

selling with **true** =



true =
P R O P E R T Y

why true =



True combines outstanding personnel with a dedication to providing an unmatched level of service to our clients

True combines outstanding personnel with a dedication to providing an unmatched level of service to our clients.

Individually and collectively True are committed to you and your property.

Comprehensive marketing

Presentation and timing are key to achieving the best result for your property. Our professional team of experts will seamlessly coordinate in just one visit and have your property ready to market within days.

Using the latest technologies, innovative ideas and dedicated marketing personnel we will market your property locally, nationally and globally.

Expert advice

Through training and experience our team offers expert advice to guide you through the selling process. At True we understand that selling a property is as much a matter for the heart as the head, and taking the time to understand your needs will help us to help you.

Communication

At True we pride ourselves on proactive communication. True understands that good relationships are paramount and our team will work to support you through the entire sales process and beyond.

Local area knowledge

With two offices covering the inner city and inner west True know every aspect of your local area. Our staff live and work here, making us local experts.

awards

True has been successful in winning many esteemed industry awards for both agency and individual staff. The most notable being selected as the Real Estate Institute of NSW Best Residential Agency for 2011.



True has been successful in winning many esteemed industry awards for both agency and individual staff

days on market



The energy and performance of an agent is key in ensuring the success of your campaign

The number of days a property remains on the market provides an insight into 3 key factors:

- **Property pricing**

A property that is overpriced will be dismissed by prospective buyers. Often by the time the appropriate price is reached the best buyers will be looking elsewhere, thus it is key to work with your agent to correctly price your property from the beginning of your campaign.

- **State of the market**

Every other day there is news on the state of the property market. Don't believe everything you read. News from around the country or even around the city is often not relevant to your local market. Work with your agent as they know your local market best.

- **Agent performance**

The energy and performance of an agent is key in ensuring the success of your campaign. The right balance of experience, enthusiasm and strategy combine to ensure a smooth path to the sale of your property.

methods of sale



True will tailor an individual marketing strategy to suit you and your property.

Every agent at True will take the time to discuss with you the local market, your individual needs and what we believe to be the best strategy to achieve the best result for you.

Methods of sale

- Auction
- Private treaty
- Expressions of interest

True will tailor
an individual
marketing
strategy to suit
you and your
property

auction



Choosing to sell at auction is recognised as a fast and efficient method of sale to achieve a premium price for your property

Choosing to sell at auction is recognised as a fast and efficient method of sale to achieve a premium price for your property.

Wherever a property is likely to attract more than one qualified buyer auction creates the environment for competitive bidding, increasing the eventual sale price.

Auction provides vendors with great control over the sales process, ensuring you peace of mind.

True will tailor an auction campaign for you and your property, and our agents will take the time to work with you at every stage.

The benefits of choosing an auction campaign include:

- A fixed marketing budget
- Market saturation with a high impact marketing campaign to capture all potential buyers
- Set inspection times
- Creating urgency amongst buyers – the fixed period allows potential buyers time to complete all the necessary enquiries, whilst establishing a time limit
- Predetermined contract terms established by you and your solicitor
- Obtaining a result on auction day whilst maintaining the option to sell prior
- No cooling off period – once contracts are signed the purchaser is committed, unlike private treaty sales

private treaty



True understands that not all properties benefit from an auction campaign, some are better suited to sale by private treaty.

When selling by private treaty your home is marketed for an agreed period of time at an agreed asking price.

The benefits of choosing a private treaty campaign include:

- The luxury of time to consider each offer – often private treaty is most suitable if you are in no rush to sell your property
- Not committed to a full campaign – this may lead to a quicker sale on your property
- Often the ability to conduct a less expensive marketing campaign
- The ability to negotiate the terms of sale

True
understands
that some
properties are
better suited to
sale by private
treaty

expressions of interest



This discreet method of sale is most commonly used and best suited to special properties and/or high profile vendors

Conducting an expressions of interest campaign is to market a property without an asking price but with a closure date, by which time all interested parties must register their interest to your agent.

This method of sale avoids incorrectly pricing the property and allows genuine buyer feedback as to the value of your property.

This discreet method of sale is most commonly used and best suited to special properties and/or high profile vendors.

