



# WALK *the* TALK

The Kaipara. Living it, loving it, selling it.



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**We  
work  
for  
YOU!**

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***Our role is to provide sound, accurate, honest and relevant information so that our customers can make a well informed decision in relation to property transactions.***

***The actual sale and/or purchase transaction is a very small part of this relationship - it is the outcome.***



**CROW**  
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**Our  
Marketing  
Works  
and  
it's  
FREE**

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## THANK YOU

Dear Property Owner

Thank you for taking the time to learn more about Crow Realty.

### **So who are Crow Realty?**

The statements on the inside cover of this booklet embody our approach to Real Estate as while our income is derived from commission on the sale of property we believe being a Real Estate Professional is so much more than just selling property.

Does this make us different to the normal Real Estate company - we believe so. We truly believe that if we focus our efforts on helping people and providing exemplary service then commission from sales, and therefore an income, will be a natural by product. Our team made the decision to work in Real Estate and are proud to call themselves Real Estate Professionals.

We are proud to be the only Real Estate Agency based in Kaukapakapa. We actively work the rural area from Mangakura across to Puhoi in the North and down to Waitoki and Helensville/South Head in the South. Please feel free to check us out at [www.crowrealty.co.nz](http://www.crowrealty.co.nz)

We have a wealth of experience in the area we cover and have established ourselves as Real Estate Professionals that offer exceptional service and good value without any of the pressure or flowery words that Real Estate Professionals have been somewhat renowned for in the past.

We have team members who live and socialise in the area including our Principal, Dave, who lives just South of Kaukapakapa on a 3 hectare lifestyle property overlooking the Kaukapakapa river with his Wife and Rik a valued member of our sales team who also lives on a Lifestyle property just North of Kaukapakapa.

So what do we offer? Why should you allow us the privilege of marketing, and selling, your property?

- ✓ **A committed Team who have a wealth of experience in the area where they have lived and worked for a number of years** AND have a proven track record;
- ✓ **A team that truly works together to get the best possible result;**
- ✓ **The lowest commission rate of any Real Estate Company actively working in the area** - our standard rate is 2.75% on the first \$500,000, then 1.75% on the next \$500,000 (conditions apply). We will also consider discounted commission for multiple exclusive listings and repeat customers;
- ✓ **No expectation for the property owner, i.e. you, to contribute to marketing** unless you

- i. want to do something outside of the usual, and proven, marketing tools we utilise *OR*
- ii. choose to list the property with another agency *OR*
- iii. choose to withdraw the property from the market

in which case you MAY be expected to reimburse us for a portion of the marketing undertaken on your behalf.

Boutique Real Estate agencies like **Crow Realty** are much more flexible, much more capable of adapting to change and much abler to react quickly when required.

Members of chain or franchise brands, in many cases Australian owned, are generally governed by restrictions laid down by the brand and/or, in the case of foreign owned brands, by a one size (country) fits all approach. Every Real Estate Professional working for **Crow Realty** has the authority, and therefore flexibility, to negotiate as if they owned the business. **Crow Realty** has invested in technology from market leaders in Real Estate. Dave's Information Technology background provides **Crow Realty** with the ability to maximize the benefits of using technology to everyone's benefit.

If you want to experience the difference between a Real Estate Professional and a Real Estate Salesperson then TALK TO US - we are Real Estate Professionals!

### ***The Crow Realty Team***



**DAVE CROW**

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dave@  
crowrealty.co.nz



**RIK DAVIES**

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So you are considering putting your property on the market.

In preparing your property for sale there are three key components we need to consider to achieve the best possible result for you.

**1 Establishing the most accurate estimate of the current market value of your property**

**2 Planning an effective marketing strategy to attract and influence the right buyers.**

**3 Presenting your property in the best possible light and negotiating to achieve the best possible result.**

This booklet includes information on each of these key areas, as well as outlining the unique strengths **Crow Realty** has to offer to maximise the exposure of your property to the greatest number of potential buyers.

YOUR Real Estate Professionals



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## **1. PRICING YOUR HOME**

We begin the process with one of the most important and fundamental elements - setting an appropriate price for your property and developing a pricing strategy.

The last thing you want is to put your property up for sale and have it sit idly on the market without it generating the interest it deserves. Typically, the longer a property is on the market, the harder it becomes to sell - as potential buyers start to wonder if there's something not quite right about the property. In these cases while it will eventually sell it will often be at a discounted price.

