



PRD.



Marketing Report



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Method of Sale

The Choice is Yours

In deciding how your property should be marketed to achieve the best possible price, we always take into consideration your needs and wishes and are happy to accommodate your preferences. You have several options:

- Private Treaty
- Tender
- Auction

Private Treaty

Private treaty is the marketing of a property with a set price. Since no two properties are the same, a major consideration of private treaty is determining the best price. Pricing too high may frighten prospective purchasers away. Pricing too low means you are often unable to increase the asking price and are therefore unable to achieve maximum dollar. You have two Private Treaty options:

- Exclusive Listing
- Open Listing

Buyers Reaction to the Market

SITUATION

OPTIONS

Over 10% above market

NO
OFFERS
NO INTEREST

Move price or move time

Within 5-10% of
market value

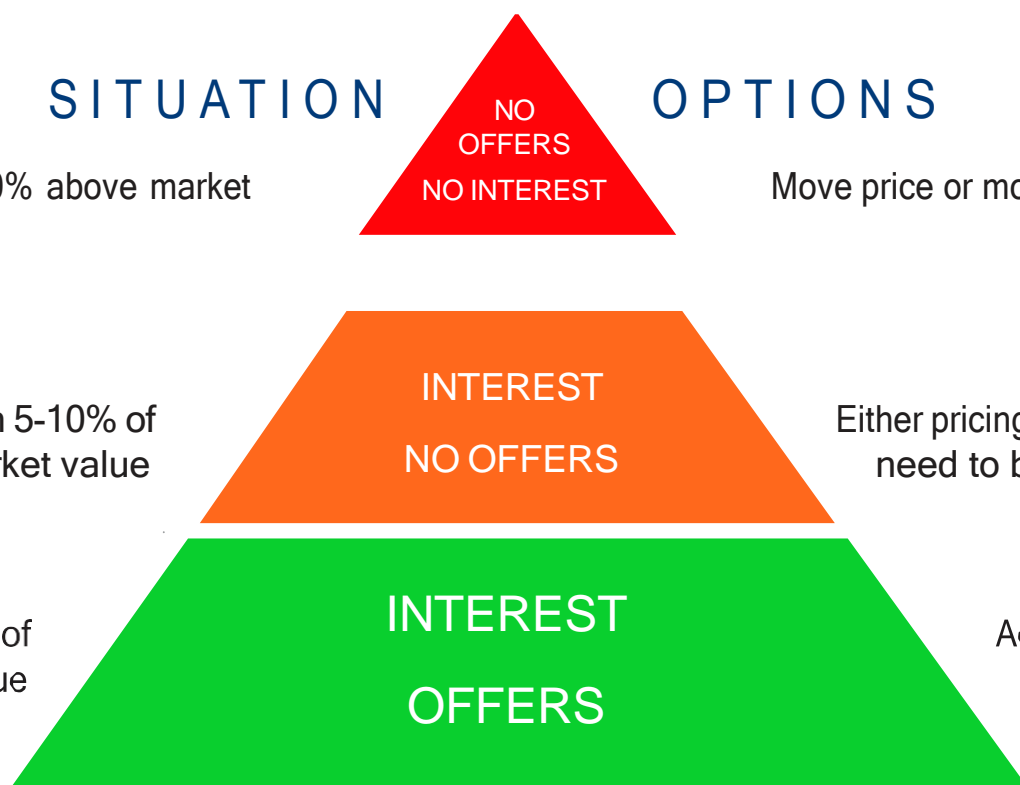
INTEREST
NO OFFERS

Either pricing or marketing
need to be looked at

Within 5% of
market value

INTEREST
OFFERS

Accept, Reject,
Negotiate



Exclusive or Open Listing?

