

PROSPECTING (FIND)

Super Coach Session





PROSPECTING AND MARKETING



Prospecting is the practice of creatively searching for new business. Even within the industry, everybody talks about it, yet so few understand the fundamentals of finding new business on a daily basis. People come into the real estate industry and enjoy the selling and matching people to property side of the business, however they have a resistance to the time and effort required to hunt for business. The fact of the matter is this – if you get into real estate and you don't want to prospect, then you may be in the wrong industry.

During this session you will learn how:

- managing your workflow and working to an 'ideal day' will help you to commit to your prospecting plan
- an efficiently automated system of contacts will bring prospects to you
- a 'seller bank' of 80 contacts can lead to an average of four listings per month
- 'just sold' prospecting can markedly increase your listings
- a buyer conversion system can become your main listing stream
- prospecting with a purpose will change the way you feel about finding sellers
- prepared scripts and scenarios for dialogues will keep you ahead of the competition
- becoming involved in your community (building tribes) will change the way you look at prospecting forever.

PROSPECTING MAPPING PROCESS

CURRENT STATUS

1. Do you have a prospecting program based on 5 proven strategies to generate solid leads consistently, with monthly monitoring of all results (KPIs)?..... Yes ☐ No ☐
2. Do you have a potential seller bank of 80 people or more in a contact management system (the database)? Yes ☐ No ☐
3. Do you have a monitoring system in place to track every property available in a predetermined area with photos of each property, its status (for sale, lease, auction, expired) and can you quickly produce detailed reports regarding sale prices, dates, construction and features?..... Yes ☐ No ☐
4. Do you have a computer-based tracking system for settlements that activates daily calls and tasks?..... Yes ☐ No ☐
5. Have you established productive relationships for mutual referrals e.g. solicitor, tradespeople, shop owners and home loan contacts? Yes ☐ No ☐
6. Have you developed and implemented a straightforward business plan that includes scripts and dialogues?..... Yes ☐ No ☐
7. Do you work to an 'ideal week', which protects your time off so as to maintain your vitality? Yes ☐ No ☐
8. Do you maintain a written record of your weekly results that is connected to your business plan, KPIs and APIs? Yes ☐ No ☐
9. Do you have an active buyer tracking system which includes a defined time limit for maintenance of the relationship?..... Yes ☐ No ☐
10. The client-based action plan builds a relationship that leads to a listing and/or sale. Face-to-face contact will be achieved on at least two occasions. Information will be provided so that clients learn something new from each contact, rather than feeling harassed. Have you set a realistic time-line for nurturing client relationships that is implemented to its predetermined finality?.. Yes ☐ No ☐



“differentiate between a contact database and a client database.”

TOTAL: /10



MANAGING YOUR WORKFLOW AND THE 'IDEAL DAY'



Ideal Day

Many people we meet and coach have a desire to have better control over their time. During many training programs you will hear the term 'ideal week'. This is a great concept for building success patterns into your business, however, it's a known fact that many real estate people design one yet find it incredibly challenging to stick to their own schedule. The tip here is to break it into one small chunk known as the ideal day that can be mastered before having the expectation of operating to an ideal week.

Required actions

1. Find a quiet spot where you can sit in peace with your journal and design your ideal day. Specify the time you will wake up, what light exercise you will do, where you will have breakfast and the time you will arrive into the office to execute your plan.
2. Your plan may consist of scheduled tasks and calls in the morning between 8.30-11.30am. From 12.30 pm conduct at least 2 buyer appointments. Leave the time between 3 and 7 pm flexible for office time and follow-up, yet include one qualified listing appointment.
3. With your ideal day confirmed, nominate the day of the week that will be your ideal day. Upon this day, agree to break it for nobody and no one thing; at all costs stay true to your plan and your word. (This is a non-negotiable)
4. Notify everybody and anybody who usually stands in your way, explaining your vision and commitment to mastering your profession on this day. This list of people will include family, partners, children, team members, principal and, most importantly your office support staff and receptionist.
5. Prepare a short email for the above people allowing you to stay focused on your new time management goal.
6. In preparation for your day, start thinking ahead to whom you will target for appointments and phone calls. For example, someone may wish to see a house or schedule a listing appointment at any time, yet you opt to manoeuvre these appointments into your ideal day.
7. Make sure all paperwork and presentation materials are available and ready for delivery as there is no space for administration within your ideal day.
8. Make sure you have at least 35 scheduled tasks or calls planned for your 8.30-11.30am key market session.
9. Commit your plan to writing before the day begins and read it four times before the agreed ideal day.
10. With your first ideal day complete, review the results and make any changes or fine-tuning that would further enhance your performance.

MANAGING YOUR WORKFLOW AND THE 'IDEAL DAY' CONT...



