



52
MILLS BOULEVARD
ALPHINGTON

McGrath

52

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ALPHINGTON

McGrath

Dear Nicholas,

Thank you for the opportunity to meet with you to discuss the sale of your property.

We understand the importance of the decision to sell your property and the task of choosing the right agent to represent you.

To help you in your decision making process we have included the following information in this proposal:

- Recent sales data of comparable properties
- A proposed marketing plan for your property
- An outline of the McGrath Sales Process and the McGrath advantage

We are excited about achieving the best possible sales result for you, and we're ready to start immediately if you decide to proceed.

If you have any questions about this proposal, please call me on 0412 782 062. I look forward to discussing the next steps with you.

Kind regards,

Malinda Martin

0412 782 062

malindamartin@mcgrath.com.au

CURRENT LISTINGS



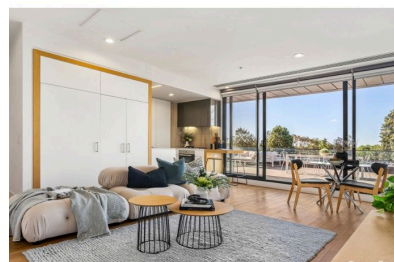
208/37 Mills Boulevard,
Alphington

2 Bed 2 Bath 1 Car
Listed at EOI \$750,000 -
\$825,000 on 13 November 2024



303/37 Mills Boulevard,
Alphington

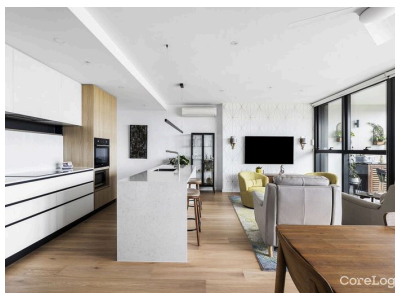
2 Bed 2 Bath 2 Car
Listed at EOI \$800,000 -
\$880,000 on 13 November 2024



305/21 Rex Avenue,
Alphington

2 Bed 2 Bath 2 Car
Lot size 2.77 acres
Listed at \$790,000 - \$850,000
on 12 November 2024

RELEVANT SALES



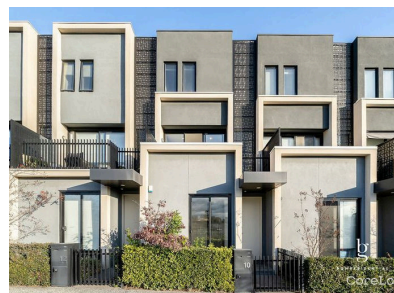
717/626 Heidelberg Road,
Alphington

2 Bed 2 Bath 1 Car
Lot size 1.81acres
Sold on 31 May 2024
\$890,000



11 Welsh Way,
Alphington

2 Bed 2 Bath 1 Car
Lot size 146m²
Sold on 10 August 2024
\$870,000



10 Potter Walk,
Alphington

2 Bed 1 Bath 1 Car
Lot size 52m²
Sold on 09 July 2024
\$740,000

YOUR PROPERTY

Built 2019 2B 2B 1C + Powder + Study

Beds	2
Bath	2 1/2
Car	1

PRICE GUIDE

\$799,000 - \$870,000

METHODS OF SALE

Our recommended method of sale:

Private Sale

Auction

An auction is a public sale by a licensed auctioneer where a property is sold to the highest bidder. The three main advantages of selling by auction are:

Timeframe

You are working to a fixed timetable, with the auction organised for a set date. The set campaign period restricts the timeframe during which you need to facilitate open houses, and building and pest inspections. Prospective purchasers must do their due diligence prior to auction day and be comfortable with the contract terms to bid for an unconditional sale.

Competitive Bidding

The auction process creates a sense of urgency and encourages competitive bidding. The competition of an auction heightens buyers' emotions and their desire to 'win'.

Auctioneer

A skilled auctioneer can make a significant difference to your sale price. They create excitement, confidence and strong competition.

Private Treaty

Private treaty listings are offered for sale with a set asking price. The three main advantages of selling by private treaty sale are:

Flexibility

A private treaty sale allows you time to consider offers by potential buyers and flexibility for negotiation without the time sensitivity of an auction.

Timing

As private treaty sale do not run to a set timeline, your target market have time to absorb and act on the marketing campaign. This allows the time for us to find the right buyer at the right price.

Feedback

A private treaty sale allows you to test the market for pricing feedback.

Expression of interest

EOI gathers offers for properties without disclosing the price for which the client is prepared to sell. They are a form of a blind auction where the buyers can't see other interested parties involved. It can often be used when the purchaser might be known to the client already and is trying to get the highest possible price from the buyer.