Exclusive Listing

90% Selling Success Rate

An exclusive listing is a commitment made by the seller to give a property to one agent for an agreed period of time. Over this period, the agent will market the property exclusively and regularly to attract potential buyers and negotiate a price suitable to the vendor. The benefits of listing with an agent in this way are:

- Your property is promoted with a consistent, pre-determined price
- Constant commitment and communication with your agent
- Marketing and promotion options are open to you, designed to target buyers

Open Listing

10% Selling Success Rate

When you list your home with more than one real estate company it is an open listing. Each firm deals with the seller and basically works against each other to sell the property first. Only the selling agent is paid commission on the sale of the property. Often this means that the commitment made by each party is of a lesser nature and as a result, these listings generally take longer to sell.

In the Coolangatta/Tweed region many of the major companies will not advertise or market open listings, because as the saying goes in Real Estate... "You are everybody's listing but nobody's responsibility".

Tender

Usually reserved for commercial properties, this method invites interested parties to bid for the property in writing by a specific date. The best offer is accepted in relation to price, terms and

Auction

Auction

93% Selling Success Rate

Auction is one of the best ways to gain the true market value of your property and one of the most popular methods of sale. The benefits of auction are outlined in the next section.

- **HIGHEST SALES RATE:** Auctions produce the highest sales rates of all methods of sale in Australia (source REIQ).
- **NO LIMIT ON PRICE ACHIEVED:** When you list your home with a price, an interested buyer will almost certainly make an offer, but auctions encourage buyers to “bid up” the price of a property.
- **COMPETITION:** The absence of a set price attracts buyers from all price ranges, and each will value your property differently. Auctions encourage all interested buyers to bid and therefore two or more will competitively bid for your property. Placing these buyers into a competitive situation will usually achieve the best result.
- **SHORT MARKETING PERIOD:** Auctions are designed to give you a quick result over a short marketing campaign lasting no more than six weeks prior to the auction date. Auctioning allows you to set an exact date for the sale of your property, leaving you free to make plans for the future and forcing buyers to act within a specific timeframe or risk losing the property.
- **ATTRACTING THE EMOTIONAL BUYER:** Because there is no price, buyers are attracted to your property by its emotional appeal rather than the price, which means if a buyer likes your property, he or she is more likely to pay top dollar for it in a competitive bidding situation.
- **NO PRICE ATTRACTS MORE BUYERS:** By not offering your property at a price, we can attract more buyers to the property.



- **THREE CHANCES OF A SALE:** Your property can be sold prior to the auction, at the auction or after the auction.
- **SECURITY OF A RESERVE PRICE:** You are protected at all times by the confidential reserve set with the professional help of your PRDnationwide agent, which only you can set and change.
- **OUR AUCTIONEERS:** PRDnationwide contract some of the industry’s finest independent auctioneers who have many years’ experience and are actively involved in real estate on a day-to-day basis. Talent, commitment to the job, combined with an understanding of the region and of your property, guarantee a conversant, prepared auctioneer.

Pricing Your Home

Pricing Issues

The most important thing you do to get your home sold is price it correctly before it goes on the market. It is crucial to your home for the following reasons:

- It is natural for any vendor to want as much as possible for their home and it is our job to get you the maximum the market will stand.
- In the end it is not what your consultant or valuer believes, or in fact what you think, that decides what the price is for your home. Ultimately, it's the buyer. Buyers shop around (research says 10 homes on average) before they choose the home that represents the best value to them. **No amount of promotion or advertising will sell your home if it is placed on the market at too high a price.**
- It is logical that the best buyers currently in the market for your home will most likely be the first people to inspect. **If you price too high they may reject it immediately.** These buyers will only occasionally return to a home weeks later to buy.
- Also of relevance is that fact that from our experience you get more prospective buyers through the first stages of marketing than you do later in the program.
- The easiest way for us to take your listing today is to promise you whatever figure you have in mind. However, not only could this cost money because it ruins that initial marketing edge, but further down the track you will not be happy with us.

