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**SELLING**

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**HOW WE TARGET THE RIGHT BUYERS  
TO ACHIEVE THE BEST POSSIBLE PRICE**

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**first  
national**  
REAL ESTATE

Ranges



“We found Mick Dolphin and the whole ranges team absolutely amazing to deal with! From the beginning, we felt as though we had a great connection, and Mick was very realistic with the price we should be looking for along with giving us some great tips when selling. We had regular communication with Mick, and within two weeks, our house was sold. Very professional, honest, and just a great guy to work with. I could not recommend Mick and his team highly enough!!!”

**Ryan Barnett, Burnham Road, Belgrave**

# WELCOME TO FIRST NATIONAL RANGES

TO ACHIEVE THE HIGHEST POSSIBLE PRICE FOR YOUR HOME, IT'S VITAL YOU GET THE BEST ADVICE, SERVICE AND VALUE FOR MONEY. THAT'S WHERE FIRST NATIONAL REAL ESTATE EXCELS.

We're dedicated to delivering an exceptional experience from our Belgrave and Cockatoo offices. Every member of our team strives to make a difference, and that begins with our promise – 'We put you first'.

Passionate about customer service, we approach every job and challenge with a smile on our faces, helping you navigate the real estate market with ease. With houses listed from Belgrave to Gembrook and everywhere in between and surrounding, we have something for everyone. Ready to sell?

Marketing is also a strength of ours, that's marketing your home for sale or lease! With our systems and processes, we will partner with you to achieve your goals in real estate.

Local to the area, we know Belgrave, Cockatoo and surrounding suburbs including Emerald, Gembrook, Kallista, Monbulk, and Sassafra inside and out, and can provide an outstanding real estate service every single time. Remember, we're here to do all the hard work for you because at Ranges

First National 'We Put You First!'

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1 Bayview Road, Belgrave,  
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“My selling experience was made easy by having an agent I could trust to maximise my selling price and met all objectives of my sale, I had a date to settle from the outset and Grant gave the property his highest attention to meet the timeline.”

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**Jeff Clissold, Belgrave-Gembrook Road, Selby**

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# LET'S DISCUSS OPTIONS

YOU'VE DECIDED TO SELL YOUR PROPERTY BUT WHAT INFORMATION DO YOU NEED TO KNOW? ALLOW US TO GUIDE YOU THROUGH THE STEPS AND ALTERNATIVES.

1. METHOD OF SALE
2. PRICING
3. THE BUYER
4. MARKETING
5. AGENT SELECTION
6. FEES

# PRIVATE TREATY

MOST PROPERTIES IN THE DANDENONGS AND HILLS ARE SOLD VIA PRIVATE TREATY. BUT, IT IS WHAT OUR EXPERIENCED TEAM AT RANGES FIRST NATIONAL WILL CONSULT YOU TO DETERMINE THE MOST SUITABLE METHOD FOR YOUR CIRCUMSTANCES. MAYBE AN AUCTION WOULD BE A BETTER OPTION...

If you choose to sell by PRIVATE TREATY, an asking price is set and negotiations begin once an offer is received. On acceptance of an offer, contracts are exchanged and a **3 business day cooling off period applies.**

ALSO;

If the contract is subject to any other conditions your agent will walk you through these when the times comes! Normally, a contract could be subject to a building or pest inspection or finance/ loan approval.

Ranges First National has handled hundreds of private treaty sales. You can rest assured that we have the skills and experience to achieve the best outcome.

“We had a bit of a tricky sale with a short time frame, and Mat really delivered. We’re very happy with the result and really enjoyed working with Mat.”

**Edith Kane & Tim,  
Old Beaconsfield Road, Emerald**



# THE SALE PROCESS



# PRIVATE TREATY



1.

Sign Agency Agreement

2.

Instruct solicitor to prepare contract

3.

Photography, floorplan and copywriting

4.

Book print advertising

5.

Order brochures signboards and Just Listed cards

6.

