



we are local



LYSANDER  
3851

# Allpoints™

The City of Geelong, Surfcoast and the Bellarine Peninsula are rich in history and coastal splendor. Guarding the western side of Port Phillip Bay, the district attracts permanent residents, weekenders and holiday makers alike. The local population boasts a strong community feel and extends a warm welcome to all who spend time in the area.

Allpoints Real Estate also extends a very warm welcome to all our clients. As a focused team we pride ourselves on offering not only expertise, professionalism and local knowledge but also a caring attitude and an approachable manner. We extend these practices to everyone, whether you are buying, selling, investing or renting. We work extremely hard to maintain our high standards and endeavor to build lasting relationships based on mutual trust and respect.

Please take some time to read this booklet to find out more about the characteristics that set Allpoints apart in the vibrant world of real estate. We hope our passion and commitment shines through.



CITY OF GREATER  
**GEE LONG**





## FROM THE BEGINNING...

Allpoints has its origins as the longest established real estate agency in Victoria. Walter L. Carr & Sons opened their doors in 1840 and is still an important part of the Allpoints group.

Today, Allpoints represents the powerful joining of forces of some of the areas most well respected and long serving real estate experts including Allpoints @ McManus, Allpoints @ Lewtas and Allpoints @ Guyetts.

Recognising an opportunity to provide a superior level of real estate professionalism and local knowledge to the residents of Geelong and Bellarine Peninsula, these four agencies and four others brought their collective experience and expertise together under the Allpoints banner and the business now encompasses eight offices and employs around 50 staff members.

Allpoints has become synonymous with Geelong real estate with branches located in Anglesea, Drysdale, Geelong, Grovedale, Lara, Leopold, North Geelong and Highton with each office independently owned and run by local and experienced directors.

Allpoints sell more property in the Geelong region than any other agent – a statistic of which the team is extremely proud.

Integrity and expertise are an integral part of the way Allpoints do business. Backed by an extensive referral network and a team that collectively represents more than 200 years of real estate expertise, why would you trust the sale or management of your biggest asset to anyone else?

Allpoint

FOR

**SOLD**

- Master bedroom/parents retreat • Ensuite with double vanity, sep. toilet, dressing room • Cosy living room, Jetmaster gas log fire • Classy kitchen, granite benches, glass splashbacks, canopy rangehood
- Porcelain tiles, extensive downlighting • Security system, ducted heating, evaporative air conditioning
- Double auto garage, internal access, extensive landscaping.

### Luxury Living

**5241 1911**

**2 Porter Avenue Highton**

(cnr South Valley Road)

[www.allpointshighton.com](http://www.allpointshighton.com)

# PROPERTY SALES – THE ALLPOINTS APPROACH

The process of selling your home or investment property should be clear, transparent and focused on achieving the best result in the best possible time.

With a focus on client relationships and supported by extensive industry knowledge, the Allpoints sales team do not just sell property – we work in consultation and partnership to deliver premium results for every individual client. And when it comes to closing a sale, our negotiation skills are second to none.

The knowledge, experience and expertise that we bring to bear on each residential property sale is based on a proven approach:

## **The Allpoints network**

All our clients enjoy the advantages of our comprehensive market reach throughout the Greater Geelong, Bellarine and Surf Coast areas. Our eight locally owned and individually managed offices function and communicate as a single entity – assuring our clients of consistent, proactive support and guidance at every stage of our association. This is achieved through our own internal “referral process” and regular group sales meetings. Although you may appoint one Allpoints office to sell your home, you in fact have eight teams and more than 35 agents working for you!

## **Knowledge and integrity**

Our agents are committed to providing you with the right advice and facts that enable you to make the best possible decisions. We are right beside you every step of the way. Based on the type of property you are selling, the current market dynamics and your own needs, we use the latest and most relevant sales data to establish a selling price that you can be confident we will achieve. We don't subscribe to always telling you what you want to hear. We like to communicate with honesty, as we believe it's always better to be truly informed than have unrealistic expectations that lead to disappointment.

## **Relationships**

Our business is only as good as our reputation. And we like to think we have a reputation for putting our clients first. We invest in our relationships to ensure that you are informed and happy with the process and receive ongoing communication. Our commitment starts the moment we list your property.

Much of our business comes from referrals and recommendations, proving that we have developed longstanding relationships. Some clients have sought our services several times over the years – even decades – and we are always here to deliver the same level of service and assistance.



## THE ALLPOINTS TEAM

Dedicated to the highest ethical standards and accountability to our clients, the Allpoints team – working across eight individually run and locally owned offices – collectively represents hundreds of years of real estate experience.

Lead by 12 directors, all Allpoints staff pride themselves on being truly local, with an in depth knowledge of the area and the property market. Integrity and expertise are an integral part of the way we do business. This leads to great results for our clients and great results for the team.

