

HIGH RESULT
STRATEGY

HIGH RESULT
ACTION

HIGH RESULT
DELIVERED



Winning awards is simply recognition of the amazing results we deliver for our Vendors

Proud member of the
REIV

REIV MEDIUM AGENCY OF THE YEAR 2015, 2016 & 2017



Every day is a great day for real estate... we all love what we do and are passionate about achieving great results for our Vendors!

Our High Result Strategy is proven to maximise the sale price of real estate.

This High Result Strategy information booklet has been designed to help ensure that every prospective Nicholas Lynch vendor fully understands our unique selling process and that there is no risk of underselling.

We encourage you to take the time to read this booklet and to discuss with one of our Sales Consultants, the benefits of the High Result Strategy.

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• STRATEGY • ACTION • DELIVERED •



Nicholas Lynch
MANAGING DIRECTOR
0411 121 356
nicholas.lynch@nl.com.au

Nicholas has over 30 years of experience in delivering premium results and is regarded as an exceptional Auctioneer having conducted over 8000 Auctions.

Nicholas has developed and presented hundreds of Real Estate Training seminars throughout Australia and New Zealand and brings this experience into the training of the Nicholas Lynch Team.

Nicholas' unique blend of experience makes Nicholas one of Australia's leading Principals.

Andrew Meehan
CHIEF EXECUTIVE OFFICER
0416 174 567
andrew.meehan@nl.com.au

Andrew is a Licensed Real Estate Agent and a qualified Land Surveyor with a Master of Business Administration (M.B.A.).

His experience in strategic direction and first class customer service ensures Nicholas Lynch Real Estate is at the forefront of the Real Estate Industry.

Andrew is a member of the Members Council of the REIV and Chair of the Mornington Peninsula Division of the REIV.

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F A Q

QUESTIONS WE FREQUENTLY GET ASKED

Selling your property can be a complex and life changing event. One of the many reasons people choose Nicholas Lynch Real Estate to sell their homes is our unwavering integrity and honesty, which ensures a transparent process from enquiry to sold. If you have any questions, please ask.

WHAT'S MY HOME WORTH?

WHAT IS YOUR AGENCY FEE?

HOW MUCH NEEDS TO BE SPENT ON MARKETING?

WHAT IS THE BEST SELLING METHOD FOR MY PROPERTY?

HOW LONG WILL IT TAKE TO SELL?

WHAT ARE YOUR PROPERTY PRESENTATION TIPS?

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HIGH RESULT STRATEGY

With a HIGH Result Strategy, there is no risk of underselling.

H

**HIGHLY
SKILLED NEGOTIATOR**

STRATEGY

A GREAT SALES PERSON



ACTION

PROPERTY SPECIALIST
GAIN BUYERS TRUST
ADVANCED NEGOTIATION AND
CLOSING TECHNIQUES



DELIVERED

PREMIUM RESULT

I

**IMPACT
MARKETING**

STRATEGY

FIND THE PERFECT BUYER



ACTION

ACTIVE AND PASSIVE BUYERS
EXTENSIVE BUYER DATABASE
RESULTS DRIVEN MARKETING



DELIVERED

PREMIUM RESULT

HIGH RESULT

• STRATEGY • ACTION • DELIVERED •

HIGH RESULT STRATEGY

With a HIGH Result Strategy, there is no risk of underselling.

G

**GRAND
OPEN®**

STRATEGY

CREATE COMPETITION



ACTION

GRAND OPEN®
FOR SALE (INDICATIVE SELLING PRICE)
FOR SALE (FIXED ASKING PRICE)
AUCTION (INDICATIVE SELLING PRICE)



DELIVERED

PREMIUM RESULT

H

**HOME
STYLING**

STRATEGY

CREATE THE ULTIMATE IMPRESSION



ACTION

COST DOES NOT EQUAL VALUE
PREPARING YOUR HOME
INSPECTION PRESENTATION TIPS



DELIVERED

PREMIUM RESULT

HIGH RESULT

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HIGHLY SKILLED NEGOTIATOR

Think about a property that you have purchased... would you have paid more?
There is no risk of underselling with Nicholas Lynch Real Estate.



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HIGHLY SKILLED NEGOTIATOR

We deliver a premium result... every time!

Who do you trust to negotiate with the "perfect buyer" to maximise your sale price?

Our highly skilled negotiators do things better and are not simply order takers. Our Sales Consultants have been better trained in the art of negotiations and closing through experience, weekly training and professional development which achieves amazing results for our Vendors.

2.2% SUCCESS FEE

It may be tempting to go with the agent who charges a lower commission, however our 2.2% (inc GST) fee reflects the superior negotiation skills and high level of service and our proven track record for sale prices that we achieve. We take selling one of your biggest assets seriously. Choosing the best real estate agent rather than the cheapest will maximise your sale price, which will generally cost you less because selling your property for a much higher price means more money in your pocket.

