

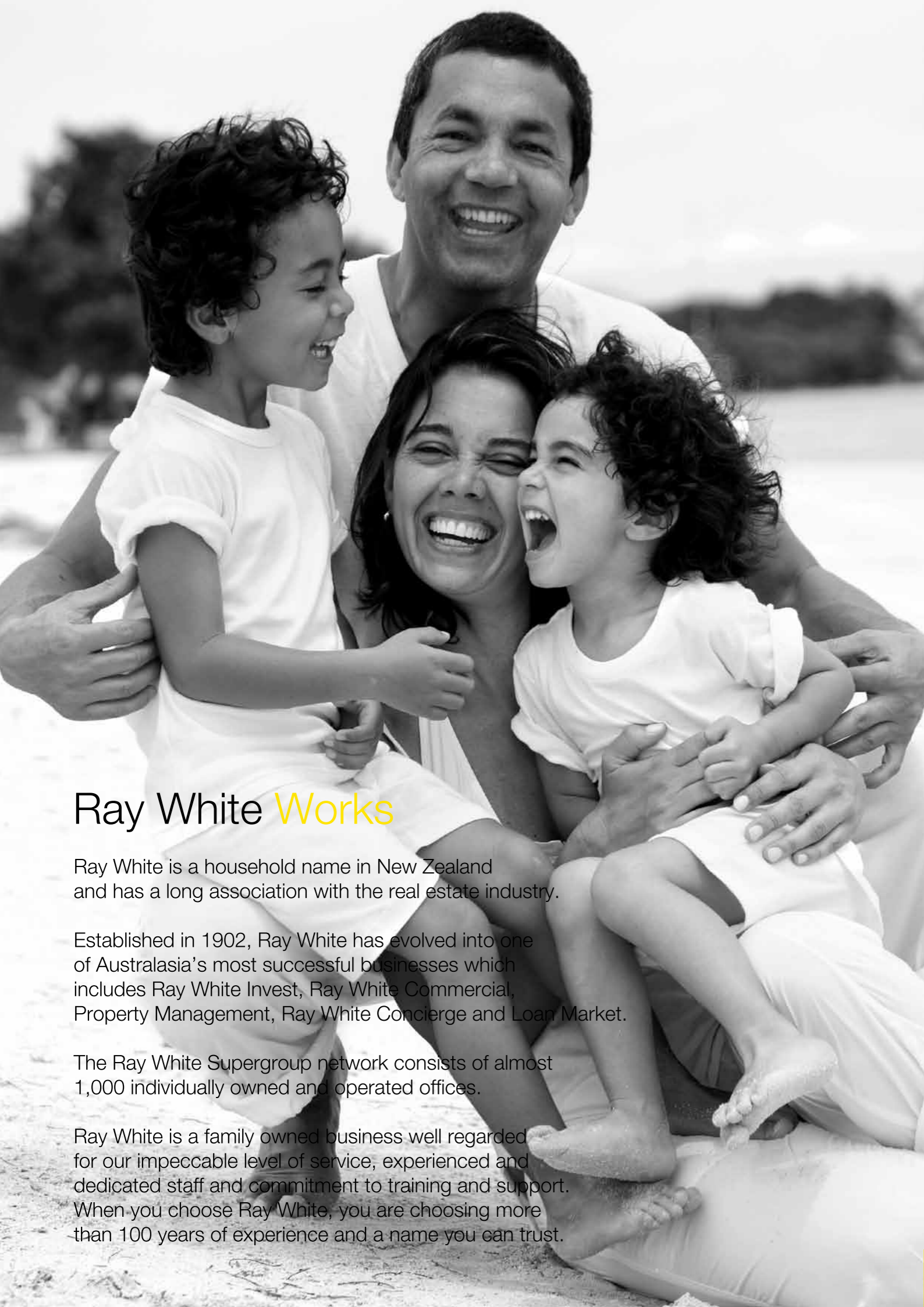
# Introducing Ray White Real Estate



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**Ray White**<sup>®</sup>



## Ray White Works

Ray White is a household name in New Zealand and has a long association with the real estate industry.

Established in 1902, Ray White has evolved into one of Australasia's most successful businesses which includes Ray White Invest, Ray White Commercial, Property Management, Ray White Concierge and Loan Market.

