



Trusted Property Specialists

A guide to selling your property with Helen Munro Property.

Your Property ~ Our Passion





Welcome

We believe you come first...Whether you are selling your home or an investment property.

A home is more than just a physical space. It's where you've created countless memories, shared moments with love ones, and where you feel most comfortable.

Your investment property is an investment that has enriched your life financially, and in a lot of cases, building the financial future for your loved ones.

Lives change, and when it comes to selling your home or investment property, to begin a new chapter, the process can often feel overwhelming.

Selling a home can be an emotional journey. Rest assured that together, we can help you navigate the process with ease. We will outline the process and create a plan together, so you don't have to do any of the heavy lifting.

From staging your home, to finding the right buyers, negotiating the best price and terms for you, we will pave the way for a smooth selling and settlement process.

Gignatrus Gignatrus

Tracy Crome & Helen Munro

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Why Helen Munro Property?

About Us

Helen Munro and Tracy Crome want you to enjoy your property experience. Let us tell you what is important to us.....

A MOTHER-DAUGHTER POWERHOUSE

Helen Munro, Director of Helen Munro Property has been a successful Real Estate specialist for over 30 years and remains as passionate and excited about the industry as she was on her first day in the business.

Helen is joined by her daughter, Tracy Crome, Director & Principal of Helen Munro Property and together they are on a mission to provide the absolute best service for all of their clients.

CLIENTS COME FIRST

Tracy's ongoing mantra in this business is.....'You have to walk in the client's shoes'. 'If you are assisting a client with decisions and offering advice, we need to be mindful of what will be best for them, their property and their needs. An Agent cannot give exceptional service unless they put the client first!'

HOW WE DO IT

First and foremost, we make it our mission to understand YOU - whether you are selling, buying or renting, we get to know you and what you are trying to achieve with your property goals.

And then it's all about communication. There is a saying.....'If they like you they will listen to you, and if they trust you they will do business with you'. We are paranoid about honest and open communication and will do everything we can to prove ourselves to you, our clients, so that you trust we will work in your best interest and protect you every step of the way.

UNPARALLELED INDUSTRY EXPERIENCE

Helen's 30+ years in the industry and Tracy's 20+ years have seen these two highly experienced women handle the many challenges and changes in the local real estate



market. They've worked successfully through very buoyant market conditions and very difficult economic times. They remain determined to hold the 'top of mind' position in local's minds for incredible service, knowledge and passion.....there is no other job they would rather do!!

A STRONG COHESIVE TEAM

Helen and Tracy have built a team of exceptional, experienced and passionate people who share the same values and attitudes when it comes to putting the client first, at all times.

OUR AMBITION

Our ambition is to build a trusting partnership with you to ensure maximum exposure to every possible buyer in the market place for your property and to successfully negotiate to achieve a successful outcome in the quickest possible time frame.

'It's all about trust, and we are prepared to earn it!'





Meet Michele Adams

*Sales Expert /
Property Manager*

Your Agent

Michele is our at Helen Munro Property and has a mission to provide the absolutey best service for all of their clients.

Upon graduating from St Margaret Mary's College in 1981 Michele embarked on a hairdressing career. "Hairdressing was a major platform and played a huge role in the motto 'the customer comes first'. My prime focus is to build long term, trusting relationships so that vendors and buyers are able to enjoy the home selling and buying experience. Quite often it is the largest single transaction that people will make in their life – why not enjoy it?".

A strong business acumen, coupled with extensive local knowledge, Michele professionally entered the real estate market to fulfil a long held dream. After working in media and sales I told myself 'one day I am going to sell real estate'. It took over 20 years to realise the dream and it is the best decision I have made as I genuinely love working with and assisting people achieve their goals. '

Commitment, enthusiasm and the ability to interpret client's needs underpin Michele's entry into the Real Estate industry. A born and bred Townsvillean Michele possesses a strong work ethic that has seen her enjoy a variety of positions in sales, marketing, administration and Event Management.

Michele genuinely enjoys meeting people and considers it a privilege to list a vendor's home for sale. "A home is undoubtedly a person's largest fiscal asset, and I take the responsibility very seriously, conversely I gain great satisfaction when a buyer finds a home that they are excited about.

It's a great thrill to be involved in all aspects of the sale".

A strong background in sales and customer service Michele has successfully forged strong relationships and negotiates positive outcomes for both vendor and buyer with her ability to mediate with both parties for the best result.

