

Lomax

Real Estate Ltd.

1%
FEE*

* + GST + ADMIN + MARKETING TO SUIT

COMPANY PROFILE

INTRODUCTION



INTRODUCTION

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Our goal is to achieve for you



the best price

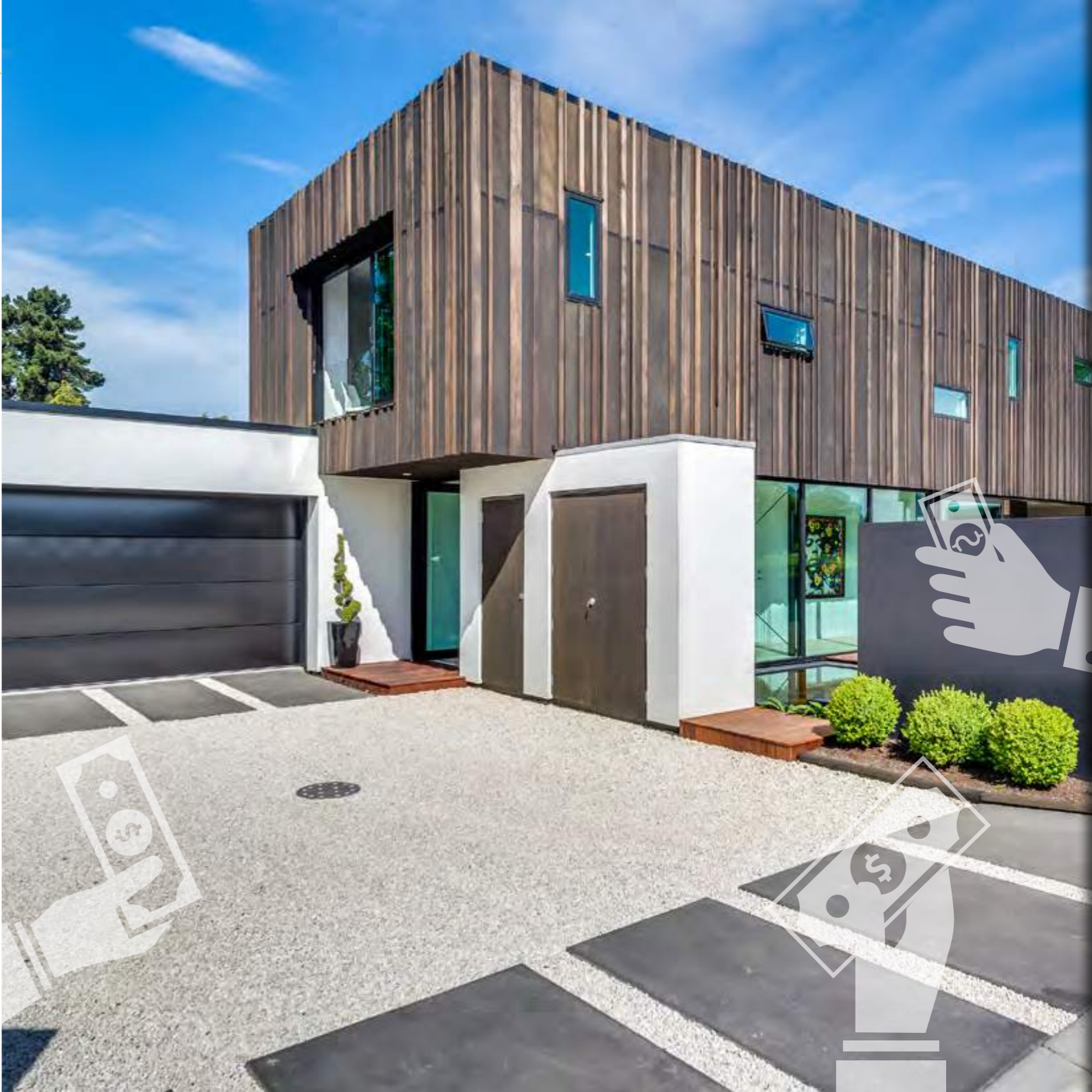


in the best time

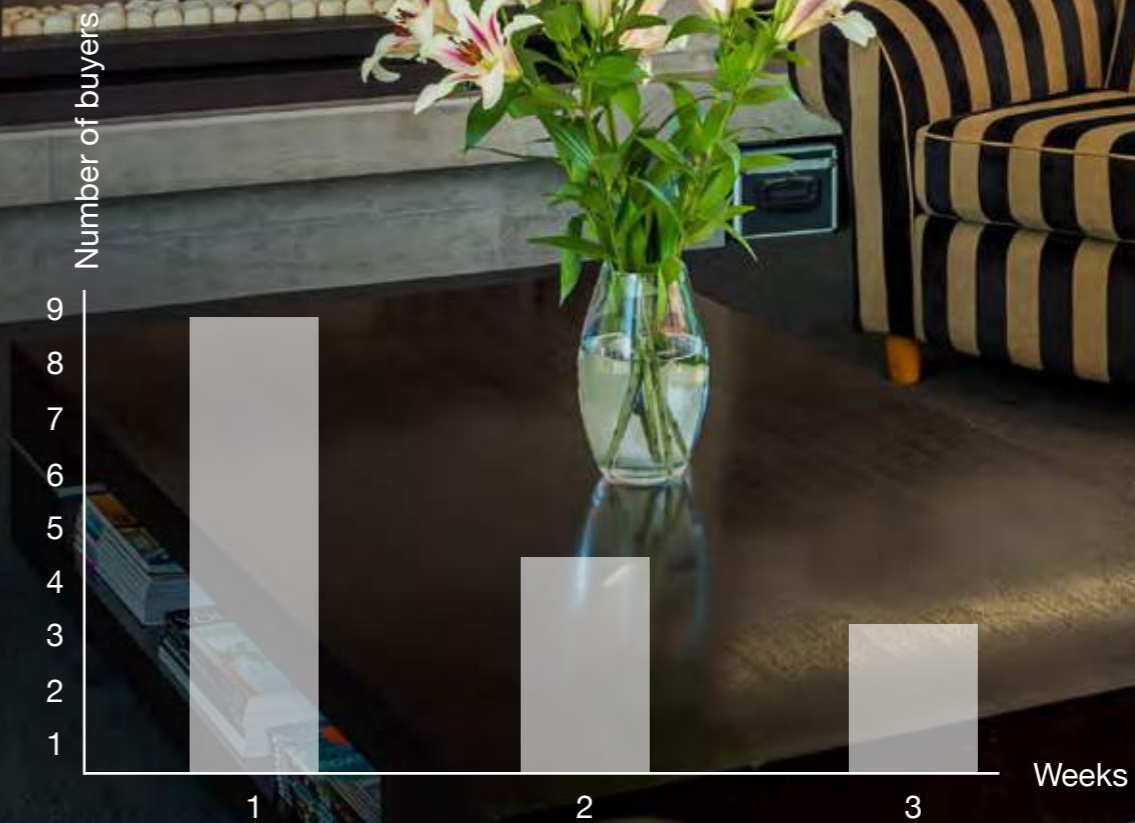


with the best service

True to our promise of obtaining the best price we aim to get you into a multiple offer situation. Here buyer will compete against buyer, rather than with you the seller. Buyers will pay more if they fear losing the property to another buyer.