ADVANCED NEGOTIATION & CLOSING TECHNIQUES

- Create credible urgency
- Emotional selling techniques
- Assumptive and trial closing techniques
- "Knockout Offer"
- Closed negotiations

PROPERTY SPECIALIST

Your Nicholas Lynch Sales Consultant will exclusively manage the sale of your property.

They are the true expert, specialising in your home with the indepth property knowledge to ensure that every potential buyer knows every benefit of your property.

There is no question that cannot be answered immediately.

In addition, your specialist will be the only negotiator in the sale of your property which is critical in maximising your sale price.

Advantages of a specialist approach to the selling of your property includes:

1. Every feature and benefit of your home is passed on to every prospective buyer.
2. Every offer made on your home is negotiated and managed by one person, which delivers a premium result.
3. Same day and regular feedback.
4. Focused on project managing the sale of your property.
5. Weekly review meeting.

GAIN BUYERS TRUST

We love dealing with people and build rapport with buyers by asking questions and finding out about their needs and wants and having indepth knowledge of your properties features and benefits.

SALE TERMS AND CONDITIONS

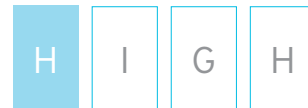
We endeavour to negotiate a sale with:

- 10% Deposit
- No Special Conditions
- Settlement date that meets your needs

WE NEVER EVER EVER GIVE UP!

Ask your Sales Consultant about a recent negotiation.

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HIGHLY SKILLED NEGOTIATOR

HAND PICKED TEAM

Our sales team are a select group of experienced real estate professionals with the attitude, knowledge, skills and strategies to deliver awesome service and awesome results. The sale of your property is supported by administration experts and state of the art systems and processes.

ONGOING PROFESSIONAL DEVELOPMENT

At Nicholas Lynch Real Estate we are passionate about ongoing professional development. Every Sales Consultant undertakes weekly training as well as regular industry training to ensure they are superior negotiators, provide awesome service and are at the forefront of the latest real estate trends, technology and market values.

PREMIUM RESULT

Most of our business is generated from referrals from past Vendors because we have achieved exceptional sale prices and delivered awesome customer service. We believe we offer the best value for money by having an agent that will work hard for you and has a proven sales record of delivering on promises.

We are committed to delivering the best result for the sale of your property.

// You only have one shot at the prime selling period...
make sure you choose the right salesperson! //

HIGH RESULT

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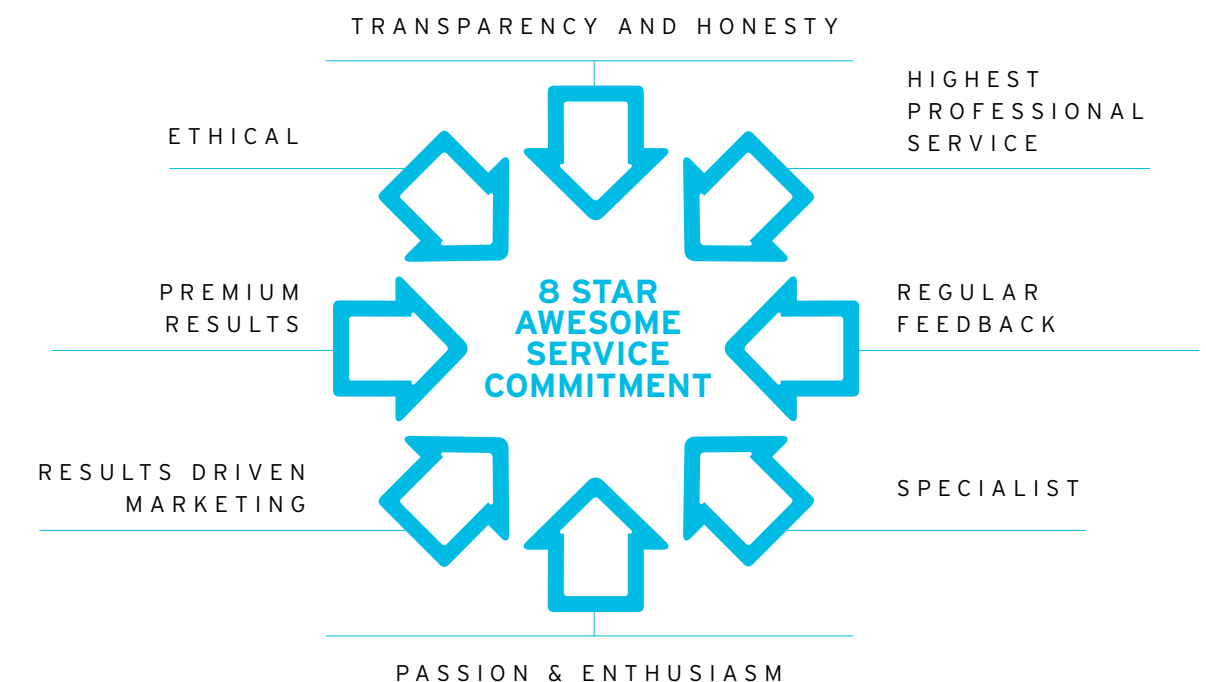


HIGHLY SKILLED NEGOTIATOR

Our simple philosophy is to exceed our Vendor's expectations every time.

