



BEFORE YOU LIST YOUR PROPERTY FOR SALE

SERVICE YOU DESERVE

Tommy's

SAFARI REAL ESTATE LTD
LICENSED UNDER THE REAA 2008
CNR QUEENS DR & WATERLOO RD, LOWER HUTT PH: 568 2222



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BEFORE YOU LIST YOUR PROPERTY FOR SALE

Selling your property can be made so much easier when you engage the services of a thoroughly professional and expert Real Estate Licensee.

In this book, I would like to outline some of the important issues for you to consider and to present my credentials to be your "selected agent".

Please take a moment to review my suggestions and ideas to create the best solution for the sale of your property.

No doubt you will have questions too.

Please feel free to note them in this book and to highlight any particular items you would like to discuss in more detail.

Thank you for the opportunity to demonstrate what I can do to get you happily sold, in a sensible time frame, with as little stress as possible.



INTRODUCING PHIL COOKE

When selecting your preferred Real Estate Agent there are some important criteria to consider:



Consistently amongst the top performing agents at Tommy's Hutt Valley

Experience – Phil has been in real estate for over 13 years and his experience is balanced with industry-leading innovation and use of up to date technology.

Market Knowledge – Phil has a vast and up to the minute database of sales and listing statistics to assist you in understanding the market.

Marketing – Phil is a consummate marketer. He knows how to target the right buyers for your property and which media will bring the best response.

Sales Skills – Phil is professional and thorough in his follow-up of all enquiry, identifying the best prospects and bringing a sale to fruition.

Enthusiasm – Enthusiasm for his work and your property is Phil's Trademark. Always available, always positive, always straight-up and very clear in all his communications, you will always know what's happening with your property.

Qualifications – Phil is an SMEI Certified Professional Marketing and Salesperson and is a Licensed Agent under REAA 2008.

TOMMY'S REAL ESTATE

Tommy's Real Estate is a highly specialised real estate marketing brand with a focus on:

TOP QUALITY SERVICE

Today's property values demand top quality service. There is too much at risk when selling your property to not expect the very highest standards of service.

PREMIUM MARKETING

We believe every property deserves to be marketed using the highest standard of marketing and media available.

REFERRALS

Phil's business is based on repeat and referral business. His service and communication standards mean his past and existing clients are always referring new clients to him. Phil is focused on delivering an awesome solution for you too.



ONE STEP AT A TIME

Today you are at the beginning of a five-stage process:

1. You have made contact with Phil to appraise your home. In many cases, it will be based on an experience or because Phil has been recommended to you.
2. You will discuss your time frame for selling and what you like and don't like about the process from an experience.
3. Phil will take notes at his visit before returning to his office to do research on pricing and write a proposal.
4. Phil will arrange a time to present his findings to you – a market price expectation, method of sale, and marketing plan.
5. At that time, or after you have had time to read the proposal, you will choose a start date, agree a marketing budget and sign a Contract of Agency before getting underway.

It is a good idea to allow up to 10 days from signing a Contract of Agency to the media launch date. It gives time to write compelling advertising and book professional photography on the next bright blue sky day. We can, however, begin to promote your property immediately after the contract is signed.



YOU BENEFIT FROM THE BEST OF THE BEST BUSINESS PRACTICES



The internet and availability of information have changed rapidly. We now operate in a global market and real estate is no exception. Home buyers want information and they want it on their terms – accurate and now.

Fortunately for our clients, Tommy's uses cutting-edge real estate systems to run its business. The software we use is a best-of-breed management system (Property Suite™) for information on all properties, buyer and seller database management, marketing and back-office services. Access to the system is not confined to the office. Tommy's salespeople can tap into all vital information anywhere 24/7 using their phones, laptops or home computers. For you this means that we can quickly identify buyers for your property and provide them with timely, accurate information to help them make a buying decision – our people quite literally have the **'office in their pocket'**.

