

For Sale By Owner

We offer private sellers the service of 'realestate enabled sales' PLUS mentorship throughout the sales process from our Principal Agent - UNTIL SOLD!

This is a unique FSBO service and unlike anything offered elsewhere. This means selling your property with confidence and saving thousands of dollars in sales commission.

MARKETING PACKAGE

'SPOTLIGHT' - FROM \$2,950**

Advertise using the industry standard and put your listing where buyers are actively looking.

You will receive:

- Free market appraisal to help guide your pricing strategy
- Title search
- Premiere Listing on realestate.com.au - until sold
- One standard 'For Sale' sign with customised phone number
- Our Seller Companion to guide and document the process
- Mentoring from our Principal Agent - until sold
- Listing on our website - until sold
- Listing on our FaceBook - until sold
- Listing on our new listing subscription list - until sold

*****please note if you decide to engage our low commission sales service, there are no additional marketing fees.**

*Prices are inclusive of GST and may be subject to change as market conditions prescribe. Travel charges may also apply.

**Price based on listing for the Atherton Tablelands region, other postcodes may attract a higher realestate.com.au listing price.

Sell with Confidence

Jordana Wakelin - Principal Marketing Agent | phone 0488 693 084
enquiry@heartandhomeproperty.com.au | www.heartandhomeproperty.com.au

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MARKETING PACKAGE

'MARKET ME' - \$1,450

Advertise using alternative realestate marketing websites and save even further than the Spotlight package.

You will receive:

- Free market appraisal to help guide your pricing strategy
- Title search
- Listing on sites* such as farmbuy.com.au, goregional.com.au, homehound.com.au, homely.com.au, homes.com.au, homesales.com.au AND onthefhouse.com.au - until sold
- One standard 'For Sale' sign with customised phone number
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****please note if you decide to upgrade to the FSBO 'Spotlight' Package, you can do so at any time by paying the difference. ***If you decide to engage our low commission sales service, there are no additional marketing fees.**

*Please note Heart & Home Property reserves the right to determine the websites listed based upon subscription availability. The sites listed are examples of the offering which will be finalised with you when designing your marketing campaign. Prices are inclusive of GST and may be subject to change as market conditions prescribe. Travel charges may also apply.

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OPTIONAL EXTRAS

REALESTATE PHOTOGRAPHY \$295

Present a high quality listing with High Digital Resolution realstate photographs, including aerial drone images and video. These images will detail the heart of your property and showcase what is on offer.

We do not limit photographs like other realstate photographers. We take the required number of photographs and drone media to effectively market your property.

We also upload video content to our YouTube channel, unlike other FSBO services that require you to create your own YouTube 'channel'.

COPYWRITING \$125

A well written advertisement will highlight property features, lifestyle and opportunity - luring in buyers.

Another aspect of a well written advertisement is that it can reduce your workload, the majority of buyer enquiries will be answered and features of your listing will be highlighted as it will provide enough information.

Having crafted many realstate advertisements, backed by professional marketing and public relations experience, we can help to write a professional and effective advertisement for your listing.

SIGNAGE

There is HUGE merit in displaying the traditional 'For Sale' sign as buyers may not be 'actively' looking for properties. Your sign may be the one thing that draws their attention to your listing.

STANDARD \$60 - Our standard 60cm x 90cm corflute sign, comes custom designed with your phone number.

PHOTOBOARD \$170 - Our 90cm x 120cm corflute photoboard is a wonderful tool to provide more detail around your listing to potential buyers.

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Understanding realestate.com.au

Realestate.com.au is a highly effective realestate marketing website that has become an industry accepted AND EXPECTED standard for advertising a property that's for sale. The website is only accessible to licenced realestate agents through their realestate agency.

There is a hierarchy of advertisements within realestate.com.au, being:

Premiere - the gold standard (Larger advertisement, appears in the top of all search results above Highlight, Feature and Standard listings. Receives 2.2 more times exposure than Standard listings*)

Highlight - the silver standard (Smaller than Premiere size advertisement. Appears beneath Premiere listings. Receives 1.4 more times exposure than Standard listings*)

Feature - the bronze standard (Smaller than Highlight size advertisement. Appears beneath Premiere and Highlight listings. Receives 1.4 more times exposure than Standard listings*)

Standard - the base size and performance advertisement that all 'upgraded' listings revert to after 30 days. Appears beneath Premiere, Highlight and Featured listings.

*stated by www.realestate.com.au

OUR STANDARD IS GOLD!

At Heart & Home Property - we've chosen the gold standard as our baseline.

This means all our listings are published in the 'top spot' and remain in the top of all search results until the property is sold.

In our opinion, the Premiere listing helps your property present a cut above the rest and remain visible at the top of search results. The Premiere listing offers the greatest value for money.

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Why work with us?

We are pioneering a new way for FNQ property owners to sell.

We allow clients to work with us and leverage off our licence.

For our private sellers we give them exclusive access to realestate.com.au, provide our custom Seller Companion and mentoring service - until sold!

For realestate sales, we offer the lowest sales commission in FNQ!

MISSION

Our mission is to provide the most reliable, honest, affordable, tailored and scalable realestate service to Far North Queenslanders.

EXPERIENCE

We are an independent realestate agency having the freedom to do business the way we desire. Our ability to be flexible in service delivery ensures customer needs are met every time.

We offer a wealth of property management experience (rental, renovating for profit, auctions, sales, property maintenance) to name a few.

Having professional marketing skills, we are able to tailor realestate marketing solutions to your needs - keeping costs down and getting your listing noticed by prospective buyers.

We come packed with experience from our own realestate ventures and enthusiasm to help you achieve yours.

FNQ LOCALLY OWNED & OPERATED

We are a locally owned and operated family business. We believe in supporting local businesses, keeping money in our local economy.

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