





WELCOMED

WHO

Where we are from. Where we are going.

Urban Property Canberra was founded in 2019 by Nicholas and Stacey Nagel.

With a vision to transform the property experience in the region, Nicholas and Stacey established Urban Property to offer bespoke, client-centered solutions. Their passion for delivering personalized service and their journey of finding a home and community within Canberra have shaped the company's core values of integrity, care, and authenticity.

Though Urban Property is a growing business, its deep connection to the local community is reflected in every transaction. Nicholas' understanding of what it means to find a place to call home fuels his commitment to each client's unique journey—whether they're buying, selling, or investing.

As Urban Property continues to expand in Canberra, Queanbeyan, and the surrounding regions, the mission remains clear: to be the leading real estate agency, known for its innovative strategies, strong client relationships, and tailored approach to real estate.





SALES

MEET THE TEAM

At Urban Property, our sales team is led by **Nicholas Nagel**, a Principal and Senior Sales Agent with **an impressive track record** spanning over 23 years. Nicholas's **deep industry knowledge** and hands-on approach ensure that every aspect of the business runs smoothly, **delivering exceptional service** to our clients.

Joining forces with Nicholas is **Jessica Maree**, a **seasoned marketing and branding expert** with 15 years of experience. Jessica brings **a fresh perspective and innovative ideas** to our real estate strategies, elevating our approach to redefine the industry.

*Together, Nicholas and Jessica create a dynamic duo that offers a truly **bespoke real estate experience**. Their combined expertise allows them to **craft personalized solutions** that align with your unique vision and goals.*

*Whether you're exploring residential, commercial, or rural property sales, you can **trust their dedication to delivering results with integrity, transparency, and exceptional care.***

NICHOLAS NAGEL
PRINCIPAL/SENIOR SALES AGENT



JESSICA MAREE
EXECUTIVE ASSISTANT









PREPARING YOUR HOME

A COMPREHENSIVE GUIDE

For Sale

INSIDE PRESENTATION

Declutter and Depersonalize: Remove excess clutter and personal items to allow potential buyers to envision themselves living in the space.

Deep Clean: Pay attention to often-overlooked areas like baseboards, light fixtures, and cabinets.

Fresh Paint: A fresh coat of neutral paint can make a world of difference in brightening up your home.

Repair and Replace: Address any minor repairs, such as leaky faucets, squeaky doors, or damaged flooring.

Staging: Consider professional staging to enhance your home's appeal and showcase its potential.

OUTSIDE PRESENTATION

Curb Appeal: Create a positive first impression by maintaining a well-manicured lawn, trimming shrubs, and removing any debris.

Exterior Cleaning: Pressure wash the exterior of your home to remove dirt and grime.

Enhance Landscaping: Adding foliage plants or flowers to boost your home's appeal.

Repair Exterior Features: Address any issues with your driveway, sidewalks, or fences.

INSPECTIONS AND OPEN HOMES

Prepare for Inspections: Make sure your home is clean, well-lit, and ready for inspections.

Address Inspection Issues Promptly: If any issues are identified during inspections, address them promptly to show your commitment to the property.

Create a Welcoming Atmosphere: Ensure your home is well-ventilated, has a pleasant temperature, and is free of unpleasant odors.

Be Available for Questions: Be prepared to answer questions about your home and its features.

ADDITIONAL TIPS

Highlight Unique Features: Showcase your home's unique selling points, such as a beautiful backyard, a gourmet kitchen, or a spacious master suite.

Consider Professional Photography: High-quality photos can make a significant difference in attracting potential buyers.

Consider Marketing: Work with your real estate agent to develop a comprehensive marketing plan that includes professional photography, online listings, and targeted advertising.

By following these tips, you can significantly increase your chances of selling your home quickly and for the best possible price.





STRATEGIC PRICING

MARKET ANALYSIS AND COMPARABLE SALES

We start by conducting a thorough Comparative Market Analysis (CMA) to evaluate recent sales of similar properties in your area. By understanding current market conditions and pricing trends, we establish a realistic and competitive price range that reflects your property's value. We also consider active listings and buyer activity to ensure our strategy is aligned with market demand.

STRATEGIC PRICING FOR MAXIMUM IMPACT

Attracting Buyers: Pricing your property competitively from the start attracts more interest and increases the likelihood of multiple offers, driving up the final sale price.