The benefits of choosing an expressions of interest campaign include:

- A discreet negotiation process
- A reduced sense of urgency
- A fixed time frame

considerations



Your True agent will work with you discussing the following considerations in order to achieve the best results for you and your property

- Which method of sale is best suited to you, your property and the current market?
- Who will purchase your property?
- Where are your purchasers going to come from?
- How do we best capture the buyer's interest?
- How can we maximise the sale price?

Your True agent will work with you discussing considerations to achieve the best results for you and your property

internet marketing



Every property listed with True is showcased on the most prominent websites

The internet has steadily become the most important marketing tool when promoting your property. Millions of Australians use the internet every month to search for property.

To take advantage of this enormous buyer pool every property listed with True is showcased on the most prominent websites.

Every property featured includes professional photographs, floor plans, detailed descriptions, location maps and in some cases property videos, virtual tours and interactive floor plans depending on the nature of your individual marketing campaign.

The benefits of internet marketing include:

- Capturing part of the millions of viewers a month
- Your property is available to potential purchasers 24 hours a day, 7 days a week
- Potential purchasers can view your property at their leisure and contact your True agent directly from your advertisement
- Buyers who have registered requirements suiting your property will be immediately alerted to your listing via email
- Interstate and overseas buyers can view your property and contact your True agent all online. The use of videos and virtual tours enable interstate and offshore buyers to purchase property without ever stepping foot inside the door.

True also operates a mobile site so potential purchasers can view your property on their smart phones anytime, anywhere.

photography



True hires only the best professional photographers who work with our team and yourself to show your property at its best. Daylight and twilight photography is available as well as aerial views if appropriate for your home.



Only the best professional photographers work with our team and yourself to show your property at its best



property brochures

Property brochures are produced for all True properties to be passed out at open homes, private inspections and to buyers who enquire at our office



ERSKINEVILLE 48A John Street 3 2.5

Contemporary architectural home

The sophisticated finish of this city fringe residence creates an impressive urban sanctuary in one of Sydney's most sought after lifestyle pockets just footsteps from the heart of Erskineville Village.

Architecturally designed by award winning firm Tonkin Zulaikha Greer, this tri level home features multiple indoor and outdoor living spaces perfect for entertaining or family living.

- Gas kitchen with stone bench tops, custom cabinetry and European appliances
- Separate living and dining areas open seamlessly to front and rear courtyards
- Master bedroom with en-suite, built in wardrobes and private sundrenched terrace
- Spacious main bathroom with bath as well as entry level powder room with third WC
- Spacious top floor third bedroom or home office with plenty of storage
- Polished timber floors, halogen down lighting, video intercom entry
- Moments to train transport, cafes, shopping, schools and vibrant King Street


AUCTION	Saturday 16th June 2012
	On site at 2.45pm
INSPECT	Saturday 1.30pm - 2.00pm
	& Wednesday 5.30pm - 6.00pm
COUNCIL	\$259.10 p/q
WATER	\$183.33 p/q
DETAILS	BRADEN WALTERS 0411 63 73 73 braden@trueproperty.com.au

true = **excellence** **8507 2444**
PROPERTY trueproperty.com.au

Property brochures are produced for all True properties to be passed out at open homes, private inspections and to buyers who enquire at our office.

The brochures provide the potential purchasers with all the information about your property including rates, auction details property features and floor and site plans.

signboards



Auction

Saturday 15th December 2012
On Site at 12.00pm
View Saturday 11.00 - 11.30am &
Thursday 5.30 - 6.00pm

Designer terrace with light, space & style

- Transformed by a sleek interior redesign
- Good natural light and cool modern style
- Layout with separate living & dining areas
- Private courtyard & custom bench seating
- Ready for living with nothing to spend

true =
PROPERTY

8507 2444
trueproperty.com.au


Signboards
provide 24
hour a day,
7 day a week
advertising for
your property

Signboards provide 24 hour a day, 7 day a week advertising for your property. Key photos and information are displayed to highlight your property and its best features to passing traffic.

Where available all True signboards are installed with a spotlight to make sure your property enjoys maximum exposure.