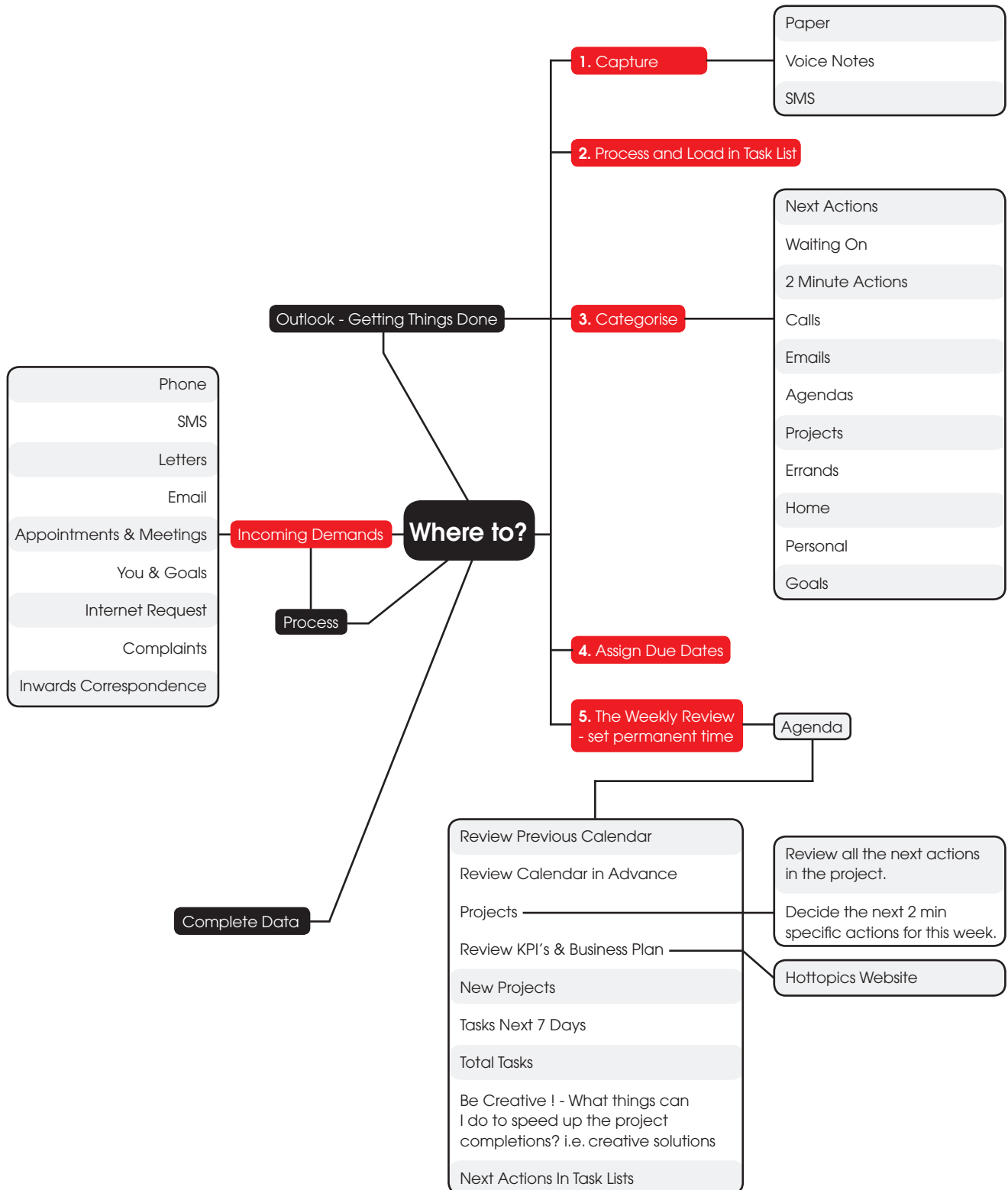
Ideal Day

Actions	Time	Achieved ✓ / ✗
	5.30 - 6.30 am	<input type="checkbox"/>
	6.30 - 7.30 am	<input type="checkbox"/>
	7.30 - 8.30 am	<input type="checkbox"/>
	8.30 - 9.30 am	<input type="checkbox"/>
	9.30 - 10.30 am	<input type="checkbox"/>
	10.30 - 11.30 am	<input type="checkbox"/>
	11.30 - 12.30 pm	<input type="checkbox"/>
	12.30 - 1.30 pm	<input type="checkbox"/>
	1.30 - 2.30 pm	<input type="checkbox"/>
	2.30 - 3.30 pm	<input type="checkbox"/>
	3.30 - 4.30 pm	<input type="checkbox"/>
	4.30 - 5.30 pm	<input type="checkbox"/>
	5.30 - 6.30 pm	<input type="checkbox"/>
	6.30 - 7.30 pm	<input type="checkbox"/>
	7.30 - 8.30 pm	<input type="checkbox"/>
	8.30 - 9.30 pm	<input type="checkbox"/>
	9.30 - 10.30 pm	<input type="checkbox"/>
	10.30 - 11.30 pm	<input type="checkbox"/>

MANAGING YOUR WORKFLOW AND THE 'IDEAL DAY' CONT...



Managing workflow



MANAGING YOUR WORKFLOW AND THE 'IDEAL DAY' CONT...



The weekly review checklist

The weekly review is essential for you to stay on top of all the commitments you have made.

It is a meeting with yourself to review the key projects you have undertaken to complete, together with the areas of risk, i.e. the commitments you have made but not yet followed up on.

We suggest you conduct your review on a regular day and time, in a quiet location; it should be integrated into your ideal week. Its agenda would look like:

- Review your last week's calendar / diary. What appointments did you attend? What commitments did you make? Have you assigned all the follow-up required with each meeting?
- Review your calendar / diary in advance for the next week. What listing appointments are booked in? Which buyer appointments need to be booked? When is your block out time to work on key projects like a new pre-listing kit?
- Review your key projects. It would be good to have your projects set up using the horizontal and vertical project management chart as discussed. What projects have to be completed? Which next actions do you need to block in to your diary for the week?
- Identify any of the new projects that you would like to complete. This is a great time to review your previous training notes for key things to implement.
- Review your overall commitments. What staff meetings do you need to undertake? Which commitments do you need to finalise?

Be creative! What things could you do to help propel you forward? Could you get someone in to assist with open for inspection call backs?



GOLD

SILVER

BRONZE

PROSPECT

01 | Prospecting for Success

1100 Homes

YOUR PROSPECTING PROGRAM



The common word around a real estate agency is prospecting and we all understand this as an activity undertaken to generate listings into the company. If it was this simple everybody would be doing it and achieving results, however the fact of the matter is this is not the case as prospecting is just a single activity that is completed in the hope of finding possible leads that turn into business. The main point I would like to make is that prospecting in isolation is no longer enough to fulfil our objectives.



A marketing initiative can be defined as a strategic group of actions and activities that, when performed in the correct sequence, become a marketing strategy that is designed to bring in quality leads as a result of your connected activity. For example, we know prospecting with a purpose is the fuel in any campaign that, provided it is relevant to the target market, stimulates a decision to the possibility of them moving.

GENERATING BUSINESS – SUGGESTED NEXT ACTIONS

Following is an example of a marketing initiative.

Street campaign

1. Select the street of a new listing about to hit the market and drop the brochure of this property with a 'just listed' sticker or note/flyer into every mailbox within the street. Then telemarket the street and deploy the following script, *"Good afternoon, is that Mrs Williams? My name is Lee. The purpose of my call is to see if you received the brochure regarding number 10 High Street that I delivered to you yesterday?"*
2. Receive response and then say, *"Would you be interested in attending our open for inspection this Saturday between 10 and 10.45am?"* If the answer is "yes" simply ask, *"Is that because you are possibly considering moving or are you simply interested in keeping up-to-date with the values in the area?"* Receive answer and categorise as a possible attendee.
3. Send SMS on Friday to all possible attendees to confirm the open for inspection time and let them know they now have your number should they require any further information.
4. On Saturday evening contact all identified possible sellers and let them know the open for inspection feedback, such as, *"we had good numbers of people through the property yet some of them wanted a different style of home in this location, which is great as it indicates our marketing is working."*
5. For possible future auction vendors you may send them a Saturday evening SMS saying, *"We had a great day in the marketplace today with a 97% auction clearance rate. Enjoy your weekend."*
6. Continue with feedback and interest and mention the types of buyers who have been interested in the area and what they are prepared to spend. This allows you to save grace if the property is not sold quickly and potential sellers will understand you have the buyer; that particular property just didn't match their needs.
7. Once the property has been sold, conduct another mailbox drop within the street with a sold sticker on the brochure or note/flyer including a comment stating people are still looking to buy in this fantastic street.
8. Send a specific letter one week following the mailbox drop inviting all owners to have the value of their property reassessed in light of this most recent result.
9. Telemarket the street to inform property owners personally that the home has been sold and use the opportunity to advise them of the actual price achieved, if asked.
10. A week later, telemarket the street again explaining that many of the street's residents have requested a report that you have designed (Comparative Market Analysis - CMA) explaining that this report has nothing to do with selling their property. Rather, its purpose is to keep them up-to-date with sales in their area over the past 6 months.



GENERATING BUSINESS – SUGGESTED NEXT ACTIONS CONT...

Ask if they would mind you dropping this over to them as a complementary report that will be updated every 6 months as part of your commitment to keeping residents fully informed regarding property values in their area.

As you can see, a marketing initiative is a strategic group of actions and activities that are performed in a predetermined sequence. In my opinion, you only need 5 initiatives to make up your entire prospecting program, however this one change in your business will make you more connected to your market. Whatever prospecting method or script you choose, it's important to have a menu of probing questions to assist you to get down deep into the real issues.