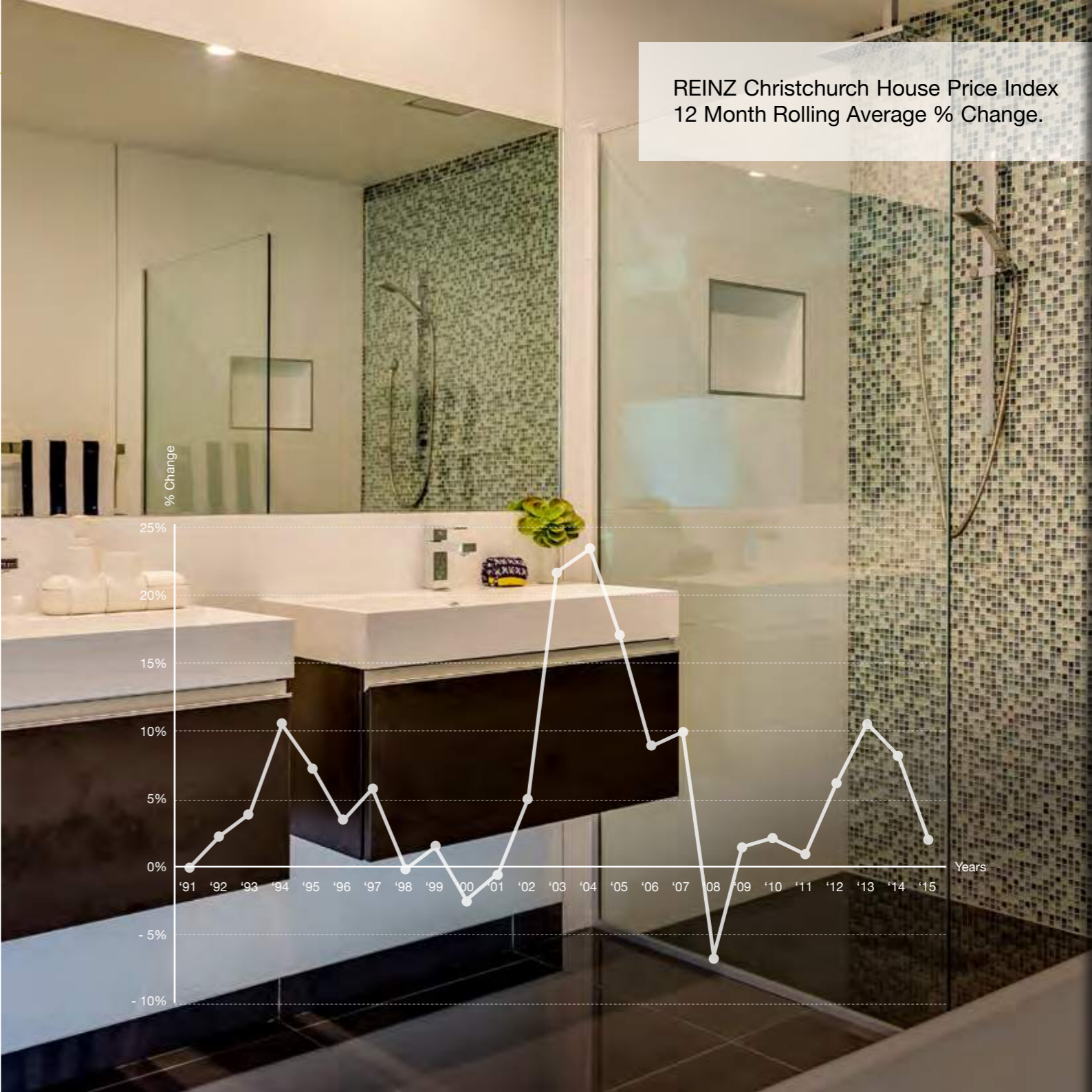


At any given time in any given suburb there is a pool of ready buyers waiting for new properties to come on the market. These buyers will view your property within the first three-week period. Because of this strong interest it makes sense selling within this period to yield the best result.



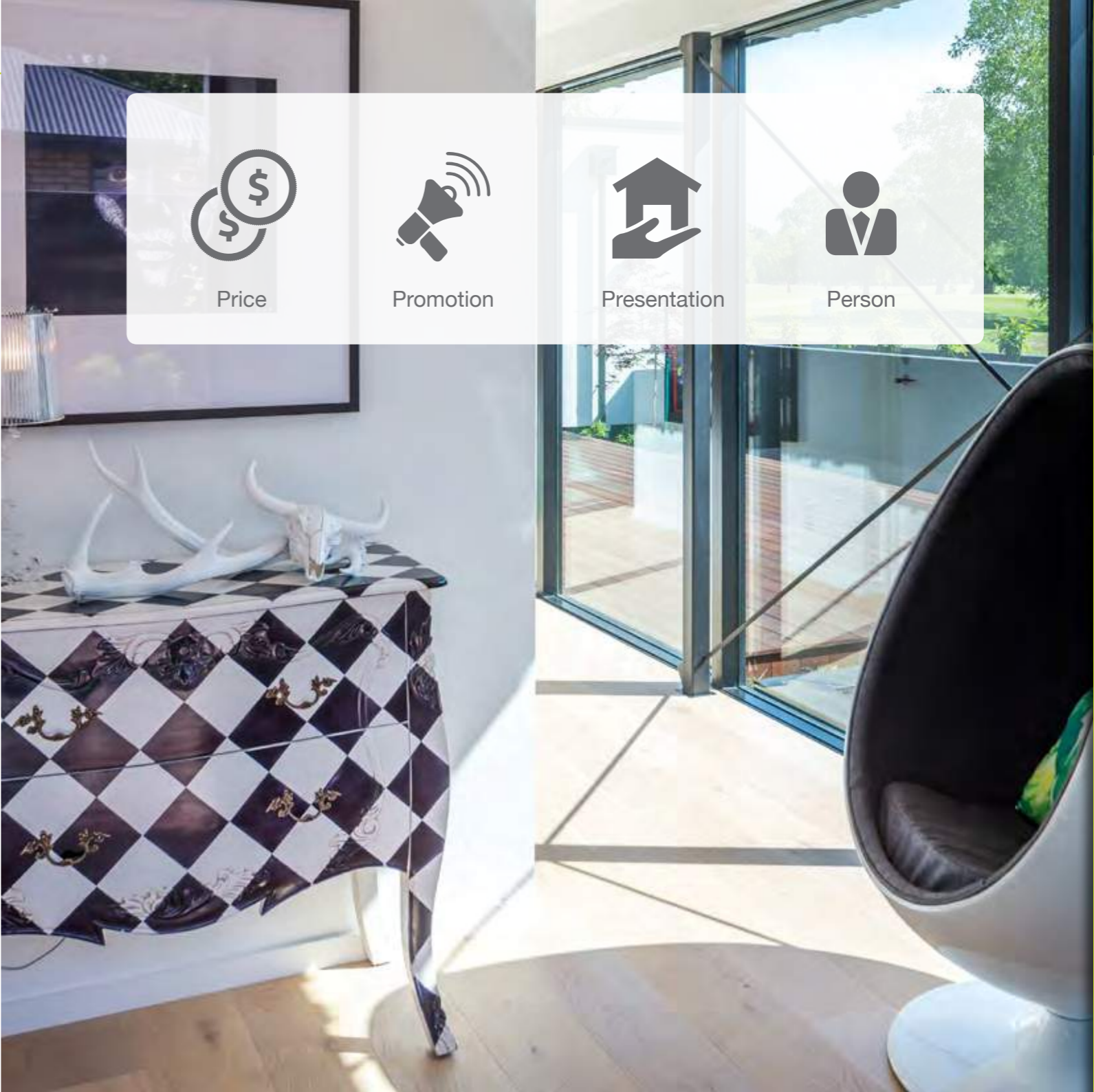
Fresh listings always peak the interest of buyers. That's why the most crucial time in real estate marketing is within the first few weeks of listing. We make the most of this opportunity to get you the best offers!


