



The Pilot 'Opinion Of Home Value'

We are constantly researching the market in your local area. The estimated price range is based on the most recent available data of comparable sales for similar homes in your area. We'll give you a report on recent home sales comparable to yours and talk you through the market.

How to attract the highest price

We'll recommend ways to increase the appeal of your property and attract the highest sale price, in the shortest possible time. By far the most popular way to sell your home is by 'Private Treaty'. We advise you on how long homes in your area are currently taking to sell. There is no fixed time limit for the marketing phase of your property.

Section 32 vendors statement

This is a document prepared by your solicitor or conveyancer. It sets out all relevant information about your property including title, zoning, rates, services. We make it available to all prospective buyers of your home and give it to buyers prior to a sale contract being signed.

A marketing plan for success

All homes are unique so we create a marketing plan that suits your property. Our well planned promotions are the difference between a very good and an outstanding sale price.

Internet marketing

We have been specialists in internet marketing since 2005. When you choose Pilot your property is advertised on more than 20 real estate websites, attracting maximum worldwide buyer enquiry.

Neighbourhood advertising

Sometimes buyers are just around the corner. We promote your property in local newspapers and magazines delivered to people already in your neighbourhood, waiting for a property like yours. Other techniques include high impact signboards and impressive property brochure drops.

Open home showings

The advantage of showing potential purchasers through your home at the same time is it creates competition and an 'urgency' to buy. Often we have held an Open Home and received multiple offers to purchase on the same day, giving the home owner a strong negotiating position. We invite comments from all purchasers and provide you with a written and telephone report afterwards.

**Your Pilot agent will follow a check-list to secure your home when leaving.*

FACT: 9 out of 10 buyers now use the internet when looking to buy a property*

* Nielsen Online, Australian Property Report, 2008

8 great reasons to use PILOT

- 1 Our MASSIVE INTERNET EXPOSURE PACKAGE**
Our internet advertising package gives your property massive worldwide exposure, guaranteed!
- 2 A 100% FREE dedicated website just for your property!**
We'll create a standout website just for your property i.e. www.12viewstreet.com
- 3 The 'Open Skies' policy' (TM)**
Any licensed estate agent can introduce buyers to us and we'll share our commission with them.
- 4 More advertising and marketing options**
You'll benefit from the years we've spent researching the very best real estate advertising and marketing options.
- 5 All offers presented to you are written offers**
We believe this ensures purchasers are serious and not just 'testing the market'
- 6 Retirees & pensioners discount**
If you are a retiree or pensioner take 10% off our commission!
- 7 The 2nd time's a charm bonus**
If you engage us for your next property sale - Thanks! Shave a further \$1000 off your bill !
- 8 Come and see our state-of-the-art technology**
Our systems make it extremely easy for buyers to find your property on the internet. Arrange to visit our office and view the level of technology we offer.



How to present your home for sale

To get the best result, it is essential to showcase your home in the best possible light. First impressions are everything.

We know from experience that well presented homes attract more buyers and higher prices in a faster time.

Standout homes appeal to our 5 senses:

Sight

- De-clutter: pack away items you don't use often
- Tidy inside wardrobes / closets – buyers sometimes look!
- Remove cobwebs & wash windows inside and out

Sound

- Soft music can be relaxing
- Light the fireplace during wintertime

Scent

- Consider aromatic candles
- Hang clean bathroom towels
- Eliminate pet odours

Touch

- Vacuum and clean daily - sparkle and shine
- Steam clean carpets if needed
- Inside temperature should be comfortable
- Make space by removing excess furniture

Taste

- Brew fresh coffee for an aromatic drift

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Visit our website www.thepilots.com.au to read the complete article...

PILOTTM
ESTATE AGENTS

An established company with a new name

At the start of 2005 on the Gold Coast, Queensland we established 'Pacific Lifestyle Property'. Over time we built a strong reputation for our internet marketing expertise, gaining many client accolades and producing exceptional sales in the 1 and 2 million dollar price range. We decided to 'move home' to Victoria after the 2010 sale of our Queensland business.

Visit us at: 'Dava Drive Shops'
2/1 Hoylake Grove, Mornington, Victoria

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www.ThePilots.com.au