Cameron Hooper
0212801000
075769868
cameron@taurangarealty.co.nz

Table of Contents

- Meet the Sales Person
- The importance of marketing
- Selling your property can be made so much easier
- The Value of Preparation
- Questions I will need to ask
- Creating the best solution
- Method of Sale
- Assessing market value
- Real Estate Agents Act 2008
- Something to think about
- Why United First National?
- Map

Cameron Hooper
0212801000
075769868
cameron@taurangarealty.co.nz

Meet the Sales Person



Being a second-generation salesperson and having worked as a Sales Consultant, Property Manager and Branch and Sales & Manager I have gained a wide knowledge base and understanding of the NZ Real Estate. With over 14 years experience, I can happily say I am all things Real Estate and one of the few expert Tauranga born and bred Real Estate Agents.

Proud to be part of the First National team based here in the heart of Tauranga I have built a reputation over the past years for being extremely knowledgeable with the local Tauranga property market and the current values here in Tauranga. I am often asked for commentary in the BOP Times newspaper.

I understand the challenge of marketing residential and lifestyle properties in particularly matching buyers with the right homes. Understanding your needs, matched with quality marketing and great service guarantees to achieve a successful outcome for all.

I live local in Oropi with my family who play a big part in my success. My wife, three young boys and I have owned Oropi Storage Works and Salon 36 businesses for 16 years now https://storageworks.co.nz/ and for now... continue to enjoy the rural lifestyle.

If you are thinking of selling or are currently on the market and would like a fresh approach to selling and some honest feedback, give me a call and see what we here at First National can do for you.

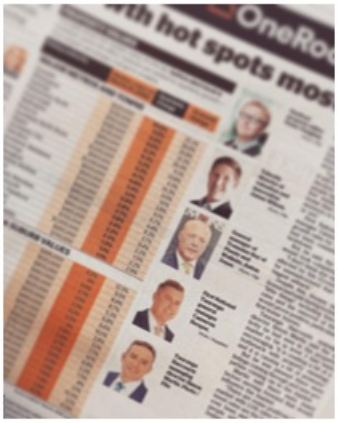
M : 0212801000 E : cameron@taurangarealty.co.nz

Local Knowledge - National Strength.

We are local market leaders, as reflected in the fact that we are regularly invited to provide insights

and comments on the Tauranga and Bay of Plenty property market by journalists.







Property Sales Office Instagram LinkedIn Profile Property Management Website

"We put you First"

Cameron Hooper
0212801000
075769868
cameron@taurangarealty.co.nz

The importance of marketing

When marketing your home, the goal is to showcase your property to as many potential purchasers in the shortest space of time. We do this for various reasons—creating competition is a big part of it and ensuring confidence that we have the best offer available from the selection of purchasers when looking at offers.

Preparation and getting the marketing options correct are essential to running any campaign and achieving the best sale price.

After researching each property thoroughly, every property has an identifiable target market, and creating a tailored Marketing Campaign for each property that targets those buyers is an important part of the process.

Essential Ingredients include:

- Professional photography with drone images.
- Media marketing videos.
- High-profile signboard.
- Quality brochures, property packs, or Ebooks.
- Various internet sites and associated levels of promotion.

Again, when you are selling your property, you will want to know you have reached all the potential current buyers before signing an agreement to sell.

Please click on the picture below to view an example marketing video. Media marketing and promotion are available for every home and budget.

For more information on home staging, visit: Spacefully Yours.



Cameron Hooper
0212801000
075769868
cameron@taurangarealty.co.nz

Selling your property can be made so much easier

. . . . when you engage the services of a professional and expert Real Estate Salesperson.

I take an approach that is refreshingly honest, innovative and effective. The process is relatively simple and when presented with all the information at the start of the journey decisions can be made fast and effectively creating a great result and keeping things as stress free as possible.

In this ebook I outline some of the important issues for you to consider and present my abilities and background to be your partnering salesperson.

Please take a moment to review my suggestions and ideas to develop the best solution for the sale of your property.

No doubt you will have questions too. Please feel free to note them and to highlight any particular items you would like to discuss in more detail.

Thank you for taking the time to see what we can do to get you happily sold.

Cameron Hooper
0212801000
075769868
cameron@taurangarealty.co.nz

The Value of Preparation

Presentation and Marketing are two critical ingredients in selling your property for the best price possible.

I will guide you through the most effective options to make sure your property looks its absolute best when your marketing starts.

I will also share with you which Home Improvements bring you the greatest return for your cost and effort. In many ways you can get dollar for dollar back, in some cases more, but better yet this decreases time on market and makes the property even more saleable.

