

The Pier

Bayside Real Estate News

May 2016



In this Issue:

page 1

Do you want fries with that?

page 2

Getting the highest price
For Your Property

page 3

St Pats Old Boys

Home Sellers Protection
Guarantee

page 4

Wanted To Buy
Family Real Estate

'Do you want fries with that?'

Why most agencies ~~ask~~ demand you pay for advertising.

Open homes, auctions and vendor paid advertising, are a great benefit to real estate agents but of very little benefit to home sellers and buyers. These add ons are part of the up-selling technique, a little like the 'do you want fries with that?' of the real estate industry.

Take for example, Vendor Paid Advertising. Vendor Paid Advertising is worth millions of dollars to the real estate industry in Brisbane. A look at the profit and loss statement of some real estate companies would show that 'advertising' appears as an income item not (as most consumers would believe) as an 'expense' item.

In years past, the concept of an owner paying the cost of advertising and still paying a commission was unusual. Franchise agencies however, discovered that if you could convince a seller to pay for advertising up front you could take a margin on every listing and cover your staff and office running costs without needing to sell a single home. You can promote your agencies brand in the newspaper for free by convincing sellers to pay for everything. Just one look at the real estate section of the Saturday newspaper will show you. Now that sellers are paying, ads are HUGE. Do a larger percentage of these houses get sold? Of course not!

In the digital age, more and more home sellers are waking up to the reality that newspaper advertising is unnecessary. So now we see franchise agencies selling expensive online packages to replace this income stream. But wasn't the internet supposed to connect people directly and at a lower cost?



It has now been over ten years since we have accepted one cent from a seller for advertising their property. In that time we have sold literally hundreds of houses without them being advertised in the newspaper. And who needs to when 9 out of 10 buyers use the internet to search for a property to buy?

At Andersons you will never be out of pocket with us. Pay nothing unless your property sells. We carry all the costs of marketing and advertising, signage, floor plans and photography. There is nothing to pay until we achieve a sale together.



Anderson
family real estate

Open 7 Days 24 hours | www.andersonfamilyrealestate.com

Phone: 07 3203 6001 | Fax: 07 3203 6878 | email: enquiries@andersonfamilyrealestate.com

Getting the Highest Price for your property

Your home does not have a fixed price tag like a product on a supermarket shelf. Finding an agent to sell your home is easy, but the real challenge is finding an agent who knows how to work with you to achieve the highest possible price. How do you do it?

Our free guidebook answers this question for you, and many more. Arm yourself with all the information you need to know how to avoid all the common mistakes that can cost you thousands.

FIND OUT:

1. Best methods to prepare and present your property to prospective purchases that can ultimately add many thousands of dollars to your sale price through vital first impressions.
2. How to save thousands of dollars on advertising costs the very first day it goes up for sale.
3. Avoiding the tricks that buyers use at open homes to ultimately lower your sale price. Understanding how to manage the art of negotiation and use this power to your advantage.
4. Should you go for an auction? Which method of sale leads directly to buyers competing against each other for your property? Which agents achieve the best prices and how to handle an agent to your best advantage? What are the most effective ways to use the internet and social media to sell and lots more?

Get hold of your own copy free online instantly at andersonfamilyrealestate.com



Download



If you would like to sell your home for the highest possible price, request complimentary copy of our home sellers guide online at andersonfamilyrealestate.com

Are you a St Patrick's Old Boy?

Call out to St Patrick's College Community.

Help us raise some funds
for your Association.

www.facebook.com/SPCOB/

St Patrick's College Past Students Association does valuable work for current and past students, supporting young men as they progress through life's journey, offering lifelong mentoring and support to deepen ties and goodwill in our local and business community.

Peter Anderson as a past College Captain and now Principal at Anderson Family Real Estate supports the work of St Patrick's College Past Students Association.

Anderson Family Real Estate is partnering with the local business

community groups around Shorncliffe and Sandgate. Groups like St Patrick's College Past Students Association. Show your support for St Patrick's Old Boys by liking local businesses like Anderson Family Real Estate that support their work.

[www.facebook.com/
andersonfamilyrealestate/](https://www.facebook.com/andersonfamilyrealestate/)

For every Old Boy that likes our page the Old Boys Association will receive a donation.

Just like our page and write "I'm an Old Boy" on our timeline.