The real estate market is constantly changing. Over time prices trend up, cycling between highs and lows. The strategies we employ to market your property will depend on where the market sits in the current cycle.




Four key elements impact the price you receive when selling your property.

- They are:
- The **price** you ask
 - How and where your property is **promoted**
 - The way it is **presented** to the market
 - And, of course, the **person** you choose to represent you







Price



Promotion



Presentation



Person

PRICE



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Price is the window through which buyers view property. Your asking price will dictate how buyers will initially react to your property. Price above the market and potential buyers will pass you by. Price competitively and prospective buyers will compete for your property.



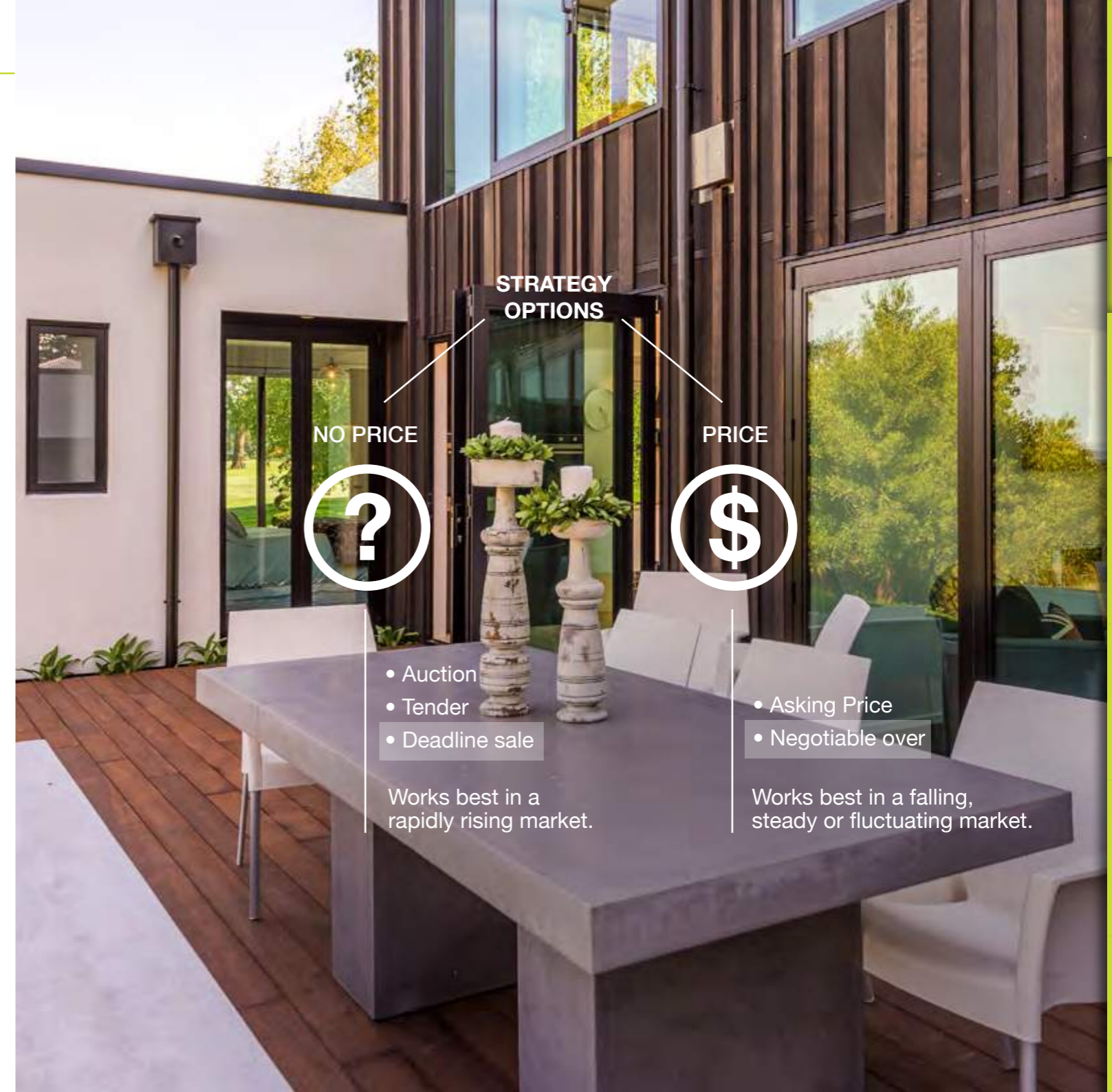


You can place your property on the market with or without a price. If you choose to sell without an asking price you can do so through auction, tender or deadline sale. Of the three options a deadline sale is the most preferred as it typically results in a higher selling price.

In choosing to set an asking price you can either set a high price above the market price and have buyers negotiate you down or you can ask for offers over a competitive market price and negotiate buyers up. Of the two options asking for offers over a competitive market price generally results in multiple offers and has the greatest potential of achieving a higher selling price.

We believe a no-price strategy works best in a rapidly rising market while an asking price strategy is the best option in a fluctuating or flat market. Using a hybrid of both strategies works in all markets.

Your Lomax consultant will explain in greater detail which strategy is best in the current market.





Real Estate Agents Act –
Professional Conduct and Client Care Rule 10.2 states an appraisal must:

- (a) be provided in writing to the vendor by the agent; and
- (b) realistically reflect current market conditions; and
- (c) be supported by comparable information on sales of similar property on similar locations.







