

Founded in 1883,
the Raine & Horne
brand has become
synonymous with real
estate in Australia

Over its history, the brand has flourished in ever changing markets and developed into an industry leading, full-service real estate network with an enviable reputation for expertise and an unwavering commitment to excellence and outstanding results.

By teaming with Raine & Horne you're getting an experienced partner and a powerful friend in real estate to help you achieve your real estate dreams.



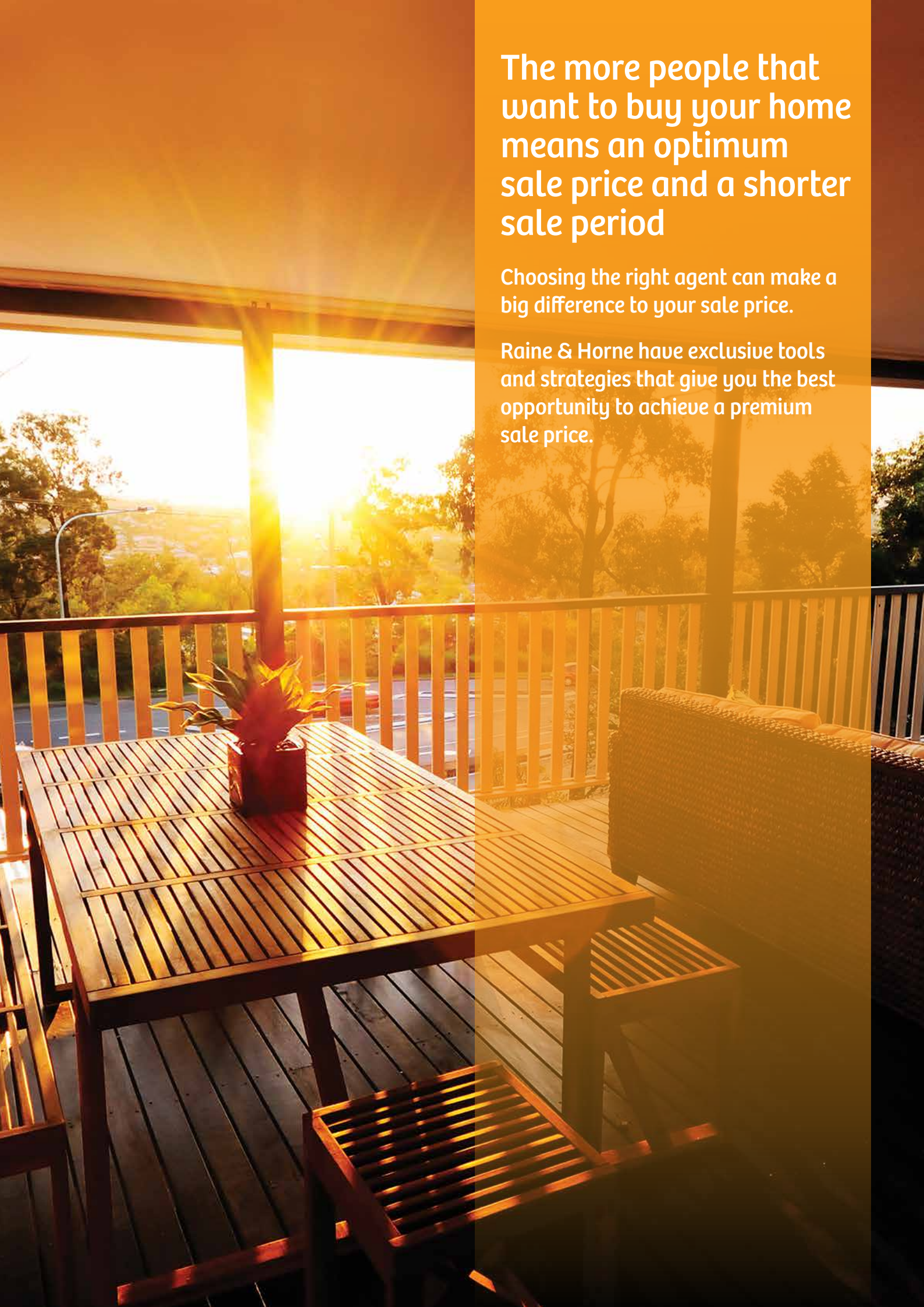


Real estate is in our blood

Our agents at Raine & Horne were born to sell real estate – in fact, they eat, sleep and breathe property.

Our agents are more than just passionate and knowledgeable; they pride themselves on achieving outstanding results, simply because real estate is 'in their blood'.



A photograph of a wooden deck with a table and chairs, overlooking a scenic view at sunset. The sun is low on the horizon, casting a warm, golden glow over the scene. The deck is made of dark wood, and the table is also made of dark wood. There are several chairs around the table. A potted plant is on the table. The background shows a view of a residential area with trees and a street. The sky is a mix of orange and yellow, with some clouds. The overall mood is peaceful and serene.