Upload property on internet.

7.

SMS, email alerts to buyer database

8.

Deliver Just Listed cards

9.

Conduct open homes

10.

Buyer follow up

11.

Submit offers and negotiate price

13.

Buyer signs contract and pays deposit

12.

Pest and building inspection

14.

Possible bank valuation

15.

Pre-settlement inspection

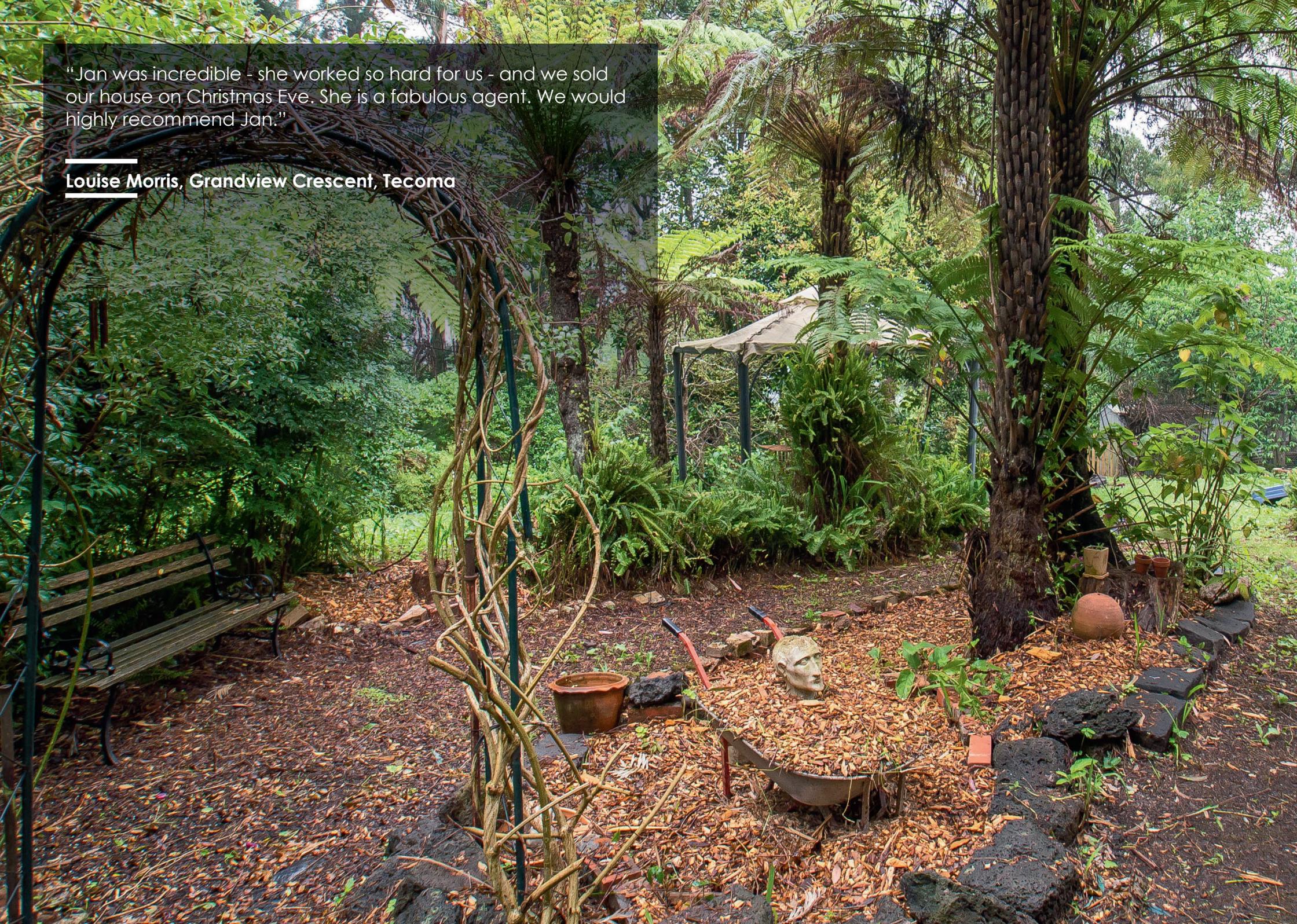
16.