Often the only thing delaying the selling of a property is the asking price. Of course you want the best price for your property - but when you meet the market's expectations on price, you will attract buyers. And once we've gained the interest of one competitive buyer, then we're ready to negotiate a great price for your property.

## Local Market Experts

The **Crow Realty** team pride themselves on knowing the market that they both live and work in. Combining their local area knowledge, experience and various industry research tools, your **Crow Realty** agent can help you to compare your property against similar properties in the area, look at the features of each and make a



recommendation for you in the form of a current market appraisal as well as a recommended method of sale. It is of course up to you what price you choose to sell your property for and how you choose to sell it, but rest assured that your **Crow Realty** agent has the experience, local market knowledge and research to back up their suggestion.

## 2. AN EFFECTIVE MARKETING MIX



To maximise the effectiveness of your property marketing, your **Crow Realty** agent will coordinate all of your advertising activities utilising professional photography, and where appropriate, drones, across a variety of mediums which may include those listed below, so that the message remains strong, consistent and highly recognisable - no matter how your potential buyers are reached.

- |   |   |
|---|---|
| ✓ Internet - Trademe.co.nz <sup>(i)</sup> (Standard Listing)  | ✓ Internet - Realestate.co.nz                             |
| ✓ Internet - Oneroof.co.nz                                    | ✓ Internet - Homes.co.nz                                  |
| ✓ Facebook (CRLNZ Paid and General Promotion) <sup>(ii)</sup> | ✓ Property Signage (Standard or Agent 1200x900mm)         |
| ✓ Property Brochure/Booklet (Colour, High quality)            | ✓ Comprehensive property information packs                |
| ✓ Open Homes  | ✓ Flyers (Colour, High quality, at our display locations) |
| ✓ Professional Photography (Standard Stills & Drone)          | ✓ 360° Virtual Tour/Walk Through (if appropriate)         |
| ✓ Video (at a minimum a still slide show, if appropriate)     |   |



### Notes:

- Trademe Features and Super Features - We do not believe there is any real benefit in these. Most people will look at ALL listings when they first start looking and then LATEST LISTINGS only from that point forward. A featured listing does not appear at the top when potential purchasers are sorting based on the latest listings;
- Social Media - We carry out paid targeted Facebook campaigns in relation to properties we have listed. We also actively promote Open Homes on Facebook. Furthermore we continually promote properties we have listed across more than 35 Facebook groups in the areas that we have identified as those where the majority of potential purchasers for properties in our area currently reside;
- Print Media - Outlook and Property Press - Our experience tells us that there is no measureable increase in the number of buyers looking for property in the areas we operate in, i.e. no measureable value, by advertising in print media. We therefore we do not generally utilise print media such as Outlook and Property Press in our marketing campaigns;
- Chinese Websites - Juwai and Houqarden - There is very limited, if any, interest from Asian buyers in property in the areas we operate in. We therefore do not traditionally utilise these sites which we do not consider good value for money;
- Our marketing is focused on promoting your property not on promoting ourselves.

**Crow Realty will not** ask you for a financial contribution to marketing unless you wish to do something more than our standard marketing above, list the property with another agency or withdraw the property from the market

### 3. PRESENTING YOUR PROPERTY

They say first impressions count - and in real estate, you may only get one chance to impress potential buyers.

Your **Crow Realty** agent will work with you to ensure that your home is presented as professionally and as attractively as possible to maximise buyer attention and perception of your property.



#### Preparing your property for professional photographs and/or videos

Once we have prepared an advertising strategy for your property, we will organise for a professional photographer to take photographs of the key features of your property. We may also arrange for a video to be prepared.

Since these will form the basis of our marketing campaign, your property needs to be immaculately presented.

- ✓ Make sure that your gardens are weeded, lawns mown and shrubs pruned;
- ✓ Ensure that the interior of your home, and any other buildings, is tidy and uncluttered (put valuable or desirable items away);
- ✓ Touch up any paintwork that needs repair, clean the windows, inside and out, and make sure that all rubbish is hidden out of site.

#### Preparing an inviting open home

The presentation of your home on the day of an open home can greatly influence the price a purchaser is prepared to pay, sometimes by thousands of dollars.

A minimal amount of work the day before the open home can really make a major difference to the price you can achieve. Check that all the light bulbs are working, make sure that none of the doors are squeaking and give the windows a good clean. It's also often a good idea to do some baking shortly before potential buyers start arriving - the sweet smell of cookies can really make your home seem all the more inviting.