Hard work and dedication is Michele's DNA, with a strong customer focus, Michele will work hard to achieve the desired result. "I am always available for an open honest conversation regarding property and the market". Michele is passionate about ensuring her clients have all the latest information at hand. A fervent, customer focussed & transparent agent who will deal with you ethically, directly and honestly.

Michele Adams

0419 719 519

michele.adams@hmproperty.com.au



Clients Reviews

[POS-ONLY IMAGE]
SELLER PHOTO EXAMPLE HERE



'5 Star Performance'

Michelle provided a 5 star performance in her sale of our home. right from the get go Michelle was put under pressure to sell the home and her knowledge and experience in the Townsville market shined through. From initial contact to sale was only 5 days and we were more than happy with the contract price.

Michelle's vibrant personality put everyone at ease when dealing with her and her acting in the video was outstanding.

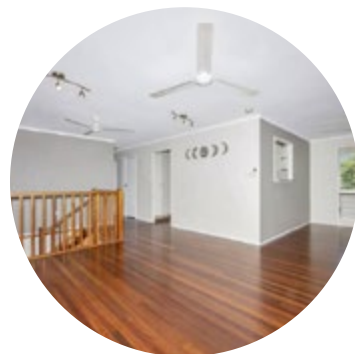


'Honest, informative and flexible'

We live in Brisbane and sold our house in Townsville through Michelle. We were absent through the entire process and relied on her for everything.

Michelle organised inspections, trade quoted for work to be done. She gave us real advice regarding what was hampering the sale and therefore was worth fixing and what was not. Michelle deconflicted with our neighbours to carry out fence repairs and honestly just went above and beyond to ensure not only the sale of the property but that we got the best price we could.

Communication with Michelle was never an issue and she was always herself available for whenever we needed to talk. 7 days a week (I think she takes days off).



[TOO MUCH TEXT]



You won't be disappointed with Michelle Adams as your real estate

Preparation

Staging your home

Your home's presentation is crucial....PRESENTATION IS THE KEY. Having your home professionally dressed will certainly be pleasing to the eye as well as the wallet. Imagine how you feel walking into a Builder's display home that has been professionally dressed. It gives you the WOW factor from the front door.

PREMIER PRESENTATION = PREMIER PRICE...THE CHOICE IS YOURS

NON DRESSED



DRESSED



Photos and time

A picture is worth a thousand words...Professional photography is a key selling point....

In our highly competitive industry, research shows we have under 10 seconds to grab a buyers attention. Your target market is inundated with listings in their search for a new home or investment property. The ability to stand out and spell out why your property is worth a longer look and consideration is a fundamental step in the sales process.

To successfully engage the interest of a potential buyer, it is paramount your photographs visually communicate and highlight the unique and attractive features of the property, instantly. If your photographs are appealing at first glance, *your potential buyers will be more inclined to inspect your property. If you leave the photography to the experts and let the pictures speak for themselves, the small investment upfront may result in a greater return for you.*

Our Professional Photographer will take a selection of digital photos that can be used for all colour print and online marketing, highlighting your property's best features.



[TOO MUCH TEXT]



Preparation

Dressed Interior

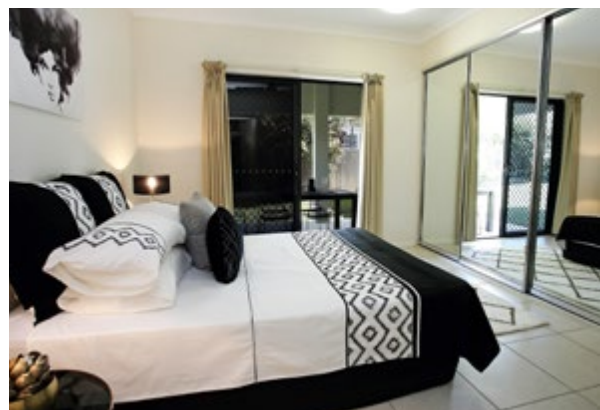
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Achieving the Premium price the market will pay for your Property.

We pride ourselves on achieving the best price for our clients the market will pay. To do this, the method of sale needs to be suited to the style of property being sold ie: Private Treaty, Auction or Expressions of Interest.

Our job is to ensure your marketing and positioning in the marketplace attracts the biggest number of buyers to your property. To achieve this, your property will need to be across all forms of advertising mediums to create competition with all interested buyers.