The Ray White Supergroup network consists of almost 1,000 individually owned and operated offices.

Ray White is a family owned business well regarded for our impeccable level of service, experienced and dedicated staff and commitment to training and support. When you choose Ray White, you are choosing more than 100 years of experience and a name you can trust.

# Getting it right for you

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Three things we need to discuss:

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- 1** What type of purchaser is most likely to buy your property?
- Local
  - New to the district
  - First home
  - Investor
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- 2** How will we find the right buyer for you?
- Direct mail
  - Database search
  - Word of mouth
  - Newspapers
- 

- 3** What methods of sale do you wish to consider?
- Exclusive agency
  - Auction
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# Some questions you may have

## **Should I buy or sell first?**

Experience tells me there is no straight forward answer but you should consider the facts before deciding which is best for you. Pricing your home accurately will be the key factor in selling your home in the shortest possible time frame. Perhaps you don't mind how long it takes for you to find a home and then sell yours but, if you are determined to sell within a predetermined time frame you will have to consider whether there will be a suitable property on the market for you to purchase.

If you sell first you become a cash buyer and rarely will you be left out in the cold. Not only are you committed to move but cash speaks volumes in any negotiations. However if you find your dream home and haven't yet sold you may feel pressure to confirm the contact on the home you are wanting to purchase. In this case you run the risk of not being able to sell your home in time. This can be a major hassle that can be avoided if you sell first. This can also cause you to accept less for your property than you might have done selling first.

## **What price do I put on my home?**

"What is the market price?"

Comparisons are made between your home and other similar homes recently sold.

"We'll ask a higher price but listen to offers"

The wrong buyers are attracted to your property - they'll expect more than your property offers. Your home will suffer by comparison, and most buyers won't even make an offer.

## Common Pricing Objections

Joe Bloggs Real Estate said they could get \$\$\$ for us..."

" Lets try it at that price for a month or two "

" My neighbour got his price... "

" We paid more than that ten months ago... "

" We've spent \$10,000 on the house since we bought it..."

The first two - three weeks for marketing are when motivated buyers come through. This is when you will have the best opportunity of selling, and advertising the best possible figure. If it is realistically priced at the outset, your home will compare well with the competition.

It can be tempting to list with a consultant who promises you the highest price for your home. Be aware that if the figures are unrealistic, it can result in your home being on the market for a long time. Then when it does sell it is often below what you may have achieved at the onset.

We work for the vendor to achieve outstanding results.

JOHN HAWKE

# Market Strategies

At Ray White, we understand that there is a lot more to selling your home than simply placing a 'For Sale' sign in front of your property. Below, we take a critical look at the two major marketing strategies used in the sale of property i.e. Exclusive Agency and Public Auction.

## **Alternative One: Sale by Exclusive Agency**

Your property would be placed in our hands as exclusive agents for an agreed period of time. As your exclusive agents we are committed to actively marketing the property for sale. Several marketing and promotional options are open to you, specifically designed to target buyers.

Under this arrangement the property will be promoted to the market with either a predetermined asking price, or a no price marketing plan. However the terms of the final contract can be changed as a consequence of negotiations with the buyer.

- Placing a price on your home usually guarantees that the amount set will be the maximum price you will be likely to achieve. People often offer less, but rarely more!
- As a result of the unlimited time frame, there is little urgency placed upon potential purchasers to buy your property.

## **Alternative Two: Sale by Public Auction**

The sale of property by auction is widely recognized as the most effective and successful method of achieving a premium price for your property in the shortest possible time. This is achieved by the following;

- An auction advertising program is an impressive demonstration of your commitment to sell, with a targeted marketing campaign intended to saturate specific buyers to the market.
- Marketing without a price attracts an unlimited buying market - buyers will judge your property on its features and benefits not price.
- The contract of sale will be on your terms. You, the owner, remain in control and the terms you set may include the period of completion, financial terms, or any other special conditions.

At the conclusion of a successful auction, the purchaser is required to pay a 10% deposit and the unconditional contract of sale must be executed. The purchaser is then locked into the purchase of your property.

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# Marketing Time

The most important marketing time is in the first few weeks. Best not to waste them.