Avoiding Overpricing: Overpricing can lead to a stagnant listing, causing potential buyers to lose interest or assume there's an issue with the property. We strive to set a price that positions your home as a strong contender in the market.

Adjusting if Necessary: The real estate market can fluctuate, and if needed, we reassess and adjust our pricing strategy based on feedback and market response to keep your property competitive. and adapting to changes in demand to position your property at a competitive price.

EMOTIONAL APPEAL AND BUYER PERCEPTION

We understand that buying a home is often an emotional decision. To maximize your property's appeal, we highlight features that resonate with buyers' desires, whether it's a cozy family atmosphere, modern amenities, or luxury finishes. Creating an emotional connection can justify a higher price point and speed up the selling process.

TRANSPARENT COMMUNICATION AND ONGOING EVALUATION

We believe in keeping our clients informed. Throughout the sale process, we provide regular updates on market feedback, buyer interest, and competitive listings. This ensures you have all the information needed to make informed decisions and adjust the strategy if necessary.

TAILORED APPROACH FOR YOUR HOME

Every property is unique, and our pricing strategy is customized to highlight your home's best features and attract the right buyers. By combining market insights with a deep understanding of your property's strengths, we aim to achieve the best possible outcome.

PRICING GUIDE

Please refer to the attached Comparable Market Analysis document, which includes recent sales figures for similar properties and demonstrates current demand trends.

This analysis serves as a **guide** for setting a rental price range that reflects both market conditions and your property's unique features.



MARKETING YOUR PROPERTY

For Sale

Crafting an effective marketing strategy for your property is crucial to attract potential buyers and achieve a successful sale.

A well-executed marketing campaign involves a combination of professional photography and virtual tours to showcase your property's best features, compelling online listings highlighting key selling points and neighborhood benefits, and strategic pricing that aligns with market trends.

Additionally, leveraging social media, online real estate portals, and traditional advertising methods can help expand your reach.

By partnering with our skilled team, you can benefit from their expertise in negotiation, communication, and market insights, ultimately maximizing your property's potential.

Our curated packages are designed to offer exceptional value by combining popular marketing options with additional, complementary services.

While these packages provide a solid foundation, we understand that every business is unique.

To ensure your marketing efforts are precisely tailored to your specific needs, we offer fully customizable solutions.

Our team is ready to work with you to create a bespoke marketing strategy that delivers outstanding results.

Please note that due to supplier availability and other factors, package details and pricing may be subject to change without notice.





ONLINE LISTINGS

ALLHOMES.COM.AU

Feature your property on Canberra's leading real estate platform, targeting local buyers.

REALESTATE.COM.AU

Reach a national audience on Australia's largest property site for maximum exposure.

DOMAIN.COM.AU

List your property on one of Australia's leading real estate platforms for extensive market reach.

ZANGO.COM.AU

Connect with buyers in Canberra and the surrounding regions through this local real estate platform.

ALLHOMES TOP SPOT LISTING

Guaranteed top placement on Allhomes search results for maximum exposure to potential buyers.

ALLHOMES FEATURE

Prominent positioning on Allhomes for enhanced visibility and attention.

PRINT MATERIALS

GLOSSY BROCHURES

Professionally designed property brochures to highlight key features and appeal to buyers.

LETTERBOX DROP

Hand delivered property flyers to local homes for increased visibility.

SIGNAGE

STANDARD 'FOR SALE' SIGN

Clear and professional signage to attract local buyers driving by.

PREMIUM 'FOR SALE' SIGN

High-quality imagery that effectively highlights features of your property to capture potential buyers.

PREMIUM BACKLIT 'FOR SALE' SIGN

Premium signage featuring backlighting for enhanced visibility and attention, showcasing your property.

VISUALS

PROFESSIONAL PHOTOGRAPHY

High-quality, expertly shot images showcasing your property in the best light for marketing materials.

TWILIGHT PHOTOGRAPHY

Captivating twilight shots that highlight your property's ambiance and appeal during golden hour.

VIDEO PRODUCTION

Professionally crafted video tours to provide potential buyers with a dynamic view of your property.

TWILIGHT VIDEOGRAPHY

Stunning footage captured during twilight to create a warm, inviting atmosphere and enhance appeal.

FLAT & 3D FLOORPLAN (IF APPLICABLE)

A simple floor plan layout to give buyers a clear view of the property's layout.

