

A SELLER'S GUIDE
WHAT YOU SHOULD KNOW BEFORE
LISTING YOUR HOME FOR SALE

presenting
A SELLER'S GUIDE

Central  **Realty**
MAREEBA

159 BYRNES STREET MAREEBA QLD 4880
PHONE 4092 2232

2019

Our Story

Central Realty Mareeba is an exciting, young, independent, successful and professional Real Estate Agency servicing the Mareeba and surrounding areas.

Our Agency is the result of a passion for real estate and an idea formed by two of Mareeba's most trusted real estate professionals – **Remo Esposito** and **Vince Costas**.



Bringing about a new standard in real estate ...

With a strong focus on delivering exceptional levels of customer service, a wealth of local real estate knowledge and a genuine desire to help people, Remo and Vince set out with a strong commitment to bring about a new standard in real estate.

Since its inception in late 2014, our success is demonstrated by the great results we have achieved for hundreds of clients, and as the consistent recipient of multiple Industry Awards.

Central Realty Mareeba has been recognised as the annual winner in the following industry categories in it's district



**AGENCY OF THE YEAR &
MOST RECOMMENDED AGENT**



Our Core Values

- honesty and integrity in all of our dealings
- commitment and dedication to our clients and to our industry
- supporting our community and the people we share it with
- continuing education and professional development.

Our Core Strengths

- depth of knowledge of the local real estate market
- client communication with quick and timely responses
- expert marketing and negotiation skills
- client result focussed
- proactive, responsive and adaptable.

Central Realty Mareeba is a boutique real estate agency that is focussed on first class service and achieving great results for our clients.

Our team are locals, live in the area and proudly support our local community.



Central Realty
MAREEBA

The Appraisal Process

Obligation fee & Individual Market Report

Our professional Agents will conduct a thorough inspection by walking through your property with you, discussing any improvements, age and condition of the structures, overall presentation and features.

We will conduct comparative research and prepare a formal Comparative Market Analysis (CMA). Once the CMA is completed, we will make arrangements to get together again to discuss your sale requirements in detail.



An Exclusive Agent Appointment to sell your property is your guarantee of an investment in time, money and resources until your property is sold.

During our discussions we will go through the CMA and compare features, land size and location, style and age of each home, the asking price set and the sale price achieved.

Our CMA is detailed and will provide you with informative and statistical data that will assist in understanding your market better, the asking prices of other properties their impact on the pricing strategy for your home.

Setting the Asking Price

Setting a sale price can be a difficult task and it is often the most important.

Set it too low and risk literally giving the house away. Set it too high and risk missing out on realistic buyers and having your home languish on the market.

That's where our expertise comes in.

Using our years of experience selling real estate in our region, and extensive knowledge of the current market, we will help you decide the right Asking Price.

We will listen to your needs and it is important that you listen to our Agents during this process and be guided by their expertise. The Asking Price must be realistic and competitive in the current market.

Our professional agents will work with you to give you the best chance to yield the highest possible sale price in the current market.

Appointing an Agent

After reviewing the CMA the next step is to sign an Appointment of a Property Agent (PO Form 6) form, choose the sale options available (Exclusive, Open or Auction) – we recommend Exclusive appointment.

Remember that we work for you. As your Appointed Exclusive Agent we will commit all of our agency's resources to getting a great result.



Why Choose Central Realty?

When it comes time to selling your home, we know that **choosing the right agent will be one of the most important decisions you make.**

We are a competent and experienced team and the purpose behind everything we do is to achieve the best results for you, our clients.

Being appointed with the task of selling your home requires trust, expertise and adaptability. Your expectations should be demanding – after all you're selling one of your biggest assets!

The Right Fit

Choosing the right agent can earn you money and make the whole sales process run smoothly. On the other hand choosing the wrong agent can be very costly and even stressful.

So, how do you choose the right Agent?

According to the experts there are a few basic steps which can help you with this all-important decision. Start by doing your research and asking yourself these questions:

- do they **know** the local market well?
- do they have **proven** results?
- do they have a good **reputation**?
- are they easy to **talk** to?
- what are **people** saying about them?

For more information on How to Choose the Right Agent see our website **www.crmareeba.com**



Choosing The Right Agent

The process of selling a property often comes with high emotions and choosing an agent who can guide you through the sometimes roller coaster effect is integral to achieving a great result.

At the end of the day, the Agent you choose to partner with, and the results you achieve together will rely on a commitment from both parties.

There is a high level of investment needed (time, energy, and money) to make any business venture successful and the same amount of commitment and energy Remo and Vince have put into their business will be given to the sale of your property.

Choose the team at Central Realty as your **Exclusive Agents** and be assured of the team's genuine commitment from beginning to end.

Accredited Agency

Our agency is fully accredited with the REIQ and our agents undergo continuing professional development and training with this and other industry organisations.

REIQ Accreditation ensures that our agency, agents and staff meet and maintain ethical and legal standards of business operation and meet the following criteria:

- hold professional indemnity insurance
- hold a current Qld Real Estate Agent Licences
- complete continuing professional development modules annually
- comply with the REIQ Standards.



How to choose a great agent?