The more people that want to buy your home means an optimum sale price and a shorter sale period

Choosing the right agent can make a big difference to your sale price.

Raine & Horne have exclusive tools and strategies that give you the best opportunity to achieve a premium sale price.



Achieving a premium sale price doesn't happen by accident

THE BARGAIN BUYER

Only wants to buy property at the bottom end of, or below fair market value. There are more of these buyers than any other type.

THE MARKET VALUE BUYER

The market value buyer is prepared to pay fair market value for a property that suits their requirements.

THE EMOTIONAL PREMIUM PRICE BUYER

This buyer usually starts as a market value buyer then sees THE property of their dreams and is now prepared to pay a premium price to secure the home. It is our goal to have as many buyers as possible in this category.



**PREMIUM
PRICE RANGE**
'EMOTIONAL OR
PREMIUM BUYER'

**FAIR MARKET
VALUE RANGE**
'MARKET VALUE BUYER'

BELOW MARKET VALUE
'THE BARGAIN BUYER'

The first days on the market are the optimum time to achieve a premium sale price

Interest from potential buyers tends to peak when your property first comes on the market.

After four to five weeks the level of interest tends to drop away.

Therefore to achieve your optimum sale price it is essential that your property is presented to as many people as possible during the initial selling period.

INSPECTIONS



30 DAYS IN THE MARKET





What we know about buyer behaviour

1. Buyers want the property most suited to them. In the best area. For the cheapest possible price.
2. Buyers are time poor. They will dismiss any properties that they consider to be overpriced, unsuitable or unattractive.
3. If people love your property they'll be willing to pay more for it.
4. Buyers tend to start as logical then become emotional. The market value buyer becomes an emotional premium price buyer.
5. Buyers tend to pay more if there is social proof of buyer competition on the home.
6. If a property has been on the market for over 30 days, its perceived value starts to reduce dramatically.





We know how to negotiate the best possible price

When selling your property it is essential to select an agent that is well trained in negotiation. The difference in the sale price achieved between an agent who is a skilled negotiator and one that's not can be substantial.

Raine & Horne agents are trained extensively in negotiating and you can feel confident that we have the skills to achieve the best price in the market place for your property.

Choosing a Raine & Horne agent who has the ability to extract the highest possible price from a buyer is a wise investment.



Targeted marketing that delivers results

We aim to provide the maximum exposure for your property through a targeted integrated marketing campaign.

By showcasing your property through a varied range of media, to a targeted audience, we will encourage maximum interest in the property, resulting in an optimum price being achieved in the preferred time-frame.

OUR OUTCOME... RESULTS!

Marketing that matters with ideas that work

There's a huge range of DL flyers available to help promote your property in mailbox drops in your local area.



A photograph of a man and a woman embracing from behind. The man has dark hair and is wearing a white shirt. The woman has long, straight brown hair and is also wearing a white shirt. They are standing in front of a house with a red roof and light-colored walls. The right side of the image is overlaid with a semi-transparent orange vertical bar containing text.

We're constantly promoting your home

A great signboard is one of the most effective marketing tools. In fact 20% of all enquiries come from the signboard outside your property. We have a range of signboards available to suit you and your property.



Traditional media still plays a crucial role

Newspaper advertising has proven effectiveness in ensuring your property is seen by your target market. It's a powerful way to connect with engaged customers at their leisure.

We're always looking for ways to enhance the selling process

WHAT IS A QR CODE?

A QR code (Quick Response code) is a specific matrix barcode that is readable by dedicated QR barcode readers and smart-phones. The code consists of square shapes arranged in a pattern on a white background. The information encoded may be text, data or even a URL which can direct you to a website on the internet.

QR codes are created specifically for each property and will appear on all appropriate media.

WHAT DOES THIS MEAN FOR YOU?

It means that a buyer can view your property directly by scanning the unique QR code.

The process is simple, they see your property advertised in print or they are walking past your signboard, they scan the unique QR code and they are taken directly to your property's online showcase.

Properties reaching more people, more effectively.

That's the Raine & Horne difference.



Finding the right match is our speciality

Before your property is open for inspection for the first time, we send an email to our registered database members inviting them to inspect the property.

The database is qualified by the type of property they are searching for, price range, number of bedrooms, parking aspect etc. It's proven that the buyer match system can add up to 20 additional registered groups attending a first property open inspection (depending on property type).





A global database at your fingertips

HOW DOES IT WORK?

All potential buyers across the entire Raine & Horne network are given a profile in the Raine & Horne global database. Meaning, each potential buyer has specific purchase criteria logged when looking for a property; be that location, price, house type, number of bedrooms, bathrooms etc.

