



# Sell Smarter With PRD.

WITH MORE THAN 40 YEARS OF EXPERIENCE,  
WE'RE WORKING SMARTER FOR YOU.

A person wearing a blue button-down shirt is shown from the chest down, holding a tablet computer. The background is a light gray. A large, semi-transparent red rectangle is overlaid on the image, covering the person's torso and the tablet. Inside the red rectangle, a city skyline is visible, with various buildings and a bridge. The text "PRD." is written in white, bold, sans-serif font, positioned in the upper left area of the red rectangle.

PRD.

We are working  
smarter for you

## We understand your property

PRD is an industry leader when it comes to selling properties. After all, we've been in the business since 1976 and span a national and international network of property expertise. And we're still growing!

We think the key to success is knowing what's *really* going on in your area. Our experienced sales agents keep their finger on the pulse of real estate trends, from big market shifts to small local variables.

We even have our own in-house research analysts to give you the best possible sales advantage.

Selling a property can be stressful, but PRD agents are confident in connecting the right buyer to your property.

We'll prepare tailored marketing campaigns to the last detail, give advice on viewings and keep you informed in each part of the sales process.

Importantly, your property will be managed by a PRD office with a wealth of local knowledge. Each office has a team of skilled professionals, ready to assist you with the sale of your property.

PRD sales teams have the unique support of an efficient, well-resourced franchise network. The PRD franchise group is also proud to have the backing of Colliers International, a global real estate market leader in more than 60 countries.

**With local knowledge, marketing flair and 40 years of experience, we sell your property smarter.**



## Smarter Research

Our on-ground agents have the local knowledge. Our research analysts understand the market inside out – where it's moving and where your property sits in the mix. Together, we can help you understand:

- Price structures.
- Buyer behaviours and profiles.
- How to interpret historical data.
- The role of rate fluctuations on the market.

## Smarter Technology

We embrace cutting-edge technology to give your property maximum exposure to potential buyers. We are at the forefront of evolving systems, platforms and sales reporting tools – all critical to a successful campaign.

Our databases integrate with all national real estate portals, allowing us to share your property to thousands with the click of a button. And don't forget our engaged community on social media!

## Smarter Marketing

We will craft a campaign that not only catches the eye of your target buyers, but resonates on a deeper level. The marketing tactics we use include:

- Sales proposition development
- Targeted directed marketing
- Powerful print advertising
- Online listings and virtual tours
- Social media

## Smarter Leads

Our local sales agents tap into online property information that matches buyers and sellers (a bit like online dating, but with a guarantee of success!).

This gives you data-based insights into what people in your neighbourhood are looking. Plus, we're people persons and pride ourselves on building strong relationships with all our qualified leads through regular communication.



A photograph of a modern, two-story house at night. The house has large windows with white shutters, some of which are illuminated from within, creating a warm glow. A prominent red semi-transparent overlay covers the middle section of the image, featuring the text 'Smarter tactics for selling your property'. Below the overlay, a swimming pool is visible, reflecting the lights from the house and the sky. The overall scene is a high-quality architectural photograph used for a real estate marketing document.

# Smarter tactics for selling your property





# Working smarter for more than 40 years

We take care of business, so you can sell with confidence





PRD.



# Sell Smarter: Your pre-sale toolkit

A photograph of a modern, two-story house with a mix of white, grey, and red exterior walls. The house has large windows with dark shutters and a balcony. In the foreground, there is a paved driveway and a landscaped garden with various plants and trees. A semi-transparent red rectangle is overlaid on the middle section of the image, partially obscuring the house and garden.

**We know what buyers look for. Here's how  
to prepare your property for inspections and  
get the best possible price.**



## Supporting you, each step of the way

Whether or not this is your first sale, real estate can be a stressful business. But don't worry – we'll go through everything you need to know, from presentation to what to expect at each stage of the sales process.

We are always on hand to help out and answer any questions. You can rest easy knowing we know what it takes to achieve excellent results and we've helped thousands of vendors through this process of selling success.

### Selling at auction

Going once, twice, sold! For some, auctions can be a nerve-wracking experience. But we'll do everything we can to help you relax and enjoy the big day. We'll assist with:

- Selecting an auctioneer with a keen knowledge of the local area.
- Organising all the required documents.
- Setting a realistic reserve price.
- Reminding you to breathe! (Very important.)

### Private sale / treaty

When you sell your home by private treaty, you set the price for your property to be listed at. But be aware the actual selling price is usually determined after a period of negotiating!

### It's all in the detail

A fresh coat of paint, a spring clean, and some styling help goes a long way. Increase your property's appeal by paying special attention to forgotten spots like the garage, laundry and spare room. Gutters, lawns and outside areas all need to look spick and span, too.

It's essential to create a positive environment (after all, they're looking for a place they'd like to live in!). Think lots of natural light, decluttered spaces and allergy-friendly house plants.

### Inspection day

First impressions last, and buyers start forming opinions before they even walk through your door! We're here to help prepare your property for inspections, right down to the final touches.

Don't open your doors to potential buyers before you've ticked off the items on this list! Tip: Put yourself in the shoes of your buyer, thinking about how you'd want your new home to make them feel.

### Indoors

- ☐ Pack up personal photographs and trinkets. You want the buyer to imagine their own personal items in the property.
- ☐ Make any minor repairs, such as patching holes in walls or replacing cracked tiles..
- ☐ Paint the walls with a bright neutral colour (you can reintroduce pops of colour in the furnishings).
- ☐ Store or throw out any unwanted clutter.
- ☐ Have a general clean-up to remove any of the unwanted clutter.
- ☐ Clean carpets and curtains to freshen them up and remove any odours.
- ☐ Borrow items or buy furniture or soft furnishings to create a sense of style in your home. You may want to hire a stylist to take care of this for you!
- ☐ Bathrooms can benefit from matching towels and accessories. Remove all personal items such as makeup and shampoo bottles. This will help potential buyers focus on your property.
- ☐ Make the house sparkle! Clean walls, wash windows inside and out, clean out cobwebs and dust the furniture.
- ☐ Enter your front door and ask yourself: Do you want to go inside? Does the house welcome you?

### In the garden and outdoors

- ☐ Mow the lawn
- ☐ Trim your hedges and clear out all weeds.
- ☐ Make use of flowering plants to create a welcoming atmosphere.
- ☐ Clean out sheds, water features and make sure pools are clean.
- ☐ Ensure buyers can clearly see your house number.

### Add your own

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# Your Sell Smarter checklist



Need more information?  
Or want to list your property  
with PRD?  
Contact your local agent today.

Contact 02 6652 5833



Thank you!  
**PRD Coffs Harbour**



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