PROBING QUESTIONS



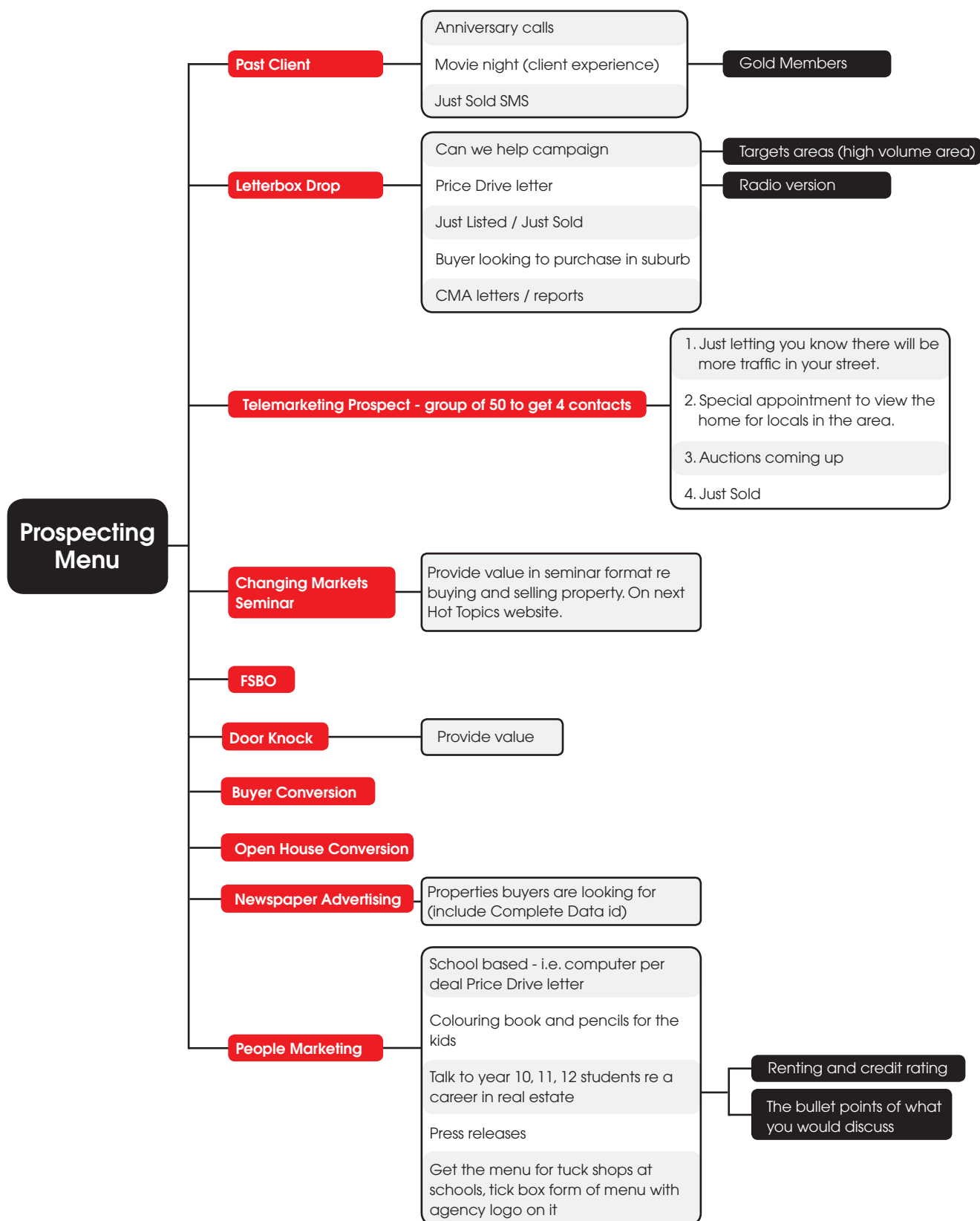
- When was the last time you went out and looked at some real estate?
- If you saw the perfect property today, what would you do?
- We have just sold no. 6 in your street. Did you get a chance to go through that one?
- How does that compare with the one you are in now?
- What did you think about the sales report I recently sent out to you? Were you surprised at the sale prices?
- If you got a price you were ecstatic with, where would you move?
- What's the best house you have seen so far?
- Are you going for a bigger home or a more compact one?
- Would you like to sell prior to buying?
- Is the property for yourself to live in or for an investment?
- What has attracted you to that area?
- Are you familiar with the actual process of purchasing a property?
- The place you are in now, are you going to hang on to that or (pause) what's your current situation?

Building tribes is all about becoming involved and establishing connections in your community.

This can range from providing market place reports, property brochures and just sold emails to running the Byron Bay Writer's Festival (one of Chris' passions). In fact, it is so powerful for people to see you doing things that are not related to real estate as this shows that you care and have a desire to give back to your community.