"Integrity is everything – ethical practices, teamwork and the standards we keep. At the end of the day, the only thing you own in business is your good name."
–Tommy's

I AM HERE TO SATISFY YOUR EXPECTATIONS

I believe that the expectations of most home sellers include the following:

Minimising Stress – Phil will do everything he can to provide a stress-free experience, he will attempt to provide plenty of notice of buyer appointments. Respect your home and its contents as though it was his property, including any security arrangements. He can offer advice on whether to accept, reject or countersign an offer without prejudice.

Confidentiality – Your reason for selling is kept confidential at Tommy's. Only information agreed to by clients will be shared. Disclosures about the property, that we are obligated to make, are a given.

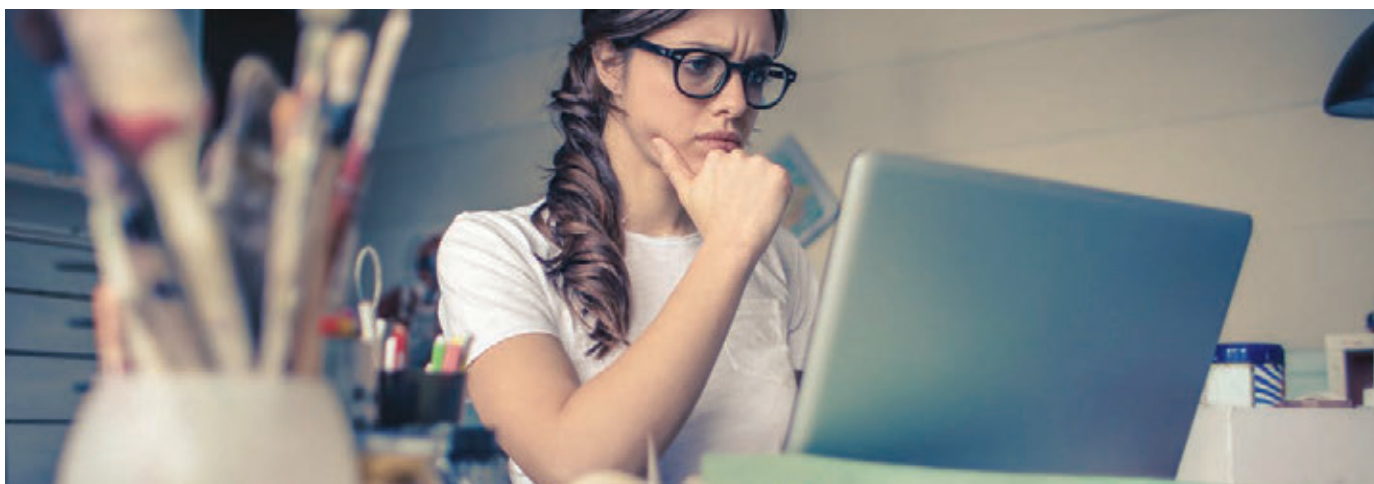
No Broken Promises – Having agreed a go-to-marketing plan and associated costs, Phil will keep to them. Open homes will be conducted by

arrangement and will be professionally managed. He will do what he says, and do it to the best of his ability.

Trust And Honesty – Phil considers the time he is engaged to sell a home as a partnership. Any business partnership requires trust and honesty to be a success and working with his clients is the same. Keeping regular contact is the foundation to it all – it's a stand-out feature.

Best Price Possible – This is what you want and what Phil is obligated to deliver to you. He will discuss the various methods of sale (covered on the next page) and help you choose the best method for your home.

Someone Who Knows What They Are Doing – A well trained salesperson with a clear understanding of his role is how you will get the best price. Professional standards and training is a priority at Tommy's.



SELLING METHODS

There are a variety of ways to sell a home. It's important to think about a method of sale that will work best for your property. The option you choose can make a big difference to the outcome. Your Tommy's agent will guide you toward a decision.

Sale By Private Treaty With A Fixed Price –

Here an asking price is set based on an appraisal, researching sales of similar properties nearby and using a valuation report if available. Unless we are operating in a highly competitive purchasing market, offers will tend to be below the asking price and negotiations tend to move in a downward direction.