Six of our directors have been or currently are, board members of the Geelong division of the Real Estate Institute of Victoria – which means you can be assured that our team upholds the highest possible ethical standards

# A PARK



we are local

### **Our directors**

Left to right: Theo Van Meel (North Geelong), Noel Hooper (Newtown, Geelong), John Mole (Highton), Janet McIntosh (Leopold), Ian Dart (Grovedale), Jason Barnett (Newtown, Geelong), Geoff Lewtas (Anglesea), Anna Petterwood (Drysdale), Mark Petterwood (Drysdale), Tony McManus (Lara), Chris Carr (Newtown, Geelong)

# Allpoints<sup>TM</sup>

## Real Estate

Call in for

a free

no obligation

market appra

# MARKETING YOUR PROPERTY

## **Marketing**

The real estate marketing landscape is constantly growing and changing. New technologies and the comprehensive adoption of the internet as an everyday research tool means a property marketing campaign is more sophisticated than ever. A strategic advertising campaign is a vital component in bringing your property to market, maximizing exposure and ensuring a premium result. We believe that there is no such thing as “one size fits all” which is why we offer a number of different packages that suit both your property’s needs and your budget.

A customised marketing approach will be undertaken to ensure the greatest possible reach and impact and will consider such factors as whether you are selling by Private Sale or Auction. We offer all relevant creative services as well as a comprehensive choice of marketing mediums:

### **Creative services:**

- Professional photography
- Aerial photography
- TV tours
- Copywriting
- Floor and site plans

### **Advertising options:**

- For Sale board
- Internet (local and national real estate sites)
- Window display
- Newspaper advertising (local and national publications)
- Allpoints print and electronic magazine
- Individual single and double sided colour property brochures
- Letterbox drops
- Editorial in local paper

With the right mix of creative services and advertising media will ensure buyers arrive at your property inspections with all the facts. They are ready to make informed buying decisions.



## PROPERTY MANAGEMENT – A REPUTATION THAT SPEAKS FOR ITSELF

The property management experts at Allpoints Real Estate pride themselves on their long-standing reputation of attracting reliable 'quality' tenants. We are a team of dedicated specialists who pay strict attention to detail and ensuring the entire portfolio is always carefully managed. For example, we always ensure that as existing tenants vacate properties, our leasing team matches these properties with qualified new tenants, at a premium return, based on market indicators.

### **Why is our Reputation So Good?**

- We offer outstanding service - many team members come from a customer service background and therefore understand the importance of excellence in this area.
- Doing business with us is hassle free with open and honest communication.
- Stringent processes are in place supported by the latest systems and technology leaving no doubt about how your property will be managed over the term of the lease.
- Staff are proactive rather than reactive and pay great attention to detail.
- The property management team is a group of friendly enthusiastic people, driven to achieve the best results for their clients.
- Allpoints consistently have the lowest vacancy rates in the local market.
- Long term relationships with property owners and tenants are highly valued and nurtured at Allpoints.

## IT'S BEEN SAID BEFORE

In the competitive world of real estate, assurance that you are dealing with caring professionals is paramount. Allpoints strives to ensure that each and every client we work with feels confident that they are getting the best. We believe the key to our success lies in the following:

### **Local Knowledge**

We have been around a very long time! Whilst other agencies make big promises, they come and they go, Allpoints reputation for results has stood the test of time. We sell more properties than any other agent in the area.

### **Integrity**

We believe in transparency and simplicity. Nothing should be undisclosed. We share information and develop relationships built on trust.

### **REIV Members**

We recommend that all our licensed agents are members of the Real Estate Institute of Victoria. This means we voluntarily commit to abide by a high standard of professional practice, over and above the requirements of legislation governing Victorian estate agents.

### **Team**

Like any businesses our people are our biggest asset. We strongly believe that they are the finest in the industry and encourage them to succeed. This means further enhancing their skills and professional development is a high priority within the company. Staff loyalty and dedication is not taken for granted.



# Allpoints™

## **Anglesea Office**

91 Great Ocean Rd, Anglesea, VIC 3230

Phone : 5263 2214

Fax : 5263 2841

Email : angleseamail@allpointsrealestate.com.au

## **Drysdale Office**

11 Clifton Springs Rd, Drysdale, VIC 3222

Phone : 5251 2847

Fax : 5253 2249

Email : bellarine@allpointsrealestate.com.au

## **Newtown Office**

368 Latrobe Tce, Newtown, Vic, 3220

Phone : 5222 1488

Fax : 5222 4503

Email : geelongsales@allpointsrealestate.com.au

## **Grovedale Office**

286 Torquay Rd, Grovedale, VIC 3216

Phone : 5244 4777

Fax : 5244 4988

Email : grovedale@allpointsrealestate.com.au

## **Lara Office**

1 Station Lake Rd, Lara, VIC 3212

Phone : 5282 1294

Fax : 5282 3242

Email : reception@mcmanusrealestate.com.au

## **Leopold Office**

22 Dorothy St, Leopold, VIC 3224

Phone : 5250 1533

Fax : 5250 3555

Email : leopold@allpointsrealestate.com.au

## **North Geelong Office**

1/69 Separation St, North Geelong, VIC 3215

Phone : 5277 1999

Fax : 5277 1944

Email : geelongnorth@allpointsrealestate.com.au

## **Highton Office**

2 Porter Ave, Highton, Vic 3216

Phone : 5241 1911

Fax : 5244 1758

Email : john@allpointshighton.com.au

[www.allpointsrealestate.com.au](http://www.allpointsrealestate.com.au)