PROSPECTING MENU



TELEMARKETING INITIATIVE

Telemarketing Initiative

Initiative Name: text here

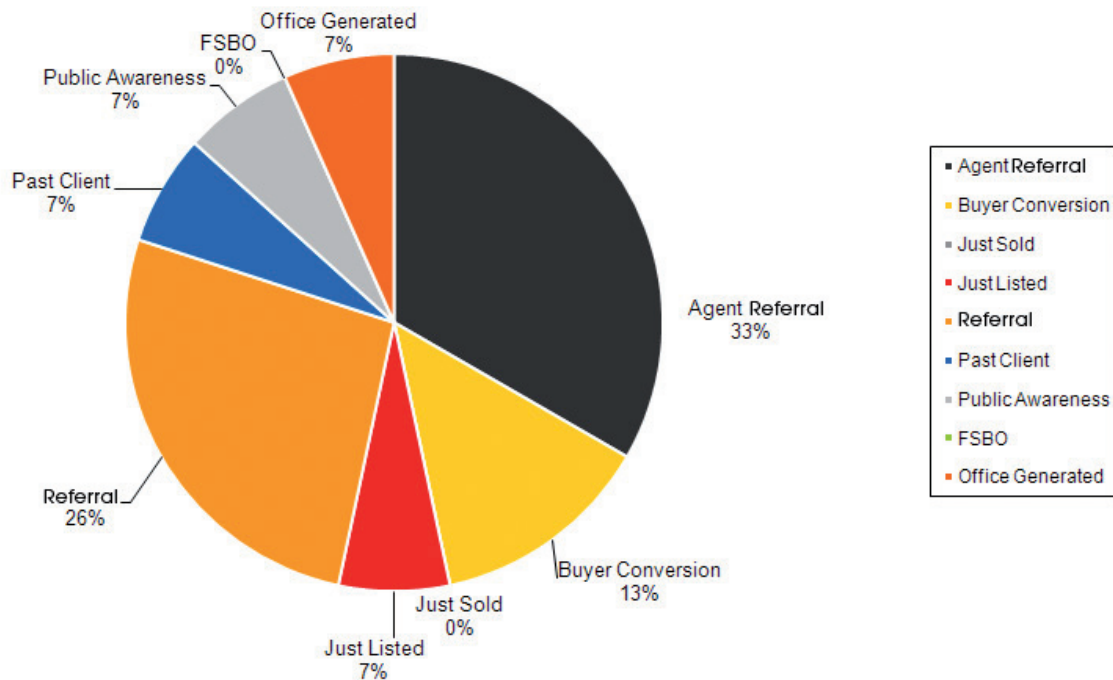
Week of the Initiative: date here

Number of records being called	0																
Purpose of call	Text Here																
Objective – to reactivate/to purchase/to convert	Text Here																
Script	Text Here																
Call results	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: center; padding: 5px;">Answered</td> <td style="text-align: center; padding: 5px;">Not Answered</td> <td style="text-align: center; padding: 5px;">Answering Machine</td> <td style="text-align: center; padding: 5px;">Hung up</td> </tr> <tr> <td style="text-align: center; padding: 5px;">0</td> <td style="text-align: center; padding: 5px;">0</td> <td style="text-align: center; padding: 5px;">0</td> <td style="text-align: center; padding: 5px;">0</td> </tr> <tr> <td style="text-align: center; padding: 5px;">Message Left</td> <td style="text-align: center; padding: 5px;">Incorrect Details</td> <td colspan="2"></td> </tr> <tr> <td style="text-align: center; padding: 5px;">0</td> <td style="text-align: center; padding: 5px;">0</td> <td colspan="2"></td> </tr> </table>	Answered	Not Answered	Answering Machine	Hung up	0	0	0	0	Message Left	Incorrect Details			0	0		
Answered	Not Answered	Answering Machine	Hung up														
0	0	0	0														
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Call outcomes	<ol style="list-style-type: none"> 1. Text Here 2. Text Here 3. Text Here 4. Text Here 																
KPI's	Text Here																
Successful calls	0																
	<div style="background-color: #003366; color: white; padding: 5px; display: inline-block;">Calls per hour</div> <div style="text-align: center; padding: 5px; margin-left: 20px;">0</div>																

40 min available call time per hour, take note of the amount of time per call



WHERE VENDORS COME FROM



	A	B	C	D	E	F	G	H	I	J
1	Vendor Source	Agent Referral	Buyer Conversion	Just Sold	Just Listed	Referral	Past Client	Public Awareness	FSBO	Office Generated
2	Property									
3	16/3 Rosella St, Payneham									1
4	32 Corunna Ave, CLG		1							
5	167 Margaret St, Nth Adl	1								
6	7 Knox St, Frewville						1			
7	48 Boyle St, Prospect	1								
8	43A Hay Rd, Linden Park					1				
9	10B Yorke Dr, Pasadena					1				
10	1/31 Ayers Ave, Daw Park	1								
11	5 Parkers Rd, Torrens Park	1								
12	13 Lurline St, Mile End					1				
13	6/571 Portrush Rd, Glenunga		1							
14	77 Birksgate Dr, Urrbrae					1				
15	7 Hammond St, Clarence Park	1								
16	10/30 Fitzroy Ave, Camden Pk				1					
104										
105	Percentages	33.33333333	13.33333333	0	6.66666667	26.6667	6.66666667	6.66666667	0	6.66666667

THE ALL-IN-ONE DOOR KNOCKING ROLE-PLAY WITH BROCHURE

Just the idea of door knocking sends a shiver down the spine of many salespeople. To many it conjures up images of the old-fashioned door-to-door encyclopedia or vacuum cleaner salesmen, who were instructed to literally put a foot in the door to prevent it from being shut in their faces.

The following technique offers you a method that is seen to add value because there is no direct attempt at a sales pitch.



Knock on the door

Sam: Hello?

Lee: Hi, how are you going?

Sam: Good thanks. Can I help you?

Lee: My name is Lee Woodward from Complete Real Estate. I am just letting everyone know that number 16 in the street has just been listed for sale and as one of the residents I'd like to provide you with some information on the property. Here's the feature brochure for you.

Sam: OK, thanks.

Lee: Are you familiar with the property?

Sam: Only from the outside.

Lee: Well it's a four bedroom, two-storey home with an in-ground swimming pool and plenty of car accommodation and it's being offered on the marketplace this weekend at 12:15 to 1 o'clock. Would you like to come along and have a look?

Sam: Yeah I might come and have a look.

Lee: Fantastic – and would that be because you've had some thoughts on moving?

Sam: Yeah sometimes, we talk about it.

Lee: And if you had the opportunity to move, where would you go?

Sam: Well we'd keep our eye out in the area.

Lee: OK, so you'd like to stay local?



THE ALL-IN-ONE DOOR KNOCKING ROLE-PLAY WITH BROCHURE CONT...



Sam: I think so.

Lee: And what would you like to achieve in your new property that you may not already have here?

Sam: Well, I love this place; it's just getting a little small.

Lee: Do you mind me asking, do you have any children?

Sam: Yeah, I've got two.

Lee: And their ages?

Sam: Eighteen and twelve.

Lee: OK. So maybe an extra living area or rumpus room/teenager's retreat would work for you?

Sam: Yeah, or a place for me to get away.

Lee: I understand – and can I ask you your name?

Sam: It's Sam.

Lee: Well Sam, I have a few properties that would meet those requirements. Would you be open to having a look around?

Sam: Yeah, I'd look around.

Lee: OK, well I'll put a selection of properties together that I think would suit and I'll give you a call back with the first address of where we can meet. Would that be OK?

Sam: Yeah, that would be fine.

Lee: Sam what's the best number I can call you on?

Sam: I'll give you my mobile – 0414 111 111.

Lee: Would you like me to SMS the address through to you?

Sam: That would be great.

Lee: I'll do that for you – and how would 2:15 tomorrow work for you?

THE ALL-IN-ONE DOOR KNOCKING ROLE-PLAY WITH BROCHURE CONT...



Sam: That's fine.

Lee: I'll look forward to seeing you tomorrow and at some stage in the future
I'd love to give you a neutral opinion on price for this property.

Sam: Sounds good.

Lee: Thanks for your time Sam. I'll see you tomorrow.

Notice how I casually opened up the possibility of a listing appointment but I specifically didn't push the issue any further.



THE OPEN FOR INSPECTION CALL BACK

The following role-play sees Lee playing the part of the buyer.



- James: Lee, it's James Tostevin speaking from Complete Real Estate. Have you got a brief moment to talk?
- Lee: I do.
- James: Now, I met you on Saturday at a property in Surrey Hills. It was in Kingston Road. You may recall it was probably one of a number that you went through on the weekend but it was 30 Kingston Road and this is just a courtesy call regarding that inspection. You indicated some interest on Saturday and I just wanted to see if it was still of interest to you.
- Lee: Yeah, it wasn't too bad. What do you think it's going to go for?
- James: Well, as you know it was the second open for inspection for the property and you will recall that at the time we were talking around the one million dollar mark, possibly \$1,050,000. It now seems that the interest is firming up a little bit in that sort of \$1,050,000, possibly closer to 1.1 and that's something I'm more than happy to keep you informed about as we work through the campaign. I guess, the first thing I was keen to establish is if the property is still of interest to you.
- Lee: Yeah, it's up there. It's not too bad.
- James: OK Lee, and I'd also like to confirm with you that if we were to get an offer prior to auction – there's one buyer in particular that's been talking about doing that – would you like us to make contact with you?
- Lee: Definitely.
- James: And, Lee, if the interest from this particular buyer I'm referring to, or from other buyers for that matter, was around that 1.1 mark or, even a little over 1.1, would you still like us to make contact with you?
- Lee: It's on the higher side of what I think it's worth, but keep me informed all the same.
- James: Okay. We're certainly happy to keep you informed. I'm just trying to develop some sense of your depth of interest, Lee. Come auction day, I don't want you to come with an expectation that you may buy the home for around a million or a little more because, as I said, the interest is firming up at higher than that. Having said that though, it's something I'm more than happy to keep you informed about as we work through the

THE OPEN FOR INSPECTION CALL BACK CONT...



second half of the campaign. It should become a little bit more apparent as we get closer to auction day.