Your Home is Already on the Market

Questions to ask yourself before making a pricing decision during the marketing of your property:

- All the previous questions
- How long has the property been on the market?
- How does this relate to the average time it takes to sell a house?
- How many people have been through the property?
- How many offers have been made?
- How does the price compare with the recent sales in the area?



Pricing Your Home

Problems with Overpricing

The lost opportunity of viewing by people who recognize from the kerb that it has been overpriced and drive by.

- It can reduce advertising response from educated buyers, which wastes advertising dollars.
- It can attract prospects in a higher bracket who see the home as being bad value in that bracket.
- People in Australia do not feel comfortable making too low an offer. Overpricing can cause people to walk away instead of trying to purchase. For them, the perception is that they'll fail in the attempt, so they avoid it completely.
- It can help sell the competition. If your house is priced at \$170,000 and there is a house in your area of similar size, attributes, and specification to yours but priced at \$155,000, the buyers will go for the lower priced one first.
- Generally speaking, properties that are on the market in excess of 90 days are viewed by buyers as being overpriced.

How to Price Correctly

Work with your consultant to explore comparable homes that have sold in recent months, i.e. homes that are similar to yours that have sold in your area from the previous one or two years.

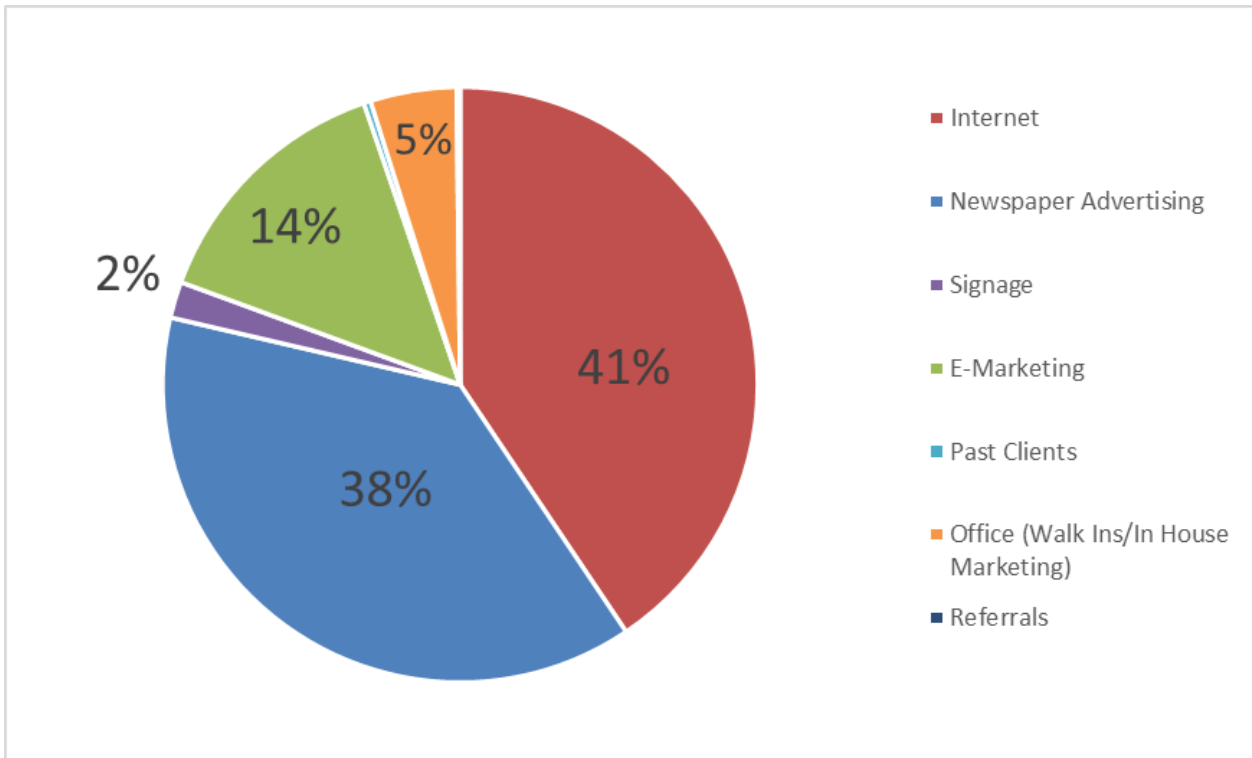
Quite often one of the things that leaves a home on the market for several months is simply the emotional difference between what a vendor thinks the home is worth and what the market portrays that it is worth, i.e., what its market value is. Things to consider:

- What is the average time it currently takes to sell a house in your area?
- How many buyers are in the market for a home like yours?
- Which market are you in? A buyers or sellers market?
- What competition have you got?
- Of the houses that have sold recently in your area, how does the price compare to yours?
- How many homes are for sale in your area?

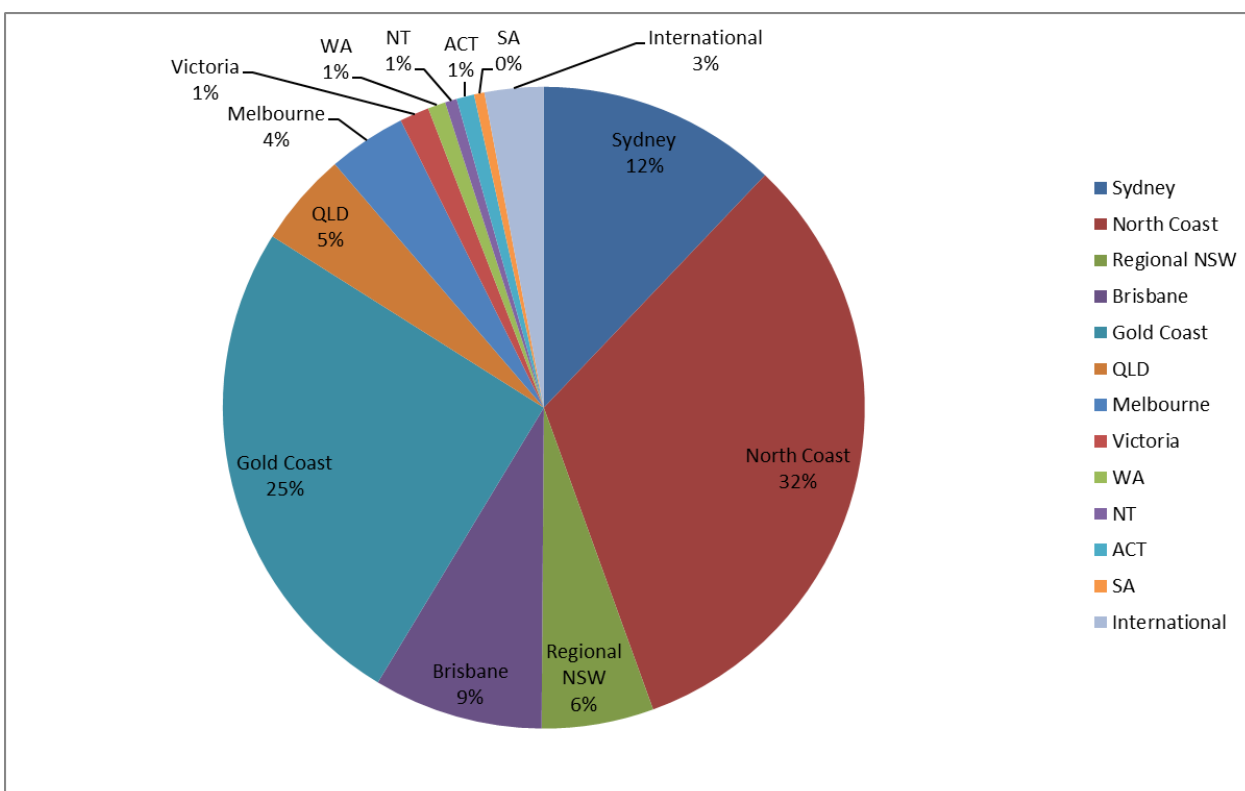


Buyer Enquiry Source

Buyer source for last 1099 settled sales



Where the buyers come from



Market Activity



Coolangatta/Kirra		
On the Market	Listings	Average sales per month
\$0 – \$500,000	1	2
\$501,000 - \$800,000	8	6
\$801,000 plus	35	14
Total	48	21

Tweed Heads		
On the Market	Listings	Average sales per month
\$0 – \$500,000	22	19
\$501,000 - \$800,000	57	28
\$801,000 plus	53	19
Total	132	56

Banora Point/Terranora		
On the Market	Listings	Average sales per month
\$0 – \$500,000	6	13
\$501,000 - \$800,000	23	12
\$801,000 plus	34	18
Total	63	43

Bilinga/Tugun		
On the Market	Listings	Average sales per month
\$0 – \$500,000	0	1
\$501,000 - \$800,000	2	6
\$801,000 plus	32	12
Total	34	19

Bilambil/Bilambil Heights		
On the Market	Listings	Average sales per month
\$0 – \$500,000	4	2
\$501,000 - \$800,000	6	2
\$801,000 plus	14	9
Total	24	13

Source: RP Data & realestate.com.au

Sales are done over a 12 month period 01/07/2022 – 30/06/2023

Marketing

A Personal Marketing Programme

To ensure the best results, PRD brings to life the history, poetry, and potential of your property. Each home is treated individually, and great care is taken to promote your property's best features.

PRD's marketing is distinctive, appealing, and created with professional flair. We use excellent photography to ensure superior presentation and written material that reflects the mood and character of your property.

Complimentary Marketing Tools

For exclusive listings and auctions, PRD will give your property thorough, memorable exposure over the allotted period, reaching as many people as possible. We will develop a marketing plan best suited to your property, comprising immediate and 24-hour marketing tools, all at our cost:

For Sale Sign: our For Sale signs stand out and are recognized nationwide. A sign will be erected at your property after receiving your instruction.

A4 Colour Brochure with Floorplan: these are printed and distributed by us. They are handed out to all buyers who make enquiries about or inspect your property.

A3 Window Card Display: your property is presented on the front window of our office on a prominent back-lit screen for all window shoppers to view from our street located in busy Griffith Street.

Webbook: when a prospective buyer enquires on your property, they receive a link to the webbook of your property which has been professionally prepared containing relevant information and documentation including but not limited to property description, photos, floorplan, contract, surrounding sales evidence, PRD market research and more.

Inspect Real Estate: when a prospective buyer views your property on the web, they have the option to request an inspection time or book into an already scheduled time.

Sell Smarter!

Additional Marketing

Email Updates

An e-mail of your property will be sent to our database of over 45,000 prospective purchasers when your property is first put on the market and any updates the property may have whilst on the market including price reductions and when it is open for inspection.

Letter to Streets

A letter is sent to the entire street informing the local area that your property is for sale.

Open for Inspection

Open days are an integral part of the marketing strategy at PRDnationwide. Buyers inspect your home under the strictest supervision. We maximize the effect of these days with high quality flyers and signs directing the buyers to the property. All visitors to an open home are contacted afterwards for their comments. These will be relayed to you.

Just Listed



354/99 Griffith Street Coolangatta
\$579,000

This third floor fully furnished apartment with ocean views to Greenmount Beach, will have you feeling like you are always on holiday. Coolangatta beach is located just across the road and there are p...