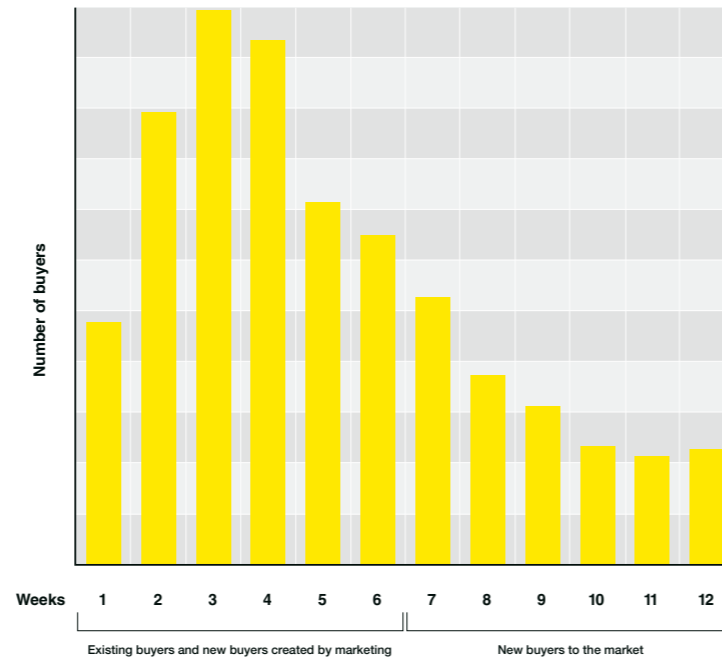
Weeks 1 - 5

Exciting buyers & new buyers created by marketing.

Weeks 7 - 12

New buyers to the market

Buyers seek out 'fresh' listings. New listings always of interest to the existing buyer.



# Promotional Campaign

As marketing and property specialists, we will use a range of targeted and broad based advertising and marketing vehicles to promote your property to the widest range of potential purchasers. This will include:

## Internet

rwinvercargill.co.nz, raywhite.co.nz, raywhite.com, trademe.co.nz & realestate.co.nz

## Newspaper

Every Saturday, Ray White Invercargill advertises our open homes in The Southland Times

## Communication

Talking to existing purchasers with your properties price range and location.

