

13 July 2017

Mr Andrew Laughton
11b Keble Heights
College Grove WA 6230

Dear Andrew,

Re: Market Appraisal - 11b Keble Heights College Grove WA 6230

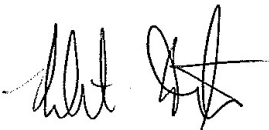
First of all, thank you for taking the time to ask Summit Realty South West and myself for an appraisal, details of our services for marketing and selling, the above mentioned property.

It would be our great pleasure to help you:

- Maximise your property's selling price
- Make the whole property sales program run smoothly
- Minimise the disruption to your private and personal life.

These three issues generally mean the most to owners wishing to sell their property and Summit Realty South West understands and works hard on these three key issues.

Yours sincerely



Robert Dempster
Marketing & Sales Consultant



Robert Dempster Sales Consultant

M 0418 927 204 | F 08 9791 5999

96 Victoria Street, Bunbury

www.summitbunbury.com.au

Why The Need For An Appraisal? - Wishing to Sell

Selecting An Agent

- 1) Agent, Company & Track Record
- 2) Service
- 3) Marketing
- 4) Commission
- 5) Price

Satisfaction will lead to getting started

Summit Realty South West

- A large 27 member award winning sales team
- Over 500 + listed properties for sale attracting more buyers than any other firm in the South West.
- Most properties sold in the South West
- REIWA Awards - Office/Team 3rd in Listings Sold WA 2015/2016



Robert Dempster Sales Consultant

M 0418 927 204 | F 08 9791 5999
96 Victoria Street, Bunbury

www.summitbunbury.com.au

Knowing The Market

Things to consider in College Grove

- Current average days on the market is 90
- Market is showing a five year change of 8.5%
- Annual change of Median Price is -0.4%
- College Grove - Annual Sales = 22 or 1.83 sales per month

My College Grove most recent sales

| | | | | |
|---|----------------------|-------|-------|-----------|
| 1 | 3 Oriel St | 4x2 | L & S | \$355,000 |
| 2 | 24 Winthrop Dr | 4x2 | L & S | \$393,000 |
| 3 | 14 Pembroke St | 4 x 2 | L | \$350,000 |
| 5 | 5 Christchurch Place | 4 x 2 | L & S | \$405,000 |

5 Christchurch Place



Robert Dempster Sales Consultant

M 0418 927 204 | F 08 9791 5999

96 Victoria Street, Bunbury

www.summitbunbury.com.au

What is happening in your street

11 Keble Hgts 4 2 2 577m2 \$465,000 20/01/11

| Street Address | Bed | Bath | Car | Blk | Sale Price | Sale Date |
|--------------------|-----|------|-----|------|------------|-----------|
| 1 Keble Heights | 5 | 2 | 2 | 653 | \$410,000 | 3-Jun-05 |
| 4 Keble Heights | 4 | 2 | 4 | 2087 | \$637,000 | 21-Oct-16 |
| 5 Keble Heights | 5 | 2 | 2 | 883 | \$480,000 | 27-Sep-15 |
| 6 Keble Heights | 4 | 2 | 2 | 2008 | \$690,000 | 23-Mar-13 |
| 9 Keble Heights | 4 | 2 | 2 | 1296 | \$402,000 | 1-Mar-15 |
| 2/11 Keble Heights | 4 | 2 | 2 | 577 | \$465,000 | 12-Jan-11 |

Comparative Market Analysis

Please find attached my **Comparative Market Analysis** which shows the average selling price for selected properties around your property



The Three Keys To Selling Your Property:

- 1/ Presentation of the Property
- 2/ Price = \$\$\$\$
- 3/ Promotion/Marketing

Find the balance = Sold, Sold, Sold



Robert Dempster Sales Consultant

M 0418 927 204 | F 08 9791 5999
96 Victoria Street, Bunbury

www.summitbunbury.com.au

Pricing Strategy

After doing the above extensive research into the latest sales evidence of similar properties in your area, I have come up with what is known as the “**Mathematical Price**” - (ie the price based on historical information) This would be the low end of the following range. The top end of the range is known as the “**Emotional Price**” (ie this price is considered to be based on what someone might be prepared to pay for the property given any emotional attachment including location, design, presentation etc)

I believe in this market, your property would attract interest somewhere between



Between a
Mathematical Price of \$345,000
to an
Emotional Price of \$365,000

Private Treaty

- **Set price** generally attracts offers below the set price
- **Price Range** gives the buyer an expectation above the bottom figure.
- **From or Offers Above Marketing** gives the buyer clear indication offers are expected above the word from.
- **Sell By Tender** A 3 - 4 week marketing program followed by Close of Tender
- **Auction** A 4 week marketing program followed by Auction day

Sellers Preferred Strategy: Open for discussion

Example to be Discussed: Auction or \$349,000 - \$369,000



Robert Dempster Sales Consultant

M 0418 927 204 | F 08 9791 5999
96 Victoria Street, Bunbury

www.summitbunbury.com.au

As part of the discussion the following can be negotiated on the day

Selling Fee

I believe Summit Realty South West is the best Real Estate Firm in the South West to sell your property and as such I am willing to put my money where my mouth is and offer you a very competitive fee. Our current selling fee according to our Fee Schedule for your property based on selling price of \$_____ would normally be \$_____ (inc GST).

Marketing Options

| | | |
|-----------|-------|--------------|
| Package | _____ | \$ _____ |
| Extras | _____ | \$ _____ |
| Extras | _____ | \$ _____ |
| Total | | \$ _____ |

**Everything We
Touch Turns To
Sold**



Robert Dempster Sales Consultant
 M 0418 927 204 | F 08 9791 5999
 96 Victoria Street, Bunbury
www.summitbunbury.com.au