1 Initial briefing

Our role is not just to sell your property, it is to deliver you a premium price.

We plan thoroughly to set strong foundations to build from.

- Your goals & questions
 - Our track record
 - Sales process
 - Pricing
 - Methods of sale & time-frame
 - Presentation
 - Marketing strategy
 - Next Steps
-

2 Presentation

When it comes to evoking an emotional connection and response from prospective buyers that will give a seller the best opportunity to maximise the sale price of a home, getting the presentation of your property is a critical component.

When we talk about presentation, it starts from the front, and goes all the way to the back – whether that be a bedroom in a unit, or a backyard in a federation home. And we do all of this, as part of the process in getting your property to market.

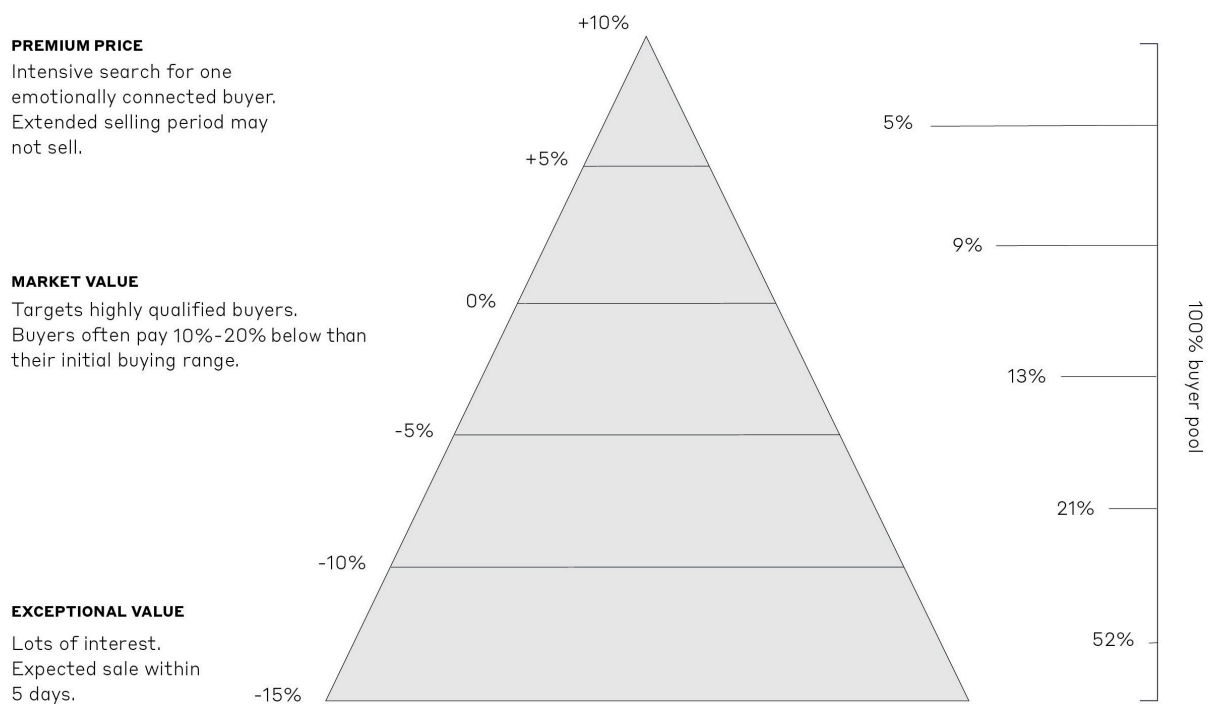
- Styling
 - Furnishing
 - Landscaping
 - Building reports
 - Strata reports
-