[View](#)

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Open Homes

Sat 9th Jul 10:00:AM - 10:30:AM	354/99 Griffith Street Coolangatta	\$579,000 🏠1 🗺️1 🗣️1
Sat 9th Jul 11:00:AM - 11:30:AM	79/2 Falcon Way Tweed Heads South	\$669,000 🏠3 🗺️2 🗣️1
Sat 9th Jul 12:00:PM - 12:30:PM	3 Cashel Crescent Banora Point	\$949,000 🏠3 🗺️2 🗣️2
Sat 9th Jul 9:00:AM - 09:30:AM	32 Mount Billingla Circuit Bilambil Heights	\$1,350,000 to \$1,400,000 🏠4 🗺️2 🗣️2
Sat 9th Jul 1:15:PM - 01:45:PM	34 Naponyah Road Terranora	\$1,485,000 🏠5 🗺️2 🗣️2

Internet Advertising

Your Property on the WWW

We promote our Auction and Exclusive listings on a range of web sites, where potential buyers can view your property, make a bid, or simply contact your listing agent directly for further information.



Coolangatta 07 5536 5526
Tweed Coast 02 8674 5488

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**162 Broadwater Esplanade
Bilambil Heights
NSW, 2486**

\$1,380,000 to \$1,500,000

4 3 2

[Save](#)

[Brochure](#)

[Enquire Now](#)

[Share](#)

Brand New Home In The Broadwater Residences

A rare opportunity has arisen to own the last remaining brand-new home currently getting built in the Broadwater Residences in Bilambil Heights, which allows the experience of living in a luxurious waterfront setting taking in spectacular Broadwater views which will never be built out. Situated in a peaceful private quiet location with an idyllic north-facing aspect, this architecturally designed four-bedroom home measuring on a generous 512sqm block has a magnificent four levels to it with a private lift. The home is perfectly balanced combining comfort and functionality with nature.

Features of the property include:

- Estimated completion of house fourth quarter of 2023
- Private lift
- North-facing aspect
- Four bedrooms architecturally designed to suit the environment and lifestyle
- Three bathrooms plus powder room
- Dual living potential with self-contained top level which has the potential to be rented as a 2-bedroom apartment
- Built with steel frames and trusses over fully engineered block walls, suspended concrete and fully insulated internal and external walls
- High quality, modern European-style finishing
- European and Australian-made fixtures and appliances are included throughout the home
- Natural bushland setting in backyard
- Private setting
- Firepit in back landing area ideal for entertaining and relaxing
- The home will come complete ready to move into, including appliances, fencing, and landscaping.
- New Home Builders warranty
- Great fishing and boating nearby
- Low maintenance gardens