## Mail Drops

Customized flyers of your property targeting prospective buyers

## High Profile Signboards

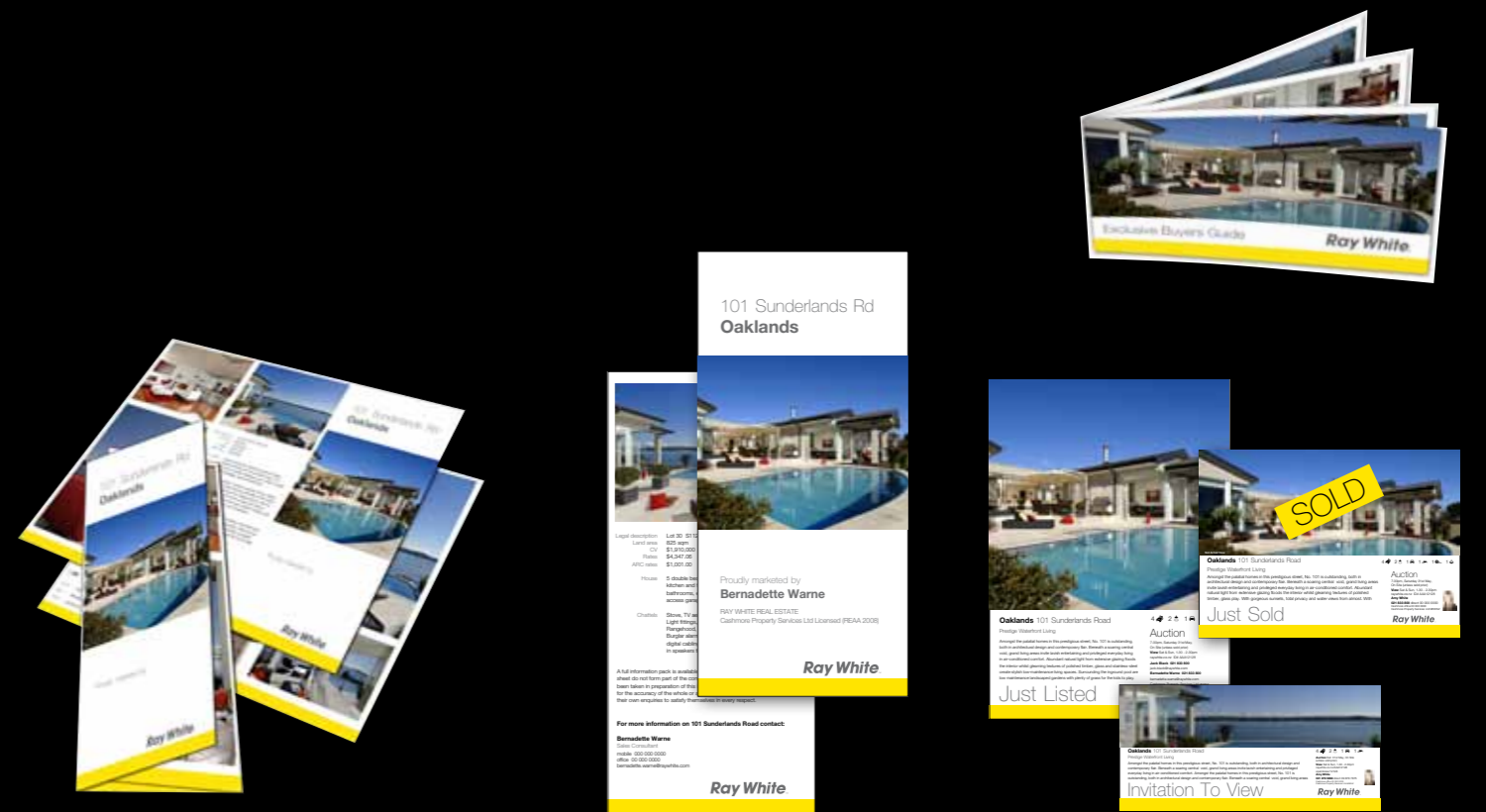
Highly recognized Ray White Signboard outside your property to draw attention.

## Window Display

Coloured window cards are displayed in the front window of our office. This means advertising 24 hours a day, 7 days a week!

JOHN HAWKE

# Marketing Products



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**Ray White**

# Presenting Your Home For Sale

## **YOU DON'T GET A SECOND CHANCE TO MAKE A GOOD FIRST IMPRESSION....**

First impressions are important to ensure you achieve a Ray White premium price for the sale of your property.

So what are the elements that count? There are a lot of them. To help prepare, we have to provided a list of things to think about when preparing your property for sale. This is only a guide and lease don't forget we are available to help you decide what things may be most important to your individual property...

## **GARDENS ARE IMPORTANT**

Your front garden is where potential buyers first see your property and sum up its personality. If required, begin improving your front garden the moment you decide to put in on the market

## **APPROACHING THE HOUSE**

Has it been a while since those outside windows and frames have has some attention? Gleaming windows are like the eyes to your homes soul. They show your house is loved and well cared for. Repair, even if it means hiring a handyman to fix those loose steps and replace those wobbly worn door handles.

## **PRESENT IN THE BEST LIGHT**

Buyers generally feel better about a home that lets in plenty of light. Make sure you open as many drapes and blinds as possible. If the day turns dull, turn on some lights.

## **PETS AND BUYERS DON'T ALWAYS MIX**

Prospective buyers will not always be as fond of Rover or Tiddles as you and your family. It is therefore important to ensure that any visit to your home by a buyer is not cut short as a result of leaping or licking pets. Make sure your furry loved ones are out of the way when your home is being shown.

## **CREATE SOME SPACE**

Show off the spaces you have in your home by clearing rooms of unnecessary clutter. Some rooms will perhaps look better with less furniture. Also check for clutter in cupboards and wardrobes.

## **SWEETEN THE SALES PROCESS**

Many people associate strong spicy odours with uncleanliness. Eliminate these odours when showing your home.

## **WARM UP YOUR BUYERS**

If the weather turns cold be sure that buyers are entering a warm house. Buyers will feel more positive about a house that feels cosy than one that is chilly.

