

## Property Marketing & Sales:



Just as investment management requires an intelligent approach so does the successful marketing and sale of property.

Ian Peacey has gained a significant amount of experience over the years in marketing and selling property, ranging from simple residential strata units to complex development sites, both residential and commercial.

Clearly this broad range of experience in both managing and sales will make in many cases a marked difference in how a property is analysed, marketed and therefore sold. It is only with this type of experience that each Vendor can be assured that their property is receiving the correct targeted approach to achieving an optimum sale price.

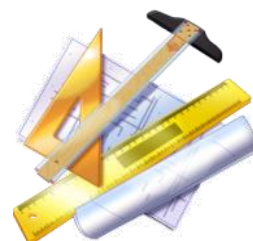
**Intelligent Marketing and Sales** may encompass a wide range of services and disciplines depending on the type of property, including the following:

- ♦ Detailed property analysis.
- ♦ Comparative property sales analysis.
- ♦ Current market analysis.
- ♦ Target market analysis.
- ♦ S.W.O.T analysis.
- ♦ Intelligent advertising campaigns designed to promote the property not only the agent.
- ♦ Pest and Building inspections, site id surveys.
- ♦ Strong negotiation skills.
- ♦ Clear and open communication with Vendors.



**A detailed analysis of the property is critical and may include:**

- Detailed physical property inspections and reporting.
- Detailed discussions with current owners.
- Discussions with Strata Managers.
- Discussions with past Managing Agents regarding property and tenant history.
- Preparation of a cost/benefit analysis for repairs and maintenance or capital works prior to marketing.
- Town planning investigations to determine renovation and development potential.

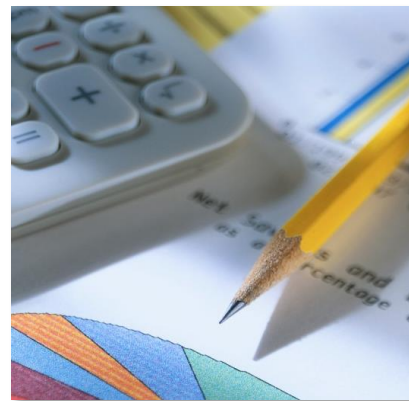


### **Comparative property sales analysis:**

- Compare to other recently sold properties.
- Compare to other properties in terms of size, amenity and presentation.
- Compare land sizes and \$/sqm of the land.
- Compare \$/sqm of Strata unit floor areas.
- Compare the location, views, access and aspect.
- Compare best use and future potential.

### **Current market analysis:**

Up to date market statistics are a very important part of any market appraisal. Identifying current and predicted market trends can have an effect on many aspects of a marketing campaign; it may in many cases delay marketing campaigns to take full advantage of these trends.



### **Target Market Analysis:**

Correctly identifying your target market is another very important aspect of intelligent marketing. Haphazard marketing to the wrong audience is costly and will in many cases reduce your overall return. We market to sell your property, not ourselves.

### **S.W.O.T Analysis:**

This may be an old term, however the principal behind the Strengths, Weaknesses, Opportunities and Threats analysis remains as strong as ever. Spending the time to work through this process can in many cases alter the entire approach to the property and in most cases determine the direction of target marketing.

### **Pest and Building Inspections and Site ID Surveys:**



The presentation and marketing of a property, particularly if auction is the preferred sales method, must contain as much information as possible to enable buyers to make quick informed decisions. We recommend that these reports be prepared in advance so that they may be made available for viewing by interested parties. Momentum is everything in a sales campaign and having these available ensures that buyers are well informed and able to proceed quickly with confidence.

## Effective Negotiation Skills

Effective negotiations can only be conducted with knowledge and experience. We are in the business of professionally marketing and selling real estate; we know our market and we negotiate with confidence, backed by sound market intelligence. It's our personable but "no nonsense" approach that gets results and respect.

### Clear and Open Communication with Vendors

The real estate market is very dynamic and can change by the day. Buyers come and go and property's may sell, or fail to get a bid. Even the best planned marketing campaigns may not result in the desired result within the required timeframe.

As agents we do not set the selling price, we only determine an opinion of what we believe it is worth by extensive research, and then negotiate the best price possible from those buyers that are in the market at the time.

When conveying buyer feedback to our clients we don't filter or manipulate it; we will be laying out the good with the bad. What we won't do however, is convince you that you should sell just because there is only one bidder who has made an offer below our expectations. Your individual requirements and our time and effort will determine the outcome, and we are willing to put in the hours to achieve it. Our reputation is on the line as well and we won't compromise for our own short term benefit.





**ONE OF THE PRIVILEGED FEW**

This exceptional location is deserving of an exceptional residence.  
Refurbish the already substantial freestanding home or fully redevelop.  
Zoning: Residential C    Land: 556m<sup>2</sup> approx

**Beds 5    Baths 4.5**

**FOR SALE**  
INSPECT: By Appointment Only  
EMAIL: [ianpeacey@pacificpropertygroup.com.au](mailto:ianpeacey@pacificpropertygroup.com.au)  
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## A SMALL SELECTION OF PAST SALES

### *RESIDENTIAL*



5 Bedroom House

McMahons Point

\$5,500,000



2 Bedroom Apartment

McMahons Point

\$880,000



5 Bedroom Duplex

McMahons Point

\$3,975,000



4 Bedroom House

North Sydney

\$1,760,000

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## COMMERCIAL & DEVELOPMENT SITES



Site consolidation and sale for development of retail shops and units. (Showing completed development)

Mosman

\$6,800,000



Retail shop and residence

Mosman

\$2,800,000



Prestige residential site consolidation and sale of 3 properties. (Completed development)

Manly

\$8,800,000



Consultation, DA and sale of site for 6 villas (completed development)

Mosman

\$3,500,000



3 Bedroom commercial/residential semi

McMahon's Point

\$1,060,000