Rule 5.1 states a licensee must exercise skill, care, competence, and diligence at all times when carrying out real estate agency work. This includes the appraising of property.

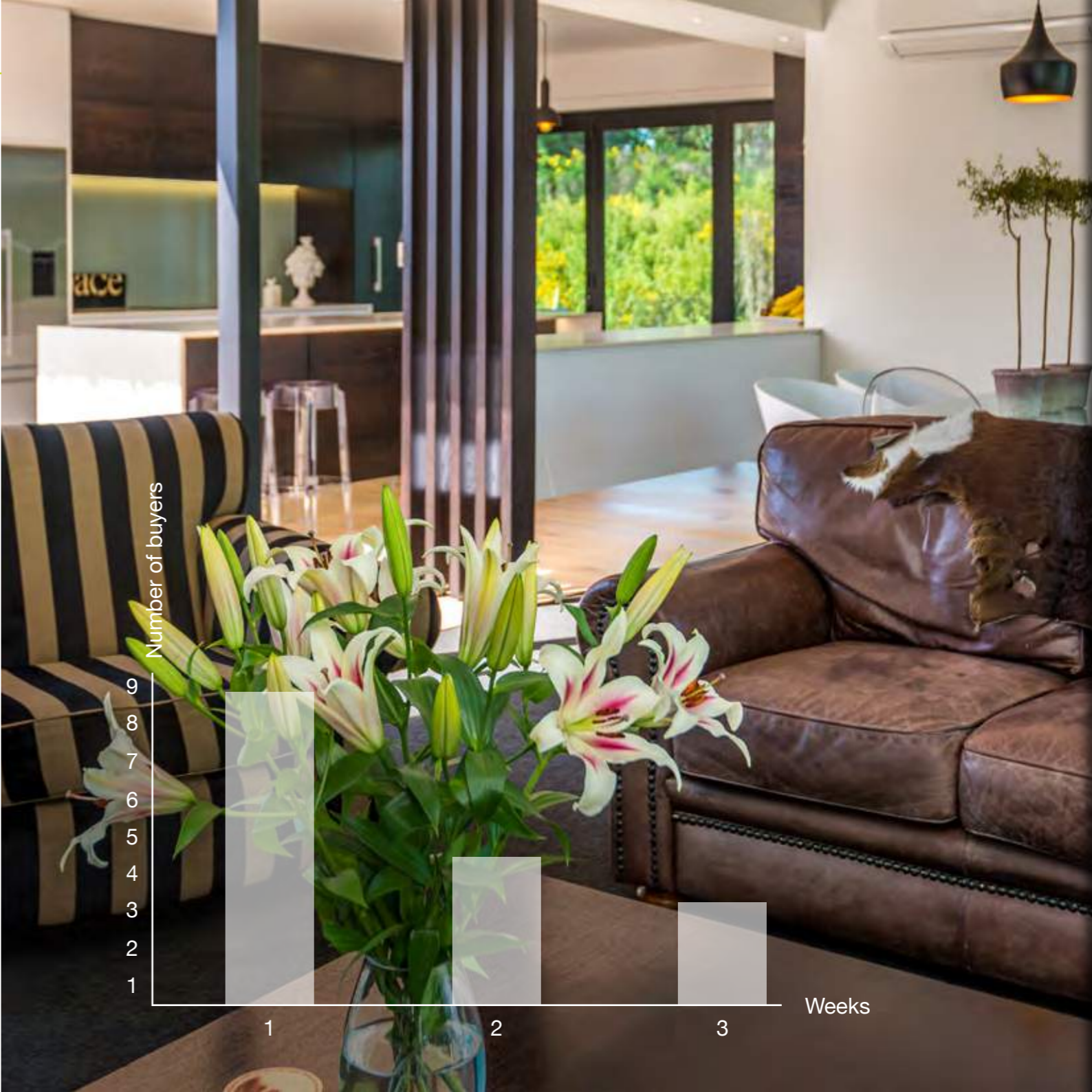
At Lomax we are specialist real estate agents and we know your area. We have the expertise, skill and knowledge required to professionally appraise your property!





PRIME SELLING PERIOD - MARKETING PLANNER

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
WEEK 1	Preparation: <ul style="list-style-type: none">Professional photos takenInsurance and EQC info collected, collated & reviewedTitle document ordered and reviewedProperty details collated, reviewed and approvedPromotional material created, reviewed and approvedListing uploaded to Tracker & CRM software systemsIf required building and LIM reports received, collated, reviewed & approved<i>Review with vendor prior to going live</i>			Listing published live on internet: <ul style="list-style-type: none">Realestate.co.nzTrademeLomax.net.nz  Other: <ul style="list-style-type: none">For sale sign erected & colour brochures printed1st open home & advertising scheduled		<ul style="list-style-type: none">Buyer viewing & follow-up	<ul style="list-style-type: none">OH follow upTracker updatedVendor feedback  1st Open Home
WEEK 2	<ul style="list-style-type: none">Buyer viewing & follow-up1st Realtor Ad authorisedOpen homes scheduled	<ul style="list-style-type: none">Buyer viewing & follow-upVendor update report	<ul style="list-style-type: none">Buyer viewing & follow-up	<ul style="list-style-type: none">Buyer viewing & follow-up	<ul style="list-style-type: none">Buyer viewing & follow-up	<ul style="list-style-type: none">Buyer viewing & follow-up	<ul style="list-style-type: none">OH follow upTracker updatedVendor feedback  2nd Open Home
WEEK 3	<ul style="list-style-type: none">Buyer viewing & follow-up2nd Realtor Ad authorisedOpen homes scheduled	<ul style="list-style-type: none">Buyer viewing & follow-upVendor update report	<ul style="list-style-type: none">Buyer viewing & follow-up	<ul style="list-style-type: none">Buyer viewing & follow-up	<ul style="list-style-type: none">Buyer viewing & follow-upInterested buyers contacted	<ul style="list-style-type: none">Buyer viewing & follow-up	<ul style="list-style-type: none">OH follow upTracker updatedVendor feedbackInterested buyers contactedOffer proposals receivedOffer appointments scheduled  3rd Open Home
WEEK 4	<ul style="list-style-type: none">Multiple offers receivedOffers presented to vendor 		<ul style="list-style-type: none">Contract processed & sent to solicitors, vendor and purchaserOSL software system updated to monitor sale through to settlementArrange deposit payment to solicitorVendor & purchaser updates during the processPurchaser pre-settlement inspectionKey hand over to purchaser on settlement day			 YOU GET TO CELEBRATE	



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PROMOTION





Promoting your property ahead of others on the market requires **identifying** the buyers who will see the most value in your property, shaping the advertising to **target** these buyers and then **reaching** them by using the most effective media.