All our signboards are professionally produced and installed and are available in a variety of sizes.

local area marketing



JUST LISTED

SUBURB 12 Smith Street

1 1 1

North facing courtyard apartment


- Split level design
- Entertainers Smeg gas kitchen
- Private entrance, tiled throughout
- Double bedroom with built in robes
- Perfect home or investment

AUCTION Saturday 21st August 2012
On site at 9.30am

VIEW Saturday 11.00am - 11.30am
& Wednesday 6.15pm - 6.45pm

DETAILS BRADEN WALTERS
0411 63 73 73
braden@trueproperty.com.au

true = 8507 2444
PROPERTY trueproperty.com.au



AUCTION INVITE

SUBURB 12 Smith Street

1 1 1

North facing courtyard apartment

- Split level design
- Entertainers Smeg gas kitchen
- Private entrance, tiled throughout
- Double bedroom with built in robes
- Perfect home or investment

AUCTION Saturday 21st August 2012
On site at 9.30am

VIEW Saturday 11.00am - 11.30am
& Wednesday 6.15pm - 6.45pm

DETAILS BRADEN WALTERS
0411 63 73 73
braden@trueproperty.com.au

true = 8507 2444
PROPERTY trueproperty.com.au

Local area letter
box drops are
an excellent
way to market
your property

Local area letter box drops are an excellent way to market your property.

Often buyers move within the same area or have friends or relatives wanting to find a home in the area. Because of this local area marketing can be key to finding the buyer for your property.

print media



AUCTION THIS SATURDAY

SUBURB 12 Smith Street

Courtyard apartment

This one bedroom split level apartment puts you in the heart of cosmopolitan Redfern within walking distance of Enmoreville village and Newtown's famous King Street. Boasting all the modern features this apartment makes the perfect home or investment.

- Open plan living and dining open to the sunny north facing courtyard
- Entertainers gas kitchen with Smeg appliances, stone benchtops and glass splashbacks
- Large double bedroom with built-in wardrobes
- Separate private entrance
- Security Intercom, internal laundry and halogen downlighting
- Lift access to secure undercover parking
- Walk to train and bus transport, cafes, pubs, shops and parks

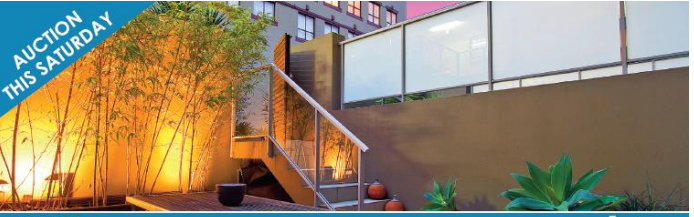
Auction On Site Saturday 12th June 2011 at 3.00pm
Inspect Saturdays 8th June 2011 2.00pm-3.00pm
Details Joe Black 1234 124 123 (jblack@true-property.com.au)

true =
PROPERTY

Print media is still a popular choice for people marketing their properties. There are a variety of packages available with both metropolitan and regional publications to fit in with your tailored marketing plan.

True make every effort to maximise the profile of your property sale. Our marketing staff will submit editorial copy and photographs on your behalf to our targeted media contacts at the metropolitan and regional publications.

Print media
is still a
popular choice
for people
marketing their
properties



AUCTION THIS SATURDAY

SUBURB 12 Smith Street

Courtyard apartment

This one bedroom split level apartment puts you in the heart of cosmopolitan Redfern within walking distance of Enmoreville village and Newtown's famous King Street. Boasting all the modern features this apartment makes the perfect home or investment.

- Open plan living and dining open to the sunny north facing courtyard
- Entertainers gas kitchen with Smeg appliances, stone benchtops and glass splashbacks
- Large double bedroom with built-in wardrobes
- Separate private entrance
- Security Intercom, internal laundry and halogen downlighting
- Lift access to secure undercover parking
- Walk to train and bus transport, cafes, pubs, shops and parks

Auction On Site Saturday 12th June 2011 at 3.00pm
Inspect Saturdays 8th June 2011 2.00pm-3.00pm
Details Joe Black 1234 124 123 (jblack@true-property.com.au)

true =
PROPERTY

editorials



True is committed to representing your property to the major print and online publications in an effort to secure sought after editorial space

True has a dedicated marketing manager, committed to representing your property to the major print and online publications in an effort to secure sought after editorial space.