3 Pricing analysis

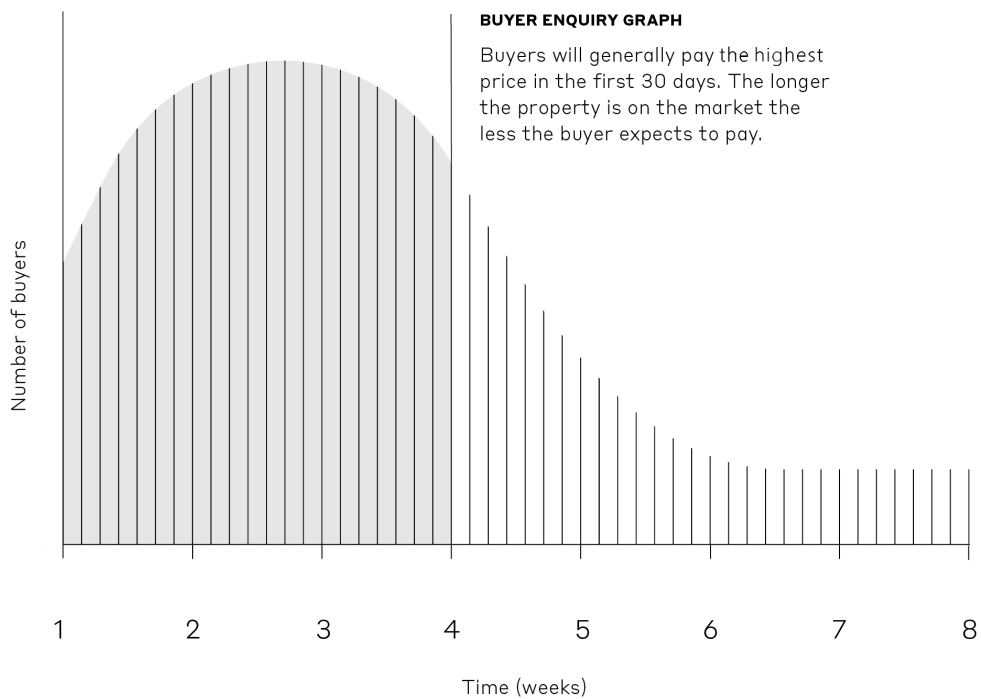
Buyers will generally pay the highest price in the first 30 days. The longer the property is on the market the less the buyer expects to pay.

More buyers + emotional connection + in competition + skilled negotiator = premium price

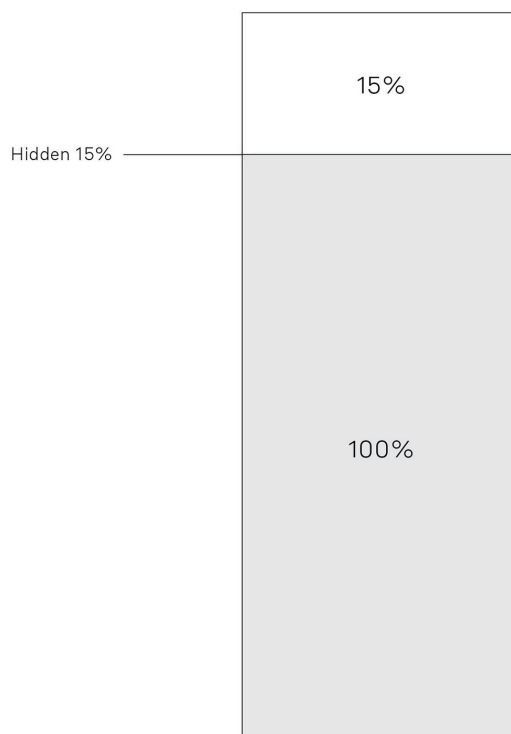
Price and position in the market



Critical first 30 days



Premium price formula



4 Working with buyers

5 rules of buyer behaviour

Buyers 'buy up'

Most buyers will pay 10 to 20% more than or over their initial expectations if they are emotionally attached.

Buyers exclude rather than include

And do this based on price, features and location

Buyers buy emotionally & justify with logic

Buyers begin searching with a logical list of criteria. Our job is to help them through the transformation from logic to emotion.

The Critical 'first 30 days'

Buyers will generally pay the highest price in the first 30 days. The longer the property is on the market the less the buyer expects to pay.

Buyers buy a lifestyle

May start with a focus on a particular area but expand their search to get the best lifestyle.