Considering selling in the near future?



Whenever an Old Boy uses Anderson Family Real Estate to sell they will make a donation of \$300 to the St Patrick's College Past Students Association to help fund their valuable work.

Just give us a call and let us know "I'm an Old Boy"

"We rate Peter and his company as the best and would have no hesitation in using them again."

- Peter & Maureen



"I can honestly say I haven't been treated like that before by any real estate agent."

- Christiana Burrell



"Just like to say thanks very much to Peter Anderson from Anderson Family Real Estate in the way he sold my property."

- Rose Dath



"The sale of our house was one of the most important things in our life but it was all made easy with the help of the Anderson Family Real Estate Team."

- Victor & Angela Nichols



"The best guarantee in the property industry today".

No upfront costs. No Risk Selling means no upfront costs, we won't charge you anything upfront for advertising, photography, marketing or signage. Pay nothing unless you sell!

Price Guarantee

If your property sells below the price we quote, you won't pay any agent commission. Not one cent!

Security and Privacy at Inspections

We won't show your home to sticky beaks, in fact we won't conduct open homes. We understand that tidying and cleaning for inspections is time consuming for you. Our guarantee is to only show your property to "qualified buyers" ready to buy now.

No binding contracts

If you are not satisfied with our performance you have the right to cancel the agreement to sell your property, provided you have given us the opportunity to rectify your concerns.

Buyers found by you

The sellers reserve the right to sell or transfer the property to a close relative or partner should the opportunity occur, or if directed by a court. In this case, the sellers will not be liable for any commission to the agent, but will reimburse expenses incurred specifically on the sellers' behalf.

Home Sellers' PROTECTION GUARANTEE

Security at Inspections

The agent agrees to identify and qualify all people who inspect the property. If the agent fails to do so, the seller will not be liable for any damage or loss occurring during an Open Inspection where the agent agrees to accept full responsibility.

1. Selling Price Quote

The agent estimates that the current likely selling price of the property will range between \$ _____ minimum and \$ _____ maximum.

If the property sells below the minimum price quoted above) the **sellers will be released from any obligation to pay any commission**. If the seller fed there is a valid reason for the property selling below the minimum quoted price, the seller can still elect to pay the agent; however the amount of commission payable to the agent will be at the sole discretion of the seller.

2. Fees and Expenses

The agent fees at the (above) selling price quote will be between: \$ _____ minimum and \$ _____ maximum.

The fees are calculated as follows:

If, once the agent has found a suitable buyer, the seller is not satisfied that the agent has made a fair offer or her best endeavour on behalf of the seller, then these fees are negotiable. DOWNTURN/RUNAWAY prior to the sellers signing a legally binding contract for the sale of the property. Such negotiation must be confirmed by the seller and the agent in writing prior to the sale being legally effected.

All fees and expenses claimed by the agent are only payable once the sale has been legally effected. The sellers will be deemed to have accepted the price if they sign a contract with a buyer to sell the property.

Sellers are urged to receive legal advice BEFORE signing a contract to sell the property.

3. Period of Agreement

The period of the Agent's Agreement will be _____ days, commencing on _____.

Note: Generally the shorter the period, the safer it is for the sellers. A period between 30 and 60 days is safest for the sellers. Any longer and the sellers could find themselves tied to the agent against their wishes. If the sellers wish to extend the agreement at the expiration of the period, they can do so at their discretion.

4. Bait Pricing

The agent will not market or promote the property by use of a lower price than what the sellers are willing to accept. The agent understands that under quoting the value of the property is a violation of the law because it attracts buyers who can only afford the low price, or buyers who only want to pay the low price.

SELLERS

Part of the agent's agreement.

Guarantees and other clauses in this document shall have priority.

Learn more here: www.andersonfamilyrealestate.com or call us for a no obligation chat on 07 3203 6001.

HELP OUR LOCAL BUYERS

Ann is wanting to buy a lowset home in Sandgate or Brighton. She is wanting 3 beds, 1 bath and 2 car spaces and is willing to spend \$350,000-\$400,000 for a perfect little cottage.

Cameron is after a house with 3-4 beds, 1-2 bath and up to 2 car spaces. He is wanting to purchase an investment property in the Sandgate or Brighton area and willing to spend between \$450,000 -\$500,000.