True has featured in Sydney Morning Herald's Domain liftouts, Courier Newspapers real estate sections and in the Telegraph online and in print for some of our many different marketing concepts.



vendor reports and communication



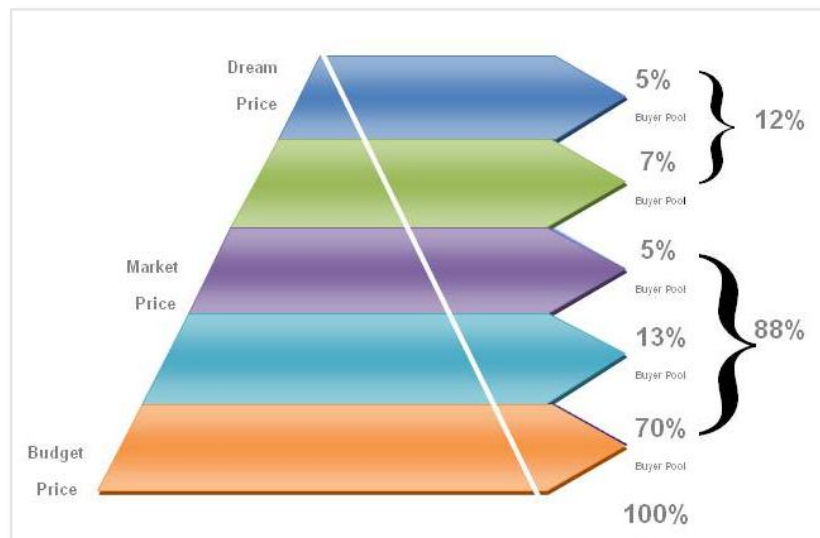
At True our agents are committed to keeping you informed. As a vendor you will be provided with a weekly written update on your campaign.

Although your True agent will be in contact with you almost every day the written weekly report provides a summary of the activities and feedback thus far, including;

- The number of open house attendees
- The number of internet viewings made on your property
- How your property has been promoted and presented this week by True and your agent
- General buyer feedback on your property
- Written confirmation of any offers received
- Our strategy to move forward into the next week of your campaign

You will be provided with a weekly written update on your campaign

pricing your property



Pricing your property correctly is an essential part of capturing the buyer market

Pricing your property correctly is an essential part of capturing the buyer market.

Buyers tend to search properties within a price range, and most are looking to buy a property at or below market value. Only 12% of buyers will be prepared to pay above market value for a property. To get these buyers to pay above market value they need to be placed in a competitive environment or have a strong emotional attachment to the property.

The buyer wave below shows that with a successful marketing campaign most of your buyers have viewed the property within the first 30 days. After 30 days the buyer pool has been captured and you begin to see only new groups that have just begun searching for property.

The buyer wave helps to explain why auction is such a popular method of sale, because it completes the transaction within the first 30 days, capturing the biggest buyer pool.



preparation



A property that presents well, sells well.

Proper presentation of your property is key to achieving the highest possible price. A neglected or poorly presented property fails to evoke the emotion necessary for buyers to attach to your property.

Make sure you take the time to conduct a spring clean of your home and garden before marketing your property, this will give your property its best chance to shine. True can help to recommend any gardeners or trades people you may need.

Prior to marketing your property your true agent will coordinate with you

- Professional photography of your property, including aerial photography where appropriate
- Professional floor and site plan drawn to scale
- Professional video filming and production
- Copywriting consultation for your approval
- Professional preparation of all marketing material for your approval

True can also provide, where necessary, consultation with property stylists and garden rental firms.

Proper presentation of your property is key to achieving the highest possible price

agency agreements

for the sale of residential property

Selling a home is something many people do only once or twice in a lifetime, so it pays to do some homework before signing up with an agent to sell your property for you.

When you sign up with an agent, you enter into a legally binding contract. This fact sheet explains what your rights and responsibilities are under that contract.

You have a cooling-off period of 1 day starting from when you sign the agreement. You can cancel the agreement in this time if you are not happy with it (more information over the page).

Choosing a real estate agent

To sell a home in New South Wales, an agent must have a real estate agent's licence issued by NSW Fair Trading. You should check the licence details of all agents you are thinking of using before signing up with your preferred choice. You can do a licence check online through the Fair Trading website or by calling 13 32 20.

To find the right agent for your needs, you should shop around. If possible, get the names of one or two agents from other home owners in your area who have recently sold. We suggest you talk to at least three agents and:

- make sure they have a valid licence
- get a list of all their fees
- find out if they have a good knowledge of your area
- ask if they adhere to a code of ethics.