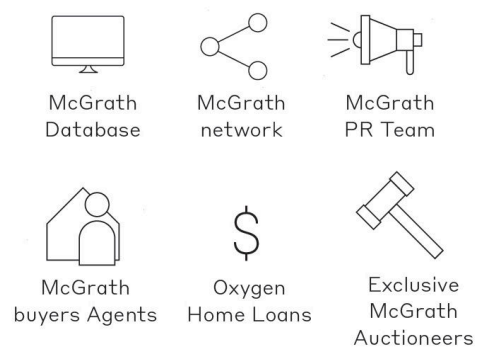
Who are the buyers



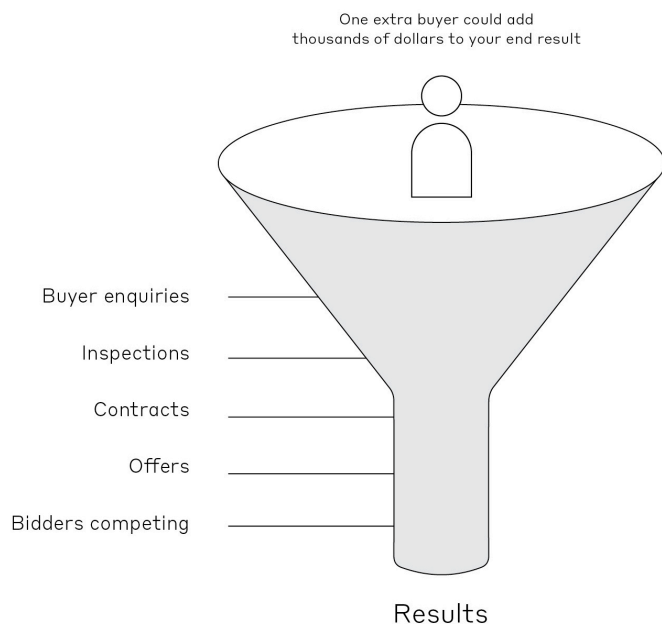
Standard channels



McGrath unique channels



Who are the buyers



5 Marketing & inspections

Choosing a marketing campaign that reaches all possible active and passive buyers or both local and out of area buyers.

Establishing an inspection timetable that works best for you and your property to maximise buyers viewings.

We recommend essential elements of

Photography / Floorplan / Copywriting / Brochures / Signboards / Social Media

Additional

Video / National press / Local press / China Desk / PR

6 Finalising the Sale

The detail really matters. Ensuring all elements of your property are attended to ensure a successful campaign. We sweat the small stuff on your behalf to give you peace of mind.

MARKETING ELEMENTS

Photography



Across any given day, we can see anywhere between 4,000 to 10,000 ad messages.

Knowing this, we pride ourselves on creating engaging, beautiful photography that will showcase your home to buyers, and create a lasting first impression.

Take a look at our gallery at mcgrath.com.au/buy

Video

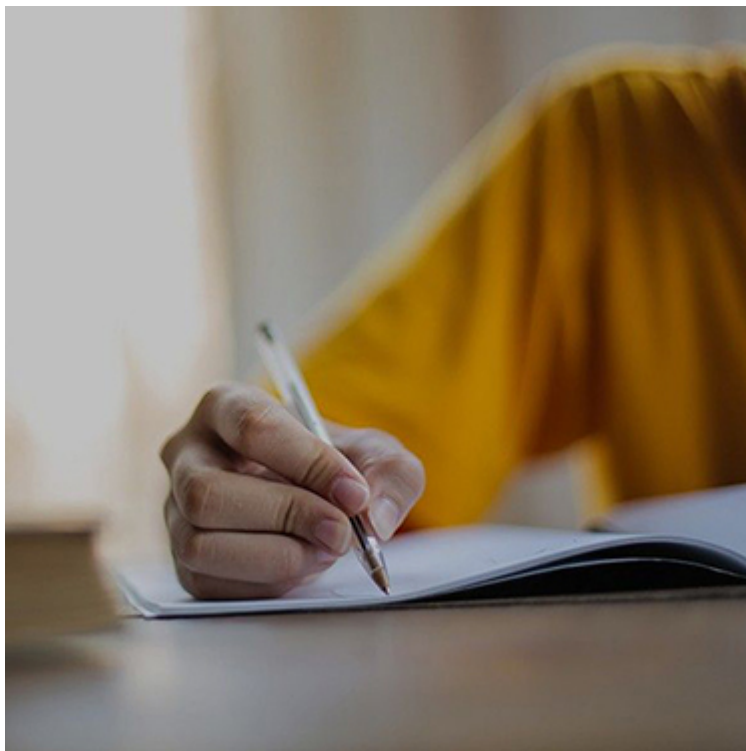


Australian's consuming over 25 hours of video every month¹ and clock up over 2.5 hours a week being preoccupied by property

With these numbers only likely to increase, a video is an important part of your property marketing package that will engage buyers and provide a more emotional connection before attending an open for inspection.

Source 1: <https://www.adnews.com.au/news/australians-watch-25-hours-and-40-mins-of-video-each-month>

Source 2: <https://www.smh.com.au/money/investing/australians-exposed-as-property-obsessed-20190506-p51keg.html>



In a highly visual world, clear and concise copy is still important. Potential buyers not only absorb information in many different ways, they are looking for specific details about your property, and our professional writers can help create this.