There is only one opportunity to create that “best impression” or “Wow” factor and that is at the very start, from the moment a client is looking at your home online to when they first set foot on site.

The value of a little redecorating, de-cluttering and careful arranging of furniture is well proven in real estate marketing and I have so many success stories with this from purchasers and sellers alike.

Preparation needs to be completed before the property is photographed as these photographs are your key to great enquiry from web sites and print media. Don’t lose potential purchsers after just a few clicks of the mouse because of it.

I have a comprehensive checklist to assist in this preparation.

Cameron Hooper
0212801000
075769868
cameron@taurangarealty.co.nz

Questions I will need to ask

My goal is to find out how I can best help you. I will take the time to view your property to see how it will present and compare in today's competitive marketplace. Honest feedback can be a saviour in the long run. Often time on market affects your end net result.

I will have done some preliminary research on sales in the area before we meet so we can start assessing a possible sales value or I may need to do more research before confirming that and come back to you after our initial meeting.

Timeframe for wanting to be on the market?

Are you planning any work on the property before any marketing begins?

Do you already have a price in mind?

Have you already been on the market?

Have you sold before? How did that go? Any preferred way of marketing?

Have you done any work that required permits/consents and are these all signed off with Code Compliance Certificates?

Are you aware of any structural or water-tightness issues with the property?

Cameron Hooper
0212801000
075769868
cameron@taurangarealty.co.nz

Creating the best solution

Another of the important decisions you will need to make is your preferred method of sale.

* Auction.

* Exclusive Listing with an Asking Price.

* Exclusive Listing without an asking price. (By Negotiation)

* Tender.

* Set Date of Sale or Deadline Sale.

I will explain each of these for you and show you the features and benefits of each one and obviously answer any questions you might have.

Once I review your property, your objectives, your timeframes and your target market I will have a recommendation on which will best suit you and your property.

Cameron Hooper
0212801000
075769868
cameron@taurangarealty.co.nz

Method of Sale

Auction

The Auction process provides you with a high profile marketing campaign culminating in a public auction on a pre-determined date where interested parties bid for the right to purchase your property. The objective is to obtain the best possible price, in the least possible time, with the least amount of concern to you. Your property is marketed without a price prior to a Auction.

No Price / By Negotiation

Selling by negotiation without a guide price. This is a marketing approach an agent may suggest when it is hard to estimate the price a property is likely to sell for. Prospective buyers make offers based on their perception of the market value of the property and the seller will negotiate with them on the price via the agent. You will receive offers from purchasers and then consider them, taking into account the price, settlement date and conditions. You may accept, reject or countersign the offer - and the negotiations begin.

Deadline Sale

A Deadline Sale gives the buyer an opportunity to inspect the property for sale, and time to research and compare other properties currently on the market with similar characteristics. This way you can get a good indication of what the property is worth. The Deadline Sale is a variation on both auction and tender, but, like both those marketing methods, is intended to make clear to buyers that it is the vendors' intention to sell on or before the deadline date.

Buyer Enquiry Over (B.E.O)

This is a way to encourage the buyers to think up rather than down in price. The price guide is set to the minimum amount you would accept, and the agent then endeavors to bring you offers over that price range.

This method works well when combined with a Deadline Sale (mentioned above). Buyers have an indication on price but are encouraged to make up their own minds - and to do so on or before a pre-determined date.

Fixed Price, For Sale

Listing your property for sale at a fixed price has both benefits and disadvantages. Selling at a fixed price can enable both conditional and unconditional buyers to purchase your property. Listing your property at a fixed price forces you to set your maximum price without any chance of testing the market and determining the level of interest from purchasers. It can also remove any sense of urgency among buyers because there is no fixed sale date. More notably, there is a risk of setting too high a price and frightening off potential buyers, or pricing your property too low and underselling it.

Tender

A Tender has purchasers bidding for your property by submitting sealed offers (tenders) which are opened on a pre-determined date. This method is very private and confidential as no one else knows the amount of the tenders. Offers may be conditional and you have the right to reject any offer. Your property is marketed without a price prior to the Tender date.

Cameron Hooper
0212801000
075769868
cameron@taurangarealty.co.nz

Assessing market value

Assessing market value

You may already have a price in mind, had a Registered Valuation done or had Appraisals from other Real Estate Salespeople.

I have access to a huge database of recent sales and current properties for sale and so we have all the details to compare your home with these.

Together we then review these and see how much the most comparable properties have sold for and assess things like quality of fitout, square metre of land and buildings and then location.

We look at where we are in the market cycle and how this affects prices.

We can also see which properties are sitting on the market a long time without success.

The most important ingredient in achieving a great sale is your price expectation and how this compares to Market Evidence.

