



Andrew
Partners Real Estate

Market Appraisal

We are here for you



With over 100 years of combined experience, we offer:

- Successful proven **track record**
- **Extensive** market knowledge
- Excellent communication & **market** feedback
- Highly experienced **negotiators**
- **Genuine, realistic** & honest advice

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SkyCorp Australia video

Choosing the best agent information



About your agency



Andrew Partners has been serving the community for more than 30 years, and our results are second to none.

Our industry knowledge and expertise enables us to offer you a guaranteed quality of service and a commitment to getting you the very best results possible.

We also recognise the value of technology in a modern real estate practice and accordingly offer progressive solutions throughout our business.

With over 100 years combined industry experience, we pride ourselves knowing that each and every customer is dealt with in a highly professional and ethical standard. When you deal with our office, you will be dealing with professional consultants that have expert industry knowledge and integrity.



Our difference

Our agency has several key differences that make our team markedly distinct, which is reflected in the expediency and quality of our results. We strive to make each property transaction as stress free as possible.



Our superior selling system covers the entire Sydney metropolitan area.

In order to do this successfully, our agents are accessible at any time and location convenient to you



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Your sales team

Gary Attard

As our sales manager and principal, Gary brings over 23 years of expertise and skill. Approachable and accomplished, Gary is also Fairfield's most highly rated agent for the last 4 consecutive years.



Jorge Vazquez

With over 25 years experience in the industry Jorge is a tireless agent that is always willing to go above and beyond for his clients.

Adam Falvo

Part of the team for over 14 years, Adam is an asset to any property transaction. Knowledgeable in both the sales and property management aspects of real estate.



The Principles Of Pricing

Setting a Price

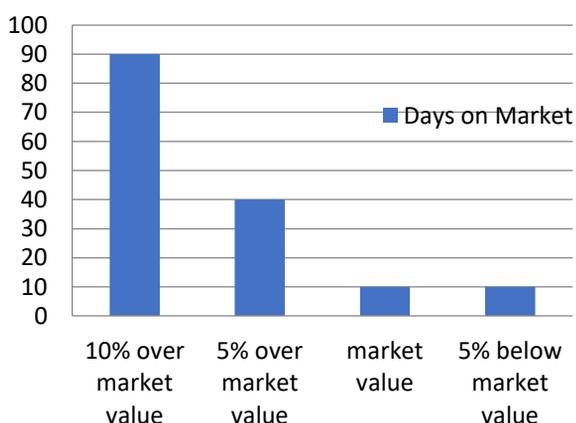
One of the most difficult tasks for prospective sellers is assessing the value of their home. It is important to understand that an uninformed opinion, the cost of improvements that a seller hopes to recover, or the figure needed to realise future plans do not factor into accurately pricing a property.

The current market will strongly influence the actual value of your home. Realistically priced properties generate more enquiries and increased buyer competition can raise your sale price and reduce the time frame your property is on the market.

When considering whether to set an asking price for your property it is vital to be realistic. Over-priced properties take longer to sell and do not attract the optimum number of buyers, particularly in the key selling period of the first to fourth week.

Generally, the longer a property sits on the market, the lower the price it achieves, this is particularly the case with over-inflated properties.

The dangers of setting your price too high



[View general selling information video](#)
~ Tom Panos of SkyCorp Australia ~



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Timing Is Everything

Once your property is presented to the market, buyer interest will be highest between weeks one to four.

After this, buyer interest begins to decline considerably. To take advantage of this window of opportunity, we design a marketing program which gives your property its highest potential buyer contact during this period.

If you decide to market your property with a price, remember that it must be valued correctly right from the onset so that you will benefit from the initial surge of interest.

The key to attracting as many potential buyers as possible is to avoid putting any barriers in the way of their appreciation of your property.

Putting a price on a property may be an immediate hindrance as to why they may not inspect the property and consequently develop an emotional attachment to it.

In reality buyers can be flexible with what they are willing to pay depending on how attached they are to the property and how much of their criteria it fits.

A property that is marketed without a price:

- Can attract up to 3-4 times the number of potential buyers
- Can create premium price opportunities
- Can have a higher rate of success within a shorter period of time

It is important to sell the dream before the reality.

Buyer Interest Level



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Auctions

What You Need To Know

The Auction has become one of the most preferred non-price marketing strategies for prospective sellers for many reasons.

