

## WHY CHOOSE US

We aim to prove to you that we are the outstanding agents in the area and why more people are choosing us as their preferred agents. Here are just some of the reasons to consider using RealWay Property Consultants Redcliffe

### POSITION

Our office is uniquely positioned to assist our clients- easy access for our buyers- lots of passing traffic to ensure that our properties for sale receive maximum exposure. On the waterfront more than three times as many people walk past our office window display than any non-waterfront agencies.

### INTERACTIVE WINDOW DISPLAY

We have a large size, interactive display in our window - allowing prospective buyers to view your property from the front of our office, and request whatever further information they need. This means that our office is working for you, even when we are not there!

### WEBSITES

Our properties for sale are listed on all major websites, and we are proud to say we deal with the most website of any agency on the Peninsula including realestate.com.au and domain.com.au (Australia's largest sites). We believe that this is a tremendous marketing advantage and part of the reason that our enquiry rate is so high. With over 50% of today's purchasers having first located the property they have purchased via research on the internet our web presence puts us at a massive advantage.

### LOCAL REPUTATION

A majority of our clients who list their home with us for sale state that the primary reason for choosing RealWay Property Consultants Redcliffe was our outstanding local reputation as a real estate agency which achieves results with integrity. Please examine our testimonials from our many happy past clients. We also give back to our community by sponsoring more local clubs than any other agent in the area. We believe that we need to support our community, and all of those people who make it what it is!

### INDIVIDUAL MARKETING PLANS

Our marketing aim is: To expose the property to the greatest number of prospective purchasers who are in a position to proceed without delay. Our constant research into the source of our purchaser enquiry means we focus our marketing to achieve the most effective results. Our tailor made structured marketing campaigns including quality local newspaper advertising generates massive purchaser enquiry.

## NEGOTIATION EXPERTISE

It is not just a case of finding a buyer! Past clients regularly comment on our outstanding ability to negotiate a higher price on their behalf. Other comments include "that the selling fee was easily covered with more money in our pockets than we expected."

## SALES SUCCESS RATE

All sales consultants complete ongoing training to ensure they maintain the highest possible list to sell success rate. This equates to our team having some of the greatest "strike" rates of any agencies in our great local area.

## REPEAT CUSTOMERS

We have repeat clients who have bought and sold with us 3, 4 and 5 times. They say they come back because of the level of feedback provided by our agency. In the words of one client: "you kept us up to date with the sales process every step of the way. Never once did we have to ring to find out what was happening."

## DATABASE SYSTEMS

In today's high-tech world, it is vital we remain up to date. We have installed the very latest in client management systems - allowing us to have information at our fingertips that many other agents still have in their bottom drawers! The ability to match buyers to properties automatically on the spot via the ability to SMS or email as soon as an appropriate property hits the market.

These are just some of the reasons how we put THE CLIENT FIRST!