We will work with you to design and choose the best method of selling supported by a carefully designed marketing campaign to highlight your property.



Signage

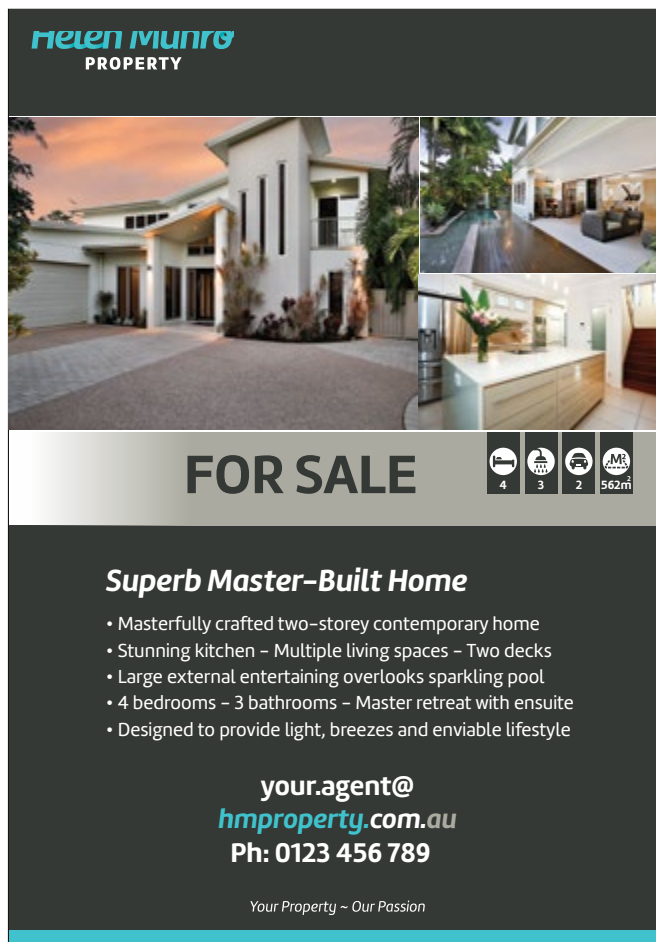


Photo sign board curved large – 1250x1800mm

A 'For Sale' sign is imperative in the marketing of your property. A sign maximises the enquiry and interest in your property and allows your property to be on show 24 hours / 7 days a week.

We have a range of 'For Sale' signs for you to choose from based on size, portrait or landscape. We can also offer you a choice of a standard 'for sale' sign and a photoboard 'for sale' sign.



Standard sign small (no picture) 1250x900mm



Standard sign large (no picture) 1800x1250mm



Marketing

Competitive Price

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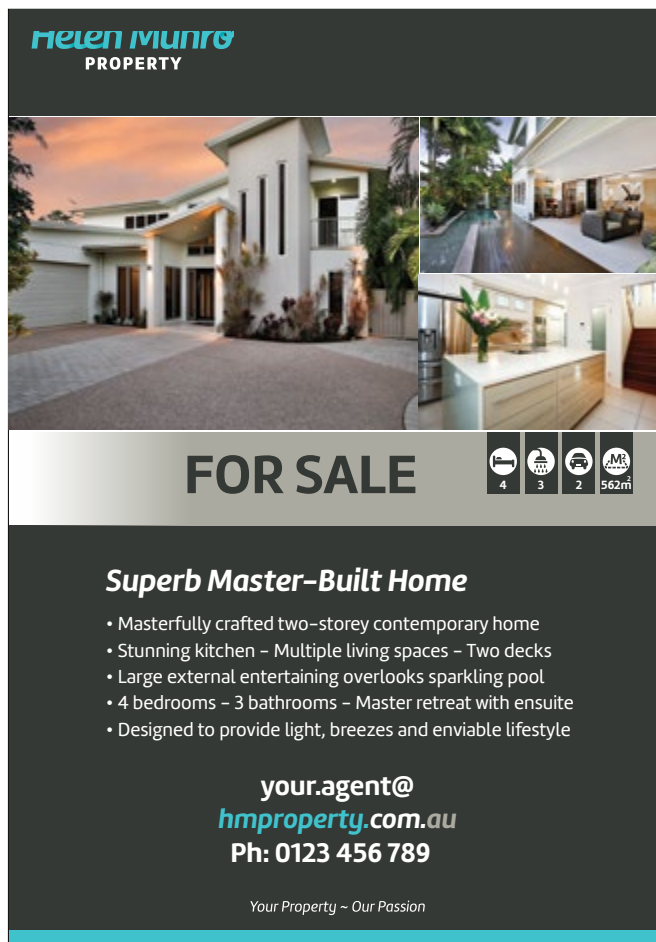