Identify



Target



Reach





The best buyers will be those that see the most value in your property, and it stands to reason these buyers will be attracted to the same features and benefits you were. In consultation with you we will identify who these buyers are likely to be. To aid in this process we have a short questionnaire in the appendix section for you to complete.



Throughout the marketing campaign, photos, headlines and text are coordinated and aligned to target those buyers identified as seeing the most value in your property.

By Neg Over \$999,000

Demo Suburb

PHOTOGRAPHY

HOME

Lower your golf handicap, canoe on the lake, swim at the beach, run thru the wetlands, walk the kids to school and relax at the cafes & bars. This 4205sqm architect designed home offers five large bedrooms, study, designer kitchen adjoining massive family room opening to sun deck and professionally landscaped garden. Completing the home is a games room, three bathrooms, integrated laundry and triple car garage. This home set in world class resort style subdivision offers a luxurious lifestyle to be envied. **Live today!**

LIVE WHERE YOU PLAY
Open Sun 1-3pm - 2pm
1 Demo Place

Ph. 03 356 1167
Licensed REAA 2008
Lomax Real Estate Ltd.

Billy Lomax
021 484 361

Ph. 03 356 1167
Licensed REAA 2008
Lomax Real Estate Ltd.

Photos

Heading

Text

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We develop and implement a targeted advertising campaign utilising the most effective web, and print media available. Research has shown TradeMe and RealEstate.co.nz to be the most dominant online portals for selling real estate and The Realtor the best print media option. These are the tools that we use to reach and present your property to the maximum number of potential buyers.





The advent of the digital age has seen a shift to more visual content and less text in the world of real estate marketing. This is why we at Lomax use professional photographers who take high-resolution, wide-angle photos of your property for use across all campaign material. With buyers having access to thousands of properties in just a few clicks, we want your property to stand out with exquisite photos that flaunt your property's true beauty across all media.





Realestate.co.nz is New Zealand's largest dedicated real estate website featuring more homes for sale than anyone else. With up to 30 photos of your property on display, open home times and other information available 24/7, for a one off fee for the life of your listing, Realestate.co.nz base listing offers excellent exposure and reach to both the local and international market.





Combined with Realestate.co.nz, TradeMe provides complete online coverage of your property exposing it to all potential buyers. Displayed for the life of your listing, TradeMe base listing offers great exposure and reach to the local market.

Base Listing





Past surveys conducted by Lincoln University property group consistently show The Realtor as being, by far, the best print medium to advertise Christchurch homes in. Having a maximum of four properties advertised per page, being arranged alphabetically and distributed throughout Christchurch the quarter page Realtor advertisement adds diversity and greater reach to your marketing campaign.





Research tells us up to 15% of buyers found the property they purchased because of the sign out front. The distinctive Lomax standard green sign works for you 24/7 conveying important information to buyers seeking homes in your location.



ESSENTIAL MARKETING

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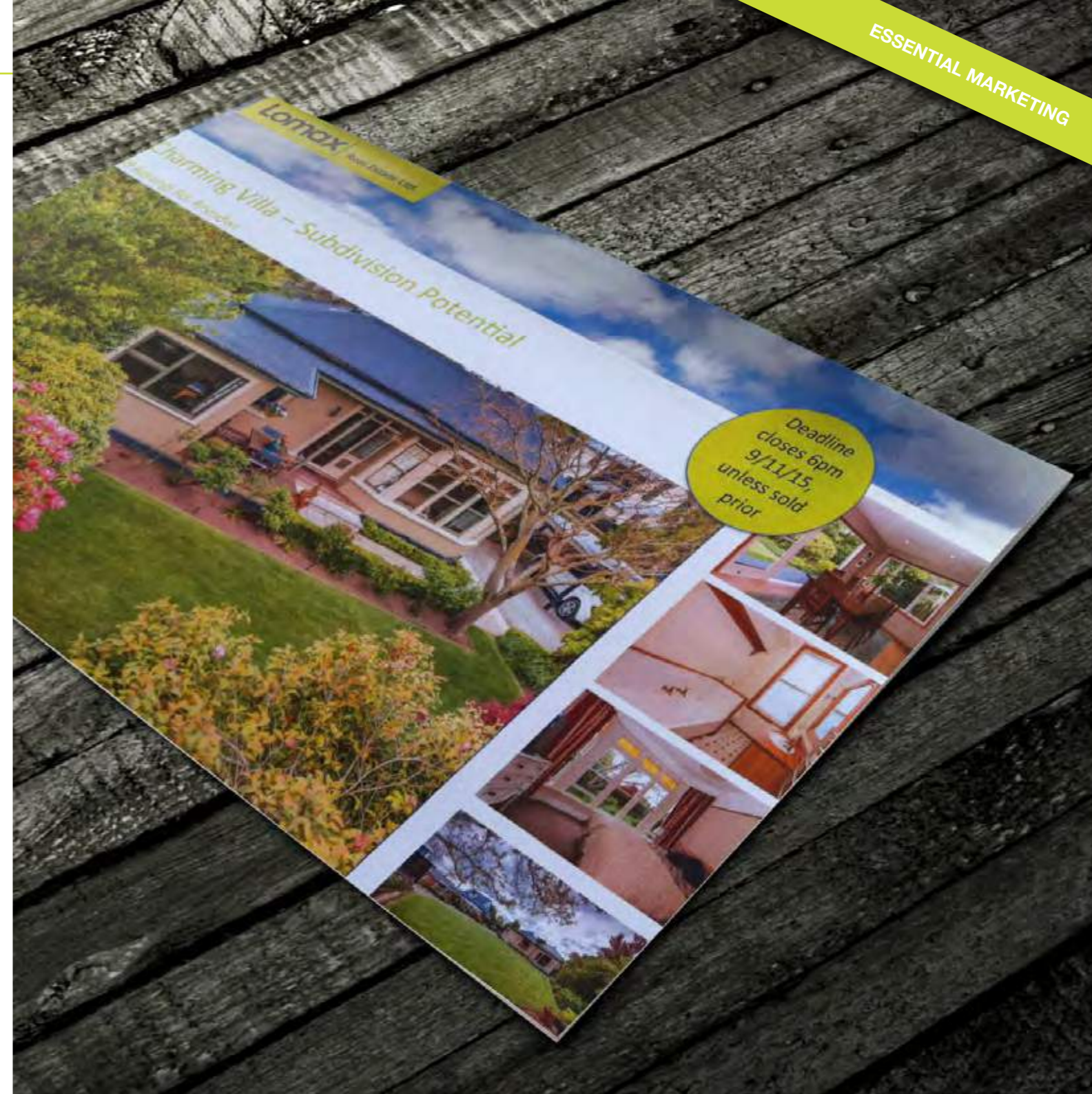
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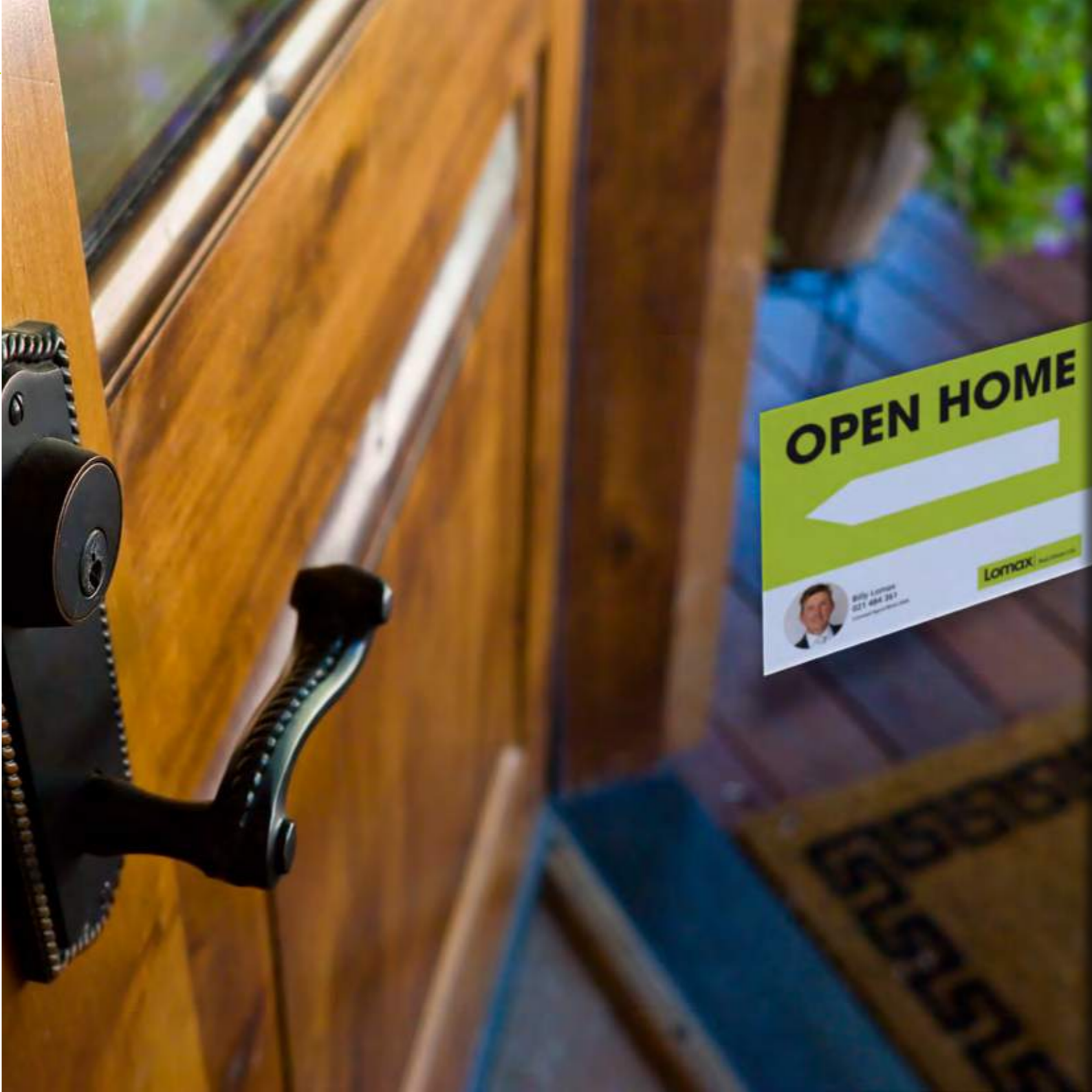