Signing up with an agent

Before the agent can market your property, they must sign a contract with you, called an 'agency agreement'. An agency agreement is a legally binding contract and it is important that you read and understand it.

If you are not sure about the agreement terms you should get legal advice.

Signing an agency agreement means that you authorise an agent to do certain things for you

in relation to the sale of your property, such as arranging advertising and inspections and receiving deposits from buyers. The agreement must specify what the agent is authorised to do for you and must state all commissions and any other costs you may be liable to pay.

What is in the agency agreement

The agency agreement must state:

- the services the agent will provide for you
- the amounts of any fees or commission you agree to pay for those services
- the circumstances in which the agent is entitled to payment – for example, commission is usually payable only when the property is sold
- how and when payment is to be made – for example, whether the agent can deduct their commission from the deposit money paid by the buyer
- warnings about circumstances in which you might have to pay commission to more than one agent (see information on page 2 about the different types of agency agreement)
- the extent of the agent's authority to act for you – for example, whether the agent is permitted to exchange a sale contract on your behalf or make changes to the sale contract
- the agent's estimated selling price or price range for the property.

You have the right to negotiate with the agent about the terms and conditions of the agreement and to ask for any legally permitted changes to be made. Alterations made to the agreement need to be signed by all parties.

Commission, fees and expenses

The amounts charged by agents are not set by law. You can negotiate with the agent about the amounts of any commissions, fees or other expenses that you may be required to pay. Before signing an agreement, it is a good idea to talk to a few agents and compare their prices. Ask

each agent for a printed list of their fees and commission rates and the expenses they charge.

Disclosure of rebates and discounts

The agency agreement may require you to pay the agent for certain expenses in relation to the sale of your home, such as advertising, auctioneer's fee, or any other services the agent may arrange for you, such as cleaning, decorating or landscaping. Sometimes the amount the agent has to pay for the service is less than what you are being asked to pay. This can occur if the agent receives a commission or discount from the provider of the service for being a regular customer – for example, some newspapers pay a commission to the agency at the end of the year based on how much advertising was placed.

The agency agreement must state the amounts or estimated amounts of any such commissions or discounts and from whom they are received. You can negotiate with the agent about whether you should pay the full amount.

Ending the agreement

The agency agreement usually has a specified period (a 'fixed term') during which the agreement cannot be ended unless you and the agent both agree. If the agreement is open ended (that is, it does not have a fixed term) it must state how the agreement can be ended.

The length of any fixed term is negotiated between you and the agent, there is no minimum or maximum set term. The fixed term will depend on how long you and the agent think it will take to sell the property.

If the fixed term is longer than 90 days, you can give the agent 30 days written notice to end the agreement after 90 days. Of course, if the fixed term has less than 30 days left to run, you can just give notice to end the agreement at the end of the fixed term – check your agreement to see how much notice you need to give. If you are not sure how to end the agreement, you should seek legal advice.

If you are not happy with an agent's services, it is important to properly end your agreement with them before signing up with another agent. Otherwise both agents may charge you commission when the property is sold.

Types of agency agreements

There are several different kinds of agency agreements for the sale of residential property. It is important to be aware of the kind of agreement you sign, because it affects your rights and the amount of commission you may have to pay. You should discuss the agreement with a legal adviser if you are not sure about your rights.

The following is an overview of the different types of agreements.

Exclusive agency agreements

Exclusive agency agreements are commonly used for the sale of residential property. In this kind of agreement, you give exclusive rights to one agent to sell your property. This may entitle the agent to be paid commission if the property is sold during the fixed term of the agreement, even if the property is sold by you or by another agent. The agent may also be entitled to commission if the property later sells to a person who started negotiating for the property with the original agent.

Sole agency agreements

This is similar to an exclusive agency agreement. You give rights to one agent to sell the property but you may find a buyer yourself. If you find a buyer who has not been introduced by the agent, then no commission is payable to the agent.

General listing / Open agency agreement

This lets you list your property with a number of agents. You pay a commission to the agent who finds the buyer.

Multiple listing

This occurs when you deal with an agent who is part of a network of agents working together to sell your home. It covers both auction and private treaty. You pay a commission to the agent you signed up with.

Auction agency agreement

This is effectively an exclusive agency agreement where the property is listed for auction.