Look for these traits

- honesty and integrity
- high work ethic
- tenacity and a problem solving viewpoint
- self-motivated and an entrepreneurial mindset
- engaging personality – easy to talk to
- attention to detail
- understanding of the local housing market
- has built of network of connections
- has high level of sales in your area
- has a good reputation
- is respectful
- is a good listener
- is fully licenced and accredited
- has good client reviews

Our Agents – Remo Esposito and Vince Costas have these traits in spades!



Meet Our Team



VINCE COSTAS (DIRECTOR, SENIOR SALES AGENT)

The client is everything in Vince's world. To him it's all about you and property experience is something he has in spades. He has run a successful hospitality business in the past and knows what it takes to be persistent and get the job done.

Having seen each real estate scenario many times over, Vince is comfortable dealing with people from all walks of life. You can trust that Vince will know what to do in any situation.



REMO ESPOSITO (DIRECTOR, SENIOR SALES AGENT)

With strong family values, a high work ethic and a genuine love for people, Remo brings eternal enthusiasm and motivation to our team.

His hard work, determination and multiple Awards demonstrate that your best interests are looked after, right to the end.

ADMIN & SALES SUPPORT TEAM

Our admin team are generally your first point of contact and are the glue that holds our team together

CAROL GREEN Carol has decades of admin, marketing and customer service experience and her flair for connecting with new markets and new ideas will ensure your property gets great exposure.

Carol is a JP (Qual) and has completed her Real Estate Registration Certificate.

ZOE QUINTIERI Zoe brings enthusiasm and a zest for learning to our team. She's creative, amiable and diligent. Zoe will be a great support to our agents and add valuable input to our creative think-tank.

Our Exemplary Skills

Local Knowledge and Expertise

Vince and Remo were born here and continue to live and work in their local community. They are property experts in this area and have the Awards to prove it.

Engaging a “local professional agent” means they are readily available for appointments and inspections, have a great network and they care about their community.

Expert Negotiation Skills

We are highly skilled communicators and negotiators. We are dedicated to listening to your needs to develop a positive working relationship.

Proven Strategies and Experience

Our team has a combined 10 years of experience, and over that time we have formulated proven strategies to produce real results in all types of property market conditions.

We can offer unique insights and experience, and also help shoulder some of the stress – helping you focus on what matters most.

Regular Contact and Sales Strategy Updates

You can expect regular contact, inspection and market updates as well as personal visits to keep you informed and up-to-date on the progress of your personalised sales strategy.



Central Realty
MAREEBA

What They Say

Every client has a different need. Their reason for selling is as varied as the region's landscape. Our role is to facilitate the journey between the seller (you, our valued client) and the buyer and we truly aim to complete each and every transaction successfully.

One of our goals is to have a long list of happy clients that spread the good news about their personal experiences with our Agency to their friends and family.

Here's an extract of what some of them have to say ...

EXCEPTIONALLY BRILLIANT

"Thank you for your unique and excellent service. We are very impressed with Remo who was very thorough and pleasant to deal with. He made the whole process of buying our first home smooth and stress free."

A & T - 10.12.2018

A GOOD GUY!

"From the very beginning we felt very comfortable dealing with Remo. He was not high pressure sales, factual yet friendly and his local knowledge was valuable to us in making our selection of our new house on Luisa Circuit."

AJ & JM - 4.12.2018

PROFESSIONAL AGENT

We have found Vince Costas an excellent Agent to deal with. He has always been honest and upfront with us. In summary a pleasure to do business with."

T & C - 18.10.2018



"Remo looked after the sale of our property with great care and was very professional, his knowledge and following up was second to none. If you are looking for a real estate agent I highly recommend Remo."

HQ- 18.10.2018

HIGHLY RECOMMENDED

"Vince made it very easy for us to buy our new home and helped us find exactly what we wanted. He was always eager to help us and went above and beyond his services."

J&N - 23.03.2018

FASTEST SELLER EVER

"... a greatest outcome lies behind fabulous service, made enjoyable with great responsive support, professionalism with no false promises. Above all, you really listened. Many sincere and gracious thanks."

AB & AB, 10.12.2018

Read More Online

Visit our website to read more reviews from satisfied clients.
www.crmareeba.com

What's Next?

We sincerely hope that our Seller's Guide has helped you prepare for the sale of your property. If you'd like to know how we can assist you further, all you to do is contact us and invite one of our team to prepare and present an Individual Market Report for your property.

Thanks for the opportunity to introduce ourselves and our agency and we'd love to have you as one of our happy clients in the future! Call today – we are available 7 days a week. Our contact details are on the back of this booklet.



CENTRAL REALTY MAREEBA
159 BYRNES STREET
MAREEBA QLD 4880

FOR ALL ENQUIRIES CONTACT US TODAY

p: 07 4092 2232 **e:** admin@crmareeba.com

www.crmareeba.com

© The information contained in this booklet is intended to be used as a guide to assist property sellers and buyers. Figures quoted are derived from reputable real estate data collection services such as PriceFinder, Real Estate.com.au and various other sources and is assumed to be correct at time of writing. Potential sellers and buyers are advised to consult and discuss their individual circumstances with a real estate agent, certified financial planner or a lending facility. Images used in this brochure are for illustrative purposes only.



www.crmareeba.com