Lomax standard A4 colour property brochures, handed out at viewings and open homes, are specially crafted to provide your target buyers with photos and key information showcasing your property in the best possible way.





With your permission we also conduct open homes making it easier for potential buyers to view and fully appreciate your property.



UPGRADES



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Through upgrades, you can increase your property's exposure and reel in more potential buyers. For example, with Realestate.co.nz, depending on what upgrade you choose, you can get up to 10 times more online views than the standard base listing.



Feature listing

- Your property is featured and highlighted at the top of the search results, above standard listings.

Showcase listing (for a week)

- On average, Showcase Listings deliver up to 10 times more property views than a standard listing.
- Maximise enquiries by appearing at the top of the search page above the property listings.
- Exclusive advertising, only 3 showcase Listings display per suburb per price range.
- Appear on your property's surrounding suburbs search results and email alerts.
- Featured on the Realestate.co.nz homepage.

Refresh listing

- If your featured property has moved further down the search result page, promote your property back to the top of the search results with a refresh.
- A refresh grabs attention with an "updated" flag on your property's listing.
- Your property will be included in our daily email alerts.



Like Realestate.co.nz upgrading your Trade Me listing results in more online viewings and greater exposure for your property.

Classic in Wellington - Sold Sign a Must! - Auction
To be auctioned
Wellington Central
6 bedrooms, 2 bathrooms
Listed today
Agent Name ID# DLN089

Classic in Wellington - Sold Sign a Must! - Auction
To be auctioned
Wellington Central
6 bedrooms, 2 bathrooms
Listed today
Agent Name ID# DLN089

Classic in Wellington - Sold Sign a Must! - Auction
To be auctioned
Wellington Central
6 bedrooms, 2 bathrooms
Listed today
Agent Name ID# DLN089

Average 1.6x more views¹ & 2x more buyer enquiries² than a Base Listing

Stunning family home with room to grow
Albany, North Shore City 6+ bedrooms, 4 bathrooms
To be auctioned

Stunning family home with room to grow
Albany, North Shore City 6+ bedrooms, 4 bathrooms
To be auctioned

Stunning family home with room to grow
Albany, North Shore City 6+ bedrooms, 4 bathrooms
To be auctioned

Average 1.8x more views¹ & 2.5x more buyer enquiries² than a Base Listing

FEATURE

Base Listing benefits +

- Highlighted listing.
- Appear (in date order) above base listings.
- One fee for the life of the listing.
- Average 1.6x more views.

SUPER FEATURE

Feature Listing benefits +

- Larger profile appearing above all other listings (on rotation).
- One fee for 7 day super feature.
- Plus, you get a feature listing (and all its benefits) for the life of the listing.
- Average 1.8x more views, for more enquiries.



Super Feature Listing



Larger Realtor ads get noticed more. When it comes to print media size does matter as it enables, at a glance, more visual and written information to be delivered to potential buyers. Larger ads elevate the prestige and desirability of your property.



1/2 Page

Full Page

Christchurch and Canterbury's most preferred real estate weekly
realtor

Options:

- 1/2 Page
- Full Page
- Two Page
- Back Cover

Front Cover (Includes 2 page ad)



Like The Realtor larger bespoke picture signs, work 24/7, delivering more visual and written information to your potential buyers.