This philosophy is what drives us to achieve premium results. Industry recognised as the best at what we do, gives our sellers the confidence to trust the sale of one of their most valuable assets to our Company.

Listing your property with Nicholas Lynch Real Estate ensures you are in the best of hands.



CLIENTS FOR LIFE

We strive at all times to exceed our sellers' expectations and aim to achieve clients who always return to us and are passionate to refer business to us.

// Ask your Sales Consultant for an example of a recent sales success and the phone number of the Vendor for you to confirm their superior negotiation skills. //

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IMPACT MARKETING

Delivering the Perfect Buyer

The perfect buyer is defined as the “emotional buyer”, that is the buyer that has fallen in love with your property, but importantly also has the budget to maximise your sale price.

We will find the perfect buyer for your property through our impact marketing.

Our impact marketing attracts:

- Active and passive buyers
- Out of area buyers
- Across suburb buyers
- Interstate and international buyers

This maximises the buyer enquiries and attendance at your Grand Open and enables our skilled negotiators to maximise your sale price.

Our impact marketing ensures that you do not undersell your property!

Marketing Campaigns

All marketing campaigns include:

- Virtual Caravan
- Professional Photography, Copywriting and Floor & Site Plans
- Just Listed Board
- Just Listed and Grand Open Invite Cards
- Facebook New Listing Post
- For Sale Board
- Extensive Nicholas Lynch Buyer Database and Sales Team Buyer Referrals
- Premiere Listing on realestate.com.au
- Platinum Listing on homely.com.au
- Internet Listings on nicholaslynch.com.au, domain.com.au, thehomepage.com.au, homesales.com.au
- Leader Newspapers
- Property Brochure
- Rental Appraisal Brochure
- Grand Open and Open for Inspections

Impact Marketing campaigns will be suggested by your Sales Consultant based on your individual property and the target audience. The prices of each marketing campaign will be provided by your Sales Consultant.

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IMPACT MARKETING

PROFESSIONAL PHOTOGRAPHY, COPYWRITING AND FLOOR & SITE PLANS

We use Melbourne's leading property marketing company, Urban Angles - delivering superior quality images, copywriting and floor & site plans.

The images of your property in the marketing will directly influence a buyer's decision whether to take the next step and arrange an inspection. Your photographs must look great to engage buyers. The entire marketing campaign revolves around the photography, so it is critical that your property is presented in the best possible way.

Professional copywriting makes a difference. It will better capture a buyer's attention, build interest, create desire and make the buyer act.

Detailed colour floor and site plans have proven to encourage buyers to inspect your property.

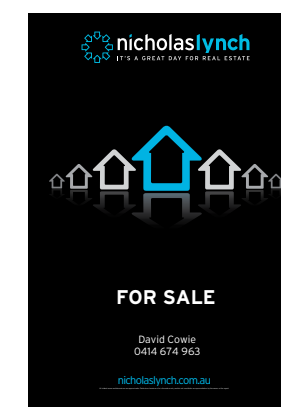
VIRTUAL CARAVAN

Every property is “sold” to the rest of the sales team via our weekly “virtual caravan”. This enables the entire team to sell your property to potential buyers.

BOARDS

A fresh new board is produced for every property. It is important that buyers understand your home has just been listed on the market. In addition, a complimentary Just Listed 450x600mm size temporary board is immediately installed by your Sales Consultant.

urbanangles



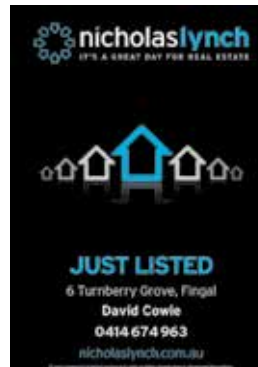
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IMPACT MARKETING

JUST LISTED AND GRAND OPEN INVITE CARDS

We still make sales through doorknocking fifty of your immediate neighbours that your property has just been listed. The same neighbours are invited to your Grand Open. Even if they are not interested in buying, their presence at your Grand Open creates a greater sense of urgency on the actual buyers and there is nothing like social validation to encourage a buyer to make an offer.



FACEBOOK NEW LISTING POST

The day your property is launched on the internet, we post it on the Nicholas Lynch Real Estate Facebook page.