- Auction properties are on the market for a pre-arranged length of time – on average 30 days.
- You set the conditions and are in complete control.
- It is designed to attract genuinely interested buyers that are ready to act.
- It is a cash sale which isn't subject to finance uncertainty.
- 10% deposit payable on the day of the sale.
- The buyer competes against other buyers instead of negotiating against the seller.

An Auction campaign is designed to attract buyers that are focused on establishing the maximum price they are prepared to pay, not how low their offer should be.

On Auction day, they will be emotionally purchasing as, they actively compete against each other.

If a buyer reaches their limit they may go beyond it for fear of missing out, combined with renewed confidence in the property's value provided by the other bidders.

All of this works in your favour.

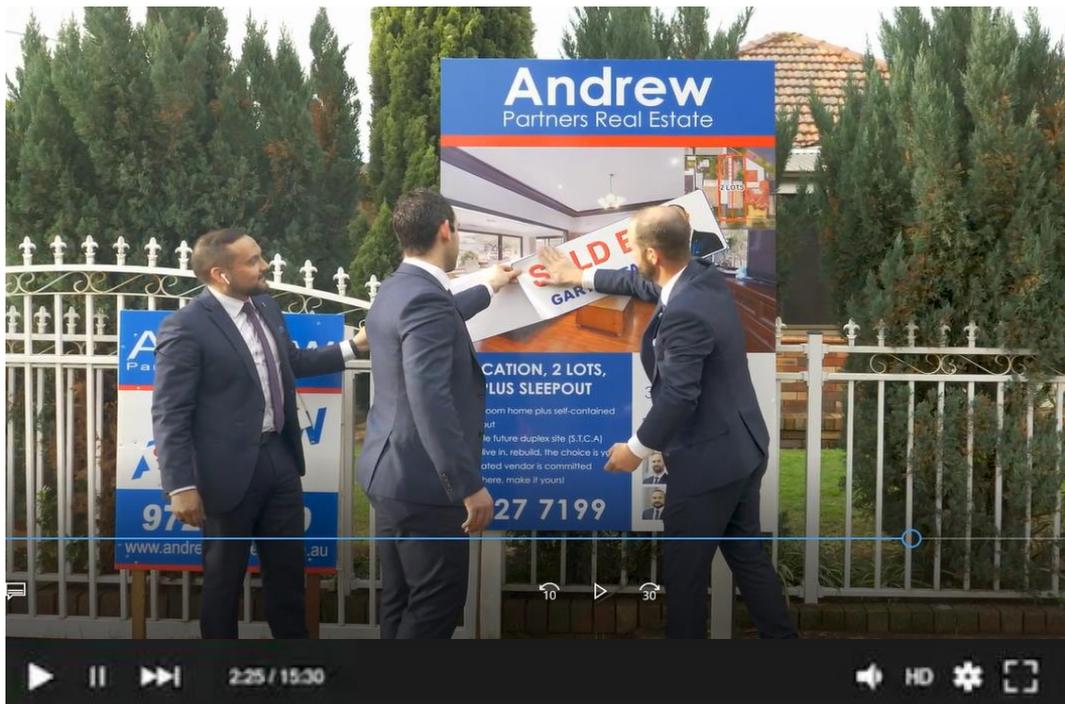
It is important for you to know that you are in entire control.

You set the terms, conditions and auction deadline and because your reserve price is confidential and is never disclosed to potential buyers, your property can not be sold for less than what you are prepared to sell it for.

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Auctions



View video
example



Marketing

Increasing time pressures have been instrumental in changing the face of real estate and the role of your agent.,

In many cases, buyers do the initial work themselves before even contacting a real estate agent. In this age of self-education, most buyers are well aware of realistic market prices.

Our agents are skilled marketers and negotiators. We consider our key responsibilities to be:

- To advertise your property as widely and effectively as possible.
- To attract and show your property to as many potential buyers as possible.
- To negotiate the best possible price for you.

In order to prepare the right marketing strategy for your property, a number of factors need to be taken into account;

- The current real estate market and the supply of genuine buyers.
- Recent sales statistics in your local area.
- Competition in the market.

Experience is the only tool that can be used to fully understand these factors and make them benefit the marketing of your property. Knowing how and where to market your property and to whom is the only way to ensure you reach not just the maximum amount of potential buyers but the right buyer for your property.