Options:
1200 x 900 mm
1800 x 1200 mm

PRESENTATION



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Presentation wins every time. We see well-presented homes regularly out-selling their competition all through a bit of care and attention to detail that doesn't necessarily cost a lot of money. First impressions count. Stand on the other side of the street and take a critical look at your property to see what needs to be taken care of. A small investment in the right areas can give you large returns. Following is a checklist to help guide you on how to prepare your property for sale.





Make sure there is no peeling paint in areas like fences, windows, and fascia boards.



Check if the letterbox is in good condition.



Tidy your garden. Trim overgrown hedges and shrubs.



Be mindful of the front yard and front door. Sweep dust and dirt away, and make sure to hose down your front door, porch, and garage door.



Don't forget to water blast mossy paths.



Clean out spouting especially if you see grass growing.



Preparing your home for selling

To make sure your property makes a good first impression, here are a few ways to get your house in tip-top shape and prepare it for selling.



Be aware of those animal odours. You may not smell them but others will. Some air fresheners may be required.



Remove all clutter. Put knick-knacks away, and position furniture so that there is plenty of floor space. If need be, hire storage space and store clutter there.



Wipe away any mould and repair damaged surfaces that may be present in the bathroom.



In the bedroom, keep clothes hidden and make sure the beds are made. Mildew should also be wiped away.



As for the kitchen, make sure the oven and stove are clean and that no surface is greasy or dirty. It would also be ideal to tidy your pantry, and fix any damaged hinges.



Keep living areas clean and clutter-free.



INSIDE



Make sure your floor coverings such as carpets are cleaned or if they are particularly bad, then replace them.



Clean your windows, inside and out and wipe any mildew off frames.



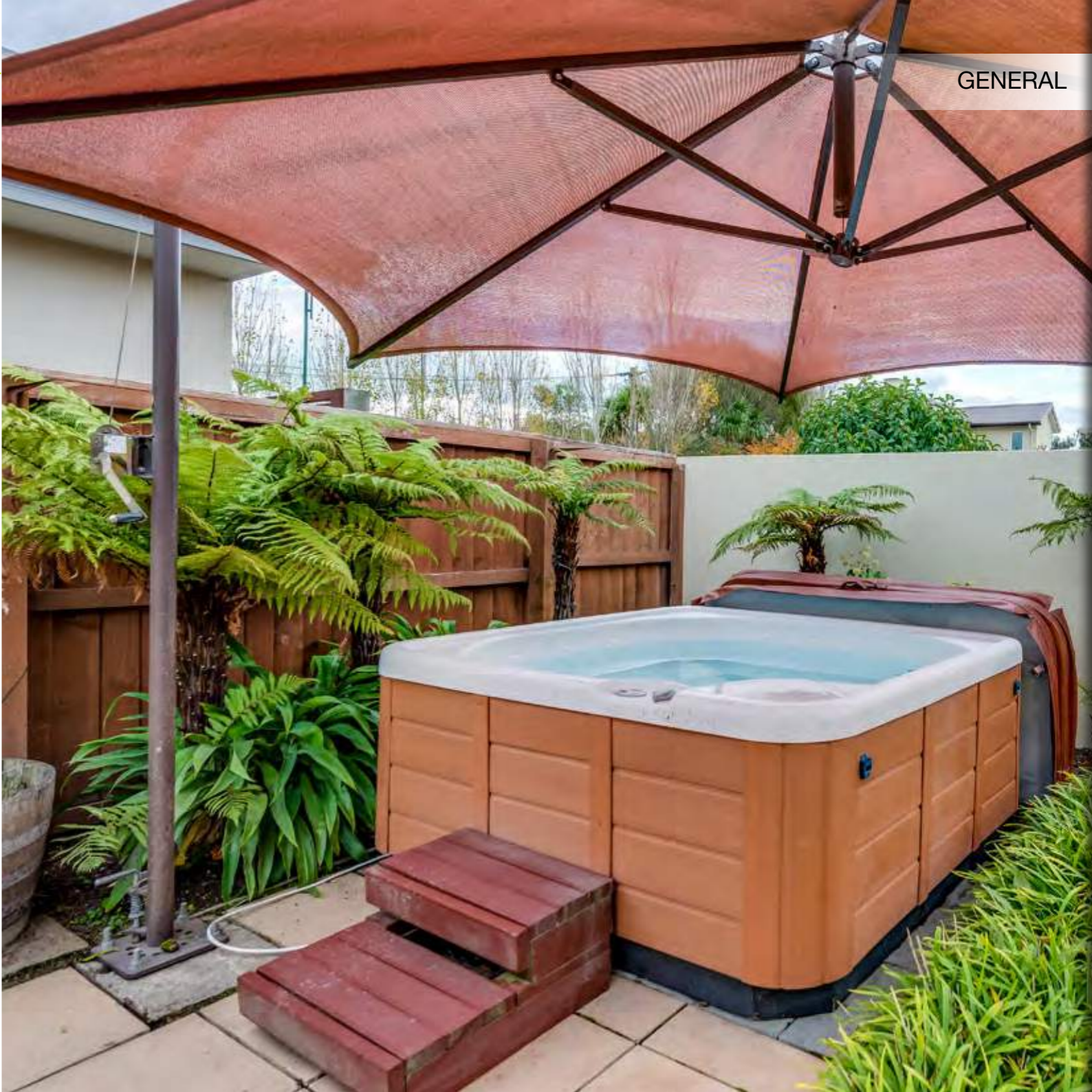
Any damaged wall surfaces should be repaired and repainted.



Please ensure your curtains and drapes are professionally cleaned if need be or replaced if there's any sign of mold.



Consider having a garage sale to dispose of any unwanted goods or clutter.



PEOPLE



The agent you choose to represent you will significantly impact your experience of selling your property. Research tells us 90% of sellers have had a bad experience with a real estate salesperson at some time or another. The majority of complaints revolve around the agent placing their personal interests before you the seller. At Lomax, you can rest assured that we take our fiduciary duty to you very seriously.

When interviewing real estate agents, make sure they can provide you exactly what you need to sell your property. Don't settle for someone who will put his or her needs before yours. At 1% commission*, Lomax makes sure you get the best price, in the best time, with the best service!

* 1% + GST + ADMIN + MARKETING TO SUIT



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When it comes to selling peoples largest asset experience is everything and with 38 years of being in business and 24 years as an agent Billy has that experience.

Billy’s passage into Real Estate started in late 1988 when, as a builder, he read an article in The Press about studying valuation at Lincoln University. After graduating with a Bachelor of Commerce and Management degree, Billy started his Real Estate career with Berry Real Estate in 1992.

Within a short time he was the top salesperson at Berry’s, negotiating over one hundred contracts in his second year in the job. During this time he trialled and perfected the “By Negotiation Over” pricing strategy.

In 1995 Billy, along with Phil Trengrove and Maurice Tallott, set up TLT Real Estate, a company that developed a specialist geographical approach to real estate sales.