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IMPACT MARKETING

INTERNET

Your property is launched onto all leading commercial websites, as well as the Nicholas Lynch Real Estate website. This gives your property worldwide exposure.



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IMPACT MARKETING

LEADER NEWSPAPERS

The internet has not replaced print media in selling real estate.

Some buyers are not I.T. savvy and some sales we make are to buyers who were not looking to buy yet however, were

attracted by the print advertising. Appealing to all buyers is critical in any marketing campaign. Maximising buyer inspections will maximise your sale price.

nicholaslynch
nicholaslynch.com.au

**REIV Medium Residential
Agency of the Year
1300 487 469**

Skylark

**139 Wooralta Drive
Mount Eliza**

**GRAND OPEN Saturday 2 -
2:30pm**

- Stunning views & grand proportions
- Zoned for family living & large-scale entertaining
- Fully tiled pool surrounded by decking & alfresco
- Gourmet kitchen with SMEG, Caesarstone & pantry
- Second living area with home theatre & bar
- Master suite with walk-thru robe & ensuite
- 3 bedrooms with BIRs plus study

4 3 2

\$1.5 - \$1.65 million

Bill Branithwaite 0438 148 858

Taberna

9 Strachans Road Mornington
GRAND OPEN Saturday 1 - 1:30pm

- Sweeping coastal & Port Phillip Bay views
- Coastal splendour with quality finishes throughout
- Steps from magnificent quiet beaches
- Rooftop deck with Peninsula views
- Gourmet kitchen with quality fittings & appliances
- 2 internal living zones

3 2 2

\$1.6 - \$1.76 million

Anna Bassett 0407 140 197

AMARIS

639a Esplanade Mornington
GRAND OPEN Saturday 12 - 12:30pm

- Expansive open living & dining opening to impressive alfresco patio
- Plush 2nd-storey lounge with sliding doors to covered balcony
- Lavish master suite with dressing room & deluxe ensuite
- Luxury living designed by noted architect Williams Kaye Hofer
- Envisable Esplanade address directly adjacent the foreshore

4 3 2

\$1.35 - \$1.485 million

Dean McPherson 0412 857 440

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H I G H

IMPACT MARKETING

PROPERTY BROCHURE

Every property receives a standard or premium property brochure, including a site and floor plan.

Ask your sales consultant for samples of our quality brochures.

[illegible]







Morrington 5 Narbo Court

nicholas bayne
A REAL ESTATE FOR REAL ESTATE

- Spacious lounge with fireplace - open plan
- Kitchen with stone benchtop
- Glass backed with potential to improve
- Recycled floor with ceiling fans to living & master
- Quiet street location adjacent to parkland
- Quick road to major shopping & schools
- Near brand new parkland power garden

Call Nick

Contact: 08 8396 9696

08 8396 9696 or 08 8396 9696

www.nicholasbayne.com.au

nicholas bayne
A REAL ESTATE FOR REAL ESTATE

Open 10am - 5pm, 7 days a week

RENTAL APPRAISAL BROCHURE

Every property receives a rental appraisal brochure, showing a current market rental return of your property.

821 E. Esplanade Miramar, FL

August 2017

MARKET RENTAL APPRAISAL

Property Address: 821 Esplanade Miramar

Nicholas Lynch Rental Pty Ltd believes in the current market the above property could achieve a weekly rental of \$1,000 - \$1,100 per week based on a 12-month lease, unfurnished.

When appraising this property, we have taken into consideration the following:

- Comparison with similar properties
- Features or benefits of the property (i.e. virtual, fenced yard, double garage, views, proximity to shops, schools etc.)
- Condition and presentation of the property
- Location of the property
- Overall condition of the rental market at this time (i.e. vacancy rates, supply and demand)

The actual rental achieved may vary depending on the supply and demand of tenants and properties at the time of writing. It is important to understand that with our forecasts during the year and are predominantly determined by the market.

If I can be of any further assistance do not hesitate to contact me.

Yours faithfully

Heidi Sparks

Senior Property Manager

NICHOLAS LYNCH RENTALS PTY LTD www.nicholaslynch.com.au

08 6411 242 262

heidi@nicholaslynch.com.au

www.nicholaslynch.com.au

NOTE: This appraisal is based on professional skills and research but is not a guarantee for any particular outcome. It is only for the use of the party for whom it is addressed and no responsibility is accepted for any third party relying on any part of the content of this report. This document is for internal use only and is not to be distributed to the public. The information contained herein is confidential and is not to be used for any other purpose without the prior written consent of Nicholas Lynch Rental Pty Ltd.

