

What a  
Vendor's Advocate  
actually does for you

**domain&co.**

Your Property People

# About us

We've been on both sides of the property sale for decades. That means when we sit down with you, we're not guessing – we're drawing on every negotiation, every market shift, every hard conversation we've had on behalf of people just like you.

We know Melbourne's neighbourhoods the way you know your own street. Which streets hold their value. Which ones don't. Which agent to trust with your home, and which ones to steer clear of.

We tell you what we'd do if it were us. Not what you want to hear – what you need to know.

That's how we work. Plain, frank, and always on your side.

## WHAT IS IN OUR DNA?

STRAIGHT

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FRANK

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CONSIDERED

---

GROUNDED

---

LONG GAME

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# AT A GLANCE

NO EXTRA COST TO YOU

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ADVICE WITH NO AGENDA

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GETTING YOUR HOME READY

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FINDING THE RIGHT AGENT

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GETTING THE RIGHT PRICE

---

RUNNING THE CAMPAIGN

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NEGOTIATING THE BEST RESULT

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**domain**&co.

# The Detail

**STEP  
1**

**INITIAL MEETING & PROPERTY INSPECTION**

We meet to discuss your circumstances, explain our service offering and discuss how we can help. We conduct a tour of your property and discuss the selling process. At this point, our Consultancy Agreement is signed.



**STEP  
2**

**PRESENTING THE PROPERTY**

To maximise the sale result, it is essential the property is presented in the best possible manner. We assess what potential styling, maintenance and/or improvements need to be made to the property, preparing all advice in a report of recommendations. We have access to a number of preferred trades and professionals who can assist with the presentation of your property, including painting, landscaping and display furniture. We manage this entire process.



**STEP  
3**

**AGENTS & APPRAISALS**

Once your property is ready to be presented, we invite the most suitable agents to inspect the property. We then have agents provide us with an appraisal report which entails key information including property value, marketing, advertising costs, campaign style, method of sale and commission. Once we receive all appraisals, we review all the information and put relevant findings into a summary report that includes our recommendation on which agent we believe will be most appropriate for your circumstances.



**STEP  
4**

**AGENT APPOINTED**

We negotiate the best terms possible with the selected agent, including negotiating commission, marketing and advertising costs. An Exclusive Sale or Auction Authority is then executed. We coordinate photography, floorplan and advertising, and once approved by you, the property is ready to go live on the market.





**STEP  
5**

**CAMPAIGN**

Once the property is live on the market, it is advertised through various media channels. Brochures are produced, a board is installed outside the property and open for inspections are booked. All communication from the agent is managed by us, including potential purchase inquiries, open for inspection feedback and any offers. Importantly, you avoid all potential sales jargon, aggressive tactics and standard scripts from the selling agent. We only provide you with accurate, honest and relevant information. If the property is being sold privately, we review all offers, open up negotiations and act on your behalf to achieve the best price and terms. If the property is being sold by auction, we decide an appropriate reserve price with you based on interest in the property and comparable sales. At the auction, we provide support to you, including advice on when to declare the property 'on the market', when to sell, and what to do if the property is passed in. When the best outcome is achieved and the property is sold, we complete all the necessary paperwork, exchange contracts and forward documents to appropriate parties on your behalf.



**STEP  
6**

**SETTLEMENT**

Once the property is sold, display furniture and personal items are removed. Just prior to settlement, the purchaser inspects the property with the agent to ensure everything is as per the contract. Once approved by the purchaser, all service connections are cancelled, keys, remote controls and any associated manuals are left in the property, doors are locked and the property settles. At settlement, all outstanding costs and expenses are settled and the balance of proceeds of the sale are distributed to all relevant parties.

# The Cost

Our Vendor Advisory service incurs no cost to the client. In fact, in most cases we save the client money by negotiating an individually tailored sales campaign and the best possible terms for commission, marketing and advertising.

We do get paid for our service. The fee the client pays the selling agent is shared with Domain & Co. This fee is in line with market rate; the agent's proportion of the fee is simply reduced due to our management of the selling process.

# Methods of Sale

When placing your property on the market, it is important to choose the most appropriate method of sale to achieve the most successful outcome. We will discuss the process and benefits of each method with you specifically for your property and needs.

## **AUCTION**

A public auction is generally a comprehensive 3-4 week marketing campaign where all interested parties gather at the conclusion of the campaign to bid publicly, although offers can be made and accepted prior to the auction date if the seller desires. Auctions create competition by fully publicising the property and allowing interested parties to openly bid against each other. This may result in a much higher price being obtained over and above the reserve price.

## **EXPRESSIONS OF INTEREST**

Expressions of interest asks buyers to put forward their highest offer, almost like a "closed door" auction. The result can be exceptional as many buyers offer a higher price in exchange for amended terms of sale such as a longer settlement or a smaller deposit. It is not a common marketing method for residential property as it may concern/confuse potential buyers. However, it may be appropriate where discretion is necessary, so again this method is suitable in some circumstances.