Buyer Trends

We tailor our marketing to suit each property. This can include the following:

Premiere listing

Be seen at the **top** of the search results

The premiere way to showcase your property, with the largest listing at the top of the search results, above all Highlight listings.

Andrew Fairbrother Gary Atard

AUCTION - WILL BE SOLD
28 HAMPTON STREET, Fairfield

3 2 2 Duplex/Semi-Detached

Open tomorrow 1:30pm | Auction Sat 8 Aug

Premiere listing	
Priority in the search results	
Listing size	
Rotates to the top of the search results	15 days
Image carousel	✓
Property information at the top of the property page for improved search engine results	✓
Auction and inspection times	✓

How your property benefits from a Premiere listing

Your property's position in the search results can make a huge difference. In fact, 62% of people don't look beyond the first page.¹ Placing your property at the top with a Premiere listing offers a number of impressive results:



To give your property the best chance of being seen, speak to your Agent and ask about upgrading to a Premiere listing today.

¹ Adobe Analytics, February 2019.

² REA internal data (1 December 2018 - 31 March 2019).

High impact signboards



Curious Family Home

and new privately built
ate-of-the-art appointments
quality fittings throughout

FOR SALE

5 3 2

9727 7199

Professional photography

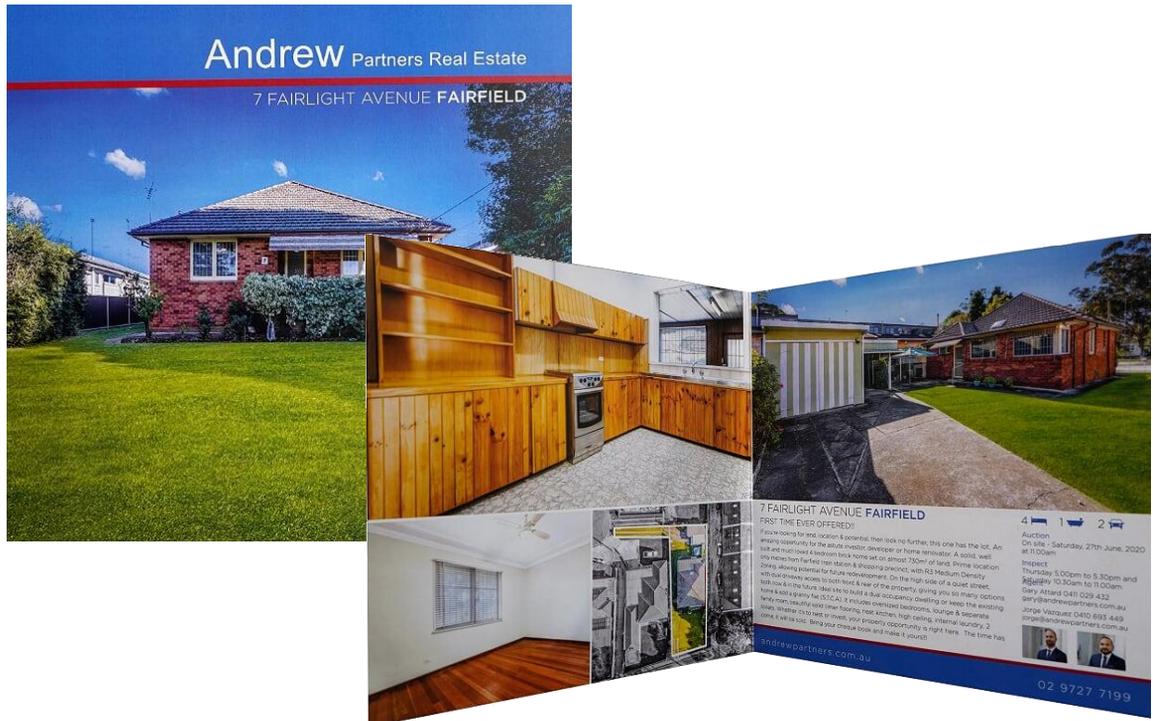


Our high resolution photography
is complimented by
aerial photo imaging
and property video filming

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Premium brochures

Professionally produced A4 colour brochures are displayed at open homes and in our office, providing a detailed overview of your property



LED Window showcase

Prominently displays
your property 24/7

Eye-catching flyers



DL Flyers and Letterbox Drops

Our "just listed" advertising materials are distributed owners around your property.