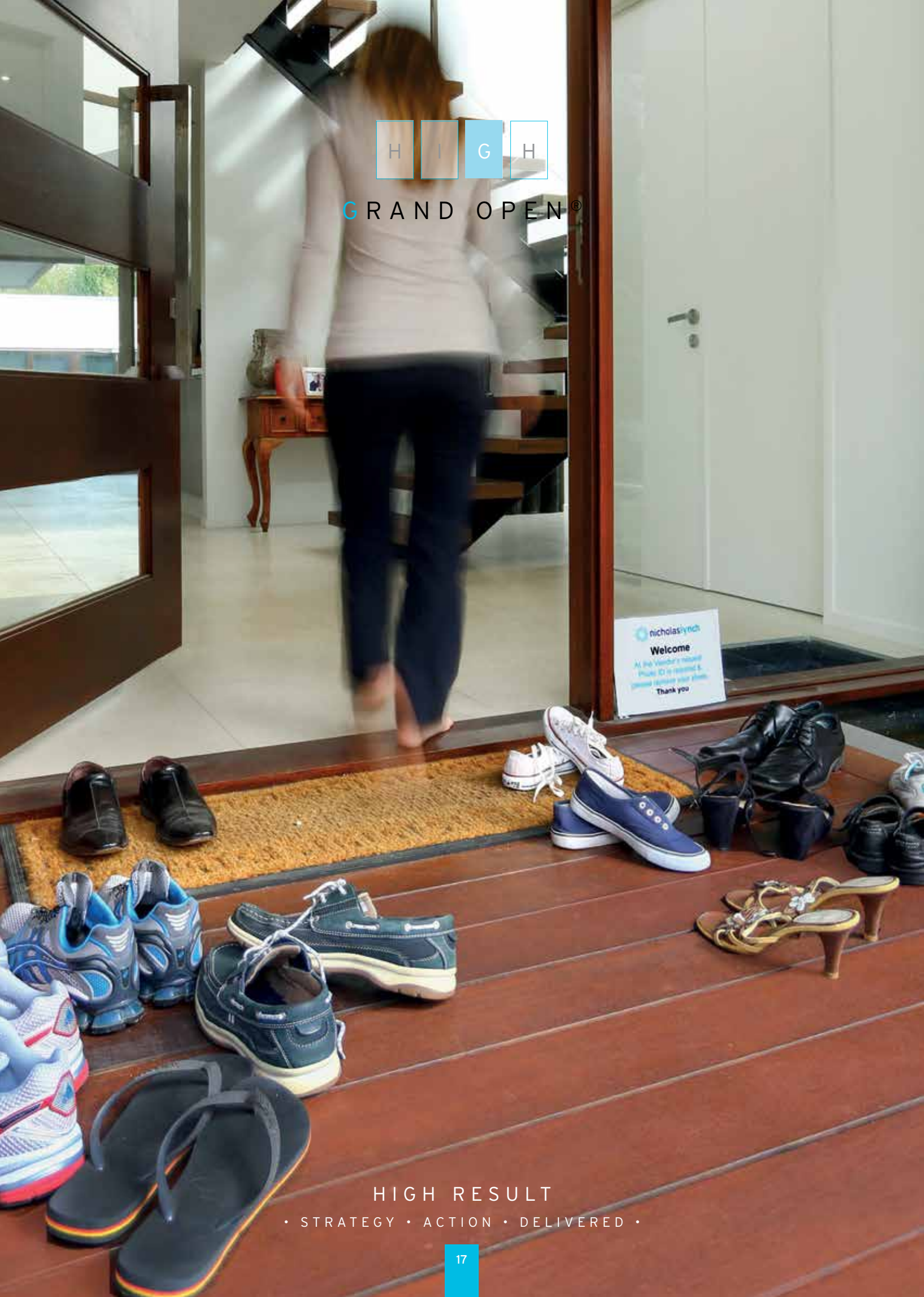
GRAND OPEN AND OPEN FOR
INSPECTIONS

Every Saturday, we open your property for 30 minutes. By 8am, a flag is placed on your board and a pointer board is put at the front of your property as well as the nearest street corner.

We have achieved many amazing sale results where the buyer would not have viewed the property if it wasn't for the open for inspection.

HIGH RESULT

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GRAND OPEN®

HIGH RESULT

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H I G H

GRAND OPEN®

THE GRAND OPEN®

We call your first open for inspection the "Grand Open". Our goal is to have every possible buyer in the market for your property, attend your Grand Open!

To create maximum competition and urgency we hold buyers off viewing your property until the Grand Open. This is critical in achieving a premium result.

We launch the marketing of a property on a Friday and conduct the Grand Open Saturday week.

When selling your home, we believe that there are two values; the logical and emotional sale price. The logical price is what your home is worth based on comparable recent sales. The emotional price is what a buyer is prepared to pay based on them having fallen in love with your property and has the budget to maximise your sale price - this is the "perfect buyer"!

We aim to have more than one perfect buyer negotiating on your property following the Grand Open. The competition and urgency amongst all buyers compels the perfect buyer/s to make a decision on the day and offer a premium price.