#### Negotiating the best price

At **Crow Realty**, our agents are trained on how to expertly present your property to highlight the most desirable features and maximise buyer value perception.

When it comes time to negotiate price with an interested buyer, rest assured that your **Crow Realty** agent has the skills necessary to achieve the best possible outcome for you.



## Method of Sale

Unless the property is likely to attract very high levels of interest or has some feature that makes it difficult to appraise **we generally recommend listing with a price.**

Experience has taught us that **properties without prices attract less genuine interest** and we do not like wasting our, or more importantly, your time. Buyers often think that no price means that the vendor's price expectations are unrealistic.

We ask our vendors to consider that they are purchasing a new property, car, home appliance or whatever and what their first reaction would be to something that didn't have a price on it. Would they make the effort to enquire as to the price or would they simply move on and consider something with a price.

Experience tells us that while Price by Negotiation and similar Methods of Sale may well lead to more enquiries, and thereby give the impression that the Agent is doing a good job, generally the first question asked is "*how much*" and a price indication will exclude the majority of these potential buyers - we believe in focusing our efforts, and causing you disruption, only for Qualified Buyers.

**We will happily market, and SELL, your property utilising whatever method of sale you instruct us to.**



**CROW**  
**REALTY**

**We're  
here to  
HELP**

**STOP**  
CHASING YOUR TAIL

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## IT IS ABOUT MORE THAN COMMISSION

When deciding on a Real Estate Professional to market your property do not focus purely on the different commission rates being offered. The role of the Real Estate Professional is to work with you to obtain the best price possible for you. The difference in the price achieved as a result of well planned and executed marketing compared to poorly planned and/or executed marketing will more than offset any difference in commission. **Crow Realty's** commitment to you is to achieve a premium price for your property while having one of the **lowest commission rates available**.

Pay attention to the total commission payable on the equivalent sale price as some companies have lower starting rates which look good at first glance when compared to others standard commission but the total commission works out more expensive. Look at the total package, what are you getting for that commission, what expertise, what is the Salesperson providing (e.g. marketing contribution, quality of provided materials etc.), how you feel about the Company and/or the Salesperson and then make your selection.

Also ensure the Real Estate Professional you select will conjunct, which is work with other Real Estate Professionals including those from other companies, from the first day your property goes on the market. Some agents refuse to conjunct as they don't wish to share commission. **Crow Realty** conjuncts with **every** other Real Estate Professional on **every** property we list from day one as we believe our primary objective is to get your property sold NOT to make as much money as possible for **Crow Realty**.

## A WORD OF CAUTION

There are a few common tricks undertaken by the less scrupulous Real Estate Salespeople in the market used to "win your listing".

- ⊗ "Buying the listing" is when the Salesperson overstates the price they believe they can achieve for your property so as to get, or "buy", the listing. After a relatively short period of time they'll be stating that the market doesn't see your property at the price it is listed at and be suggesting a relatively large price adjustment down;
- ⊗ "I have a potential buyer" is a subtle ploy to get you to list or most often extend an exclusive listing by playing on your subconscious- "he/she has a buyer - if I don't list/re-sign with him/her then I'll lose a sure sale". Potential purchasers will be looking continually at the market. It is unlikely that they will have tied themselves to any one agency i.e. no agency has an exclusive relationship with them;
- ⊗ "*We have access to the best marketing*" implies that they have access to marketing tools that others don't. This is not factually correct. All real estate companies use the same marketing techniques. The main platforms to

promote properties to potential purchasers are the same BUT for the individual real estate agencies websites – ask yourself how many potential purchasers look only at real estate agencies' own websites when searching for their new home. The correct answer is none, they will cast their net as far and as wide as possible. By far the majority of potential purchasers utilise Trademe Property, then Realestate.co.nz, then to significantly lesser extents homes.co.nz, oneroof.co.nz etc.

- ⊗ “We have xxx sales personnel and xxx offices” is a method used to discredit small or boutique agencies like Crow Realty. While factually correct the majority of the commission is paid to the listing agents and not the selling agent so the financial incentive lies with sales personnel to promote their listings over all others. Generally, the less successful sales personnel will work other agents' listings on the hope of generating a sale. Additionally, ask yourself how many potential purchasers would limit themselves to properties only shown to them by a single sales person or selected real estate agency when searching for their new home. Again, the correct answer is none, they will cast their net as far and as wide as possible.