## **DAZZLE YOUR BUYERS**

Two of the most important areas to be inspected by home buyers are the bathroom and kitchen. Make sure, when your home is on the market, that the bathroom and kitchen sparkle with clean surfaces.

Try to be out of your house when buyers inspect. They will feel more at ease and will remain inspecting your home for longer!

JOHN HAWKE

# Supporting Ronald McDonald House

**We are proud to support Ronald McDonald House**



Ronald McDonald House mission is to provide free accommodation and support to families of children and young people up to, and including 20 years, suffering illnesses that require hospital treatment in Christchurch.

Facing a serious illness is hard enough, but if you are a child and far from home, it can be confusing, frightening and lonely as well. Having family around is a must! Many families coping with a seriously ill child and trying to meet the demands of other family members also have to deal with the difficulties of staying in an unfamiliar city. It can be overwhelming. That's where Ronald McDonald Houses help, easing some of the practical worries. By providing a home away from home in a positive, supportive environment, families can concentrate on their child's recovery. That is why Ronald McDonald House South Island is known as 'the House that Helps to Chase the Clouds Away'.

As at 2 February 2009 a total of 47,900 (bed nights) of accommodation had been provided.

Patient Diagnosis (Based on new families only not number of visits)

Surgery 31%, Neo/Antenatal 20%, Medical/Respiratory 14%, Cancer 13%, Investigation 7% Neurology 4%, Renal/Kidney/Liver 3%, Congenital/Cystic Fibrosis 3% & Other 5%.

Where do our families come from?

West Coast 21%, Southland 16%, Nelson/Marlborough 15%, South Canterbury 14%, Canterbury 14%, Otago 12% & North Island and overseas 12%

## An Added Bonus



The SuperGold Card is a free discount and concession card available to New Zealand residents who are aged 65 years or over, and those under 65 years receiving New Zealand Superannuation or the Veteran's Pension.

The SuperGold Card allows its holders access to a wide range of business discounts and facilitates easy access to government and local council services, entitlements and concessions. It also replaced both the Community Services Card and NZ Super Card that were issued to New Zealand Superannuation and Veteran's Pension recipients..

The Ray White brand are pleased to be apart of the SuperGold programme and offer 10% off the net commission to any SuperGold card holder.

JOHN HAWKE

# Customer Testimonials

## What people are saying about me

"We found John to be professional in his dealings with us. He did not nag or haggle but got on with his job. He was diligent in letting us know the open home times. He advised us when he had something to report and otherwise left us alone which was appreciated. We would recommend any person selling their house to consider John."

**Chris & Karleen Lee, Invercargill**

"John was the only one who took the time to get to know us and our family. He also understood what we were looking for and could balance that with our financial position. I'm sure John saw us as a real challenge, however throughout the whole process John offered us a positive and helpful manner which was most reassuring throughout this time of upheaval and uncertainty. We certainly recommend John."

**Linda & Michael Fallu, Invercargill**

House hunting can be a stressful exercise but John's gentle humor and professional manner defused some potentially awkward moments. He was meticulous in reporting to us on a regular basis about the progress made regarding the sale of our existing property and reassuring when it seemed that interest in our house was slow."

**Gwen Neave, Invercargill**

"We feel very comfortable about utilizing your services in the future. Your friendly and professional style has been appreciated. Thanks also for getting a quick result for us".

**Charles & Terri**

# Ray White Works

Experience, knowledge, results

# John Hawke

Licensee Salesperson REAA 2008



John joined the team at Ray White Real Estate Invercargill in January 2003. Since then he has enjoyed great success in the listing and selling of residential real estate in Invercargill with the achievement of Elite salesperson in 2004, 2005 and 2006 and this was from 1300 salespeople. This represents the top 3% of salespeople within the Ray White Australasian Group. John is a born and bred Southlander who has a passionate desire to see Invercargill and Southland prosper and grow.

My job is helping people. I realize that I'm in a people business and it's not enough to just sell a home. I understand what you expect from your Sales Consultant.

One of the things that make the difference between Ray White and other real estate consultants is that we really work hard for you. Obvious? It is to me.

When you choose Ray White Real Estate and John Hawke to handle your property needs, you can be assured that everything we have learnt in more than 100 years about real estate is yours.



**Ray White**

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