Cooling-off period

The agency agreement becomes binding when the principal (that is, you as the owner/s of the property, or someone who is legally acting for you) and the agent have signed it. There is then a cooling-off period of 1 business day during which you can cancel (or 'rescind') the agreement. Saturday is included for the purposes of the cooling-off period, but public holidays are not.

The cooling-off period starts when you sign the agreement and ends at 5pm on the next business day or Saturday. For example, if you sign the agreement on a Friday, the cooling-off period ends at 5pm on Saturday. If you sign up on Saturday, the cooling-off period would usually end at 5pm on Monday, unless that is a public holiday, in which case it will end at 5pm on Tuesday.

The cooling-off period gives you time to read the agreement, consider the terms you have agreed to, including the agent's fees, and get independent advice if you have concerns about any aspect of the agreement. Talk to the agent – they may be willing to change things in the agreement that you are not happy about.

Cancelling the agreement during the cooling – off period

If you decide to cancel (or 'rescind') the agreement during the cooling-off period, you need to deliver a 'notice of rescission' to the agent.

This simply means giving the agent a written notice or letter which:

- is addressed to the agent (use their name as given in the agency agreement),
- states that you are rescinding the agreement, and
- is signed by you (and any other person named on the agreement as a principal) or by your solicitor/s.

You can hand the notice to the agent in person, deliver it to or leave it at the agent's office or the

agent's address as given in the agency agreement, or fax it to the agent. Make sure to keep a copy for your records.

The agent cannot charge you any fees or costs in relation to an agreement that has been rescinded correctly. Any money you have already paid to the agent must be refunded to you.

Waiving your cooling-off rights

If you are sure that you wish to go ahead with the agency agreement, you can waive, or forego, your right to a cooling-off period by signing a separate waiver form when you sign the agreement.

The cooling-off period can be waived only if the agent gave you the following documents at least 1 business day before you signed the agency agreement:

- a copy of the proposed (unsigned) agency agreement, and
- a copy of this fact sheet.

For example, on Thursday morning the agent gives you a copy of the unsigned agreement and this fact sheet, which you read and consider carefully. On Friday afternoon you sign the agency agreement and the waiver form. The agency agreement immediately becomes binding and the agent can get to work on selling your home.

The Contract of Sale

A residential property cannot be advertised for sale until a Contract of Sale has been prepared. The contract must contain a copy of the title documents, drainage diagram and the Zoning Certificate (s 149) issued by the local council. Property exclusions must also be included and a statement of the buyer's cooling off rights must be attached. The draft contract must be available for inspection at the agent's office. It is important that you consult your solicitor or conveyancer about preparing the contract to make sure that everything is in order.

Exchange of contracts

The contract exchange is a critical point in the sale process:

- The buyer or seller is not legally bound until signed copies of the contract are exchanged.
- Buyers of residential property usually have a cooling-off period of 5 working days following the exchange of contracts during which they can withdraw from the sale.
- If the agent arranges exchange of contracts, the agent must give copies of the signed contract to each party or their solicitor or conveyancer within 2 business days.
- The cooling-off period can be waived, reduced or extended by negotiation.
- There is no cooling-off period for sellers. Once contracts have been exchanged, sellers are generally bound to complete the agreement.
- There is no cooling-off period when purchasing at auction.

If you encounter problems

If an issue arises during the sale process that you are unhappy with, check your copy of the selling agency agreement to clarify your rights and obligations.

Try to sort out the problem by talking to the agent.

Make certain that any instructions you give the agent are in writing, and keep a copy. If you think the agent has charged a fee to which they are not entitled, or believe the fee charged is excessive, you can apply to the Consumer, Trader and Tenancy Tribunal to settle the matter.

Other tips

If you need further assistance to resolve a problem, consider the following:

- If your agent is a member of a professional association, contact that association. They can be helpful in resolving disputes.
- You can also seek legal advice from a solicitor or the Chamber Magistrate at your nearest Local Court.

- If your complaint concerns your solicitor, you can lodge a complaint with the Office of the Legal Services Commissioner.
- If your complaint concerns your conveyancer, you can lodge a complaint with NSW Fair Trading.

More information

NSW Fair Trading can give you more information about the laws applying to property sales and agents. Contact Fair Trading on 13 32 20 or visit the Fair Trading website

