to go to their limit in order to secure their desired home.

### Unconditional Contract

To get an unconditional offer for you is our number one goal. In order to obtain this we will continue to market your property during the term of any conditional offer.

**Ray White**<sup>®</sup>

**SOLD BY**  
Adam Thomson



11 Imperial Place  
**Flat Bush**

- 22 days on the market
- \$4,700 marketing investment
- 26 groups through the property
- Fiver registered bidders
- Sold under the hammer

**SOLD BY**  
Adam Thomson



520 Redoubt Road  
**Flat Bush**

- Auction
- 18 days on the market
- \$4,900 marketing investment
- 25 groups through the property
- Sold prior to Auction

24 November 2014

Dear Adam Thomson

Congratulations on receiving a rating of 10 (out of 10!) for your recent Customer Satisfaction survey. It is a great credit to you on the standards and service you are offering your clients. There is no better evidence of the value you bring to the company.

This certificate attests to your achievement. You are welcome to use it to verify the quality of your service to potential customers.

---

## How else can you integrate Customer Satisfaction surveys into your business?

### Call your client

Thank them for participating in the survey, it will help keep the whole experience alive.

### Use the testimonial

Use this testimonial on other marketing material, listing kits, DL cards and press advertising.

### Websites

Visit your MyDesktop dashboard and pull the testimonial onto your office and agent websites.

---

Once again congratulations on achieving the maximum score. Thank you for your efforts and for demonstrating the values we all strive to deliver.

Yours faithfully,



**Brian White**

Chairman of Ray White Group



Proudly Supporting:



021 749 726 | 09 215 2538 | [adam.thomson@raywhite.com](mailto:adam.thomson@raywhite.com)  
**[www.adamthomson.co.nz](http://www.adamthomson.co.nz)**

A T Realty Limited Licensed (REAA 2008)