The Grand Open process is part of the selling method that you decide on. The best three methods of selling residential real estate are:

- For Sale with an Indicative Selling Price
- For Sale with a Fixed Asking Price
- Auction with an Indicative Selling Price

Your Sales Consultant will take in to account the following factors when recommending which method is best for your based on;

- The kind of property that you own
- Where the property is located
- Your area's current real estate market conditions
- Your personal preference

Your Sales Consultant will provide you with a Comparative Market Analysis (CMA). This is a price range that your property would sell in based on comparable recent sales. Taking into account your CMA and price expectation, your Sales Consultant will recommend the Indicative Selling Price/Fixed Asking Price for your property.

If the Grand Open doesn't achieve a premium result, we enthusiastically keep working your property. We conduct private buyer appointments 7 days a week, Open for Inspections every Saturday and give same day and regular feedback.



We aim to receive offers immediately after the Grand Open, capitalising on the competition and urgency that it has created. We often achieve a premium result on the day of the Grand Open.

For those who cannot attend the Grand Open or want two inspections before making an offer, we conduct a preview in the week prior to the Grand Open. To once again create competition and urgency, we only conduct one preview, although on the odd occasion, a private appointment is necessary to meet the buyer's needs.

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GRAND OPEN®

For Sale with an Indicative Selling Price

BENEFITS

MAXIMISING THE SALE PRICE With an Indicative Selling Price we are negotiating buyers upwards to their best price which can often exceed your Indicative Selling Price.

CLOSED NEGOTIATION Unlike an Auction, buyers are not aware of the value of other offers made and therefore we can negotiate a buyer to offer their best price to secure the property which can be far in excess of the second best offer.

SPEED Unlike undertaking an auction campaign that can take upwards of four weeks to run its course, offering a home for private sale can achieve a far quicker result. Anyone interested in your home can make an immediate offer and enter into the negotiation process with you after the Grand Open.

LIMITATIONS

COOLING OFF PERIOD For Sales are usually subject to a cooling off period, as a result the buyer could change their mind after contracts have been signed.

For Sale with Fixed Asking Price

BENEFITS

CLOSED NEGOTIATION Unlike an Auction, buyers are not aware of the value of other offers made and therefore we can negotiate a buyer to offer their best price to secure the property which can be far in excess of the second best offer.

SPEED Unlike undertaking an auction campaign that can take upwards of four weeks to run its course, offering a home for private sale can achieve a far quicker result. Anyone interested in your home can make an immediate offer and enter into the negotiation process with you after the Grand Open.

LIMITATIONS

MAXIMISING THE SALE PRICE A key limitation of a For Sale with a Fixed Asking Price is that the price is negotiated down compared with For Sale or Auction with an Indicative Selling Price. Buyers never want to pay the full asking price!

COOLING OFF PERIOD For Sales are usually subject to a cooling off period, as a result the buyer could change their mind after contracts have been signed.

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GRAND OPEN®

Auction with an Indicative Selling Price

BENEFITS

SENSE OF URGENCY Auctions generate a sense of urgency amongst buyers. This sense of urgency is due to there being a set end date for the sale of the property and this compels potential buyers to make a decision on the day.

COMPETITION AMONGST BUYERS At an Auction, competitive bidding amongst potential buyers means that the selling price can exceed the expected value of the property, maximising the sale price for the Vendor.

MAXIMISING THE SALE PRICE With an Indicative Selling Price there is no ceiling price.

RESERVE PRICE PROTECTION An Auction provides sellers with a protection in the form of a reserved price. This means that your property will not sell unless bidding reaches a pre-agreed level.

NO COOLING OFF PERIOD Auctions are not subject to a cooling off period 3 business days prior and after the day of Auction.

LIMITATIONS

OPEN NEGOTIATION Unlike a For Sale with an Indicative Selling Price, buyers are aware of the value of bids made and only have to outbid other buyers to secure the property. Therefore a buyer may not have to bid their best price to win the property.

SPECIAL CONDITIONS OF SALE Auctions limit the number of potential buyers because you can only bid with no special conditions.



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H I G H HOME STYLING

Creating the ultimate impression

A well presented property will sell faster and for a better sale price.