## INTRODUCING DAVE CROW

### Choose a Realtor Who understands your needs

When people think of Realtors, all they tend to think of is people who sell their property for them. Dave Crow, Licensed Salesperson at **Crow Realty** offers a more personal and involved approach.

Originally from a lifestyle block background in Taranaki in his down time Dave enjoys cruising the country roads on his Indian Motorcycle, watching motorsport, travelling, fishing and spending time with his wife on their lifestyle block just South of Kaukapakapa overlooking the Kaukapakapa River valley.

Ask anyone and they'll tell you that Dave's the total package. His diverse background includes a degree in computer science, thirteen years spent running his own construction business and more recently, a career in real estate. These varied experiences allow Dave to effectively communicate with a wide range of people and take a very down-to-earth, stress-free approach to property selling.

*"If you only want to sell your property for what it's worth, then you don't need me. My role is to get you a premium price for your property," says Dave.*

It is important that we all find a balance between work and life and have somewhere we feel comfortable to escape to after the daily grind. Buying a property is much more than a simple transaction, it involves feelings - the property has to feel right for you and helping you find your new home is something Dave excels at.

### Testimonials (a small sample of what Dave's clients have said about him)

... thank you for your input and professional expertise. We were very impressed with you - you changed our opinion about real estate agents entirely... Jo and Mark

... I have to say that out of the dozen or so real estate agents we dealt with over that period you were the one we felt was the most up-front and gave us the most confidence that we were in good hands (and by a noticeable margin!). Aaron

Dave was easy to deal with, responded quickly, and has a good attitude. Sam and Carolyn

No bullshit from the start. Very easy to talk to and no pressure. He was well prepared and had good comparison data and information at hand. Dougal

What a refreshing experience working with Dave! Dave is in a class of his own and from our very first encounter went out of his way to listen to our needs and made sure that he understood what it was that we did and didn't want. Not only was Dave very committed to selling our house at the right price within our decided time frame, but he went beyond the call of duty in helping us to secure another property to purchase, once he had sold our property. Dave really went the extra mile to make sure that everything went utterly smoothly between the sale of our property, purchase of our new property and the transition between the two. He was there for us on moving day too, throughout the move, just in case we needed something and then went on to our purchaser to attend to his needs too. Dave is a very friendly, considerate and dedicated agent and puts the satisfaction and needs of his customers first - nothing seems to be too much trouble for him. For exceptional service and utmost professionalism, we highly recommend Dave! Morné and Tamlyn



## INTRODUCING RIK DAVIES

By nature Rik is a highly motivated, enthusiastic and professional individual with a drive to succeed in all areas.



Having successfully marketed and sold many properties within the Rodney district for a number of years he understands the importance of delivering exceptional customer service matched with superb attention to detail.

Rik deals almost exclusively in lifestyle sales; his attitude being *“Specialise in one area and know what you’re talking about”*.

His positive and friendly personality along with his passion for lifestyle helps him engage with clients and ensures he provides the best quality service to help achieve positive results.

Rik is committed to providing clients with a customer-focused and transparent business style and he looks forward to assisting you through the whole process to maximise your real estate asset value with unparalleled industry expertise and an unwavering commitment to service.

### Testimonials (a small sample of what Rik's clients have said about him)

... positive from the outset and added the final polish to our house preparation through insightful, yet cost effective suggestions to attract the right buyer ... the house description nearly had me wanting to buy my property all over again. Simon & Jayne-Marie

For our first time selling a lifestyle property, we wanted somebody knowledgeable, honest and professional to guide us through the process. Rik was all that and more! Not only did he sell our homes very quickly when we were under so much family pressure, he kept in touch with us every step of the way. Our home was marketed well and as he has been established in this area for a long time resulted in plenty of visitors each weekend. We appreciated being kept informed of discussions with potential buyers and especially grateful to you for coming over when we were presented with a multi offer situation ... Frances & Ian

I have sold several homes and had one horrific experience with a house sale several years ago. For this reason I have been anxious when it comes to entrusting any agent with something as personal and private as the sale of our home. I found Rik to display the utmost professional manner throughout the (speedy) process of our home selling experience ... I was impressed by Rik's laid back, professional, undemanding, calm nature. ... These qualities in real estate have been not often found in my experience. Glenn