DIGITAL & SOCIAL

SOCIAL MEDIA CAMPAIGN

Targeted ads across social platforms to reach potential buyers online.

DATABASE EMAIL

Your property is featured in our email blasts to our extensive buyer database.

CONTENT CREATION

A focused session to create engaging content for social media, email, and more.

BESPOKE BRANDING SERVICE

BESPOKE BRANDING KIT

A consistent look and feel for your property marketing materials.

WHAT IS A UNIQUE FOR YOUR PROPERTY

Branding Kit

At Urban Property Canberra, we believe every home has its own personality, and showcasing this individuality is key to standing out in the market.

That's why we offer a unique branding kit for each property—a marketing approach that goes beyond traditional listings to create a tailored brand identity that resonates with the property's distinct style and story.

When crafting a branding kit, we start by diving into the essence of your property. We color-match our marketing and print materials to align with the home's palette, creating a cohesive look that captures its character. Imagine brochures, signage, and digital ads that reflect your home's unique tones, from calm neutrals to vibrant accents.

This careful attention to detail helps create an emotional connection with potential buyers, allowing them to envision the lifestyle your property offers.

For owners who wish to bring their personal style into the branding, we offer the option to co-create the kit. You can select a theme or style that best represents your vision, whether it's classic sophistication, modern minimalism, or something entirely custom.

By tailoring each property's branding kit, we aim to capture buyers' attention in a way that feels memorable and exclusive, ultimately creating a powerful first impression that leads to meaningful connections and successful sales.

Please Note; Images and palettes provided are general examples. Each branding kit is uniquely curated to reflect your property's style.



ORGANIC NEUTRALS



ORGANIC NEUTRALS

URBAN PROPERTY

JUST SOLD

123 Anywhere St., Canberra, ACT

CONTACT

Nicholas Nagel
0413 175 238
nick@urban-property.com.au

Jessica Maree
0410 186 555
jes@urban-property.com.au

WWW.URBAN-PROPERTY.COM.AU

URBAN PROPERTY

123 Anywhere Street, Canberra, ACT 2600

\$1,400,000

SUSTAINABLE LIVING AT ITS FINEST

Why You Must Buy This House?

You will get a dream home for your family at an affordable price and very complete features, and of course with a strategic location.

We made this house with a very comfortable design and has a minimalist design vibe and a quiet surrounding environment that makes your family activities undisturbed.

We also pay attention in terms of home security so we make sure your home already has security technology that is very up-to-date so you don't have to worry about keeping your home.

Features

- ✓ 4 Bedroom
- ✓ 3 Bathroom
- ✓ 2 Living Room
- ✓ Modern Kitchen Room
- ✓ Work Room
- ✓ Garage

Contact

Nicholas Nagel
0413 175 238
nick@urban-property.com.au

Jessica Maree
0410 186 555
jes@urban-property.com.au

WWW.URBAN-PROPERTY.COM.AU

PALETTE EXAMPLES

CLASSIC CHIC



INDUSTRIAL

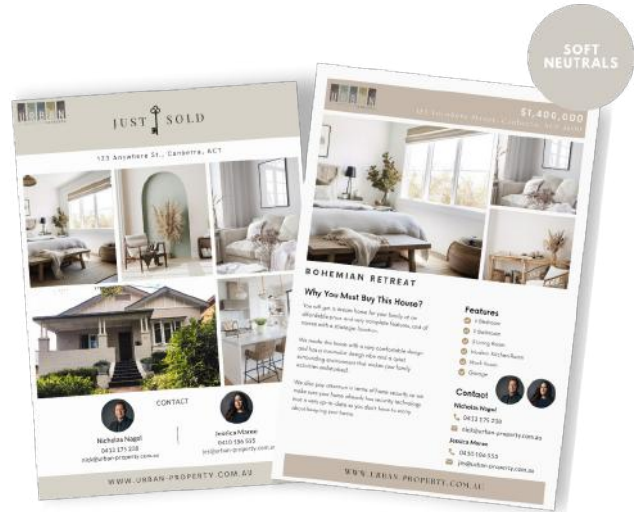


WARM RUSTIC



PALETTE EXAMPLES

SOFT NEUTRALS



COASTAL COUNTRY



CHIC COTTAGE









THE LOCAL PACKAGE

Our LOCAL Listing Package is designed to give your property a strong presence in the Local market with essential tools to attract attention. Ideal for sellers who want to engage local buyers while keeping a budget-friendly approach, this package offers targeted exposure through online listings, print materials, and a comprehensive digital strategy.