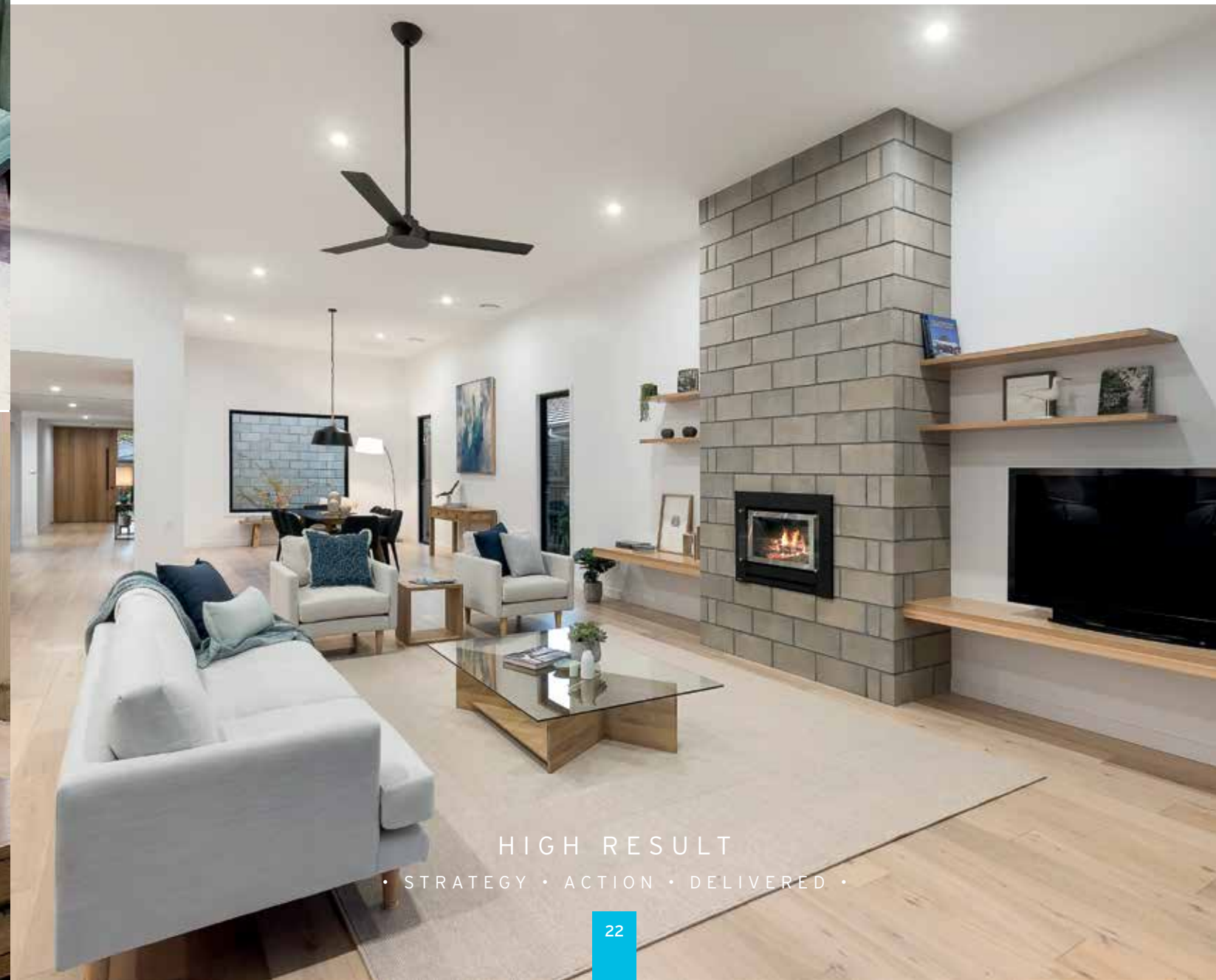
When selling your property, first impressions count! You only get one chance to make that first impression.

Therefore, it is worth investing time and money into ensuring your property is presented in the best possible way.

COST DOES NOT EQUAL VALUE

Improvements and renovations will take both time and money to come to fruition. You'll need to weigh these costs carefully to determine if this is a good idea in your situation. A dollar spent incorrectly may be a dollar wasted.

To avoid spending time, energy and money on unnecessary home renovations, be sure to discuss your plans with us.