Sale By Negotiation – Although a sale by negotiation has some of the characteristics of a tender or even an auction, it has no time constraints and offers can be submitted from day one. We recommend a price guide in the advertising. This indicates a minimum price where negotiations are encouraged upwards from the 'buyer enquiry welcome from' figure. When we have received an initial offer, other interested parties are made aware of the pending negotiations. This creates competition, which is good for the home seller. Sale by negotiation means buyers can act quickly and prevents them losing interest in the property waiting for a tender or auction day to arrive.

Sale By Tender – Sale by tender has a finite timeline similar to an auction, and the property can be marketed with or without a price guide. A sale by tender has all the advantages of an auction in terms

of creating urgency. It also has the advantage of negotiations being carried out privately without an auction audience in attendance. There is also no obligation to accept the highest or any tender put forward on the day and the system can create a strong negotiating position for the home seller. Where more than one tender is submitted, Tommy's recommends that the home seller negotiate with the highest unconditional offer, but ultimately it is the seller's decision – we can usually provide guidance.

Sale By Tender (If Not Sold Prior) – This method of sale has all the benefits of a 'closed tender' without the risk of losing a buyer who may not want to wait until the tender date – especially when they might be interested in pursuing other properties. The home owner has the option of considering offers before the tender date and negotiating with interested parties or wait. This decision is usually made on the strength of enquiry and genuine interest in the property. In most instances the price offered by a buyer, to prevent the property going to tender, would need to exceed the home seller's expectations.

Sale By Auction – Auction sales account for approximately 22% of all property sold in New Zealand. Generally speaking these sales are mainly in Auckland, Christchurch, Waikato and Bay of Plenty and are favoured less by both home buyers and sellers in the Wellington region. Auctions do have their limitations. The final price at auction can often fall short of what a primary bidder was prepared to pay, because it's the under-bidders last bid that governs the sale price when the hammer falls.

WORKING IN YOUR BEST INTERESTS

Phil will have a clear recommendation for how your property should be sold. If however, you have a preference for an alternative method, then be assured that Phil is flexible and will accommodate you and work hard to achieve a strong result.

Anyone who understands fishing will understand that to get the best result you need the right sized hook. The best bait and to be fishing in the right spot at the right time of day. Tommy's distinct advantage over our competitors is that because of the level of activity and the sales we transact, we have a massive profile in the Wellington market. When Phil begins the marketing of your home, likely, we are already working with the buyer for it... and that's before we've spent a cent of your money on marketing .

In general terms it is suggested that clients allow up to 0.5% of a property's value for marketing. If the proposed budget seems excessive, question whether the marketing is designed to promote your property or the profile of the salesperson and agency.



It is a myth that a price guide (Buyer Inquiry Welcome From) will limit the price you could get for your home. There are hundreds of examples to prove otherwise. Buyers indeed appreciate knowing the minimum price expectation. We also believe it is ethically sound and courteous to provide one.



THE IMPORTANCE OF MARKETING

The aim when selling your property is to find the buyer, through effective marketing who will pay the most. Then it is Phil's job to make sure they do.

After careful preparation of the property and correct pricing, the next essential to achieving the best sale, is marketing.

Every property has an identifiable target market and Phil's skills are in creating a Marketing Campaign that targets those buyers. Essential Ingredients include:

- 🔑 Professional photography.
- 🔑 A high profile signboard.
- 🔑 Quality brochures and or property packs.
- 🔑 Numerous internet sites.
- 🔑 Real estate publications which target your intended market.



When you sell your property, you will want to know you have reached all the current potential buyers, before signing an agreement to sell.

ASSESSING MARKET VALUE

You may already have a price in mind, had a Registered Valuation done or had appraisals from other Real Estate Licensees.

Phil's approach is very simple.

He has access to a huge database of recent sales and current properties for sale and so he can give you all the facts.

Together you can then review these and see how much the most comparable properties have sold for.

You can also see which properties are sitting on the market for a long time without success.

The most important ingredient in achieving a great sale is your price expectation and how this compares to **Market Evidence**.

Whether you use an asking price, or market your property without a price, this still needs to be assessed professionally.