Agent



Jason Abbott

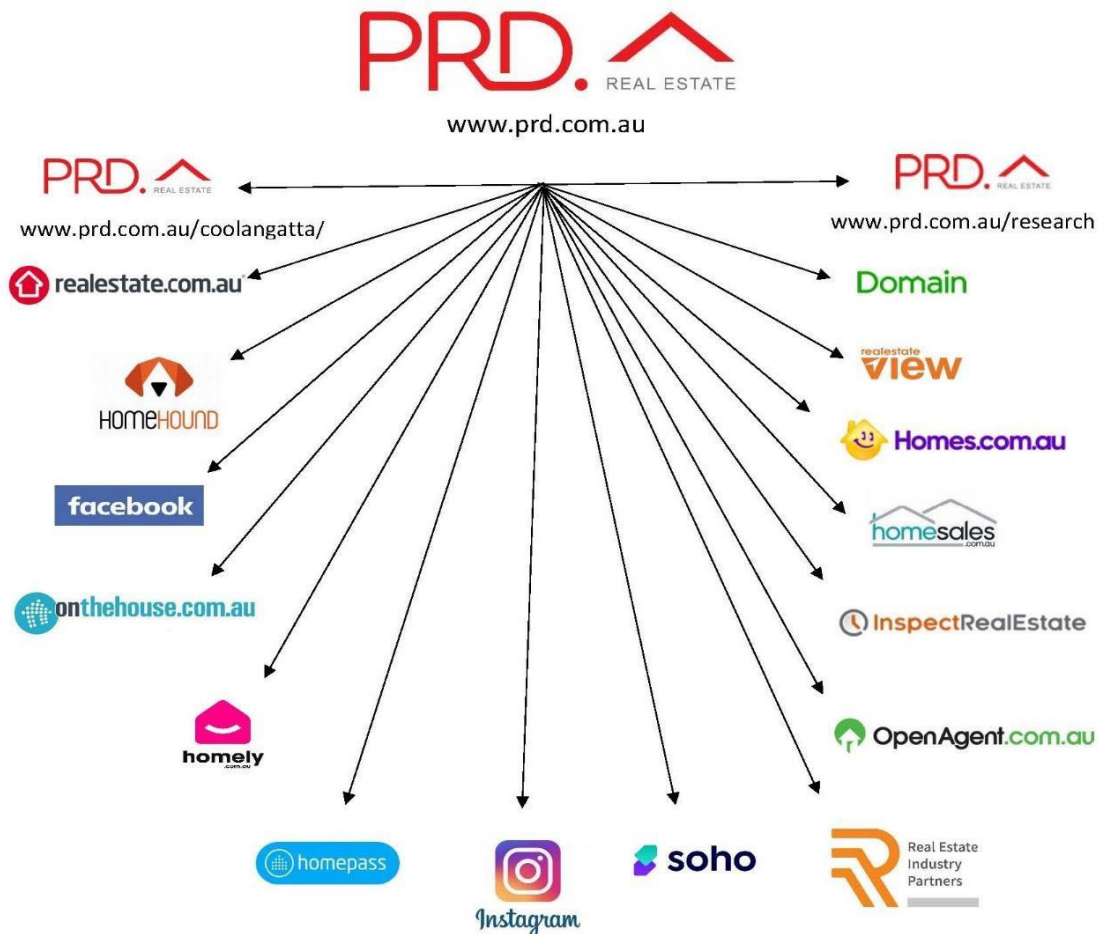
0418 727 977 | 07 5536 5526

jason@prdcoolangatta.com.au

[Download Contact](#)

Internet Advertising

In many parts of Australia, buyers prefer to “surf” the web prior to contacting the selling agent. To help the ‘net surfers’ find your property, they can search not just on our PRDnationwide Coolangatta/Tweed website (pictured below) but also on the following other SEVENTEEN web-sites:



Advertising

When it comes to advertising in the local newspaper, our premium property section has the best features of your property taking pride of place. Our professional advertising is high profile, lends quality and is easy to digest so that the impact of your property is not diluted.

Options

Selling Without Advertising: It is possible to sell your property quietly, without advertising or promotion, should we have the right buyer in the right price range in our database.

Selling With Advertising: This is when a property is promoted and advertised with a set price range. In this way the property achieves exposure and interest, but the price is capped by the given figure.

Coolangatta / Tweed



Accelerated Marketing Program

		PRICE	SUB TOTAL
PROFESSIONAL PHOTOGRAPHY PACKAGES			
Basic photos + floorplan		\$275	
Basic photos + aerial		\$275	
Basic photos only		\$125	
Floorplan only		\$165	
Daytime photography (up to 8 images) + floorplan + aerial		\$400	
Daytime photography (up to 20 images) + floorplan + aerial		\$550	
Daytime photography (up to 20 images) + floorplan + aerial + HD video (60 seconds)		\$990	
Videos standalone		\$550	
Twilight photography		\$275	
Digital declutter		per quote	
Virtual furniture		\$77 per image	
REALESTATE.COM.AU			
Premiere Plus (recommended)	Unlimited days	\$2,059	
Highlight property	60 days	\$1,709	
Feature property	60 days	\$919	
Standard property	Unlimited days	\$699	
SOCIAL AND NEWSPAPER ADVERTISING			
Gold Coast Bulletin	Half	\$1,023.75	
Gold Coast Bulletin	Quarter	\$551.25	
Facebook Boost (potential reach 3,400 per day)	7 days	\$50	
Audience Maximiser 200,000 ads	\$3,300	\$3,300	
Audience maximiser 100,000 ads	\$1,750	\$1,750	
Audience maximiser 50,000 ads	\$995	\$995	
Audience maximiser 30,000 ads	\$599	\$599	
SIGNBOARD			
C – wrap – Summit Press	6 x 4 ft	\$180	
AUCTIONEER			
Apollo Auctions	In Room Onsite	\$660	
DISCLOSURE STATEMENT *required if body corporate* QLD			
Quicksearch Strata Search	Short Full	\$130 \$160	
TOTAL MARKETNG			