Floorplan

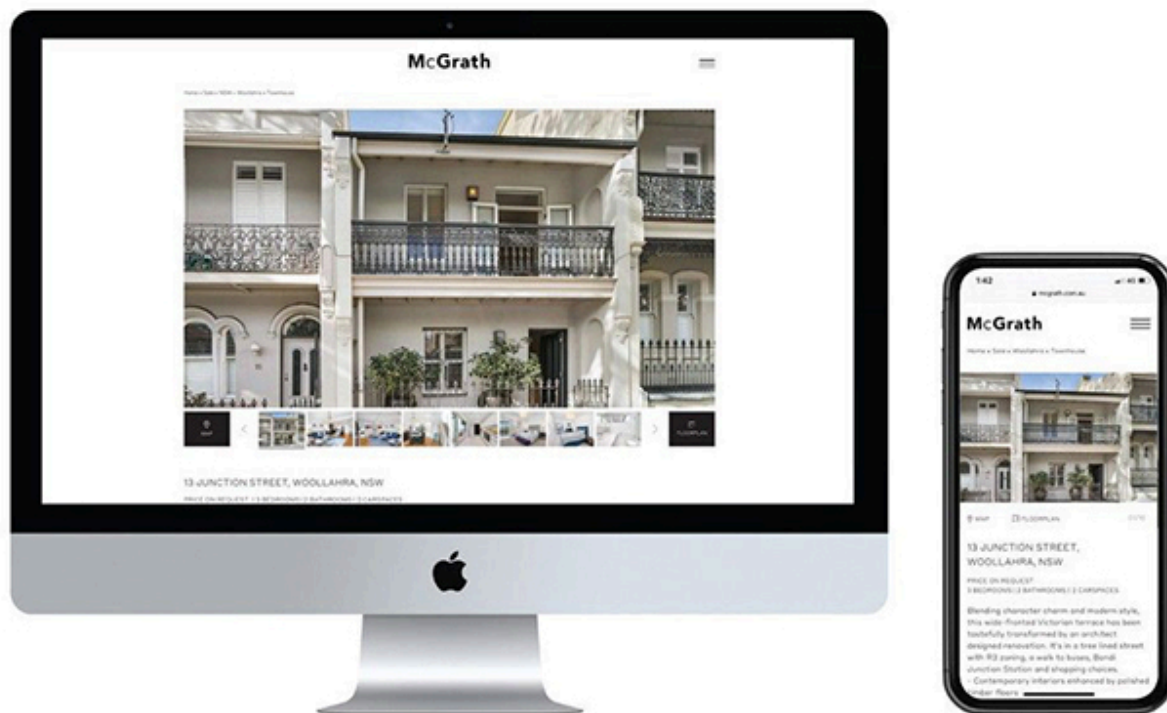


Buyers typically have a very clear brief when buying a home. It could be growing a family, entertaining space through to very specific and personal needs such as will my favourite couch fit in the living room?

The floorplan helps your buyers find all this information in one place and to decide if your property is right for them.