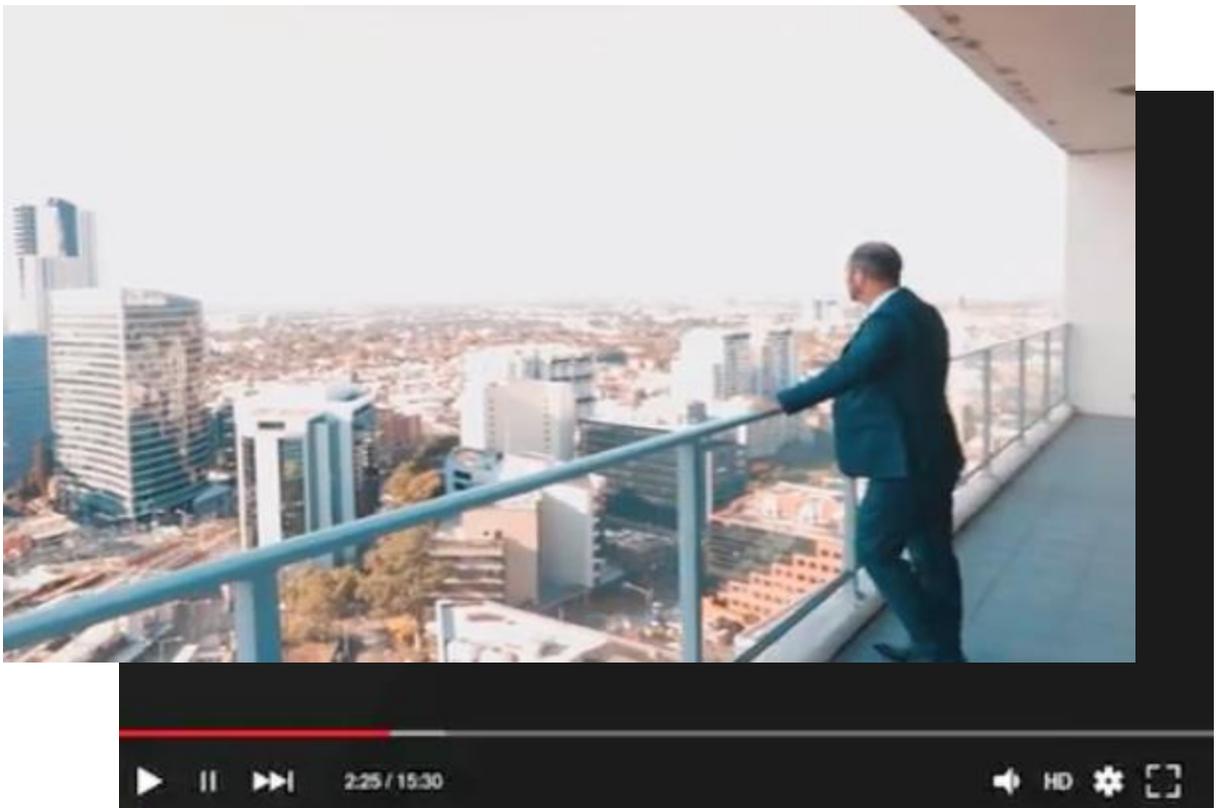
A large number of potential buyers live locally. These flyers have high enquiry rate and are essential in any marketing campaign.

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Our Video Marketing Edge

6.6 million Australians visit Realestate.com.au each month. Particularly for premium properties, video marketing ensures maximum exposure and interaction with the listing.



View video
example



Social Media



As the methods buyers use to engage with property continues to evolve, so too do the methods we need to use to market properties. Different demographics utilise different means to search for property, which is why we certain properties benefit from a social media presence.

Follow us



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Testimonials

Gary did a great job from start to finish.
He is a good listener, gives honest straightforward advice

Mr & Mrs Morgan - Fairfield West



Gary was very professional, trustworthy and knowledgeable through every step of the process.
I would highly recommend him to anyone.

Mr & Mrs Cappano – Fairfield

Thank you Adam and the team, you guys conducted a great auction campaign and we couldn't be happier with the outcome, way above our expectation.

Mr & Mrs Tilt – Bossley Park



Jorge is a pleasure to deal with. Very genuine and reliable. Without doubt, a 5 star agent

Mr Nguyen – Canley Heights

View more of what our clients say
about us [here](#)

ratemyagent[®]



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