Clinton urgently needs a home with 5 beds, 3 baths and 2 car spaces in Brighton. He is an immediate buyer and can spend up to \$1.3 Million.

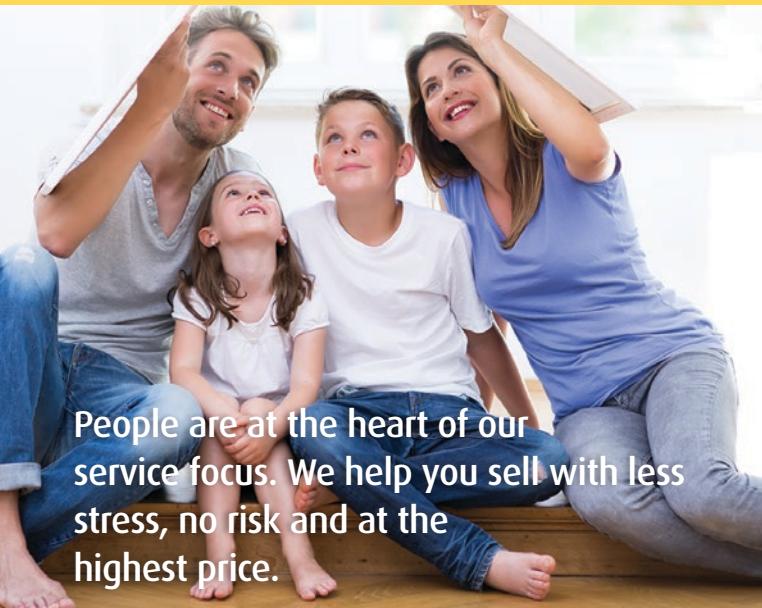
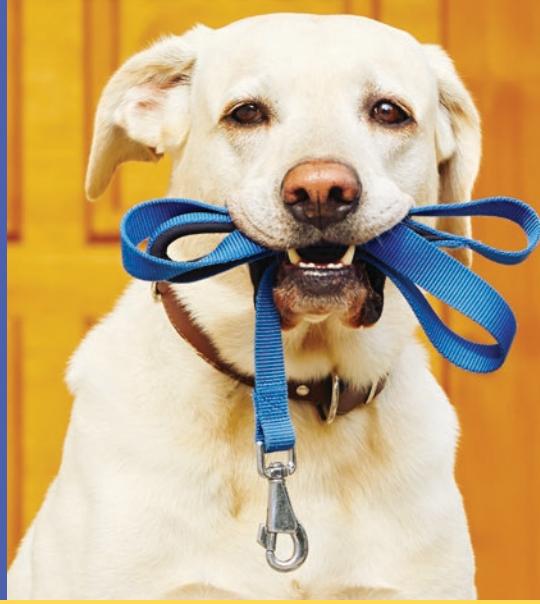
Dave is after a unit with 2 beds, 1 bath and 1 car space in Deagon and surrounding suburbs. He is looking for something newish and is willing to spend \$400,000 for the right place.

Deanna is looking for a Bayside Waterfront Property with 4 beds, 2 bath and 2 car spaces on the bay. She is moving from Sydney and ready to buy now. She is willing to spend up to \$1.5mill.

Do you have a property that will suit one of our buyers? If so please give us a call.

07 3203 6001

HOMES WANTED



People are at the heart of our service focus. We help you sell with less stress, no risk and at the highest price.

The cold weather is on the way and the year is nearly half over. We sincerely hope you are having a great year so far in 2016.

If you plan to sell your home or investment property this year, we would love to help you achieve the highest possible return on your investment. **Now is a great time to be thinking about tidying up for Spring!**



No Risk Selling – Guaranteed Results

1. No Upfront Costs – No Risk
2. The Highest Price For Your Property
3. Fast and Stress Free Process
4. Strong Negotiation
5. Home Sellers Protection Guarantee



Modern Marketing Technology

We develop a tailored marketing strategy for your property that targets qualified buyers, not simply 'all people'. Marketing across the web and social, print and traditional media ensures your property reaches the market in the most effective and efficient way, achieving the goal of generating multiple buyers competing to buy your property.



24 Hour Service Agency

People are at the heart of our service focus. We help you sell your property with less stress, no risk and at the highest price. You will always reach a real person when you call us, day or night.



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**CONTACT
24/7**