

**australian**  
property choice

***A New Choice In Real Estate!***

## **The Difference**

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## Industry Issues

# Consumer concerns

Research has identified three major areas of consumer dissatisfaction with the industry.

## Cost

- Agent's fees have increased by approximately 70% over the number of years.
- New technology offers great potential for major cost savings but the current structure within the industry means those savings are not being passed on.

## Service

More and more agencies offer a genuine competitive advantage in relation to either fees or service, the result is; many agencies are focused on prospecting for new business rather than servicing existing clients.

## Communication

Virtually all consumer surveys on the real estate industry identify the lack of communication between vendors and agents as one of the major areas of vendor dissatisfaction.

## Solution

### Cost savings

*Australian Property Choice* offers vendors huge savings on typical agency fees\*.

### Structural change

*Australian Property Choice* combines mobile technology, centralised administration process and strong local representation to deliver genuine cost savings and quality service.

### Communication

*Australian Property Choice* service, charter emphasize the necessity for our vendors to be kept informed through every step of the process.

### Marketing

*Australian Property Choice* uses all major internet sites, and advises on the appropriate press as the "shop window" for marketing of properties. Priority listing the property and all properties can be viewed 24/7 365 days.

### Service and expertise

The delivery of a level of service and marketing skills designed to maximise buyer interest and create real selling opportunities is the key to the ***Australian Property Choice*** service philosophy.

## The Brand

# What's in our name?

**A new choice**

**Internet**

**Shop window**

**Networking**

**Advanced**

**Mobile**

**Technology**

**Efficiency**

**Innovation**

**Excitement**

**Difference**

**Enthusiasm**

**Results**

## Maximising your outcome

We are absolutely committed to achieving the best level of service for all our clients.

We will provide our clients with the latest comparable statistics in your market take into account the features of the property and deliver a price and marketing strategy that we recommend.

Informing you on what the reality of your market is, rather than 'what you want to hear, it may be appealing in the short term, but it could cost YOU thousands in lost opportunities. After price, the most often question from buyers is generally: "how long has the property been on the market?"

Targeted marketing campaigns, honest advice and communication, negotiation skills and the correct pricing and marketing strategy will ensure we achieve the best result for our clients.

## Our service

### **Standard of performance:**

All marketing plans will include the following;

- At least one weekend and one midweek (optional) open house each week.
- Follow up of all open house attendees with 24-48 hrs.
- An interim report on this follow up will be faxed or emailed to vendors within the same time frame.
- All vendors will be informed of individual inspection by a phone call before and after an inspection
- No person will be in any way encouraged to view a property unless in the company of an **Australian Property Choice** representative.
- Every vendor will receive a detailed weekly written report on activities relating to their property.
- *Australian Property Choice* local managers will meet weekly with every vendor to discuss progress.

## The advantages of selling through Australian Property Choice are;

1. Strong local knowledge.
2. Sales data updated fortnightly direct from the Australian Property Monitors database/RP Data
3. Instant listing with photos and property details on all major website.
4. Depending on search phrase used, search engines usually put us higher up the results than other real estate companies.
5. Price, photos or other property details can be changed quickly and without fuss at any time and from any location.
6. Our staff are trained to keep our vendors informed every step of the way through the sales process. We discuss what your needs are and advise accordingly. We give the client feedback and information during the selling period and most importantly we communicate very closely with them during sale negotiations.
7. At the time of sale our negotiation skills in combination with our advanced technology allow the sale to take place quickly and efficiently. Even if the buyer's solicitor, financier or other decision maker is on the other side of the world, he or she can have a copy of the contract in a few seconds.
8. We follow through after the contract has been signed, keeping a track on finance, special conditions etc.
9. At Australian Property Choice we strive for excellence in every part of our operation. We offer a guarantee of performance for all of our services. This means that if we don't do what we say we'll do, the client can fire us.

## Fee Structure

Never pay full fee again

Australian Property Choice offers vendors a low fee of just 1.1 % GST inclusive.

### **1.1 % Selling fee**

**A Flat fee of \$3,300 GST Inc for properties under \$300,000**

## Property Management

Are you achieving the best possible rental return for your property?

The Sydney rental market has never been stronger, with rents on the increase, and demand for a rental property has never been so strong. It is now harder to find a property than ever before. We receive hundreds of new potential tenant enquires every week, who are ready to move into a new property.

Here at Australian property Choice have a personal approach to managing your property, “we treat your property as if it is our own”

- Low competitive management fees
- Regular rental appraisals & reviews
- Excellent tenant management system
- Quarterly property inspections & reports

## Our Management Fees

Weekly Rent up to \$499                      5.5% management fee

Weekly Rent \$500 and over                4.4% management fee

Note:

**\*Other fees and charges apply**

## Home Loans

### **A simple and easy explanation of loans on offer!**

Many people (and we don't blame them!) find understanding loan products a tedious and challenging task. At Australian Property Choice we do our best to make it as simple as possible and give you a clear and easy to understand description of your loan options. We make choosing a loan easy by guiding you through the loans and mortgage maze!

### **We'll help with choosing an appropriate loan for the client!**

Here at Australian Property Choice we offer a whole range of advantages the banks can't match! ...home service, comparison of interest rates and products that are on the market, how to save money when starting a new loan and much more.

While Australians used to go straight to their local bank for their home loans, we now have a lot more choice when it comes to property finance - these days, people prefer the assistance of a Mortgage Broker or consultant. A bank or single lender has a much smaller range of loans than we do, so they will try to sell you a loan that may not be the most suitable for your circumstances.

Here at Australian Property Choice we use latest and updated technology, we make it easier to compare different types of loans from all major lenders and updated daily. Only when we've been through this process, using our specially developed software, will we present you with a shortlist of loans for your consideration.

Once you have decided which loan to go with, we will then assist you through the whole loan application to loan approval and settlement process, with online applications, the loan can be approved with-in minutes plus, your broker will continue to be there for you in the future when you need further finance, property and loan related assistance. The result is the most appropriate loan for you; the difference could amount to tens of thousands of dollars over the life of your home loan, commercial loan or investment loan!

#### **We can help you with:**

- **100% Home Loans**
- **REFINANCING**
- **INVESTMENT LOANS**
- **COMMERCIAL LOANS**
- **DEBT CONSOLIDATION**
- **EQUITY RELEASE**
- **NON-CONFORMING LOANS**