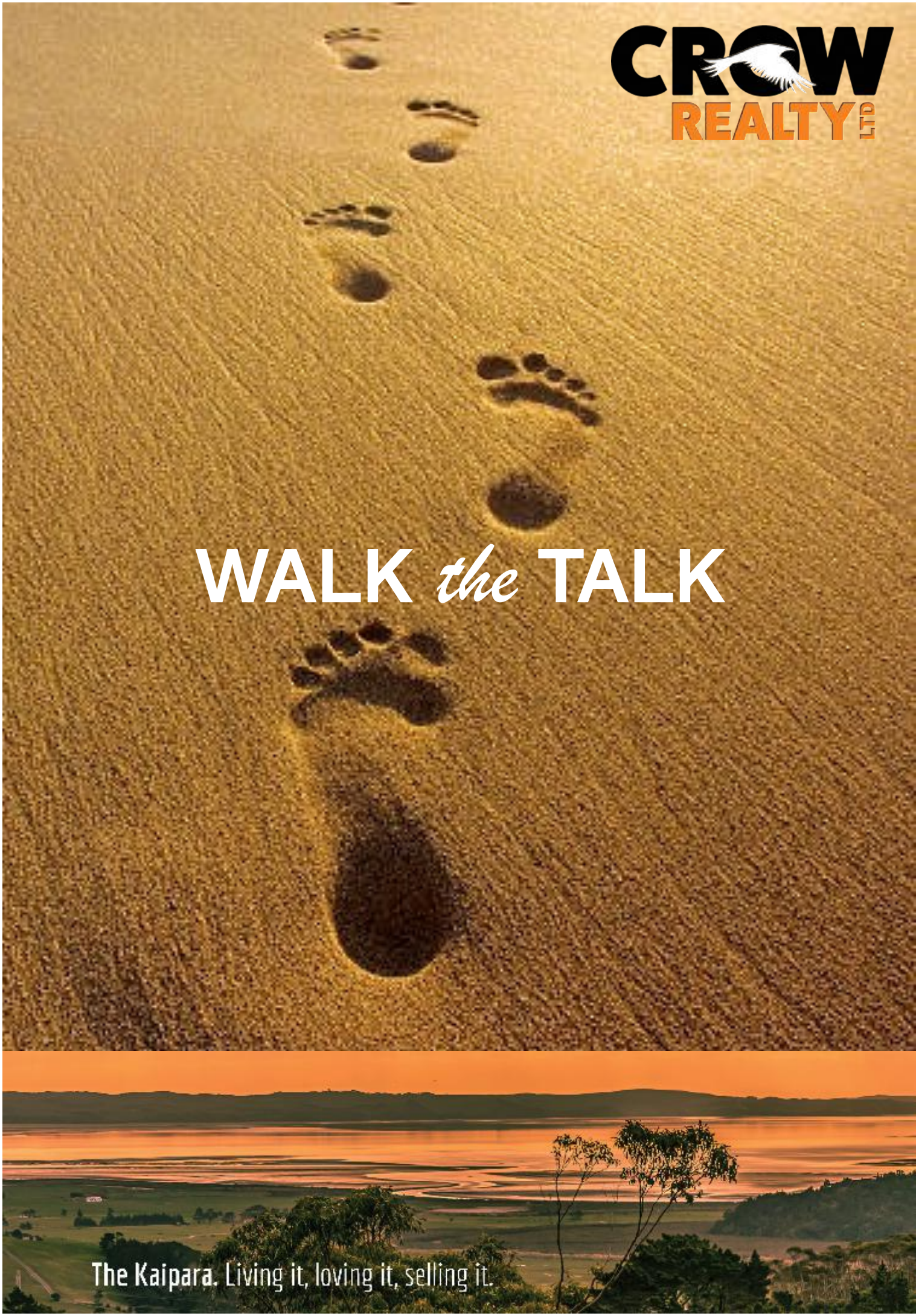

CROW
REALTY LTD
WALK the TALK
The Kaipara. Living it, loving it, selling it.



Generic Ad

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.



Generic Ad

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 reflect the philosophy behind **Crow Realty**. While our income is derived from commission on property sales, we believe the role of a Real Estate Professional extends well beyond simply selling property.

Our responsibility is to provide honest advice, sound information and exceptional service so our clients can make informed decisions with confidence.

Does this make us different from the typical real estate agency? We believe so. Our philosophy is simple: focus on helping people, do the job properly and deliver outstanding service. Successful sales, and the commission that follows, should be a natural consequence of doing those things well.. 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.

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.

Our connection to the Kaipara area is genuine. We don't just work here — members of our team live, work and are actively involved in the local community, giving us a real understanding of the area and the lifestyle it offers.

Our Principal, Dave, lives with his wife just south of Kaukapakapa on a 2.8-hectare lifestyle property overlooking the Kaukapakapa River Valley.

Rik, a valued member of our sales team, also lives on a lifestyle property, just north of Kaukapakapa.