Lee: Okay.

James: Lee, as a matter of interest, how long have you actually been searching for a home?

Lee: About nine months.

James: About nine months. And within that timeframe, have you been interested or bid on many properties?

Lee: Yeah, there's one that I saw there in Hawthorne. We put in an offer but were way below the mark.

James: Okay. And was that a similar sort of price bracket or ... ?

Lee: It was.

James: Well, Lee, I'm certainly happy to keep you posted. We've had some fantastic interest in the property, which is something you'd expect for a property of this calibre. There's not many like it that come up in that type of location and it's something, as I said, I'm more than happy to keep you informed about. Lee, in your endeavours to find something, I take it that you're keen to buy first before you do anything with your own property? Have you sold where you are or ... ?

Lee: No, I plan to sell my place at some stage. I just didn't really want to do anything until I felt confident that there was something out there for me to go to.

James: Okay. And have you had any recent or ongoing contact with someone from Complete Real Estate, Lee? Has there been someone that's sort of kept in touch with you over a period of time?

Lee: No, I don't believe so.

James: Okay. And in saying that, have you had a recent assessment of value, a recent appraisal on your own home? Would that be beneficial? I'd be more than happy to pop in at some stage of this week or next if that would be helpful.

Lee: No, I appreciate that but some guys have been out from a couple of the other companies and I'm pretty sure I know where I stand.

James: Okay. And with the two opinions that you've had, Lee, was there some consistency between them? A lot of people refer to one being higher than the other. I just wondered if there'd been some consistency there between



THE OPEN FOR INSPECTION CALL BACK CONT...



the two figures.

Lee: I thought they were a bit on the low side, and there was around 150 grand between them.

James: That's a fair gap. The market, as I'm sure you've observed, has changed quite dramatically in the last three to six months, let alone the last twelve months. So when you say recent, do you mean in the last three to six months, Lee, that you've had those opinions?

Lee: It was actually only two weeks ago.

James: Was it? Okay. Well, \$150,000 is certainly a fair gap. I'd be more than happy to pop in at some stage in the next week or two, to help confirm which is the more accurate of the two opinions you've had. I may well have, of course, my own view, which could be above or in the middle of those ranges. It's something I'd love to do if that's possible at some stage in the very near future.

Lee: Yeah, I'll need to pick someone. What do you guys charge?

James: Well, that's something I'd normally talk to you about face-to-face, Lee. Would there be a time this week or even early next week that would suit you to catch up?

Lee: Well, if you charge more than the others though I don't think I'd need to get you in.

James: I think what we'd encourage you to look at closely is that there are a number of things that are important when it comes to appointing a real estate agent. You've probably noticed that Complete Real Estate's profile has grown very substantially in the last six to twelve months. Our emergence in the city of Boroondara has been significant in comparison to a number of our competitors and a lot of prospective clients have commented on that. So we'd encourage you to look at a number of things. Cost is part of it but there are so many other things an agent – the right agent – will offer you and that's, again, something that we can discuss when we're able to catch up face-to-face.

Lee: Okay. Well, how long does it take?

James: It depends how many questions you have, Lee. It can take as little as 20 minutes, half an hour or it could take 45 minutes to an hour. I'd certainly like to talk you through the process of how Complete Real Estate would represent you, given the opportunity. I'd also like to talk to you about timing and marketing and some of the costs involved with selling but,

THE OPEN FOR INSPECTION CALL BACK CONT...



most importantly, why we've been appointed to sell so many homes in the last six to 12 months over our competitors and why our market share has grown so substantially in a relatively short period of time.

Lee: Well, I finish work early on a Thursday.

James: That'd be great. Somewhere around the 5.30 or 6 o'clock mark would suit ideally. Would somewhere around that sort of time suit you, Lee?

Lee: James, that sounds good.

James: Terrific. Well, let's say if we set it for around 6. I'm coming from another appointment, so I'll probably be there around 6 to 6:15 if that's okay. I look forward to seeing you then. If I could just confirm your address ...

CALLS TO FORMER PROSPECTIVE PURCHASERS

It is not uncommon for people to enter the marketplace just to get an idea what they could potentially buy before they even consider putting their own home on the market. Sometimes during the process of looking, they either lose interest or can't find a way to raise sufficient funds for what they are after. It is at this time that many will put their idea of moving into the 'too hard basket', at least for the time being. As time ticks away however, the reason for their desire to move usually remains. Therefore it is a good idea to keep in touch with these people, even if they were looking months ago.

Here is an example of this type of prospecting scenario.



Hello, is that Mrs Wills? My name is Lee from Complete Real Estate. You called our office some time ago about purchasing a property. I am looking after your file now and was wondering if you are still interested in moving.

By calling and offering them service, you have the potential to reignite the spark that first put the idea of moving into a person's mind. With contact and rapport re-established, you can offer to give that person a neutral opinion on price, bring them to the marketplace and facilitate their move. This role is perceived as being that of a consultant, rather than an agent.



EFFECTIVE LETTERS



Price Drive Letter

Complete Real Estate

12th August, 2007

To The Householder

Dear Householder,

Property values on the North Coast and particularly Manly have risen dramatically. Residents we have spoken to are most interested to know the current value of their property as this allows them to pursue other financial initiatives or to ensure that their home is adequately insured.

To assist our local residents we are conducting an exciting new initiative. Over the next three (3) months we will be offering our opinion on the value of every home in the area.

Each appraisal will only take approximately 10 minutes, as we hope to complete one street per day.

What you will receive

- Letter of Appraisal Value for your home
- Detailed area market analysis for properties sold over the past six (6) months.

How do you participate?

Call Kerrie or David at Complete Real Estate on 9436 8180

When is your street being appraised?

Emora Ave and Mirreen Ave, have been scheduled for
Tuesday, 19th and Thursday, 21st August, 2007.

Strict confidentiality will be adhered to for each property.

We look forward to your participation and to meeting you.

Kind regards

Complete Real Estate

David Jenkins
Sales Consultant

Complete Real Estate Pty Ltd 112 Complete Street, Sydney NSW 2000
T: (02) 4369 1620 F: (02) 9225 9477 E: sales@completerealestate.com.au www.completerealestate.com.au

EFFECTIVE LETTERS CONT...



Naremburn Report

Do you have it?

THE NAREMBURN REPORT

Earlier this year I conducted a new initiative in the Naremburn area called the "Naremburn Price Drive". Over a 3 month period I appraised residential properties in every street.

The price drive enabled home owners to get an accurate, up-to-date value on their property to allow them to be adequately insured, use their equity productively or even sell and move on.

The price drive has also allowed me to compile a compelling report on the state of the Naremburn market, allowing me to be a well informed area specialist.

As part of my commitment to the Naremburn area, I am offering my full "Naremburn Price Drive" report to every resident.

You will receive:

- Price variations street by street
- Price variations between property types
- 5 year sales statistics
- Sales over the last 12 months
- Local demographic reports



This report is a "no obligation", free offer.

All you have to do is contact me and I will gladly forward you a report.

You're welcome to contact me via my phone 0468 1807 430 or please email david@completeterealestate.com.au



EFFECTIVE LETTERS CONT...



Purchaser Document

Complete Real Estate



Purchasing a Property

EFFECTIVE LETTERS CONT...



Purchaser Document Cont...

