

COLLECTIVE

PROPERTY AGENTS

a proudly independent brand with
30 years collective experience

Simon Pringle
Licensed Real Estate Agent



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 14+ 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.

Simon Pringle
Principal
0411 159 878
simon@collectivepa.com.au



Meet the Team



Simon Pringle *Principal*

Simon has enjoyed great success in Brisbane's Inner Western suburbs throughout his 14+ 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.



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.



Kelly Hardie *Real Estate Agent*

Kelly understands that there are no short cuts to achieving great results. She tailors her innovative and hardworking approach to sales and marketing to each individual's circumstances. Kelly's dedicated ethos ensures that her clients enjoy the experience and process of the sale. Her elite sporting career taught her that in order to achieve in any venture in life, you must be honest, committed and above all love what you do.

Meet the Team



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.



Brandon Stocks Sales Associate

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.



Lauren McConaghy Admin Assistant

Lauren is extremely meticulous in her roles as admin, sales associate and executive assistant providing exceptional support to the team. Lauren is committed to every aspect of her role; her diligence, careful and persistent work and effort that she displays is second to none. Lauren is a valued member to complete our team.

Who We Are Matters

Simon has enjoyed great success throughout his 14+ years of real estate. After learning his craft during the first 9 years of his career with Harcourts at The Gap, the move to launching his own brand was the platform to elevate his individuality & boutique approach to real estate.



"If I could give 6 stars I would, genuinely! Simon was incredible throughout our entire process. We bought and sold 2 properties through Simon, and he looked after our family and managed our concerns/queries with absolute professionalism and authenticity".

(Seller & Buyer - October 2021 - The Gap)

Our Agenda

We regard the first meeting as the beginning of a successful relationship. Our priority is to take the time to learn about you, your property and your goals and plans.

As part of our agenda, we'll walk you through our campaign structure and explain how our approach will reward you with a premium result in today's market. We'll answer key questions like:

- What's my property worth in today's market?
- How long will it take to sell?
- What are the changeover costs?
- How will you market our home?

We will also ask that you think about what you love most about your property and the location, as well as detailing any 'invisible value' (items not apparent on inspection) that you'd like to share with us.



What is a Property Appraisal?

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.



Agent's Appraisal

VS

Property Valuation

Sale Methods

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

- 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

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

Sale Methods Continued..

The value of a property is always hard to assess. The final sale price can fluctuate greatly dependent on the current market trends and the level of motivation of buyers generated during the sale process.

Our experience shows the best outcomes are achieved through a considered approach that creates maximum buyer interest. There is not 'One Fits All' approach to a marketing campaign, each is unique and requires expertise to engage the target market.

FOR SALE

A seamless approach, For sale (No Price Marketing) or by private treaty involves providing potential buyers with recent comparable sales in the area, as a guide to price expectation. It can also be delivered as 'Price By Negotiation' etc. This price guide allows for a degree of negotiation. This method of sale, handled correctly, can be highly successful. Consideration needs to be given to the market conditions and buyer temperament throughout the campaign.



ADVERTISED PRICING

This involves listing the property with an advertised price from the start of the campaign. It can be an offers over pricing, a fixed or firm price or a price guide/range. For example - Offer's Over \$899,000. This option give buyers a clear indication of where we see the property in the current market conditions. It allows for a degree of negotiation, but a firm starting point.



AUCTION

A real estate auction is a public sale of a property where prospective buyers gather to publicly bid on the property. If the property reaches the reserve price set by the seller, or if the seller is satisfied with the price and the spirited bidding, the property will be sold to the highest bidder.

