

# COLLECTIVE

## PROPERTY AGENTS

Proudly 100% independently owned  
and operated local business

### Simon Pringle



# thank you...

Thank you for the opportunity to provide my thoughts regarding the potential sale of your property.

Having sold many properties in The Gap and surrounds during my 13 years in Real Estate, I can say that the market for a home like yours is very strong at the moment, and there is no doubt that your property presents an outstanding opportunity for purchasers looking for a smart investment or a home in one of Brisbane's most sought after and growth positive suburbs.

As you may be aware, Collective Property Agents has a well-established public profile in the Brisbane Inner Western suburbs as well as a proven track record in negotiating the best outcomes for our clients.

I'm confident that with the combination of our negotiation experience and bespoke marketing strategies, *we will be* the difference in delivering the best result achievable!

The following pages contain my perception and recommendations around the sales and marketing components of this very fast moving and competitive market.

I trust this information is helpful in your decision-making process and I certainly look forward to an opportunity of speaking with you again.

Simon Pringle  
Director  
0411 159 878  
[simon@collectivepa.com.au](mailto:simon@collectivepa.com.au)



# Meet the Team

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## Simon Pringle **Principal**

Simon has enjoyed great success in Brisbane's Inner Western suburbs throughout his 13+ years of real estate. After learning his craft in the first 9 years of his career with Harcourts The Gap, the move to launching his own brand was the platform to elevate his individuality & boutique approach to real estate.

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## Ashley Horswill **Principal**

Ashley commenced his real estate career in 1998 and quickly established an impressive reputation based on drive, determination, and bold enthusiasm. A dedicated professional with unwavering attention to detail, Ashley believes the biggest measure of his success is the referrals and recommendations he receives from his many valued clients.

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## Kelly Hardie **Real Estate Agent**

Kelly is on top of her game when it comes to delivering and exceeding her client's expectations within the real estate industry. With more than 12 years and selling experience across varied markets, Kelly's dedicated ethos ensures that her clients enjoy the experience and process of the sale. Her motivation, energy and passion for real estate is complimented by Kelly's friendly personality and desire to work hard to achieve successful results.

# Meet the Team

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**Rovina Lawrence** Licensed Sales Agent

Rovina's aim is to make all real estate transactions as stress free as possible for her clients and to make it a wonderful and memorable experience. Rovina's prime motivation is to achieve excellence, make a difference in the industry, and of course achieve excellent results for her clients.

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**Rachel MacLeod** Office Manager

Rachel provides exceptional support to the team and manages the day to day administrative and marketing duties. Highly organized and efficient, Rachel confronts each task with precision and thorough research to ensure an accurate result every time. Rachel is an integral asset to the Collective Property Agents team.

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**Brandon Stocks** Executive Assistant

Brandon's passion for real estate and architecture in general is his driving force to succeed. His ambition, drive and enthusiasm are qualities he possesses to strive to want more, do more and be more. His previous career in Australian Defence Force has afforded him with many disciplines including honesty and a moral compass to ensure uncompromising integrity.

# What to Expect When we Meet

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During Our Meeting: *With your permission, I would like to deliver an agenda of points to cover off.*

1. Tour your home with the opportunity to take notes
2. Discuss your needs and your plan to move forward
3. Provide you accurate market research, with comparable sales and an achievable appraisal of the home.
4. Discuss a tailored marketing plan to suit your desired expectation and result.
5. Answer any questions you might have about the process
6. Moving Forward - are you confident and comfortable with the direction and format I've delivered?

## Questions for Simon

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

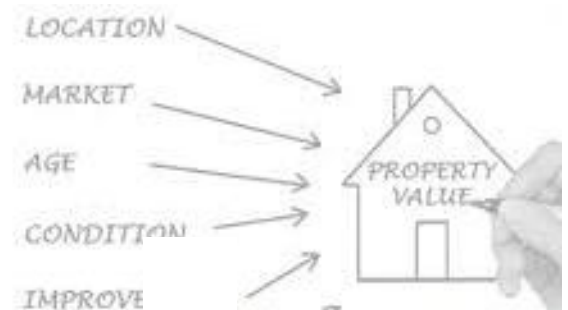
# What is a Property Appraisal?

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A property appraisal is an estimate of price for your property in the current market; it is not a valuation. Real estate agents specialise in answering the 'how much is my home worth' question, and they do it by knowing the area and running a comparative market analysis which involves comparing similar properties that have sold within the last 90 days. The closer they are to match your property to others sold in the area, the more accurate and realistic the appraisal will be.

## What is involved in a property appraisal

- ✓ Property size
- ✓ Number of bedrooms
- ✓ Fixtures and fittings
- ✓ Areas for improvement
- ✓ Location
- ✓ Building structure and condition
- ✓ Overall presentation and fit out
- ✓ Ease of access
- ✓ Planning and restrictions
- ✓ Market conditions and recent local sales



## Appraisals v. Valuations

A 'property valuation' is usually performed by a Certified Practising Valuer for an agreed fee. They are not real estate agents or associated with any real estate agency. Generally, valuers will use one of three methods to value your property: direct comparison, capitalisation or summation.