Purchasing residential real estate can be a very exciting process, however it can also be a confusing time for the prospective buyer. As you may already be aware, different agencies usually have different sets of rules and standards, so we would like to inform you of the buying process should you decide to purchase a property through **Complete Real Estate.**

Should you decide to secure or make an offer on one of our listed properties, we will ask you to confirm the following details, enabling us to help you in the best possible way.

1. The actual purchase price you will be paying for the property.
 2. The method by which you choose to pay the 10% deposit. e.g. cheque/ bond /other.
 3. The settlement period that you require.
 4. The name of your chosen Solicitor or Conveyancer.
 5. The name of your bank or financial lending institution.
 6. Any special conditions or requests that you may have so that we can inform the vendor (property owner).
- Once we have the above information, we are in a position to arrange a meeting with the vendor.

Tip



Property owners receive all types of interest – some genuine, some not. Some people submit offers to test the possibility of sale, but do not actually stay true with their offer.

This can lead to frustration and concern for the owners as they try to assess who is actually a genuine buyer. The best way to present a strong offer on any property is to utilise your purchasing option of the 5-day Cooling Off Period available in all NSW property Contracts Of Sale.



The cooling-off period is only available to the purchaser and allows for an offer to be submitted to the owner in writing, on the Contract Of Sale. This clearly demonstrates to the vendor that you are serious about your offer.



Once an agreement on price, settlement, conditions, etc has been reached with the vendor, the sale can proceed. An exchange of contracts is the only way to actually buy or sell a property. The exchange of contracts occurs when the purchaser and vendor each sign an identical copy of the proposed contract for the sale of land, that land having a title. (The property on the land, being houses, townhouses etc., are known as improvements to the subject land.) The exchange of contracts can be made according to terms under either one of the following options on the next page.



EFFECTIVE LETTERS CONT...



Purchaser Document Cont...

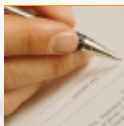
Option One Unconditional Exchange



Unconditional exchange

This means the purchaser's solicitor has signed a 66W certificate. This certificate will waive any cooling-off period and makes both parties committed to an instant, legally binding relationship. There is no turning back. This option also applies when a purchaser is the successful bidder at auction (where contracts are unconditionally exchanged).

Option Two Exchange of Contracts



Exchange of Contracts *(subject to a 5 day cooling-off period)*

As sales agents, we can only exchange contracts with a cooling-off period. The period for withdrawal lasts for 5 working days and allows the purchaser the right to rescind the Contract of Sale for any reason. This period commences upon exchange and terminates in New South Wales on the fifth working day at 5pm E.S.T. Remember that Saturday and Sunday, along with public and bank holidays, are not business days. The vendor may extend this period by a clause in the contract or by notice in writing given before the end of the period. The cooling-off period is created to allow the purchaser time to organise inspections and reports, and to allow their legal representative to check the contract.

If you are wishing to seal a deal, it is important that you understand the commitment level required by both the purchaser and vendor.

Cooling Off Facts and Benefits



Cooling Off: Facts and benefits for the purchaser

The signing of a five day cooling-off period is a great way to purchase. This method provides full protection against:

- the vendor pulling out of the sale
- another purchaser paying more for the property
- any government body wishing to purchase the property.

With this contract exchanged, the purchaser has total control and time to ensure that everything is to their liking. However, this protective method requires commitment by the purchaser. For example, if a rescission takes place, a financial penalty is incurred. The purchaser on rescission forfeits 0.25% of the purchase price (\$250 in \$100,000, \$500 in \$200,000; note that no minimum amount is specified). This money is payable directly to the vendor. If not, the vendor has the right for recovery of the 0.25% purchase price as a debt, where either no deposit has been paid or the amount of the deposit was insufficient. Neither party has any further claim against the other, except where the purchaser may have obtained possession (that is take ownership of the property).

In some cases, a purchaser does not wish to sign anything without their solicitor's approval. If this is the decision, Complete Real Estate will issue the potential buyer with what is known as a Sales Advice. This contains all the relevant details of the sale. Your solicitor will then make contact with the vendors solicitor and proceed with reports and reading of contracts with no determined time-frame for exchange.

However, it is important to note that whilst this is taking place, the property will remain on the market, and anybody wishing to make an offer can do so. Note: It is a legal requirement that every offer put forward must be presented to the vendor. Although you may be a day or two ahead with your solicitor, any other interested party is able to sign the Contract of Sale under a cooling-off period as specified above in option (2). The property is then secured, leaving you no option to purchase. Your solicitor is powerless to act, as contracts are exchanged and in the case of a cool-off, this can be carried out by either the agent or the vendor's solicitor.

The fact is, although some solicitor's may not want you to purchase using a cool-off period, it is the only way to actually secure a property (other than option (1)), allowing for time to conduct necessary research.

EFFECTIVE LETTERS CONT...



Purchaser Document Cont...

1. General Tips



If you want to make an offer, be certain that you can follow through by having the following items confirmed.

- A pre-approval of finance from your bank or lending institution.
- Your own property sold, or at least assessed for value and possible sale time.
- You have a solicitor or conveyancer selected.
- Determine how you will be paying the 10% deposit and associated costs.
- An idea of settlement times required before you take possession.

2. Building & Pest Reports



Before you purchase any property – in particular a new home – it is important that you receive a copy of a Pest and Building Report from a qualified inspector.

Please note that this report is a complete list of defects of the home, and is very different from the feature brochure that you receive from Complete Real Estate. Most people are shocked with the report they receive on the home, and most times misinterpret the report, e.g. *the home is 24 years old and ... is in need of new roof tiles.* Roof tiles last approximately 25 years and need replacing on every home of that age. The point to remember here is that all homes at one time or another require maintenance, and that this is known as a capital improvement on the property.

3. Bank Valuations



Don't be alarmed if your bank or lending institution request a valuation by a registered property valuer.

This is normal practice of lending institutions, and serves as confirmation of the agreed sale price.

4. Buying at Auction



If you are intending to buy at auction, all the above-mentioned must be in place. Auction day is final.

If you turn up to bid and you are the highest bidder past the received price (on-the-market price) you are the instant owner awaiting settlement of that property.

Summary

Preparation is the key. Understand your rights and have everything in place. If you follow the advice in this document, along with that of your solicitor and your **Complete Real Estate** agent, you will be on your way to securing the right home for you.

Whether you are considering purchasing property in the near future, or are currently in the process of buying a home through another company and in need of advice, please feel free to call any of the **Complete Real Estate** sales team with any questions that you may have.

They will be happy to assist you.

Yours faithfully,

Complete Real Estate Pty Ltd

(Please keep this information on file, you will find it helpful during the sales process as a reference guide)

Complete Real Estate

112 Complete Street Sydney NSW 2000

T: (02) 4369 1620 F: (02) 9225 9477

www.complete realestate.com.au

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EFFECTIVE LETTERS CONT...



Getting Results

G'day Lee,

I thought you might be interested in some feedback on your fantastic Price Drive letter which you reminded me about at our last PPG training seminar.

I selected 1,500 contacts from our database and sent out 1,000 letters on Monday. From Tuesday to Thursday we received 18 calls to our office for appraisals. Needless to say, the other 500 letters went out yesterday!

I did our flyer (attached) which I copied from the video of that small agency. We are updating it to read "150 sales in the last 120 days" showing our performance last month.

The flyer has helped us counteract our competitors who are telling their vendors that the market is slow.

Thanks again and look forward to chatting soon.