Potential buyers are matched with suitable properties within the Raine & Horne global database and an email featuring your property is generated and sent to the potential buyer.

WHAT DOES THIS MEAN FOR YOU?

We can expose your property to a much larger number of qualified buyers than any other franchise group. In essence your property is reaching more people effectively and efficiently, ultimately resulting in greater interest and a premium sale price.



Public relations is an important part of selling your property

Public relations can be an important part of selling your property. It's a fantastic way to communicate with our potential buyers. We send editorial submissions directly to the property editors of all the major media, with personal follow up to enhance our clients' chances of securing editorial.

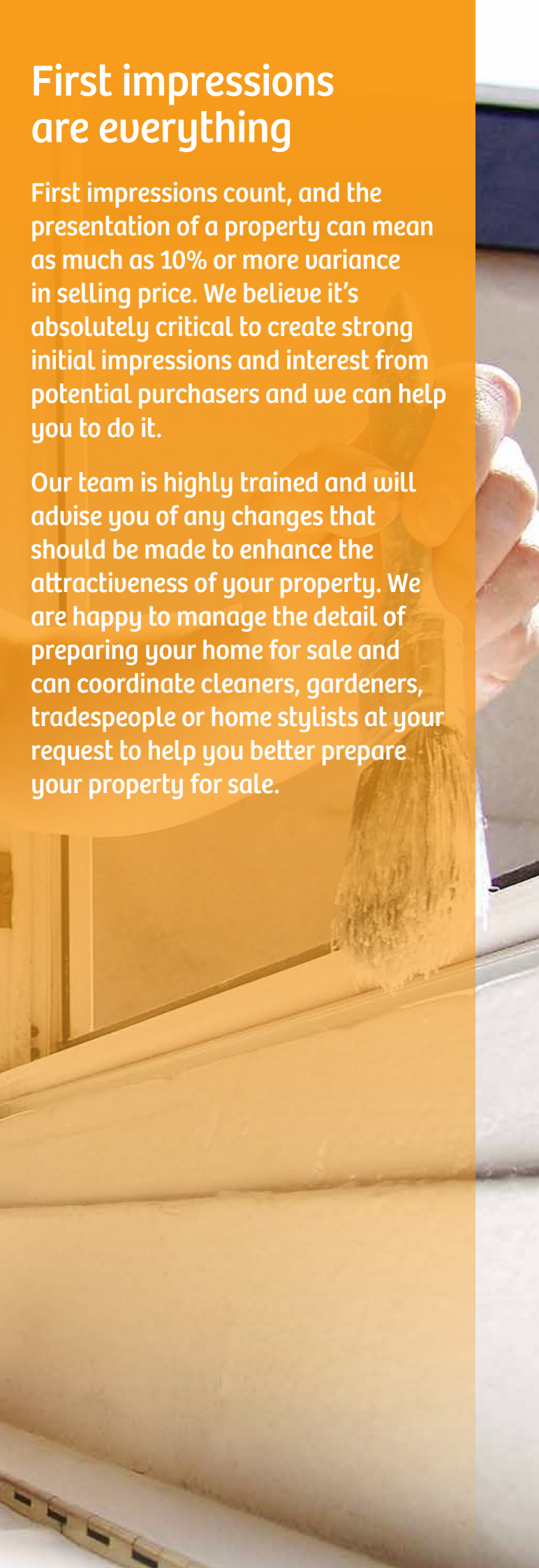
Selection is always up to the editor's discretion, so there's no guarantee that our submission will make the media. However selection is often based on quality of photographs, so it pays to have professional photos taken as soon as possible to maximise the possibility of editorial space.



First impressions are everything

First impressions count, and the presentation of a property can mean as much as 10% or more variance in selling price. We believe it's absolutely critical to create strong initial impressions and interest from potential purchasers and we can help you to do it.

Our team is highly trained and will advise you of any changes that should be made to enhance the attractiveness of your property. We are happy to manage the detail of preparing your home for sale and can coordinate cleaners, gardeners, tradespeople or home stylists at your request to help you better prepare your property for sale.





Building positive partnerships

We believe that the sale of your home should be as comfortable, smooth and successful as possible, and we pride ourselves in our ability to keep you abreast of where we are at throughout the entire process.

We will communicate with you as often or as sparingly as you wish via your preferred communication method. For example, email, phone, mobile, home etc.

Weekly meetings are a great way to discuss the progress of your sale. These meetings can be held at our office, another venue, at your home or over the telephone, it's your choice.

OUR PROMISE TO YOU

Our promise to you is delivery of the ultimate in customer service - our goal, to make you a "client for life".

Our team at Raine & Horne is determined to ensure no stone is unturned when it comes to ensuring we achieve the optimum price for your home in the shortest possible time.

&

thank you