An 'appraisal' is an educated judgement on what your home is worth. Not only will the agent look at all of the sales in the area, not just their own, but they'll provide a unique insight into the local market.

# Method of Sale

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There are three key ways to sell a house or property in Australia:

## FOR SALE

- Private treaty / private sale
- Auction
- Tender / expression of interest

Whilst your real estate agent will advise you on the best method of sale for your property, understanding the options is important so you can make an informed decision.

Your real estate agent is the best person to help guide you. They will consider the following elements before recommending the best method of sale:

- Property type
- Property location
- Market condition
- Timing - how quickly you want to sell
- Personal preferences

## SOLD

Your agents goal is to sell your property for the best possible price and the method of sale is key. Discussing this up front with your real estate agent is an important piece of the selling puzzle.

# The Selling Cycle



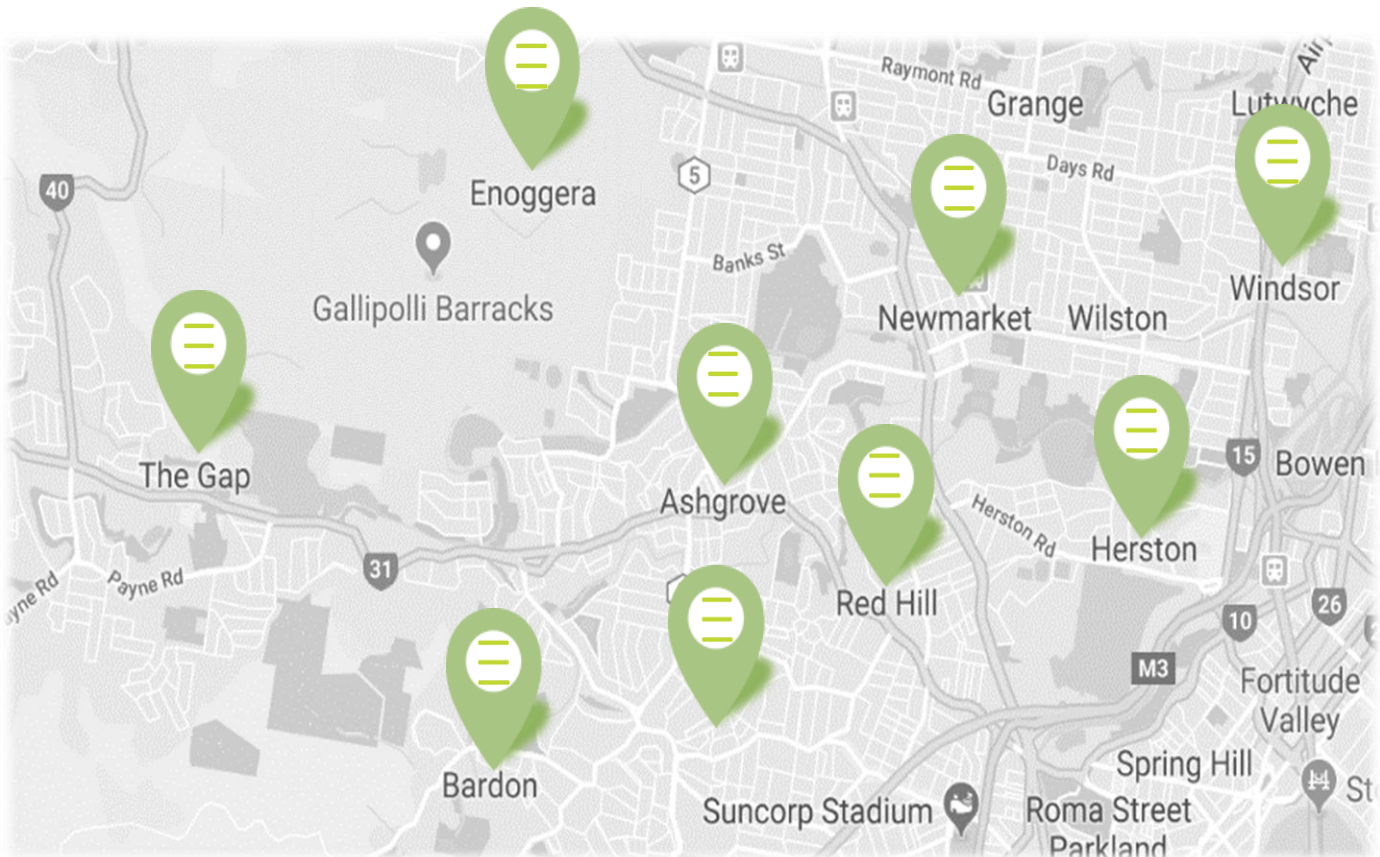


# The Property Campaign



# Inner Western Suburbs

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Our **team-orientated** environment and supportive culture provide real advantages for our clients throughout their real estate journey.

## Office Location

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# Supporting Local

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Proud sponsors of GPS local Rugby Club, The Gap Football Club and The Smith Family Charity.