Take a look at our gallery at mcgrath.com.au/buy

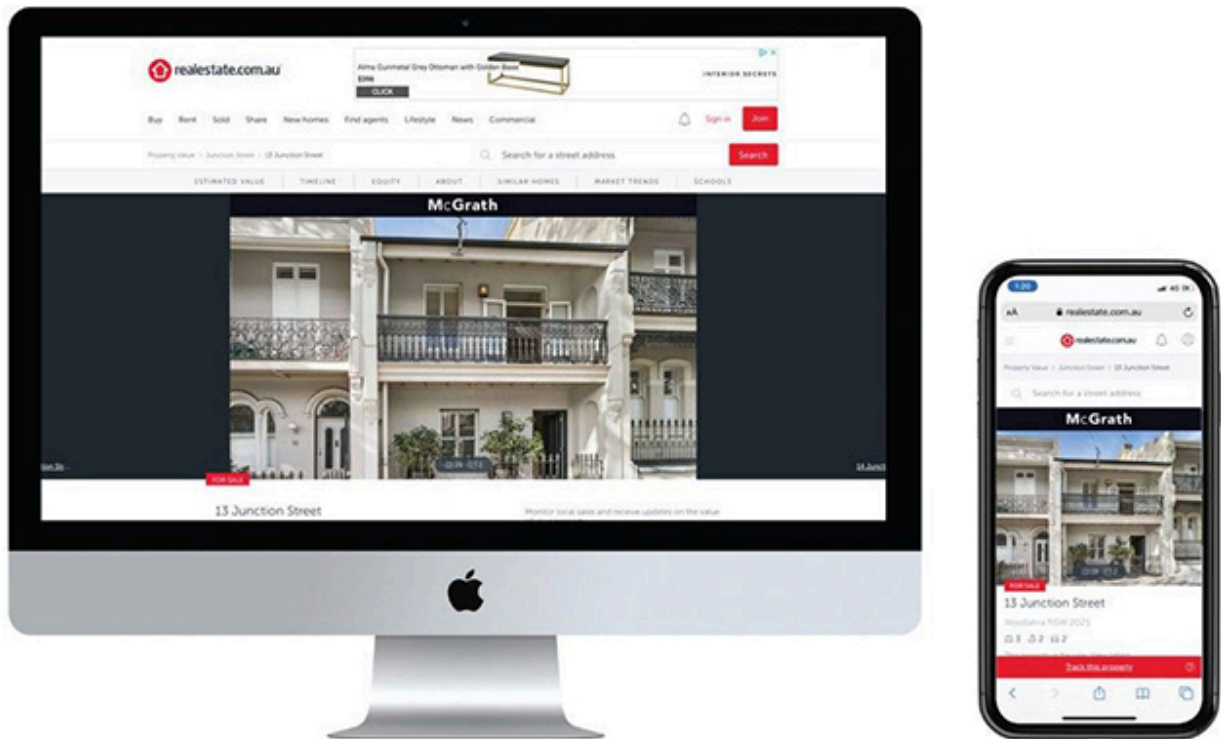
mcgrath.com.au



Home to more than 500,000 visitors every month, mcgrath.com.au is the place for people searching for a premium property in their neighbourhood.

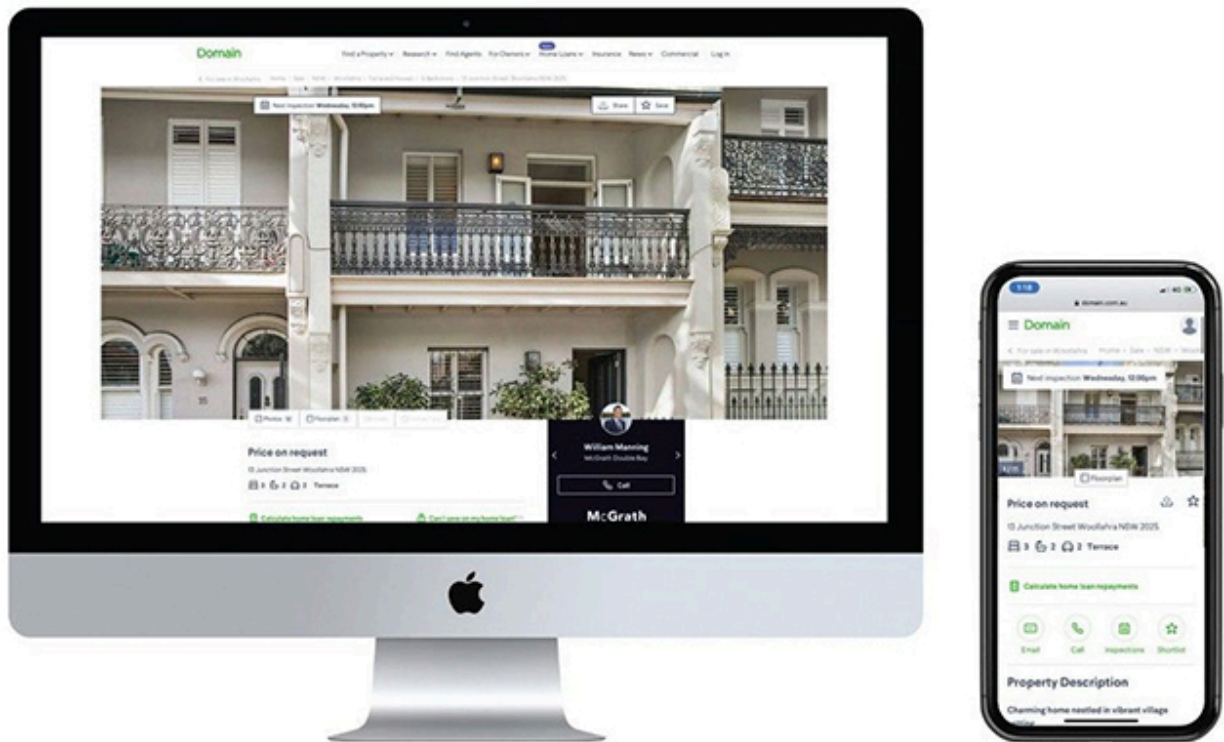
Unlike other property websites, our Insights Centre is the address for people searching for insights that will help them make the right decision when buying their property, making mcgrath.com.au the place people go to buying decision.

Source: mcgrath.com.au Unique Page Views; February – April 2020 and mcgrath.com.au Website statistics; February – April 2020.



Realestate.com.au has more than 10.7m unique visitors across all of their platforms monthly. Their Premiere Property Listing product ensures your listing appears at the top of the search result, above all Highlight listings. Has more than 3.8x more page views and 4.5x more enquiries than a Standard Listing and rotates to the top of search results every 15 days.

Source: agent.realestate.com.au; March 2020 & Premiere Listing & REA Website Visitation Report



Domain has more than 7m unique visitors across all Domain platforms monthly. Their Platinum Property Listing position generates 6.9x more enquiries than a Basic Subscription Listing. Meaning your home spends 46% less time on market than a Basic Subscription Listing.