We focus on creating professional, high-quality content to showcase your property and engage potential buyers effectively, ensuring you receive the best possible outcome.

What is included?

\$2999

VALUED AT \$3900

ALLHOMES ONLINE LISTING

GLOSSY BROCHURES

STANDARD FOR SALE SIGN

PROFESSIONAL PHOTOGRAPHY

3 DAY SOCIAL MEDIA LAUNCH AD CAMPAIGN

1 HOUR CONTENT CREATION

LETTERBOX DROP

DATABASE EMAIL BLAST

FLAT FLOORPLAN (IF APPLICABLE)

CLASSIC BRANDING KIT OPTION



THE URBAN PACKAGE



The Urban Package is our most popular and recommended option, designed to strike the perfect balance between budget and exposure.

With a focus on enhancing your property's visibility and appeal, this package ensures your property is highlighted effectively, driving strong interest from both local and interstate buyers while staying within a reasonable budget.

What is included?

\$4999
VALUED AT \$6500

INCLUDES EVERYTHING IN THE LOCAL PACKAGE PLUS

REALESTATE.COM.AU LISTING

PROFESSIONAL VIDEO PRODUCTION

PREMIUM FOR SALE SIGN

5 DAY TARGETED SOCIAL MEDIA AD CAMPAIGN

3 HOURS CONTENT CREATION

BESPOKE BRANDING KIT

3D FLOORPLAN

VIRTUAL STAGING

THE IMPACT PACKAGE

Our IMPACT Package is crafted to provide exceptional visibility for your property, combining top-tier marketing tools with premium exposure. Featuring advanced visual content, bespoke branding, and comprehensive promotion across multiple channels, this package ensures your property stands out and attracts serious buyers.

Elevate your property's appeal with the Prestige Package, designed for those seeking results with an impactful marketing strategy.

What is included?

\$6999
VALUED AT \$9500

INCLUDES EVERYTHING IN THE LOCAL & URBAN PLUS

PROFESSIONAL TWILIGHT PHOTOGRAPHY

3 DAY SOCIAL MEDIA LAUNCH AD CAMPAIGN

PROFESSIONAL TWILIGHT VIDEOGRAPHY

5 HOURS CONTENT CREATION

PREMIUM BACKLIT FOR SALE SIGN

PREMIUM SOCIAL MEDIA CONTENT PLAN

2 WEEK TARGETED SOCIAL MEDIA AD CAMPAIGN





Testimonials



Chris G - Sep 29, 2024 - on GOOGLE

We had an amazing experience with Nick through both a property sale and purchase.

Nick was professional from start to finish, keeping us updated throughout the process and allowing the sale/purchase to go through seamlessly.

Would highly recommend Nick and the team at Urban Property Canberra



Nick Nagel
Director/Principal
(02) 6196 - 6735
Nick@urban-property.com.au



Himanshu P - Aug 25, 2024 - on GOOGLE

I have always received perfect advice from Urban Property about the upkeep of the property, keeping the tenants happy, and securing the best possible rent.

I particularly like the fact that they look after interests of both the tenant and the property owner.

Needless to say they respond promptly and they are always helpful.



Stacey Nagel
Director of Property Management
(02) 6196 - 6735
Stacey@urban-property.com.au



Fiona W - Aug 25, 2024 - on GOOGLE

Since signing on with Kelly and team at Urban Property (2nd year now) we have had zero issues.

They are very responsive and have helped us make informed decisions on choosing our tenants.

Kelly has lots of experience and I trust her instincts. I also like how they structure their fees so in a nutshell, highly recommend.



Kelly Pearce
Property Investment Manager
(02) 6196 - 6735
Kelly@urban-property.com.au



HEAD OFFICE

(02) 6196 6735

Info@urban-property.com.au

urban-property.com.au

C05/2 Anzac Park, Campbell ACT 2612

PROPERTY SALES TEAM

NICHOLAS NAGEL

Principal/Director

0413 175 238

Nick@urban-property.com.au

JESSICA MAREE

Executive Assistant

0410 186 555

Jes@urban-property.com.au

PROPERTY MANAGEMENT TEAM

STACEY NAGEL

Director of Property Management

Stacey@urban-property.com.au

KELLY PEARCE

Investment Property Manager

Kelly@urban-property.com.au

CONTACT