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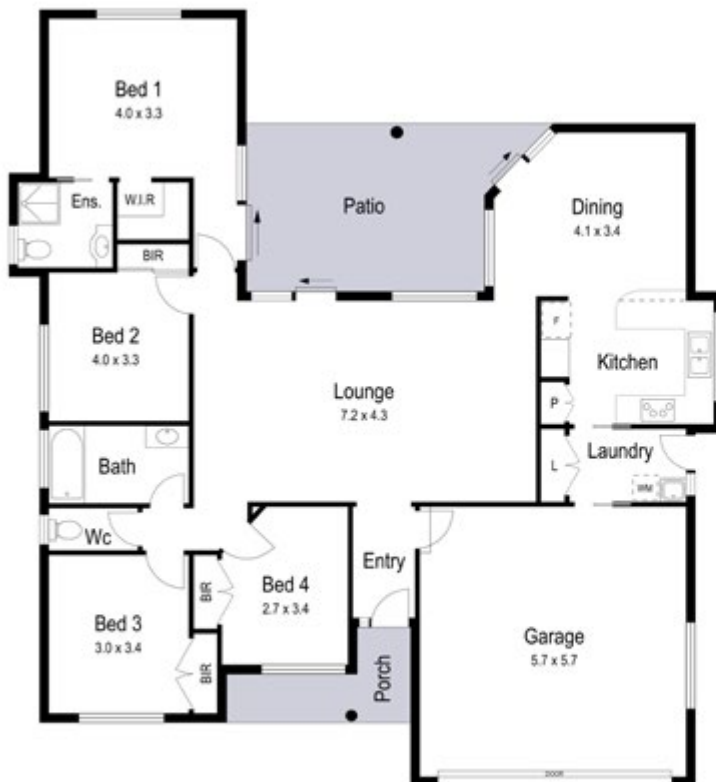


Standard sign large (no picture) 1800x1250mm



Floorplans

Buyers love to see a floor plan. We can arrange for a professionally created floorplan as part of your marketing package which is then highlighted on the internet marketing and brochures so buyers can easily identify the layout of your property. Having a floor plan online for buyers certainly enhances their experience and memory of your property and also allows them to consider the positioning of furniture and personal effects.



GROUND FLOOR



SITE PLAN

Helen Munro Property Database

We have an extensive database of genuine buyers looking to buy. We know what our buyers are looking for, where they're looking and how much they want to spend. We are able to expose them to all properties listed with our office. Every Thursday morning, all listings are emailed to our entire database with all new listings being highlighted at the top.

Helen Munro
PROPERTY



Your Property ~ Our Passion

Hi Tracy & Jock,

Here are the latest listings to hit the market. Please click on a property to learn more and feel free to contact me if you have any further questions.