Settlement day



"Jan was incredible - she worked so hard for us - and we sold our house on Christmas Eve. She is a fabulous agent. We would highly recommend Jan."

**Louise Morris, Grandview Crescent, Tecoma**



# PRICING STRATEGICALLY

DECIDING WHERE TO SET YOUR ASKING PRICE IS VERY IMPORTANT AS THIS WILL DETERMINE THE AMOUNT OF BUYER INTEREST AND THE VOLUME OF OFFERS RECEIVED.

## OLD-SCHOOL PRICING

The OLD-SCHOOL approach to pricing is to set an asking price higher than what you believe is achievable, leaving room for negotiation. The downside of this strategy is that if the price is too high, fewer buyers will inspect your property and they will be less motivated to place an offer. Not only that, if you are priced too high, you're just helping your competition to sell!



## PROGRESSIVE PRICING

In our experience, we have found the PROGRESSIVE pricing approach to be far more effective. By setting your price at 'fair market value', you will attract greater interest in your property, which then stimulates multiple offers and ultimately negotiation of a higher sale price.



## EMOTIONAL BUYER

In most instances, it's the person who feels emotionally connected to your property who will offer the best price. We call this person the EMOTIONAL BUYER.

Our aim is to identify potential Emotional Buyers and work with them to secure a premium price for you.



# MOMENTUM

STATISTICS SHOW THAT BUYERS WHO ARE FIRST TO INSPECT ARE MOST LIKELY TO BUY.

They are the most educated about market value, have inspected most of the available similar properties, and are aware of recent sales. Sometimes they've missed out on a few properties already, creating strong emotional desire to buy decisively.

They are inclined to submit their best offer at the early stages of your campaign.



# WHAT'S YOUR PROPERTY WORTH?



MANY FACTORS  
COME INTO PLAY  
WHEN DETERMINING  
THE MARKET VALUE  
OF YOUR PROPERTY.

## LOCATION & LIFESTYLE



Buyers want properties that put their desired lifestyle at their fingertips. Proximity to schools, parks, playing fields and beaches are important considerations for families. Properties close to dining precincts, public transport and beaches are likely to attract singles or couples without children.

## CONDITION



Properties that present attractively and require little or no work tend to attract a premium compared to those on which a buyer will need to spend money to improve or repair. It can sometimes be worth investing in small enhancements as significant value can come at sale time.

## COMPARABLE SALES



Recent prices paid for similar properties near you are an excellent indicator of what the market is willing to pay for yours. Ranges First National has access to the very latest sales data in your area. We provide **Over 100 Years** of local real estate intelligence in our area, as well as the most meaningful data on recent comparable sales.

## MARKET TRENDS



Seasonality and economic conditions including interest rates, rental incomes and job stability all have an effect on property values. Our team can help guide you on the optimal time to sell given the current market.

## CURRENT COMPETITION



Having plenty of active buyers around combined with a moderate number of properties on the market contributes to a premium price. A strong marketing campaign can also help ensure you attract the maximum number of active buyers through your door.

A photograph of a stone patio with a wooden pergola structure, surrounded by lush greenery and a raised garden bed. The patio is made of large, rectangular stone tiles. A wooden pergola with dark brown beams is visible in the upper part of the image. To the right, there is a raised garden bed made of dark wood, filled with various green plants and flowers. The background is filled with dense trees and foliage, suggesting a garden or park setting. The overall atmosphere is peaceful and natural.