Providing you with a written appraisal of your property's likely market value range is a statutory requirement Phil is required to complete.



CHOOSING AN AGENCY BOUTIQUE OR SUPERMARKET

The agent you choose to represent you can make a big difference to the outcome. Your options range from two-person boutique agencies to multinational agencies. So let's look at these options:

BOUTIQUE AGENCY

It will usually have up to 10 agents operating from a small office, run and managed by an owner-operator/salesperson. Because of its limited staff numbers and small number of properties for sale, exposure to a property can be limited, as are 'cross-selling' opportunities. It is also difficult for it to attract multiple offers.

New boutique companies appear from time to time. Some grow but there is a history of a number falling by the wayside.



SUPERMARKET REAL ESTATE

These larger agencies have much to admire in terms of corporate profile, but at the end of the day it comes down to the quality of management in each office and the number of effective salespeople they have working for them. They will likely sell the concept that their presence throughout the country or world will direct buyers to them, but is this factual? Our experience is that buyers are attracted to where the range of properties listed is greatest.

SO WHERE IS TOMMY'S POSITIONED IN THE MARKET?

Tommy's started in 1999 as a boutique agency and grew quickly. Today we are in the 'sweet-spot' between a boutique and large agency. We have a large central Wellington office with franchise offices operating in the Hutt Valley, Tawa, Paremata and Kāpiti Coast.

There may be a variety of reasons for choosing Tommy's to represent you; let's take a look at some of our attributes:

- You will be working directly with Phil who has the backing of management and the full Tommy's team. Every salesperson in the team across the Hutt Valley will be working with potential buyers and any one of them can sell your home.
- All communication with the agency will be through Phil. This provides you with a clear line of communication on all matters about

the sales process. Tommy's management are also available to you should you need additional help or advice.

- Tommy's is one of the few real estate companies that offers a service guarantee. At Tommy's a Contract of Agency can be terminated at any time if perchance you are not happy with our performance. This is our 'peace of mind' guarantee to you, that we will make our best effort to stay on task and honour the trust you have placed in us to sell your home. This means that if we are unable to rectify the problem, we will release you from your contractual relationship with us. This commitment has been in place from the beginning, but has seldom been used.
- Tommy's has a unique system for handling multiple offers whereby a competitive situation is created, allowing all potential buyers to make their best possible offers. Because only one salesperson can produce the winning offer and receive a selling commission, competition is intense. There is a real incentive for salespeople to negotiate their buyers' best possible offer, which can make a huge difference to the sale price. This situation is not usually possible in a boutique office.

- "You can't sell what you haven't seen". All Tommy's salespeople must see all new properties. That's not the case with many other agencies.



Every one of our sales team can sell and is encouraged to sell your home. Our goal is to get you the best possible price. A multi-offer situation usually ensures this. In this situation the only salesperson guaranteed to get paid (the selling commission) is the one who presents the highest offer. Tommy's culture encourages strong cooperation within our sales team, all on your behalf. Boutique real estate companies cannot facilitate the same level of intensity.

COMMISSION

A reduced commission may save a few thousand dollars, but an unskilled or poor negotiator has the potential to cost you more than what you pay in commission – and some! A skilled negotiator will be worthy of the commission they earn and more likely to ensure you get the best price.

Phil's selling commission is normally a flat percentage fee, banded according to the value of the property - a sliding scale based on value. The more valuable the property the lower the percentage commission charged. Phil's selling fee is in line with industry rates and earned for the work done to get the best possible price.

Rather than focus on the fee for services rendered, Phil encourages clients to consider the wider aspects of appointing an agent; who can I trust to sell my home; who do I want in my home; who do believe can negotiate the strongest price for my home; who can I get along with throughout the process; who has the strongest book of references and testimonials; and what agent has the best back office support?



THE VALUE OF PREPARATION



Presentation and Marketing are two critical ingredients in selling your property for the best price possible.

Phil will guide you through the most effective options to make sure your property looks its absolute best when your marketing starts.

We will also share with you which home improvements bring you the greatest return for your cost and effort.