Troy Skrekovski

Licensed Estate Agent



**OUR RESULTS
SPEAK FOR THEMSELVES.**

**102 SALES IN THE LAST
90 DAYS.**

In the last 3 months alone we have sold more properties than any other agency in your area. Point Cook Real Estate and Sanctuary Lakes Resort Sales have achieved record prices in most estates in Point Cook, Sanctuary Lakes, Seabrook and Altona Meadows. Demand for our expert services is widening.

If you are considering selling or are simply interested in the current market value of your home please contact us to arrange a mutually convenient time for a complimentary appraisal.

Best Regards


Tony Skrekovski
Director


Rob Sinni
Director

Point Cook Real Estate.
Sanctuary Lakes Resort Sales.
Shop 3 Sanctuary Lakes Shopping Centre.
Point Cook Road, Point Cook.


Phone 9394 9000
www.pointcookrealestate.com.au


Phone 9394 9040
www.slrs.com.au

If your property is exclusively listed with another agent, please disregard this notice.

LETTERBOX DROPS



Complete Real Estate

completorealestate.com.au
9436 8180

Dear Homeowner,

I have these **genuine buyers** looking for homes in your area:

Catherine & Ted
Want to live in Saratoga within walking distance of the shops.

- Require 3 good size bedrooms
- Single level
- North facing
- Air Conditioning
- View if possible

Mr & Mrs Bloom

- No pool
- Single level
- 3-4 Bedrooms
- Entertainment area

Mr & Mrs McClain

- 4 Bedrooms
- Study
- Not on a steep block
- Have a pleasant outlook
- Not on a main road

If one of these requirements matches your home, please give me a call, David Jenkins on 04681 807 430

Complete Real Estate

Davistown Breaks the Million Dollar Mark

Dear Householder,

The residential property values in the Davistown area have changed forever due to a record-breaking sale by Complete Real Estate. The home at 2 Davis Avenue, Davistown has just been sold for well over a million dollars. This new benchmark price has altered property values and personal wealth for all Davistown home owners.

The reason for this is that bank valuations or real estate assessments are governed by surrounding sale prices. Until now, the highest property values have been achieved by local agents, ranging between the \$800,000 to \$900,000s, leaving Davistown with a limited selling point or maximum price capacity.

Complete Real Estate has lifted the benchmark for Davistown. This great result is the outcome of a national-based marketing campaign that utilised quality media releases and the unique Complete Real Estate marketing advantage. DVD and video presentations were distributed free of charge to all interested parties all over Australia. This unique movie presentation format is placing Davistown on the map, as many people have been unaware of this fantastic coastal location.

Over the next two weeks we would like to offer you the opportunity to re-assess your property value. Simply call Complete Real Estate to make an appointment.

We thank you for taking the time to read this information and look forward to the possibility of meeting you and discussing all your real estate needs.

Regards

Sales Consultant.



RECORD SALE FOR DAVISTOWN

Just Sold

Complete Real Estate

9436 8180

completorealestate.com.au

Call us on: 9436 8180

sales@completorealestate.com.au www.completorealestate.com.au

Record Sale Letter

Just Listed





WEEKLY COMPARATIVE MARKET ANALYSIS (CMA) SCRIPT



Agent: Good morning it's David from Complete Real Estate, how are you?

Client: Good.

Agent: Just wanted to let you know I am dropping some information off to most of your neighbours tomorrow.

Is it ok if I leave the same information at your doorstep too?

Client: What is it?

Agent: It has nothing to do with selling your home: it's just some information about your neighbourhood that you might find interesting. Is it ok if I leave it at your door like everyone else?

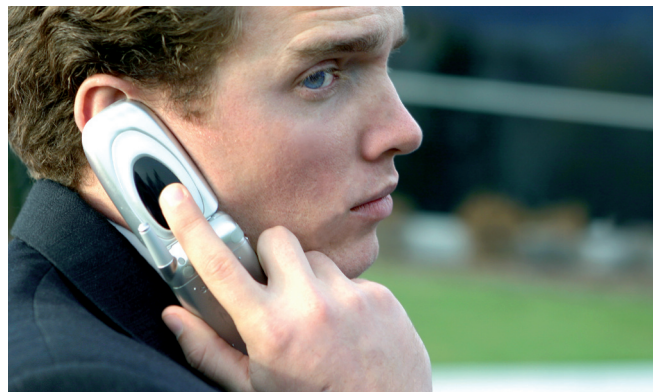
Client: Yes, that will be fine.

Agent: Thank you, bye.

Following your series of targeted phone calls, you would hand-deliver the reports as promised and set yourself an action plan to follow up the prospect in 6 months.

Actions

1. Hand deliver the area CMA report.
2. Set action plan for a 6 month update.
3. Schedule call for client response to build rapport.
4. Identify if they are now a seller and allocate additional action plan.



COMPARATIVE MARKET ANALYSIS (CMA) EXAMPLE

wamboral market report

Mat Steinwede



McGrath



COMPARATIVE MARKET ANALYSIS (CMA) EXAMPLE CONT...

Hello and Welcome to our monthly update on the Wamberal Marketplace

With the 2008 auction season underway, a great deal is happening in the Central Coast property market, and we're definitely in for an exciting year. With a strong economy and the continuing resources boom, John McGrath says, Australia will have its first \$100 million waterfront house within five years. Today's record prices are tomorrow's good buys!

McGrath achieved back to back sales records for the first time in the company's history in September/October 2007 and Mat believes this will be a frequent occurrence in 2008. Property demand continues to grow as Australia's economy continues to boom and as demand rises, so does upwards pressure on prices and this is set to continue throughout 2008.

This comparative market report will keep you up to date with your area and you will receive a new Wamberal Market Report every quarter to ensure you are kept fully informed about relevant market activity.

Mat Steinwede
0414 852 200



Recent Wamberal statistics

How many homes have been sold in Wamberal over the past six months?	46
How many homes are for sale in Wamberal today?	109
What is the highest sales price in Wamberal in the past six months?	\$4,000,000
What is the lowest sales price in Wamberal in the past six months?	\$295,000
What is the median sale price in Wamberal in the past six months?	\$540,000
Street with the most sales in the past six months?	Aldinga Dr, Coreen Dr, Old Gosford Rd, Seaview Ave, The Entrance Rd



COMPARATIVE MARKET ANALYSIS (CMA) EXAMPLE CONT...