Signed:

Date:

Coolangatta / Tweed

Complimentary Marketing

MARKETING	DESCRIPTION																					
Colour Brochure	Offered in Print & Digital format, your property brochure is distributed to people inspecting or enquiring about your property. Including information about the property, photographs, a floor plan and our contact details																					
15 Internet Sites	<p>Your property is uploaded to 14 different websites, providing a huge reach worldwide to prospective purchasers, displaying price, description, photographs, property features, floor plan plus more</p> <p> www.prdcoolangattatweedcoast.com.au www.domain.com.au www.realestate.com.au www.realestateview.com.au www.homehound.com www.instagram.com www.onthehouse.com.au www.allhomes.com.au www.homesales.com.au www.homely.com.au www.ratemyagent.com.au www.homes.com.au www.prd.com.au www.facebook.com www.soho.com.au </p>																					
E-mail Marketing	Your property is emailed when initially listed, and a second email when we conduct an open house inspection to Jason's extensive e-mail database of over 5,000 people as well as our entire office's database of prospective purchasers, estimated at over 45,000 people																					
Web Books	Web Books are a fast, efficient, stylish and effective way of communicating. When a prospective buyer enquires on your property, they receive a link to the webbook of your property which has been professionally prepared containing relevant information and documentation including but not limited to property description, photos, floorplan, contract, surrounding sales evidence, PRD market research and more																					
Just Listed Letter Qty = 100	A Just Listed Letter is mailed to your properties street and surrounding streets informing the property is now for sale, including a short description about the property, price, photographs, and our contact details																					
Brochure Folder Display	Your properties colour brochure is available in our reception Brochure Display for prospective purchasers to take at their leisure																					
Open Homes / Personal Inspections	At your request, we are able to conduct open house inspections where your property will be available to inspect by prospective purchasers for a half an hour window, alternatively, we are able to set up personal inspections for those who would like second and personal viewings or are unable to attend open homes																					
Realestate.com.au Premiere E-Brochure	The following is a guide for vendors querying realestate.com.au e-brochure database numbers																					
International sites myfun.com au.fang.com squarefoot.com.hk	<table border="1"> <thead> <tr> <th></th> <th>Max Price \$500,000</th> <th>Minimum Price \$500,000</th> </tr> </thead> <tbody> <tr> <td>Banora Point</td> <td>1,040</td> <td>666</td> </tr> <tr> <td>Bilambil Heights</td> <td>774</td> <td>518</td> </tr> <tr> <td>Bilinga</td> <td>1,700</td> <td>928</td> </tr> <tr> <td>Coolangatta</td> <td>1,739</td> <td>933</td> </tr> <tr> <td>Tweed Heads</td> <td>1,464</td> <td>796</td> </tr> <tr> <td>Tweed Heads South</td> <td>1,427</td> <td>781</td> </tr> </tbody> </table>		Max Price \$500,000	Minimum Price \$500,000	Banora Point	1,040	666	Bilambil Heights	774	518	Bilinga	1,700	928	Coolangatta	1,739	933	Tweed Heads	1,464	796	Tweed Heads South	1,427	781
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PRD Coolangatta/Tweed

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