Regards,
Tracy Crome
+61 438 251 222



Latest Listings



\$282,000

3 1 2 2

PRIME POSITION - SINGLE LEVEL HOME

7 Plumtree Place, KIRWAN



Offers Over \$230,000

3 1 1 1

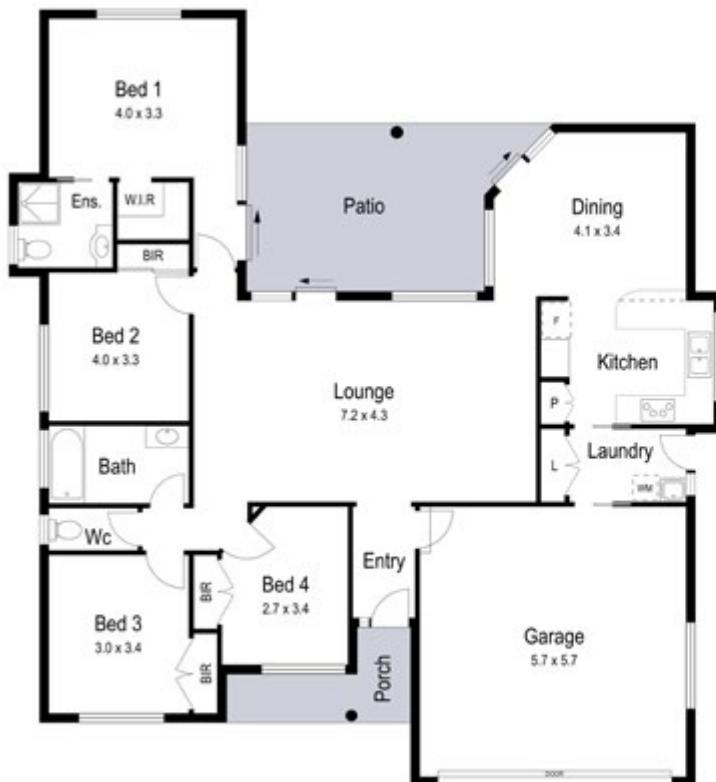
SEE THE REAL MAGIC INSIDE!

417 Fulham Road, HEATLEY



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Internet Advertising - Realestate.com

Realestate.com and **domain.com** are the leaders in the market. The internet is such a powerful medium for advertising and selling property. To ensure your property is highlighted and listed above your competitor's property, we place your property on a Premier position to ensure top of mind in the marketplace.

Helen Murray
PROPERTY

PREMIERE PROPERTY
The best location for your property

Open Fri 12 Oct

\$800,000

123 Smith Street, Townsville City, QLD 4810

4 2 2

realestate.com.au puts you at the top of the market

A Premiere Listing is the easiest way to stand out from the crowd in Townsville City. And with 86% of buyers searching for property online,¹ you'll be getting your place in front of the largest audience with realestate.com.au.

- 7m national
- 1.4m audience
- 36,235 audience

THE PREMIERE PROPERTY ADVANTAGE

- Appear at the top of all search results.²
- Rotate to the top of search results every 15 days.
- 53% of consumers don't look beyond the first page.³
- Reach a global audience with our international network.

Premiere listings sell for 45% more \$ than Standard listings.⁴

Premiere listings sell 38% quicker than Standard listings.⁵

1. Residential Consumer Property Search Report, January 2019. 2. Nielsen Digital Ratings (monthly), January 2019. 3. Searches in suburb, REA Commerce internal data, March 2019. 4. Premiere Properties are ranked based on advertising option, all data and show according to your search and sort criteria. 5. REA Commerce internal data, July 2019. 6. REA internal data, sales price and days on site for Premiere Property vs Standard listing.

Helen Murray
PROPERTY

realestate.com.au

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**Domain
PLATINUM LISTING**

**MAXIMUM EXPOSURE
FOR SALES SUCCESS**

Maximise your property's exposure to Domain's quality audience of 3.7 million property seekers each month¹ with Platinum - Domain's highest-performing digital listing.

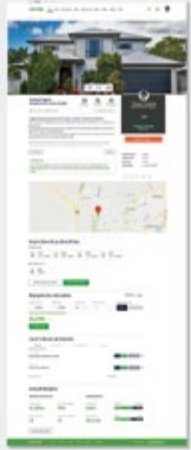
Showcase your property with the largest and highest-ranked listing type in search results to attract more buyer enquiries and greater competition, for a better sales result.



Domain

EXCLUSIVE APP AUDIENCE

53% of Domain app users do not use the nearest competitor's property app²



Platinum property details page

Domain delivers buyers. Contact me today.

Tracy Crome
0438 251 222
tracy.crome@helenmunroproperty.com

Domain



Digital Advertising

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PREMIERE PROPERTY

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REALESTATE.COM.AU

Domain.com

Domain.com commolo eum volorit labo. Gent is etus nis eos qui undaerumquo beaqui bla con re velendae et aliquo comnrite moditium quo magni volorum quodit volo berum rem ipsandia doluptatet rem que volorei usandist magna nobisti nvelicae debisciene apis el maion nem quat explis reratisim reperfere riaecti ulliquidunt haribus re



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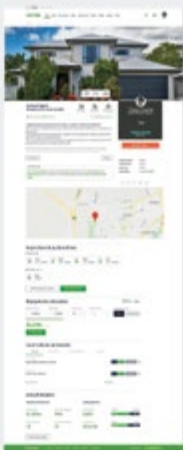
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Platinum property details page

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tracy.crome@helenmunroproperty.com

Domain



Package

Marketing Charges

Professional photography (up to 12 photos)	\$185.00	
Drone shot (price TBA).....		
Admin Pack - e-marketing, contracts, rates & sewerage searches, e-brochures.....	\$200.00	
A4 double sided full colour brochures.....	\$66.00	
Council building and plan records	\$170.85	

Social Media Campaign

Client to nominate a spend amount

Internet (as from 1st July 2022)

realestate.com.au

Premier Plus campaign to be highlighted and prominent until your property is sold. 3 e-brochures to be sent to the realestate.com.au buyer database throughout the campaign.