In 2002 he set up on his own account Lomax Real Estate Ltd. Lomax Real Estate was the first company to introduce a 1% commission structure and pioneered the way for future 1% companies.

Billy is now focusing all that experience, knowledge and skill to develop a highly effective sales force, specialising in selected locations and delivering a high level of skill and service at a fair fee of 1%*. When you list with Billy you not only get a great fee you get the skill, knowledge and experience to deliver you the best price, in the best time, with the best service!

* 1% + GST + ADMIN + MARKETING TO SUIT



BILLY LOMAX
REAL ESTATE AGENT

APPENDIX



LOMAX PRICE PACKAGES

Lomax Essential Marketing Package		ESSENTIAL
Professional photography	15 to 25 shots	
Realestate.co.nz	Base listing	
TradeMe	Base listing	
The Realtor	2 x ¼ page colour ads <i>(incl. Realtor E-Book)</i>	
Lomax 'For sale' sign	Installed	
Lomax property brochures	A4 colour	
TOTAL INVESTMENT		\$635

Lomax Feature Package		UPGRADE
Lomax Essentials Package		\$635
Realestate.co.nz	Smart Package - plus	\$99
TradeMe	Feature listing - plus	\$103
The Realtor	2 x ½ page colour ads <i>(incl. Realtor E-Book)</i> - plus	\$184
TOTAL INVESTMENT		\$1,021

Lomax Showcase Package		UPGRADE
Lomax Essentials Package		\$635
Realestate.co.nz	Quality Package - plus	\$250
TradeMe	Super feature listing - plus	\$240
The Realtor	2 x full page colour ads <i>(incl. Realtor E-Book)</i> - plus	\$552
TOTAL INVESTMENT		\$1,677

The Realtor Further Upgrade	Essentials	Features	Showcase
Double page spread - plus	\$552	\$460	\$276
Front cover + double page spread - plus	\$564	\$472	\$288
Back Cover - plus	\$311	\$219	\$35

Sign Board & Brochure Upgrades		
Picture Sign Board	1200 x 900mm erected	\$145
	1800 x 1200mm erected	\$200
Colour Property Brochures	A3 Folded	\$75
	6 Page Booklet	\$150
Professional Photography	Twilight photos	\$149
	Aerial photos	\$125

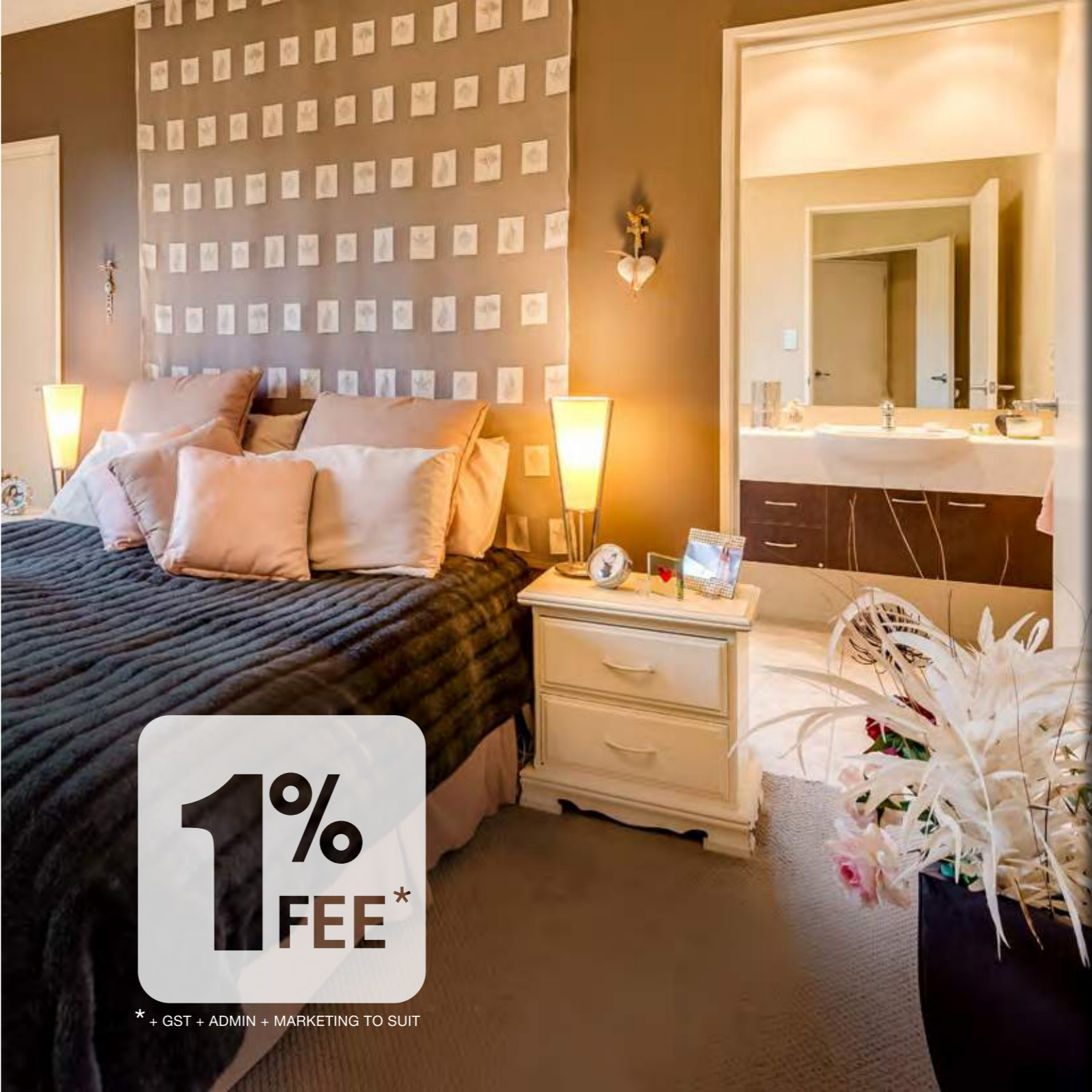
Customised packages incorporating any combination of the above can be quoted on request.
Any marketing money not spent shall be refunded without deduction.

All prices inclusive GST.

We get you more and charge you less.
That's a win/win for you every time!

Sale Price	You Save*
\$400,000	\$13,340
\$500,000	\$14,490
\$600,000	\$15,640
\$700,000	\$16,790
\$800,000	\$17,940
\$900,000	\$19,090
\$1,000,000	\$20,240

*Based on \$550 + (3.95% of sale price up to \$400,000) + (2% thereafter) + GST
Lomax fee \$750 + 1% + GST



1%
FEE*

* + GST + ADMIN + MARKETING TO SUIT

IDENTIFY THE BUYERS

Why did you buy this property?

What do you like/love about your property?

What have you done or would like to have done to the property?

What are the property's best features?



Lomax

Real Estate Ltd.



P: 356 1167

E: info@lomax.net.nz

W: www.lomax.net.nz

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