The Selling Cycle

Start



Research your local market

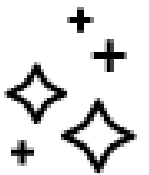
Have your property appraised



Choose a sale method



Prepare your property for sale



Marketing of your property



Offers received



Contract signed and deposit paid



Property settles



Celebrate a great result



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The Property Campaign

Start



Photos,
drone,
video &
floor plan

Internet
text



Signboard
installed



Property
launch to
CPA, REA
& Domain



Buyer's
Agents



Social
media
launch



Buyer
inspections



Mail drop to
neighbouring
suburbs



Email &
text to
databases



Buyer
follow up



Campaign
report



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Find us online

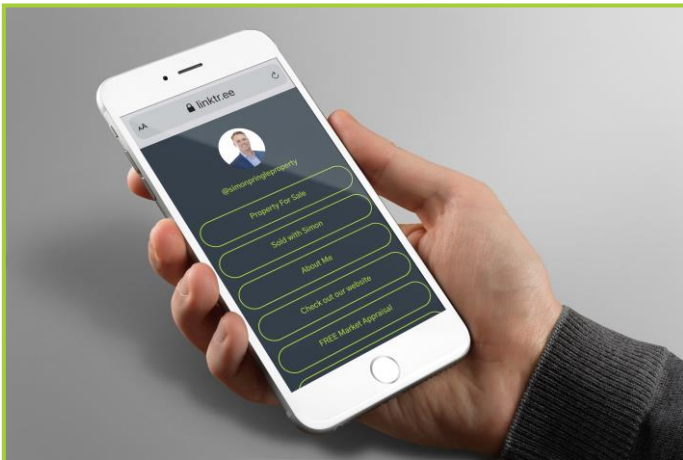
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'You can't sell a secret'

Because every home is unique, a property marketing campaign needs to be specifically tailored to suite the property and the owner's needs. To achieve maximum impact, we design highly targeted campaigns to attract the maximum number of genuine buyers to the property.

Flyers



Brochures



Signage



Social Media



Essential Marketing

Photos



Search Engines



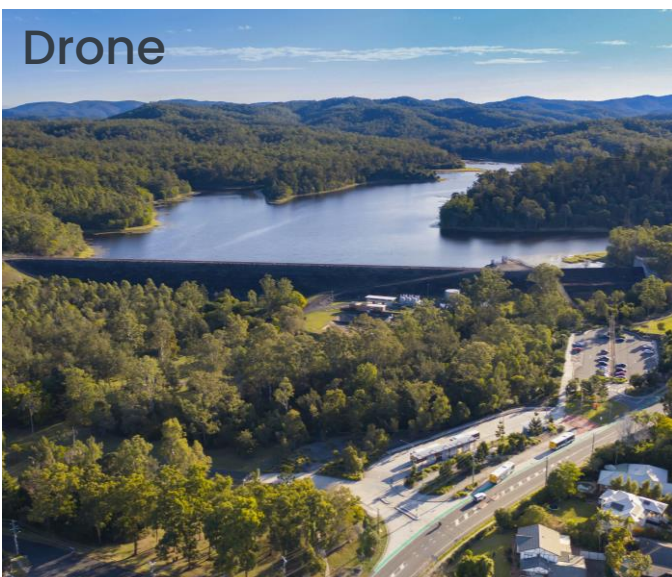
Floor plan



Internet Copy



Drone



Data base



accommodate WITH COLLECTIVE

Property Management

As a property investor or
landlord,

Are you receiving the level of
service you expect and
deserve?

Could you be receiving higher
yield or better
communication?

Contact us today to
discuss how Collective
Property Agents can help
maximise, protect and
grow your real estate
investments.



Proudly Supporting Local



GPS Rugby

GPS Rugby Club, colloquially known as GPS is an Australian rugby union club based at Ashgrove in Brisbane that plays in the Queensland Premier Rugby competition.

The Gap Football Club

The Gap Football Club is a fully inclusive community based Football Club, which encourages skill development, fitness, fair play and teamwork.



The Smith Family Charity



The Smith Family is an Australian, independent non-profit children's charity whose goal is to create opportunities for disadvantaged Australian children and their families and encourage them to participate more fully in society, using education as a key tool.

Sell



Buy



Lease