There is only one opportunity to create that **"Best Impression"** or **"Wow Factor"** and that is at the very beginning.

The value of a little redecorating, de-cluttering and careful arranging of furniture is well proven in real estate marketing.

This preparation needs to be completed before the property is photographed, as these photographs are your key to great enquiry from web sites and print media.

Phil has a comprehensive checklist to assist you in this preparation, which many of my past clients have found useful.

QUESTIONS PHIL WILL NEED TO ASK

My goal is to find out how I can best help you. I will take the time to view your property to see how it will present and compare in today's competitive market place.

- 🔑 Are you planning any work on the property before any marketing begins?
- 🔑 Do you already have a price in mind?
- 🔑 Have you already been on the market?
- 🔑 Have you sold before? How did that go?
- 🔑 Have you done any work that required permits/consents and are these all signed off with Code Compliance Certificates?
- 🔑 Are you aware of any structural or water-tightness issues with the property?



HANDY HINTS FOR HOME SELLERS

Here we answer questions that homeowners frequently ask us when thinking about selling:

QUESTION – I'm thinking about selling privately because think I have the ability to do it.

ANSWER – The only reason that supports this idea is that, yes, you will save a commission payment.

On the downside though, think about the following:

- You are unlikely to achieve competition between a number of buyers vying to buy your house. By using an agency there is more chance of achieving a premium over and above the commission with the competition.
- It is difficult to negotiate a sale that involves your own property. Buyers are usually uncomfortable dealing directly with owners.
- Buyers with the boldness to approach sellers directly will also expect a share in the perceived savings from a private sale.
- You are unlikely to place advertising in the full range of media that an agency uses and capture all potential buyers.
- It's a known fact that experienced property investors and bargain hunters are attracted to private sales, confident they can secure a purchase below market value.
- A good agent will minimise stress and is trained to cover all technical matters and obligations when selling a property.

- Open homes are usually better when run by an independent third party. An agent will be better equipped to handle questions about and criticisms of the property.

QUESTION – What are my obligations in regard to disclosures about the property?

ANSWER – Offers that are presented to you by your Tommy's agent will normally be on the standard Agreement for Sale and Purchase form as approved by the Real Estate Institute of New Zealand and the Auckland District Law Society. Section 6.0 of this document is dedicated to home sellers' warranties and undertakings or, in layman's terms, details of disclosures that a home seller is obliged to make when selling their home. This section of the agreement covers items such as building permits, code compliance certificates, details of any arrears in rates or other charges against the property, a declaration that chattels passing with the sale are unencumbered and a multitude of other items. Weather-tightness and any drainage issues that the property may have or have had are also top-priority disclosure issues.

Your agent will acquaint you with these requirements at the time of listing, as it is vital that both homeowners and any appointed agents comply with the requirements of this section. In brief, the obligations of both owner and agent are to disclose any matters that may influence the buying decision of a prospective buyer.

QUESTION – How important is it to have a good negotiator working for me?

ANSWER – Having an experienced and well-trained negotiator working for you can make a difference in the tens of thousands. Taking the first offer that comes along may work for you, but generally speaking, allowing time to create competition for your property is best. The perfect scenario is where two or more agents have customers vying to buy your property. Competition pushes up prices.

QUESTION – How important is presentation when selling?

ANSWER – How a property is presented for sale does make a difference. First impressions count. It is a long-held view that a buyer can be lost within the first 30 seconds of seeing through it. Whilst wholesale renovations may cost more than a home seller can reasonably expect to recover, cosmetic improvements to both the home and the grounds can be time and money well spent. Repainting and papering can enhance a property. If this is being done for the purpose of selling, then choose colours wisely. Decluttering can also help to make a home look more spacious. Layout of furniture and hiring or borrowing extra furniture can make it look more inviting. Your Tommy's salesperson will be more than happy to offer an opinion on minor work that might be worth doing prior to going on the market.

QUESTION – How important is marketing? Can I save money and not use paid advertising?