Source: domain.com.au; Monthly Unique Audience across all platform March 2020 (Nielsen + EMMA data). Nielsen Digital Content Ratings. Monthly Total, Unique Audience, October 2018. PC, Smartphone & Tablet.



Advertise across 3 of the biggest digital marketing channels – Facebook, Google Search and Google Display

- Targeting matched to your property location, audience and their interests
- Retargeting – keeps your property top of mind once someone has shown interest
- A/B Testing – we test certain elements to broaden the appeal of property advertisement
- Property Website – dedicated to your property to help increase lead / enquiry capture
- Cost-effective advertising channel compared to print advertising. Range of advertising packages to suit your budget

McGrath

138
Francis St
Bronte
Secret garden
inside



John McGrath
0412 900 355

John McGrath
0412 900 355



McGrath

138
Francis St
Bronte
Secret garden
inside

3 | 2 | 2
beds | baths | cars

John
McGrath
0412 900 355

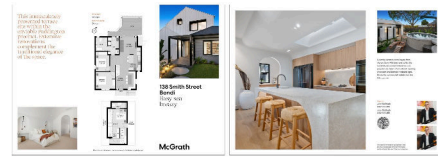


McGrath signboards are highly recognisable and synonymous with a quality property. Features include easy to read key details, bold headline and a QR code that directs prospective buyers straight to the property website.

Brochures



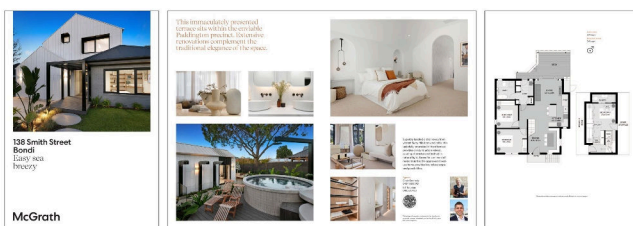
A5 Postcard Brochure - Double Sided



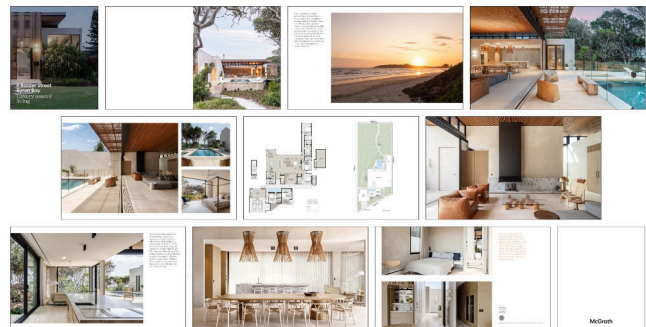
DL Tri-Fold Brochure - Portrait



A5 Tri-Fold Brochure - Portrait



A4 Four-Page Brochure - Portrait



Luxe Brochure

With four styles of premium, editorial style brochures to choose from your property will stand out amongst buyers with a truly differentiated brochure design.