A big compliment to you, your efforts and follow ups with us. There are not a lot of brokers who do that, so much appreciated. Thank you for securing us such a nice place. A satisfied buyer

Rik did a brilliant job selling our property at a premium price and followed up with an equally stellar performance helping us find a new investment. He kept us informed every step of the way and nothing was too much trouble. It was a pleasure dealing with Rik ... Dee & Ryan

I am writing to thank you for all the work you have done on my behalf. I appreciate your assistance in resolving the dilemma of the Builders report pertaining to clause 6 in the contract. This was greatly appreciated and I think you have gone above and beyond the requirements of a Real Estate Consultant. One thing you can be sure of, is that this effort on my behalf will allow me to promote your ethics and proficiency as a Real Estate Consultant to anyone else who may be selling and need a person of high integrity. Thank you again Rik, I have valued your help. CL

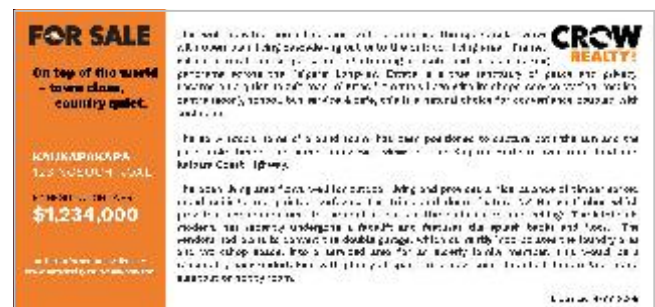
## MARKETING SAMPLES



Property Window Card



Monthly A4 Flyers



Property DLE Flyers



Flyers



Brochure



Property Signage



## MARKETING SAMPLES

**FOR SALE**

**CROW REALTY**

**KAUKAPAKAPA**  
 125 HOSUCH ROAD  
 \$1,234,000



**On top of the world  
- town close, country quiet.**

3

1

2

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2

6+

6.3

  
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**FOR SALE**

**CROW REALTY**











This well elevated home has been built to embrace the spectacular views with open plan living, dining and onto the outdoor living area.

Tranquil within a rural landscape capturing stunning views and a breathtaking panorama across the Kaipara Harbour. Estate is a true sanctuary of peace and privacy. Located on a quiet no exit road minutes from the village with the shops, service station, medical centre, school, bus service & more, this is a natural choice for convenience coupled with relaxation.

The early 1900s home of around 198sqm has been positioned to capture both the sun and the sea breeze. Here the owner has cleverly done the Kaipara Harbour over rural and on to the coast highway.

The owner and son have well for outdoor living and provide a view to some of the most sought after views and paved surfaces.

The time and doors feature has value to the which provide a nice complement to the natural tones of the walls, panel and ceiling.

The kitchen is modern, has recently undergone a facelift and features the splash back and floor.

The windows had plans to convert the double garage, which currently accommodates the laundry, into a workshop area, into a garage area for an elderly wife's car. This would be a reasonable way of providing with plenty of space for a new car, coach, double garage and storage or hobby room between the house and road.

## Property Booklet

**FOR SALE**

**CROW REALTY**

**KAUKAPAKAPA**  
 125 HOSUCH ROAD  
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## **20 HELPFUL HINTS ON PREPARING YOUR PROPERTY FOR THE MARKET!**

When preparing your home for the market the general rule is to spend as little money as possible but small improvements in presentation can have a big payback.

1. **LAWNS** - Keep mowed and trimmed, possibly re-seed bare patches, fertilise and water for colour
2. **BUSHES, HEDGES and TREES** - Trim and prune where necessary, especially clearing any branches reducing light into the house or blocking attractive views
3. **CLEAR or CLEAN** off **MOULD** and **LICHEN** where readily accessible
4. Clean and spot repair **PAINTWORK**
5. **POOLS, PONDS and SPAS** must be as clean as possible with fencing in good order
6. Remove **WEEDS** from gardens and drives. Sweep **PATHS** and **DRIVES**. Fix **LETTERBOX**
7. Clean and clear out **DRAINS** and **SPOUTING**. Remove grass from **GUTTERS**
8. Repair any broken **WINDOWS**. Check **WINDOW FRAMES** because they are an indicator as to the soundness of the entire house. **PAINT** them
9. Fix **GATE** catches and any easily repaired defects in **FENCES**
10. Remove all **RUBBISH** possible including old tools and parts from incomplete projects. Tidy **GARAGE** to create space.



