

Excellence through personalised service



Sales Brochure

Honesty | Flexibility | Integrity



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Delightful!

We have always found Danielle Blench to be professional, personable and efficient, she is a delight to deal with!

*Claire Gordon
- Landlord, Taigum QLD*

Thank you for the opportunity to discuss the sale of your property. It is my pleasure to provide you with the following information:

- ✓ *An overview of the market*
- ✓ *Information on recent sales in the area*
- ✓ *Our strategy for marketing your property*
- ✓ *Samples of marketing material that will assist in selling your property*

Our Sales Agents at BPG really listen to what is important to you when you are contemplating selling your home. For us, open communication is essential right through the sales process. If we are able to fully understand what your goals and objectives are when listing your home, then we can work with you and help you successfully achieve these.

At BPG we offer a flexible and individually tailored marketing plan to suit both your property and budget when you decide to list your home. We help you negotiate and choose a marketing plan that you are comfortable with and one that will achieve the premium price for your property. We will take the time to explain the marketing plan and design it to attract the right buyer to your property.

By working closely with our clients to formulate the right sales and marketing strategy we can make sure your property gains the attention of any potential buyer. At BPG we are committed to delivering the best results to our clients, in terms of the sale price we achieve as well as maintaining our outstanding standard of service.

That's "The excellence through personalised service" approach.

The Listing Process with BPG is simple

1) Inspection & Market Appraisal: Our Sales Agents will inspect your property, conduct a market appraisal and help you determine the pricing and selling strategy.

2) Complete Agency Appointment Documents: BPG and client complete all necessary documents, allowing BPG to list their property.

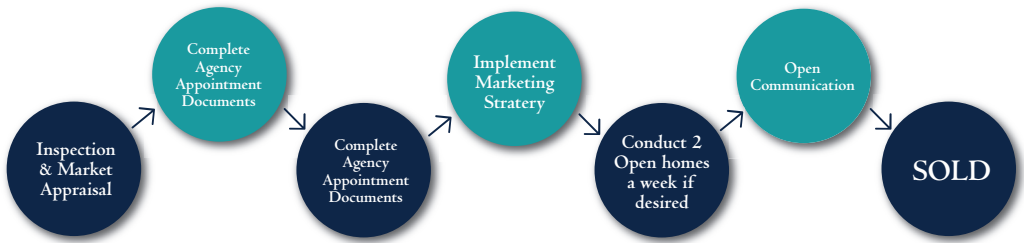
3) Professional Photo's, Advertising and Signage: We will arrange for professional photos, signage and all other advertising requirements. We can also offer additional advertising options to make your property stand out from the crowd.

4) Implement Marketing Strategy: We help you choose the best way to market and promote your property.

5) Conduct 2 Open homes a week if desired: We will conduct two open homes a week if required as well as private inspections.

6) Open Communication with both vendor and potential buyers the whole way through the process: Our Sales Agents monitor and provide feedback to our clients on a weekly basis.

7) Sold: When a contract is secured we ensure both parties receive a copy within 24 hours. We will be working with you during every step of the sales process and attend all inspections including building and pest, bank valuations as well as any maintenance work that may need to be carried out.



Marketing and Advertising

Professional Photographs

The use of professionally taken photographs are highly recommended as a tool to promote and sell your property. Photos of your property are often the first impression for buyers when researching properties and they help you stand out from the crowd. Your Sales Agent will arrange and attend the photo shoot. Other options are elevated photographs, floor plans, video slideshow, use of drones and virtual tours for display on our websites.

Signage

Our prominent and easily recognisable signs have been specifically designed to provide a "top end" market presence to your property. With a choice of a standard Blench Property Group "For Sale" board or large colour Photo display board, your home is certain to stand out in a competitive market.

Additionally, our Sales Agents use custom designed directional signs exclusively for "Open Home" inspections as well as large teardrop banners to draw attention your property.

On Line and Electronic Marketing

With the internet fast becoming the main source of property enquiry and research by potential buyers, it is imperative that your home has a strong internet presence. Not all sites are equal and some are definitely superior in their exposure and recognition. In order to gain maximum exposure for our properties, we have researched and selected what we believe to be the very best websites available and have chosen to work these sites as we believe they will generate the most leads.

Our selection of two major property websites in www.realestate.com.au and www.domain.com.au as well as www.blenchpropertygroup.com.au ensures that your home will receive the best possible coverage. Additional options such as E-brochures, virtual tours & floor plans are also useful tools in attracting the right buyer to your home.

- **www.realestate.com.au** - Is Australia's largest real estate website, and particularly popular with local, overseas and interstate buyers who are considering the move to SE Queensland. An easy to navigate website, offering loads of additional information and features.
- **www.domain.com.au** - Domain provides tools and information for buyers, sellers and renters Australia wide and a highly qualified audience for advertisers. The www.domain.com.au website is packed with plenty of user friendly features which makes it attractive for all real estate transactions.
- **www.blenchproperty.com.au** - Upon appointing BPG as your agent, your home will immediately be placed onto our company website, with a description and multiple photos of the property. Our website is prominently marketed through our media advertising, signage and custom wrapped motor vehicles. The site also proves an ideal tool for qualifying genuine buyers, and incorporates the use of "virtual tours", "slide shows" or "video's" of our properties for sale.

Open For Inspections

At BPG we offer the option of 2 open homes a week if requested, viewings by appointment only or a combination of the two. "Open Homes" are held at each property twice a week if requested or we show perspective buyers through via appointment. This offers the person (s) seeking a property to feel more comfortable when viewing the property. After each viewing, every potential buyer is subsequently followed up in a timely manner. These conversations result in candid, honest and direct feedback and give our Sales Team an opportunity to help buyers refine their decision making process, and in many instances make decisions. The feedback is also useful for our Sellers who can interpret comments and make their own decisions as well.

Client Database

Each of our Sales Agents maintains a database of potential and qualified Buyers that they are working with as well as clients they have kept in contact with from past associations. When a new property is listed, the Sales Team at BPG are very proactive in contacting all people on our data base to alert them to a listing which may suit their requirements.

Buyers that match your home's price bracket will be contacted by phone call, SMS or email with details of your property. We also send a weekly "Market Update" email with all of our new listings for the week to our entire buyer database, ensuring that your home is given the best possible exposure to our list of qualified buyers as well as promoting each listed property on our Facebook Page, website, realestate.com.au and domain.com.au.

Professionally Designed Colour Brochures

We can produce colour display brochures for your property, providing details of the home, photographs of main features, and contact details of the Sales Agent. These flyers are sent to prospective buyers from our database, and are distributed through our office and "Home Open" inspections.

Just Listed Letter Drops & Advertising in Local Newspaper.

A5 size versions of your sale brochure marked as Just Listed and distributed to homes in the surrounding streets of your neighbourhood. These flyers are particularly effective in attracting buyers who have friends or relatives "keeping an eye out" in the area for them. It is amazing how strong an advocate for the area the neighbours can often be. We are also able to list your property in "The Local Newsletter" that is distributed monthly if requested.

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One of the things we hear all the time is how little communication is providing by the listing agent to the vendor. At BPG we go out of our way to provide a huge amount of feedback to the vendor as well as ongoing discussions about the right marketing, strategy and presentation of the property in order to increase the likelihood of a Sale occurring.

At BPG we consider open communication as a critical factor in all successful property transactions. Our Sales Agents will keep you fully informed of the progress on the sale of your property throughout the entire process. We will make contact following every buyer inspection, and provide honest and reliable feedback regarding comments from potential purchasers in relation to your property.

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