Brochures

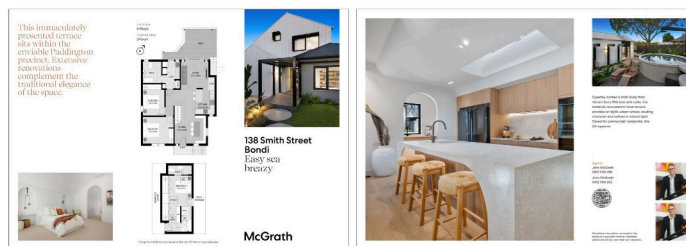


A5 Postcard Brochure - Double Sided

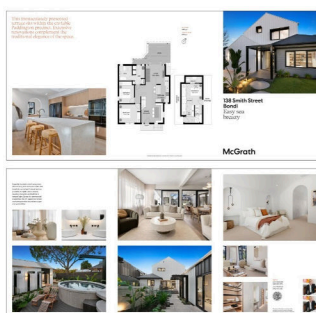


A4 Four-Page Brochure - Portrait

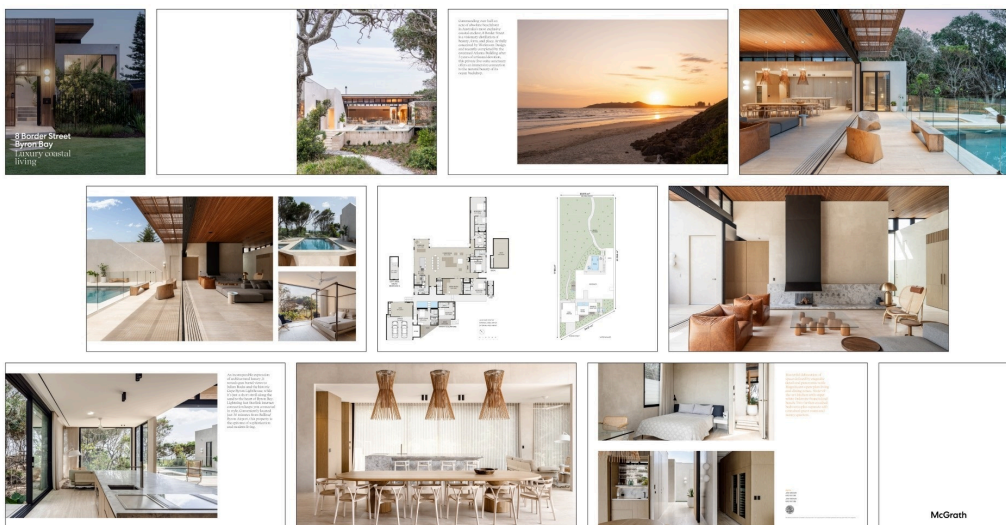
Brochures



DL Tri-Fold Brochure - Portrait



A5 Tri-Fold Brochure - Portrait



Luxe Brochure

With four styles of premium, editorial style brochures to choose from your property will stand out amongst buyers with a truly differentiated brochure design.

Mail Cards

This immaculately presented terrace sits within the enviable Paddington precinct. Extensive renovations complement the traditional elegance of the space.

Just Listed

138 Smith Street Bondi
Easy sea breezy

McGrath

Auction
Saturday 19 March 10.30am

Agent
John McGrath
0412 900 365

Printed on recycled paper.

Auction Invitation

138 Smith Street Bondi
Easy sea breezy

McGrath

Auction
Saturday 19 March 10.30am

Agents
John McGrath
0412 900 365
John McGrath
0412 900 365

Printed on recycled paper.

Just Sold

138 Smith Street Bondi
Easy sea breezy

McGrath

Sale Price
\$3,000,000

Agents
John McGrath
0412 900 365
John McGrath
0412 900 365

Printed on recycled paper.

A6 Auction Mail Card

High quality mail cards printed on ecofriendly paper enables hyper local marketing in your neighbourhood and surrounds.

About Malinda Martin



Malinda Martin

E malindamartin@mcgrath.com.au

M 0412 782 062

Offering a wealth of experience and an incredible depth of market knowledge, Malinda Martin is committed to helping buyers and sellers achieve the best possible outcomes. An Alphington resident Malinda is proud to be able to help homebuyers embrace such a beautiful tight-knit community. With over a decade of experience in the field and a background in TV and Talent Management, she possesses a diverse skill set that sets her apart from others in the industry.

In her role as a Sales Executive and Head of Sales at YarraBend, Malinda's expertise extends beyond a single development. While she has a deep understanding of YarraBend, her knowledge and experience cover a wide range of properties. Combining local area insight with a background in sales and marketing, she is well placed to deliver optimum results.

The ideal representative of a McGrath brand renowned for its core values of professionalism, innovation and standout customer service, Malinda Martin should be your first contact for any of your property needs.



Conveniently located at 115 Upper Heidelberg Road in the heart of Ivanhoe's lively shopping and dining strip, The McGrath Ivanhoe Real Estate Agency is a full service real estate office with a hard earned reputation for going above and beyond to produce consistently premium results and first class customer service. The passionate, energetic and friendly team of highly experienced sales and property management staff are renowned local area experts who are driven to exceed expectations and develop long lasting relationships with people from all walks of life. Backed by McGrath's industry leading marketing approach, innovative technology and extensive client database, they are the go-to real estate professionals in the area.

A LITTLE ABOUT US



We are a real estate company built around a community of genuine, like-minded professionals with one goal - to achieve the best result for each and every client.

John McGrath's vision, when he founded the company in 1988, was to reinvent real estate. The ambition defined our brand and continues to drive our success.

Now, McGrath Real Estate Agents has grown to be one of Australia's most successful residential real estate groups - providing residential property sales, property management, residential project marketing, mortgage broking, auction services and career training.

Our real estate sales offices across Australia's Eastern Seaboard house some of the industry's most productive real estate agents. They are passionate, skilled and highly trained and committed to delivering an unparalleled real estate experience every time.

NEXT STEPS

Estimated selling price

\$799,000 - \$870,000

Recommended sale method

Private Treaty

**Any information is provided on an 'as is' basis, is sourced from MARS and/or Australian Property Monitors and/or other third party providers and is based on completed sales only. McGrath makes no representations or warranties as to its accuracy or relevance to your use of the information. We recommend that you make your own enquiries to substantiate or validate the information if required.*

You release McGrath from any liability or claim, and McGrath shall not be liable for any loss or damage.