Premium plus 6 weeks then Standard Property

\$2,175.00

domain.com.au

Signage

200 days hire from digital central + delivery charge if out of town area

Standard sign small (no picture) 1250x900mm	\$ 90.00	
Standard sign large (no picture) 1800x1250mm	\$ 140.00	
Photo sign board curved large – 1250x1800mm.....	\$240.00	

4 Week Campaign Bonus Packages – Townsville Bulletin

1.5 Module Ad – \$250 per Ad + 2 Free	\$1,000.00	
3 Module Ad – \$375 per Ad + 2 Free	\$1,500.00	
6 Module Ad – \$750 per Ad + 2 Free	\$3,000.00	
12 Module Ad – \$1,500 per Ad + 2 Free	\$6,000.00	
Full page	\$1,250.00 per Ad	
Double Full Page Spread	\$1,900.00 per Ad	

Fees

Title Search Fee	\$ 22.95	
Auctioneers fee.....		
Body Corporate Disclosure Statement.....		
Community Management Statement		

Marketing Total\$



Contract Process

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Why Choose an REIQ accredited Agency

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WHY CHOOSE AN REIQ ACCREDITED AGENCY?

As the peak body representing real estate in Queensland, the REIQ's mission is to maintain and support the highest standards of professionalism and ethical business practice.

We also ensure our REIQ Accredited Agencies have access to the latest legislative updates and best-practice tools.

[PLEASE SUPPLY TEXT]



PROUD TO BE YOUR LOCAL REIQ ACCREDITED AGENCY

REIQ.com | 1300 MYREIQ

WHAT MAKES AN REIQ ACCREDITED AGENCY STAND OUT?

We support our members with:

- Advice,
- Advocacy,
- Regular analysis of the Queensland market,
- Information on legislative changes, and
- Regular, high-quality training.

In return, Principals of REIQ Accredited Agencies commit to meeting the highest standards, so you can trust that your REIQ Accredited Agency will be an agency who acts in your best interest, helping you achieve the best results.

REIQ Accredited Agencies are leaders in the real estate profession because:



The Agency's Principal/Licensee in charge must maintain their professional knowledge via the REIQ's annual Continuing Professional Development (CPD) program.

When you're choosing someone to help you sell or manage your biggest asset, you need someone who's up-to-date with legislation and who cares enough to continually enhance their skills.



We give REIQ Accredited Agencies access to the latest information, training and tools to ensure they remain at the forefront of the profession.



REIQ Accredited Agencies are required to comply with the REIQ Standards of Business Practice. These Standards establish ethical conduct requirements for member to member conduct and dealings with the public.



Proof of current Professional Indemnity Insurance is compulsory for REIQ Accredited Agencies, so you can have peace of mind that there's a safety net in the event of unexpected developments.



REIQ Accredited Agencies have access to an added level of security and support via the REIQ's advice lines. As their client, you can be assured that your REIQ Accredited Agency is backed up by the REIQ's wealth of knowledge and experience.

REIQ.com | 1300 MYREIQ



Looking into what your Property could achieve for Rent?



We believe property management is about helping you create wealth.

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Meet Julie Stockham, our Business Development Manager who can answer all your questions about the rental market and what it takes to get your property 'tenant' ready. If you would like to speak to Julie about your property's investment potential, please contact her on 0417 645 395. Julie will be happy to meet with you and speak with you further about our services and costs and also provide you with a rental market assessment and advice on getting your property ready.

Helen Munro
PROPERTY

**FOR
RENT**

Ph: 0123 456 789

helenmunroproperty.com

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Rental Properties



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**FOR
RENT**

Ph: 4759 3900

helenmunroproperty.com

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Helen Munro **PROPERTY**

Our office is located at
254 Charters Towers Road, Townsville.

Find out more at

helenmunroproperty.com