After working on the exterior of your property you can turn your attention to the INTERIOR. Once again you don't want to spend too much money.

1. CLEAR CUPBOARDS and WARDROBES - Obtain some moving boxes and start packing all the bits and pieces you don't need to use. You might consider a garage sale both to provide extra funds for property promotion or moving expenses and to create more space in your storage areas
2. Repair any TILES, WALLPAPER or WINDOW PANES
3. Fix creaking FLOORBOARDS or STAIRS
4. Secure JEWELRY, CASH and other valuable items under lock and key. Also, secure PERSONAL items and MEDICATION
5. DOORS and WINDOWS should open and close easily
6. CARPETS and FLOORS - Have your carpets steam cleaned and floors polished where possible
7. PAINTING - Repairing and improving paintwork often gives the best return for the money you might choose to spend on presentation
8. Fix any dripping TAPS
9. Clear BENCH tops and fix loose or damaged KNOBS and HANDLES
10. Although OK to look lived in, a house should appear as new as possible, so ORNAMENTS, CDs, TOYS, GAMES and extra CLOTHES should be stowed away in locked china cabinets and suitcases wherever possible







LET'S GET STRAIGHT TO

**THE POINT...**

**CROW**  
**REALTY**<sub>nz</sub>

**NO  
BULL**

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Generic Ad



JUST

**RELAX...**

**CROW**  
**REALTY**<sub>nz</sub>

**We'll take  
care of  
EVERYTHING**

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[admin@crowrealty.co.nz](mailto:admin@crowrealty.co.nz)

[facebook.com/CRLNZ](https://facebook.com/CRLNZ)

Generic Ad



Sponsorship - Kaukapakapa School Newsletter



**West Coast Radio**  
87.6fm & 87.9fm

Facebook.com/wcr87.6fm to keep up-to-date  
Requests: Text: 022 4 876 927 Email: requests@wcrfm.co.nz  
Enquiries: info@wcrfm.co.nz

**Auckland's Community Radio Station**

Sponsored by Dave Crow 021 333 188 dave@crowrealty.co.nz

Sponsorship - West Coast Radio



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www.crowrealty.co.nz  
CRLNZ

**Proudly supporting the  
community we call home**

Commission rate 2.75%  
for first \$500,000 then 1.75%  
plus FREE marketing (conditions apply)

Don't settle for Par  
when you can get a  
guaranteed Birdie  
with  
Dave Crow  
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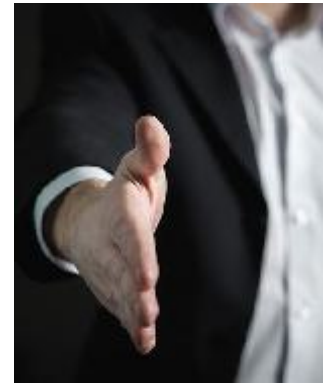
**Proudly supporting the  
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The Kaipara.  
Living it,  
loving it,  
selling it.

09 392 21 21  
admin@crowrealty.co.nz  
www.crowrealty.co.nz

Sponsorship - Golf Clubs



## The Crow Realty Guarantee

- ✓ We are **committed** to working with you until YOUR property is **SOLD!**
- ✓ We will not make promises that we cannot keep NOR will we get your hopes or expectations up as to the value of your property.
- ✓ We will tell you **how it is**, not tell you what we think you want to hear.
- ✓ We will do the **best** we can to get you the **best possible price** we can.
- ✓ We will not forget that we work for YOU and at all times we will ensure that **your interests** are put before anyone else's, including ours.
- ✓ We will always **act professionally, ethically and morally**.
- ✓ We will provide constant, **regular feedback** usually via text or email. If there are times you'd rather not be contacted then simply tell us and we will endeavour not to contact you at these times.
- ✓ We are **flexible** and able to make change quickly. We will try something different when we are not getting satisfactory results, if that doesn't work then we will try something else.
- ✓ We know a lot, but not everything and are **always learning** and prepared to be taught.
- ✓ We have marketing plans but also understand that different things work for different properties, for different markets and in different market conditions.
- ✓ We will strive to be **sensitive** to your needs and desires by listening. If we are not doing things as you want please just pull us aside and say "I don't think you're doing this right" or "Could you do this" or "Please don't do that". It is in both our interests to sell your home, and it is imperative that we work on this together.
- ✓ We will **follow your instructions**, or if you choose to, we are happy to be allowed the freedom to simply do what we believe is best for you.
- ✓ We will promote your property in a way that based on our experience, we know works best, and to whom we believe are the best prospective buyers.