ANSWER – It is possible to use internet advertising only. We also often find buyers for properties with little or no advertising. In general, we advise clients to advertise in a range of media, so that we pick up all prospective buyers. Tommy's passes on the saving made from bulk buying in paid media. These rates are considerably less than the standard rates available to consumers.

QUESTION – Are Tommy's fees negotiable?

ANSWER – At Tommy's, we have set fee guidelines. We are prepared to discuss our rates and find a mutually rewarding way of working together. It is at the negotiating table where Tommy's agents can more than earn their fees.

Tommy's has been selling real estate since 1999 and has sold many thousands of properties. We have immense confidence in the service we provide. Client testimonials tell us we do our job very well. We trust that you too will want to take up the award-winning service that Tommy's offers.

PAST CLIENTS HAVE LOTS TO SAY...

We had our agent Phil recommended, and was thrilled with his excellent marketing and negotiating skills to achieve an excellent sale price. Phil gave 110% with passion and dedication to achieve our sale. He had excellent follow-up skills and with Ken and I and all of our four buyers he liaised promptly.

Ken and Elizabeth McDonald

Excellent service all round, no questions went unanswered and all follow-through was actioned quickly. Would and have recommended him to others.

Brent and Lorraine Sutton

Previous great service from Phil, correctly assessing the value of the property; good communications and fitting with our schedule. Happy with the result given the market is not that buoyant at present.

Alan and Marion Porteous 2nd Sale

Agent called with several properties in our price range and invited us to specific open homes. Continual contact with us to keep us informed and to make sure everything was proceeding properly.

Vicky and Al Ingham

I was kept very well informed on progress, very professional and caring. Phil was very good and went the extra mile during the sale of my two properties.

Sue Wallis

Phil is a legend! His persistence and diplomatic but realistic approach is part of his success, he's got the x-factor.

Eric and Eve Bon

It was so easy to talk to them, no questions were stupid.

Katrina Guy

Prompt phone call following a visit to the property, supportive flexible agent, excellent communication.

Rochelle Allan

I was kept very well informed of progress, very professional and caring. Phil was very good and went the extra mile during the sale of my properties.

Sue Wallis 2nd Sale

Phil Cooke was fantastic! He had an enthusiastic approach to selling the house. He obviously understood his client and the vendor was very open and honest throughout the process. Thoroughly recommend him.

Monique and Simon Bird

Phil was an exceptional agent in a lot of ways. He listened to my needs from the beginning and always communicated with me which was very important in reducing my level of stress. He went more than the extra mile in advising me on all matters of both buying and selling a home. I would always recommend to others who wanted to market their home.

Ros Bartleet

THE REAL ESTATE AGENTS ACT 2008 & CLIENT CARE

I am fully conversant with the requirements of the Real Estate Agents Act 2008 and fully support the intention of the Act to provide increased professionalism for our clients.

PHIL PROVIDES:

- A written appraisal of the potential market value of your property.
- A detailed outline of our services.
- The Approved Guide on Residential Agency Appointments as provided by the Real Estate Agents Authority, where points to consider when listing your property are available.
- A checklist and advice on property presentation before your property goes on the market.
- Details on more intensive marketing options for you to consider.
- Details on our Complaints Procedures.
- I will explain your obligations in respect of "disclosure" of any issues with your property with respect to any outstanding consents, Code Compliance Certificates, structural integrity, water tightness etc.

LAST WORDS...

There are four decisions to make once you have all the facts:

- ➡ Which agent will I use?
- ➡ What is my sensible price expectation?
- ➡ What marketing do I use?
- ➡ Which method of sale will bring the best result?

Phil would love to guide you through the process.

Phil appreciates the opportunity to place my credentials, skills, experience and enthusiasm before you and I would love the opportunity to manage the sale of your property.

Phil believes that working together, preparing the property to look its best and then launching a carefully considered marketing campaign, will find the best buyers in this market for your property.

Working with Phil, you get his commitment to provide professional feedback and market information so that you have the confidence to sign the right sales agreement when he brings it to you.

Phil looks forward to sharing the finer details with you in my comprehensive Marketing and Sales Submission.

Notes:



PHIL COOKE

Licensed Agent REAA 2008

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