## **PRIVATE SALE**

A private sale offers plenty of flexibility, as you have no limitations concerning time. It may take a week or months, depending on your requirements. Some buyers can find the lack of pressure and perception of being less competitive than an auction attractive, however this same flexibility can at times create a lack of urgency with buyers. Under the right circumstances, this can prove to be a very effective method of marketing for some properties.

## **OFF MARKET**

The off market approach is where we introduce your property to our current qualified and motivated buyers. We will try to find the right buyer prior to any marketing campaign taking place. This usually takes place over a 1-3 week period. This method creates the opportunity to sell your property promptly with no or minimal marketing costs. If no buyer is found during the introduction phase, the property could possibly be on the market for a few weeks longer than if your property had started with marketing.



# Timing your Auction or Private Sale

## UPON SIGNING

Once we have received the go ahead to act as your advisor in selling your property, we begin working on the best strategy. We will instruct your legal representative to prepare essential documentation. Any suggestions for styling and improvements are co-ordinated on your behalf and will organise supplier appointments for photography, floorplans and video. If your property is tenanted, we will notify the tenants and the Property Manager that the property will be advertised for sale.

## PRE CAMPAIGN

Suppliers visit the property for styling, photography, video and floorplans and advertisements are prepared for discussion and approval. A signboard is arranged, if required. The chosen selling agent will familiarise themselves with your property and then contact their database, advocates and qualified purchasers for an initial preview inspection.

## DAY 1-14

The campaign is launched live online and the signboard is installed before the first open for inspection. After the first open for inspection the property will typically be open twice a week - once during the week and once on the weekend. We will discuss with you the buyer interest, feedback as and performance of the campaign. On receipt of the Contract of Sale and Section 32 (Vendors' Statement) the sales agent will contact interested parties providing them with an electronic copy. This period is usually the busiest with most of the advertising and repeat inspections coming together - a good time to gauge buyer's level of interest.

## DAY 15-20

Open for inspections once during the week and once on the weekend. We will continue to gather buyers interest and feedback and keep in constant contact with you as to which parties have shown interest so far.

## AUCTION WEEK/DAY 20-25

The sales agent will carefully monitor the reaction of prospective buyers and we will be in an excellent position to review the progress and provide you with advice. The final days of the campaign are of critical importance. This particularly applies if you are selling by Auction or Expression of Interest as prospective purchasers are gathered up in the momentum of the process, with anticipation building towards the day of sale. In the few days leading up to the day of sale, we will discuss with you a review of the campaign, examine buyer interest and set strategies for the big day.

# Campaign Calendar of Events

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
<i>Pre Campaign</i>	<i>Pre Campaign</i>	<i>Pre Campaign</i>	<i>Pre Campaign</i>	<i>Pre Campaign</i>	<i>Pre Campaign</i>	<i>Pre Campaign</i>
←	Suppliers to Visit	→				
<b>Day 1</b>	<b>Day 2</b>	<b>Day 3</b>	<b>Day 4</b>	<b>Day 5</b>	<b>Day 6</b>	<b>Day 7</b>
	<i>Pre Campaign Discussion</i>	<i>Campaign Live Online</i>		<i>Board Installed</i>	<i>Open For Inspection</i>	
<b>Day 8</b>	<b>Day 9</b>	<b>Day 10</b>	<b>Day 11</b>	<b>Day 12</b>	<b>Day 13</b>	<b>Day 14</b>
	<i>Campaign Progress Report</i>		<i>Open For Inspection</i>		<i>Open For Inspection</i>	
<b>Day 15</b>	<b>Day 16</b>	<b>Day 17</b>	<b>Day 18</b>	<b>Day 19</b>	<b>Day 20</b>	<b>Day 21</b>
	<i>Campaign Progress Report</i>		<i>Open For Inspection</i>		<i>Open For Inspection</i>	
<b>Day 22</b>	<b>Day 23</b>	<b>Day 24</b>	<b>Day 25</b>	<b>Day 26</b>	<b>Day 27</b>	<b>Day 28</b>
	<i>Pre Auction Strategy Discussion</i>		<i>Open For Inspection</i>		<i>Auction Day (If applicable)</i>	