Whether you use an asking price, or market your property without a price, this still needs to be assessed professionally.

Providing you with a Written Appraisal of your property's likely market value range is a statutory requirement I am required to complete.

Cameron Hooper
0212801000
075769868
cameron@taurangarealty.co.nz

Real Estate Agents Act 2008

& Client Care

I am fully conversant with the requirements of the Real Estate Agents Act 2008 and fully support the intention of the Act to provide increased professionalism for our clients.

I provide:

* A written Appraisal of the potential market value of your property.

* A detailed outline of our services.

* The Approved Guide on Residential Agency Appointments as provided by the Real Estate Agents Authority, where points to consider when listing your property are available.

* A checklist and advice on property presentation before your property goes on the market.

* Details on more intensive marketing options for you to consider.

* Details on our Complaints Procedures.

I will explain your obligations in respect of "disclosure" of any issues with your property with respect to any outstanding consents, Code Compliance Certificates, Structural Integrity, Water-tightness etc.

REA Sale and Purchase Agreemnet Guide

Cameron Hooper
0212801000
075769868
cameron@taurangarealty.co.nz

Something to think about

Building Inspection Reports and Land Information Memorandum (LIM) can assist any property sale. Knowing of defects prior to marketing is often positive and we can remedy these or discuss with purchasers prior to making offers that potentially end up being cancelled.

Building Reports show what, if anything, could or should be done to the property ensuring the sale process is as simple and as smooth as possible.

Meth test will put purchasers minds at ease concerning the health of your home.

LIM report will summaries your buildings consented works and council file with any other information the local council holds about your property.

By removing objections we can make the decision to purchase your property an easier and simpler one for the purchasers, and reduce the time that you would have to wait for these things to be addressed between agreeing to a sale price and all the sale conditions being met.

Cameron Hooper
0212801000
075769868
cameron@taurangarealty.co.nz

Why United First National?

To get the best price for your home, you need a winning edge.

Here's why we lead the field in service, marketing and results.

We're fast

First National Real Estate is like a magnet for buyers.

Our advanced customer database enables buyers to register for instant alerts.

We broadcast news of your sale within minutes of listing, direct to buyers that match your price range and description.

We're experienced

We know our town like the back of our hands and have offices throughout New Zealand.

Whether residential, commercial, leasing or renting, First National Real Estate knows how to target the right audience and our electronic marketing is second to none.

We're online leaders

More buyers will see your property with us because First National Real Estate is at the cutting edge of digital technology. With more than 60% of property searches taking place from smartphones these days, our website is perfectly optimised for ease of access to mobile consumers.

We market comprehensively

The quest for the spotlight in the real estate marketplace has never been more competitive.

We combine traditional and digital marketing with high-tech websites, buyer matching systems and social media. Plus we tailor the ideal campaign to assure no stone is left unturned in the search for your buyer.

We're in print

With our crisp, nationally recognised brand, we position your property to stand out in the Property Guide - the only audited property publication in the Bay of Plenty with a guaranteed readership of 36,000* every Friday.

The publication is delivered throughout Tauranga, Mount Maunganui, Te Puke and Waihi Beach through to Maketu, Pukehina Beach and Paengaroa weekly on Friday's inside the Bay of Plenty Times plus additional bulk copies are distributed to real estate offices, banks and selected outlets to ensure the publications reach even further.

In fact, through print media we'll target whatever market is appropriate for your property.

We are Global

With International profile for your property on all of these websites:

- firstnational.co.nz
- taurangarealty.co.nz
- realestate.co.nz
- trademe.co.nz
- oneroof.co.nz

And the opportunity to be found on www.open2view.co.nz if you choose to have professional photography to showcase your biggest asset.

We care for community

Sponsorship of First National Foundation enables our community support to reach all New Zealanders.

Our support of *The National Burns Centre* helps Kiwi families keep in contact through the, often long, rehabilitation that victims of burns endure, bringing families together and keeping them strong through the toughest of times.

We're Rural & Lifestyle Specialists

We've developed systems that target the right customers for rural property sales and management. In good times and bad, we're your partner on the land. Bring us your challenges and we'll talk through the range of solutions.

We’re mobile

We’re determined to seize every opportunity to find the right buyer for your property. That’s why we use Mobile Register to directly enter the wish lists of buyers into our iPads at open house inspections and appointments.

We’ll connect you

Once we’ve sold your home, we can have your telephone, internet, gas, electricity, water and all utilities disconnected and re-connected at your new home for FREE, saving you hours of phone calls. It just takes one simple phone call to Direct Connect.



Cameron Hooper
0212801000
075769868
cameron@taurangarealty.co.nz

Map