“We can’t speak highly enough of Jim. Choosing Jim as our agent was easy. Once we had engaged Jim, he gave us a realistic estimate on the value of our house, he kept us updated after every open house inspection, he called regularly during the week to let us know how leads were going, we know he chased all potential buyers (often working late into the evening), he gave us tips on how to best present our home for sale and always remained positive (during a period when there was a downturn in house prices). Throughout the entire process, we felt that Jim was always upfront, honest, and that he knew and loved his job.”

**Sonja Kalbitzer, Waratah Avenue, Belgrave**

# TARGETING THE RIGHT BUYERS

DIFFERENT BUYERS SEARCH FOR PROPERTY IN DIFFERENT WAYS. INVESTING IN A COMPREHENSIVE MARKETING CAMPAIGN MAXIMISES EXPOSURE OF YOUR HOME AND SECURES THE HIGHEST POSSIBLE PRICE.

When you list with Ranges First National, you gain access to our outstanding team of professionals who work to create a first-class marketing campaign. We coordinate everything to assure the right buyers notice your property.

We don't wait for advertising to appear. As soon as your property is ready to be promoted, we start actively contacting our buyer database.



PROFESSIONAL IMAGES



DATABASE & AGENT'S CONTACTS



WINDOW DISPLAY



COPYWRITING



NATIONAL REFERRAL NETWORK



'JUST LISTED' DROP CARDS



BROCHURES WITH FLOOR-PLAN



PRINT MEDIA



INTERNET



SIGNBOARDS



SOCIAL MEDIA MARKETING





# CHOOSING YOUR AGENT

CHOOSING YOUR AGENT IS AN IMPORTANT DECISION. YOU NEED THE RIGHT COMBINATION OF PROFESSIONALISM, EXPERIENCE, DRIVE AND ABILITY. OUR PROVEN STRATEGIES, SYSTEMS AND MARKETING COMBINE TO DELIVER EXCELLENCE.

Four questions to ask when selecting your agent:

1. How many year's experience do they have?
2. Will they show you their recent personal sales?
3. Do they have a good track record and reputation?
4. Do you feel comfortable enough with the agent to hand over the keys to your home?  
If you feel comfortable, then buyers will too.

## **SELLING FEE**

Don't make the mistake of choosing the agent offering the lowest selling fee. While you should expect a competitive fee, it is advisable to appoint a good value agent; not a cheap one. Whilst you will no doubt find any number of agents who will heavily discount their fees, we have total confidence that if you instruct Ranges First National to represent your interests, you will receive a greater sale price that will more than justify any difference in fee structures. In the event that a sale is not made, no selling fee will be incurred.



“ We were selling our house after living there for 36 years. Mick's suggestions and contacts helped us update the place to current trends and by following through on his suggestions most of the hard work was done in preparing the house for sale so now the actual 'moving' part is much easier. We had above average numbers to our open houses and numerous offers. Would definitely use Mick Dolphin and his team again.”

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**Vic & Irena Beatty, Mount Dandenong Tourist Road, Kalorama**

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# WE'D LOVE TO GET STARTED

IF YOU'RE READY TO MOVE AHEAD WITH RANGES FIRST NATIONAL, WE'D BE DELIGHTED TO GET STARTED. THE FIRST STEP IS TO APPROVE OUR AGENCY AGREEMENT, THEN WE CAN START THE SALES PROCESS.

# 1.

## Authorise

First National to sell your property by signing the AGENCY AGREEMENT

# 2.

## Advise

your solicitor or conveyancer to prepare a CONTRACT FOR SALE & Section 32/Vendors Statement

# 3.

## Prepare

your home for PROFESSIONAL PHOTOGRAPHY

# 4.

## Approve

your MARKETING CAMPAIGN, copy and photography

# 5.

## Start

your first OPEN HOME and get ready for offers!

IF YOU HAVE ANY QUESTIONS ABOUT THIS PROCESS, OR WOULD SIMPLY LIKE TO CHAT FURTHER ABOUT YOUR SALES GOALS, PLEASE FEEL FREE TO CONTACT US. WE'D BE HAPPY TO HELP.



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