# Selling an Investment Property

## **IS THE TENANCY FIXED TERM OR PERIODIC?**

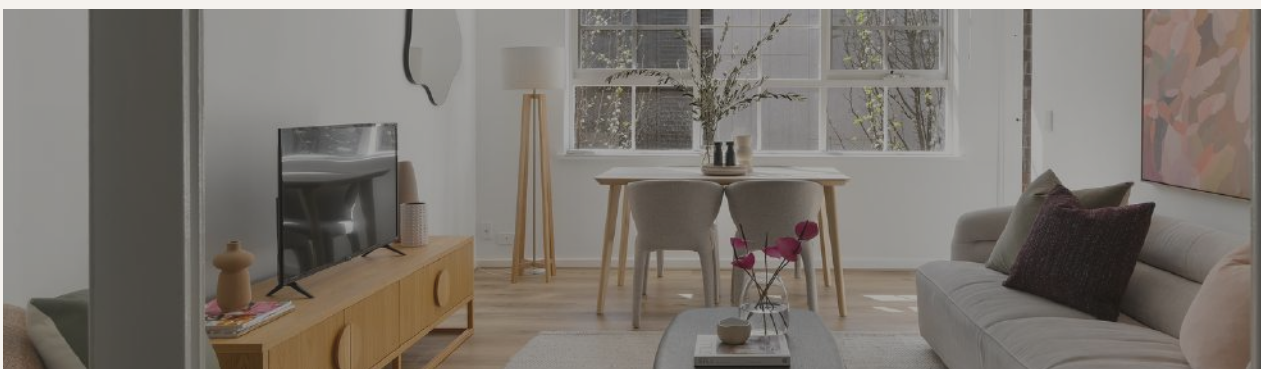
You can still sell your investment property if your tenant is on a fixed term agreement, however you cannot ask the tenant to vacate for the purpose of sale (unless they agree). Depending on when the lease expires, the purchaser is required to take on the obligations outlined in the lease. If there is a long term agreement in place, this can be unattractive to buyers who may wish to occupy the property rather than have it leased. This can have an impact on the sale price achieved. If the tenant is on a periodic (month to month) tenancy, you have to provide them with 60 days' notice to vacate if you want them to move out prior to the sale or to accommodate the new purchaser moving in.

## **WHAT REPAIRS ARE REQUIRED TO SELL THE PROPERTY?**

If small maintenance items are required before the property can be sold, they can be completed with a tenancy in place. If the work required is more significant, be prepared for this to impact on the sale price if it is not repaired. A better option could be to wait for the tenant to vacate to complete the works to ensure a maximum sale result.

## **DO YOU WANT TO SELL THE PROPERTY WITH THE TENANT IN PLACE?**

If the property is well presented by the tenant, there is no reason why you can't sell the property with the tenancy in place. The tenant is obligated to give you access, provided notice is given for inspections, opens and auctions. They are also obligated under the Residential Tenancies Act to present the property in a 'reasonably neat condition'. Providing the tenant with an incentive to present it properly (such as rental discounts and paying for cleaning services) will often go a long way to ensure their cooperation. Incentives are generally paid at the conclusion of the campaign in return for the co-operation of the tenant. Fresh flowers each week of the campaign could also be helpful. This suggestion is to ensure the best result for your property. If your property appeals to an investor, having a good tenant in place can help to improve the sale price. If the tenant does not have the property well presented, be prepared to wait until the end of their lease, before starting your selling campaign. A poorly presented property may not encourage a good sale price and could put potential purchases off.



“ I FELT  
VERY  
SAFE  
WITH  
DOMAIN  
& CO.  
BY MY  
SIDE

**- Rob and Karen**

Thank you and well done Domain & Co. You have made selling our property so much easier. You have taken on all the hassles of organising cleaners and tradespeople. You have made it a breeze for us, a full-time working couple.

**Chris**

Domain & Co. provided an invaluable service to us in selling our family home. It was terrific to have someone with industry experience to answer our questions and assist in decision making. The team at Domain & co. were eminently professional, courteous and the level of communication was really encouraging. We would have no hesitation in recommending Domain & Co. to others.

**Natasha**

## Client Reviews

The team at Domain & Co. have been a pleasure to deal with and I would thoroughly recommend to anyone interested in having a vendor's advocate to sell their property. I was impressed with their thoroughness, professionalism and expertise in the real estate market together with a friendly, open and honest nature.

**- Andrew**

I was impressed with the level of service and negotiation skills Domain & Co. had. This helped to secure a very good agent in our area of Melton. I saved money by using these guys and this in turn helped in advertising costs. Thank you again.

**- James**

I would like to thank you for your encouragement and support in finding a terrific agent and throughout the campaign. You gave me the confidence to trust in my own research and opinion and stand my ground when necessary. We made a perfect team all with an important role to play to produce the best outcome. Thank you for taking the stress out of a normally very stressful occasion and helping us avoid costly mistakes. We found the service you provided to be extremely valuable. Many thanks!"

**- Nathan**

Thank you so much for all your efforts in selling our house in Richmond. Your hands on approach in organising everything was extremely valuable given that we were living interstate at the time. I am sure your welcoming attitude to prospective buyers was a big key in the result we achieved.

**- James**

Domain & Co. was excellent in all stages of arranging the sale of our investment property. This involved both the fine detail of making sure all matters were dealt with, to negotiating with the real estate agent and the approach to the sale. The team demonstrated a high level of experience and expertise on the nature of the property market and the best way to position our particular property's sale in the current environment. The advice was spot on and resulted in an outstanding result. We would not hesitate in recommending Domain & Co. to others for making the important job of managing, purchasing and selling property so smooth and successful.

**- Liz**

**domain&co.**

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