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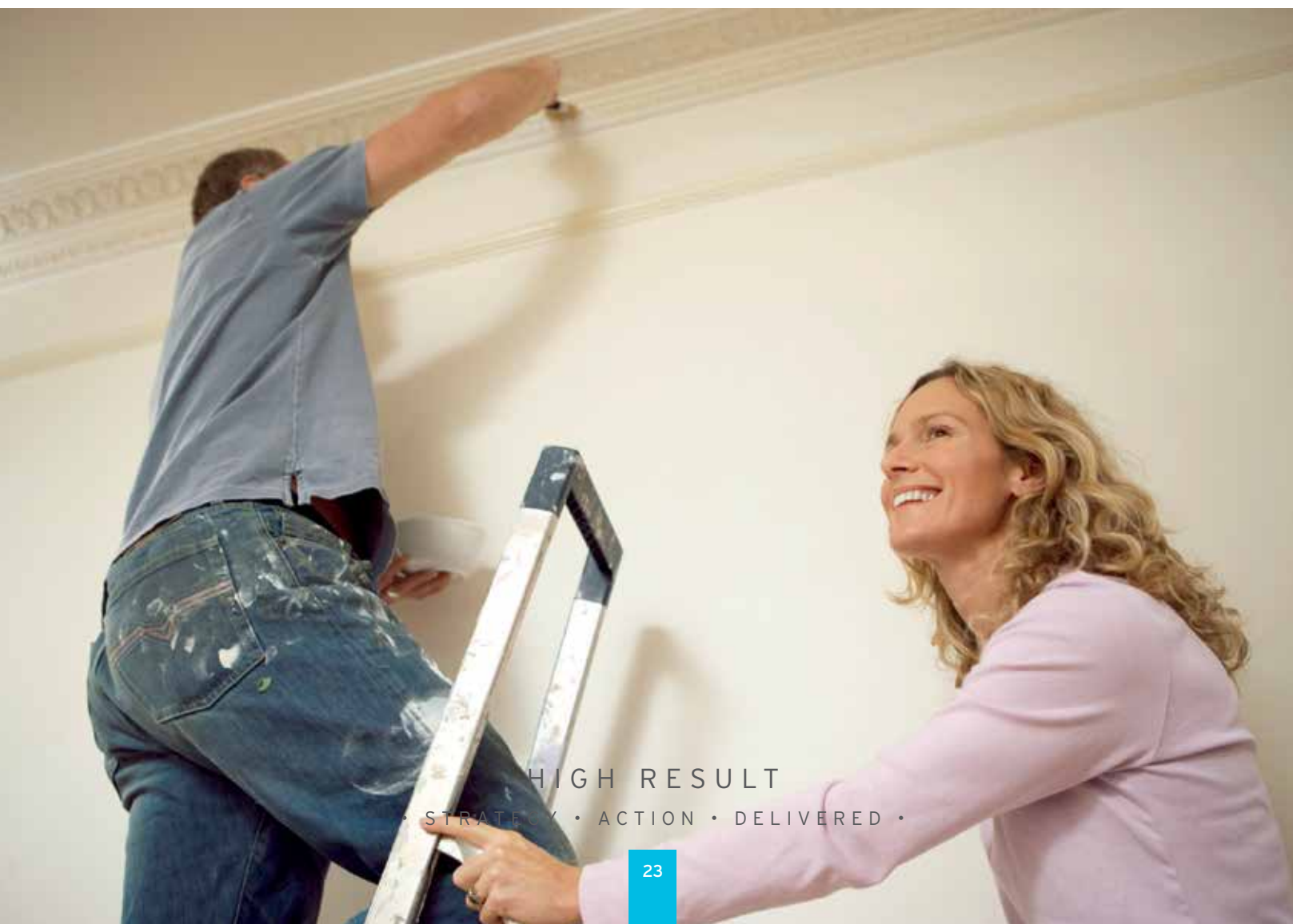


HOME STYLING

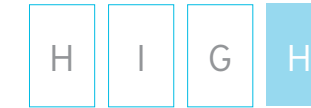
Your Sales Consultant will provide advice & recommendations on presenting your home for sale.

SUGGESTIONS ON PREPARING YOUR HOME

- All appliances, interior and exterior lights in working order
- De-clutter your home, garage and garden shed
- De-personalise by removing family photographs
- Remove magnets & personal notes from the fridge
- Conceal all electrical cables where possible
- Add splashes of colour (Extra cushions, soap, towels, etc)
- Candles
- Kindling / firewood
- Colour co-ordinate
- Painting
- New window furnishings / light fittings / carpet etc
- New, borrowed or hired furniture
- Clean windows
- Clean exterior walls
- Clean gutters
- New front door mat
- Pruning and weeding
- Add colour to the garden



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HOME STYLING

INSPECTION PRESENTATION TIPS

- Switch on all interior and exterior lights
- Light candles and the open fire
- Fresh flowers and fruit
- Clear kitchen counter tops, put all dishes & cleaning equipment away
- Dress up tables
- Make all beds neatly
- Pull back drapes and open venetian blinds
- Remove shampoo bottles, soap dispensers, tooth brushes and shavers
- Wipe down glass shower screens
- Play soft music
- Turn on the heating or cooling
- Take washing off the line
- Cut lawn and edges
- Rake or remove leaves from patios or outdoor entertaining areas
- Turn on the outdoor spa jets
- Park cars down the street
- Hide bins
- Clear out mail box



// Ask your Sales Consultant about the benefits of using a professional home stylist. //

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But it does not end there!

As an award winning industry leader, we are recognised for our awesome after sale and after settlement service. With Nicholas Lynch Real Estate, we treat you as a client for life and are always here to help you with any of your real estate needs.

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IT'S A GREAT DAY FOR REAL ESTATE

nicholaslynch.com.au

1300 487 469