Most recent sales in the Wamberal area

All care is taken to provide accurate data. All information is sourced from Australian Property Monitors

Property	Sold Date	List Price	Summary
10 Seaview Street	27/02/2008	\$475,000	3 bed, 2 bath, 1 car, 632m2
9 Warrina Street	20/02/2008	\$357,000	2 bed, 1 bath, 1 car,
61 Wairakei Road	20/02/2008	\$464,000	3 bed, 2 bath, 1 car, 771m2
72 Aldinga Drive	20/02/2008	\$570,000	5 bed, 2 bath, 2 car, 677m2
58 Wairakei Road	16/01/2008	\$575,000	4 bed, 2 bath, 2 car, 734m2
44 Brush Road	16/01/2008	\$1,200,000	5 bed, 2 bath, 2 car, 2.5 acres
1/2 Barrooga Road	13/02/2008	\$390,000	3 bed, 2 bath, 1 car, 504 m2
5 Mawarra Avenue	13/02/2008	\$392,000	4 bed, 2 bath, 2 car, 664 m2
23 Grove Road	13/02/2008	\$515,000	4 bed, 4 bed, 2 bath, 664m2
53 Grove Road	13/02/2008	\$675,000	3 bed, 2 bath, 2 car, 816m2
13 Adina Place	09/01/2008	\$375,000	3 bed, 1 bath, 1 car, 506m2
6 Rysdyk Pde	09/01/2008	\$406,000	2 flats Each contain 1 bed, 1 bath.633m2
839 The Entrance Road	09/01/2008	\$410,000	4 bed, 3 bath, 3 car, 549m2
12 Winston Street	08/02/2008	\$765,000	4 bed, 2 bath, 2 car, 936m2
74 Blue Bell Drive	08/02/2008	\$780,000	4 bed, 2 bath, 3 car, 654m2
198 Ocean View Drive	21/02/2007	\$390,000	4bed, 2 bath, 1 car, 895m2
11 Tall Timbers Road	20/12/2007	\$365,000	4 bed, 3 bath, 2 car, 607 m2
54 Dover Road	20/12/2007	\$529,000	3 bed, 2 bath, 2 car, 670m2
1/30 Lumeah Avenue	19/12/2007	\$473,000	3 bed, 2 bath, 2 car
640 The Entrance Rd	15/12/2007	\$336,000	2bed, 2 bath, 1 car, 703m2
7 Dalpura Road	12/12/2007	\$407,000	4 bed, 2 bath, 2 car, 658m2
10 Brooks Hill Lane	03/12/2007	\$1,300,000	4 bed, 1 bath, 1 car, est. 10 acres
23 McGee Ave	22/11/2007	\$950,000	3 bed, 2 bath, 2 car, 942 m2
75 Ocean View Drive	31/10/2007	\$3,100,000	4 bed, 2 bath, 3 car, 707m2


10 Seaview St


9 Warrina St


61 Wairakei Rd


72 Aldinga Dr


58 Wairakei Rd


44 Brush Rd


1/2 Barrooga Rd


5 Mawarra Ave


23 Grove Rd


53 Grove Rd


13 Adina Plc


6 Rysdyk Pde


839 The Entrance Rd


12 Winston St


74 Blue Bell Dr


198 Ocean View Dr


11 Tall Timbers Rd


54 Dover Rd


1/30 Lumeah Av


640 The Entrance Rd


7 Dalpura Rd


10 Brooks Hill Ln


23 McGee Av


75 Ocean View Dr

Wamberal Market Report // February 2008



COMPARATIVE MARKET ANALYSIS (CMA) EXAMPLE CONT...

Did you know?

Wamberal is the aboriginal word for 'where the sea breaks'. Situated on the northern side of a 4km long stretch of beach with Terrigal lying at its southern end, the suburb initially formed part of a 2000 acre property named 'Amboise' after the historic French city. The land was owned by British settler Willoughby Bean who went on to become Magistrate at Brisbane Water in 1826.

Fronting on to a dramatic coastal sand dune beach, Wamberal is surrounded by water on three sides with Terrigal Lagoon to the south and Wamberal Lagoon to the north. It also marks the start of the environmentally significant Wyrabalong National Park. Encompassing 132.2 hectares, it is considered the Central Coast's best example of undisturbed coastal lagoon, wetland, barrier dune and littoral rainforest habitat which is a sanctuary for migrating birds.

Wamberal's ultimate appeal lies in its unspoiled natural setting; with a stunning beach, safe swimming lagoons and complex natural ecosystem.

Up & coming in Wamberal

Plans are underway for a new and improved Wamberal Surf Lifesaving Club. With projected completion for November 2008, a brand new club will replace the existing one, and will offer a functions hall, members bar, coffee shop/kiosk and all the surf life saving club usuals.



www.wamberalproperty.com.au

The new way
to keep up to date
with your area

Wamberal Market Report//February 2008

PUBLIC RELATIONS

Amber Werchon Slides





PUBLIC RELATIONS

Garth Makowski - A Passion for Real Estate

Dougmal

REAL ESTATE



Garth Makowski
Director/Sales Manager
Dougmal Real Estate
(formerly Robert R Andrew)
Campbelltown/Glen Alpine
Mobile: 0404 866 613
Phone: (02)4628 7444
Direct: 4629 7444

Garth Makowski A Passion for Real Estate

Garth Makowski's passion for real estate was recognised at the age of 15. Garth completed work experience in a local real estate agency, and was amazed at the industry and diversity of homes and people. This fueled his desire to pursue a successful career in the real estate industry.

After completing his education at Macarthur Anglican High School, he formally joined the local real estate industry in 1992. For over a decade, Garth's hard work, dedication and commitment to his customers has created a huge referral network of loyal clients who recognise him as a market leader. Garth Makowski has won numerous industry awards including:

1. Estate Agents Co-Operative (EAC Annual Awards) for 'Listing Volume' awards 1995, 1996 and 1997.
2. Robert R Andrew (Annual Franchise Awards) for recognition of outstanding performance including the '200 club' awards 1999-2000.
3. Robert R Andrew (Annual Franchise Awards) for recognition and appreciation of outstanding performance, including the '300 club' award 2000-2001.
4. Robert R Andrew (Annual Franchise Awards) Salesperson of the Year 2000-2001 nationally within the Robert R Andrew Franchise Network.
5. Robert R. Andrew (Annual Franchise Awards) for recognition and appreciation of outstanding performance including the '300 club' award 2001-2002.

He regularly receives testimonials and letters of thanks such as:

"Garth Makowski is an exceptional

agent possessing all the prerequisites of a customer focused agent ~ product knowledge, communication, honesty, trust, integrity and performance. You have in Garth an outstanding, efficient and trustworthy agent and I am very happy to recommend him to anyone considering buying or selling in the Campbelltown area" ~Dennis McBride.

He is a Director and the Sales Manager of both Dougmal Campbelltown and Glen Alpine, and a fully Licensed Real Estate and Business Agent/Auctioneer specialising in residential and rural sales. Garth is also a nationally accredited and acclaimed real estate speaker and trainer. He is highly sought after for his passion, systems, attitude, and speaks on a regular basis at major industry forums.

In 2003, Garth was asked by Doug Malouf, CEO of Dougmal, to take the position of General Manager for Dougmal Franchise Services, making him responsible for the day to day running of the Dougmal franchise group, a position that Garth holds today.

In his pursuit of constantly improving service for his clients, Garth maintains a high standard of training and development, and attends seminars regularly.

He lives in Campbelltown with his wife Laura. In his limited spare time, Garth enjoys playing and recording music with his band, watching the football, having a game of tennis and spending time with family.

Garth Makowski is proud to uphold the established traditions of Dougmal Real Estate whilst recognising the need for change to meet the high standards expected from today's clients. He is glad to assist you with your real estate needs or queries, so drop in for a chat or call him at the office on (02)4628 7444 or directly on (0404) 866 613.

"My clients and customers constantly achieve results well beyond their expectations, largely due to commitment and hard work from myself and support staff at Dougmal Real Estate. The greatest satisfaction in my work is knowing my clients and customers' expectations have been met and so often exceeded. This is evident through receiving numerous testimonials of thanks."

Discover the Dougmal Difference

Phone: 4628 7444 • www.dougmal.com.au • **Dougmal** CAMPBELLTOWN

LEARNING CHECK

My top 10 key learning points

1)

2)

3)

4)

5)

6)

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10)