- ✓ We will do **conjunctional sales** with other companies so long as we are not already talking to these potential buyers. We will do this from the day we list your property.
- ✓ We are happy for you to tell us if you are unhappy with anything we do. We will endeavour to fix it or if that is not possible refer you on to another agent or company. There is no point in us working together if we are not happy with one another.
- ✓ We believe **advertising should be designed to sell the house not promote the agent**. This is best done by well-selected, targeted ads, not necessarily every week. You need to know we advertise properties consistently and this draws buyer enquiries that are collected in a sophisticated database. These buyers may not buy the house advertised, and most often they do not, but indeed another one, perhaps your one!
- ✓ We make an effort to **contact our buyers regularly**. When new properties become available these buyers will in most cases be advised.
- ✓ We don't want to forget you, and once we do sell **feel free to contact us anytime**. We are always interested to hear how things are going and of course, we'd love to know if anything is coming up for sale in the neighbourhood or if your family needs any assistance. Once we have done business together it will be a lot easier to do business again. **Remember we are happy to help.**

**Let's get your property SOLD**

***The Team @ Crow Realty***

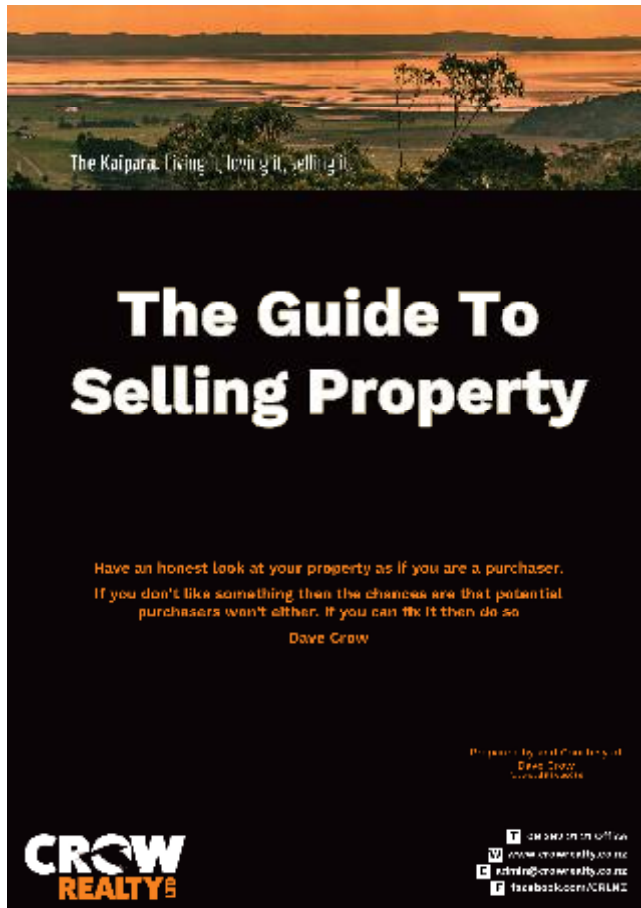


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The Guide to Selling Property explains in easy to understand terms the various methods used to market and sell property.

It also includes useful advice on how to maximise the sale price of your property by some simple but effective property presentation tips.

What is a Market Appraisal?

Selling Methods including:

*Auction, By Negotiation, Expressions of Interest, Set Sale Date, Tender and With a Price.*

Agency Agreements:

*Exclusive or Sole Agencies versus General.*

What does it mean to Conjoint on a sale?

Marketing Methods including:

*Internet, Social Media, Print, Open Homes, Signage and Flyers.*

Property Presentation Tips including:

*Be Ready for Inspection!, First Impressions Really Do Count - Does your Home Have Kerb Appeal?, Don't Create a Money Pit, Presentation, Presentation, Presentation, Light Up & Heat Up', Open Homes Are Good and Know Your Market and Dress Accordingly.*

Contact one of the team if you'd like your free copy

**Crow Realty - we work for YOU!**



**Commission rate 2.75%**

for first \$500,000 then 1.75%

plus **FREE marketing** (conditions apply)

The Kaipara. Living it, loving it, selling it.

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