Liam, the newest member of our team, also has strong ties to the area. He has lived locally and developed lifestyle properties near Kaukapakapa, and is now settled with his family in Helensville.

That local connection gives our team first-hand knowledge of the communities, properties and lifestyle that make South Kaipara such a distinctive place to live.

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**;

- ✓ **Some of the most competitive commission rates available**, with our standard rate being 2.75% on the first $500,000 and 1.75% on the next $500,000 (conditions apply). Unlike many larger agencies, our team members are empowered to negotiate commission rates directly with clients, giving them the flexibility to offer competitive, individually tailored arrangements. We also welcome discussions about additional discounts for multiple exclusive listings and repeat clients;

- ✓ **No upfront contribution towards our standard marketing programme.** We believe professional property marketing should be part of the service you receive, not an additional expense.

  Additional charges may apply if you request marketing outside our standard programme or in certain circumstances where an agency agreement ends, as provided for in that agreement. We will explain any such conditions before you commit.

One of the advantages of dealing with an independent, boutique agency like **Crow Realty** is our ability to make decisions quickly, adapt to changing circumstances and tailor our approach to individual properties and clients.

Unlike larger franchise or corporate organisations, we are not required to work within a centrally prescribed marketing formula or seek approval through several layers of management. Our salespeople have the flexibility and authority to make practical decisions in consultation with their clients.

We combine that independence with modern technology, established industry systems and Dave's background in Information Technology. The result is a professional, responsive service without unnecessary corporate bureaucracy.

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

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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RIK DAVIES
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LIAM CLAYTON
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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 remains on the market without generating genuine buyer interest, the more difficult it can become to sell. Buyers may begin to question whether something is wrong with the property or whether the asking price is unrealistic.

An inappropriate asking price is one of the most common reasons a property fails to attract serious interest. While every vendor understandably wants the best possible price, achieving that result starts with understanding the market and adopting a pricing strategy that encourages qualified buyers to engage.

Our objective is not simply to obtain an offer, but to create the conditions in which we can negotiate the best possible result for you.

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

Effective property marketing is about reaching the right buyers with the right information and presenting your property to its best advantage.

Your Crow Realty salesperson will coordinate a marketing programme suited to your property, incorporating professional photography, drone imagery where appropriate, online property portals, social media and other selected marketing methods.

Our emphasis is on proven, cost-effective marketing that promotes your property rather than unnecessary expenditure or advertising designed primarily to promote the agency.

- ✓ Internet - TradeMe.co.nz [i] (Standard Listing)
- ✓ Internet - OneRoof.co.nz
- ✓ Facebook (CRLNZ Paid and General Promotion) [ii]
- ✓ Property Brochure/Booklet (Colour, High quality)
- ✓ Open Homes
- ✓ Professional Photography (Standard Stills & Drone)
- ✓ Internet - Realestate.co.nz
- ✓ Internet - Homes.co.nz
- ✓ Property Signage (Standard or Agent 1200x900mm)
- ✓ Comprehensive property information packs
- ✓ Flyers (Colour, High quality, at our display locations)
- ✓ Video (at a minimum a still slide show, if appropriate)



Notes:

i. **TradeMe Featured and Super Featured Listings**: We do not generally consider the additional cost of premium listing upgrades justified. Buyers actively searching for property typically review listings across their chosen areas and price ranges, often sorting by the latest listings. Paid prominence does not necessarily translate into additional genuine buyers or a better sale price.

   We would rather invest in the quality of the listing, its presentation and direct engagement with interested buyers. Where a premium upgrade offers a demonstrable benefit for a particular property, we will consider it.;

ii. **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;

iii. **Print Media** - Our experience is that traditional print advertising generally provides limited additional exposure to genuine buyers in the markets we serve, particularly when compared with the reach and targeting available through online platforms. We therefore do not routinely include newspaper or property magazine advertising in our campaigns unless there is a sound reason to believe it will benefit a particular property ;

iv. **Specialist Overseas Marketing Platforms**: We assess specialist and international marketing platforms according to the likely buyer audience for each property. Based on our experience, these platforms have generally offered limited additional value for properties in our core market, so we do not routinely include them in our standard marketing programme. Where a property has particular international appeal, we will consider the available options ;

v. **Our marketing is focused on promoting your property not on promoting ourselves**.

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 sight.

Preparing an inviting Open Home

The presentation of your property during an open home can significantly influence a buyer's first impression, their emotional response and ultimately how strongly they wish to pursue the property.

Simple preparation can make a surprising difference. Ensure the property is clean and tidy, all lights are working, doors and windows operate smoothly and rooms are comfortable and welcoming. Fresh air, natural light and attention to small details all help buyers picture themselves living there.

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 a property is likely to attract exceptionally strong competition or has characteristics that make an accurate appraisal particularly difficult, **we generally recommend marketing with an asking price**.

Our experience is that buyers appreciate knowing whether a property falls within their budget before making an enquiry or arranging a viewing. When no price is provided, some prospective purchasers assume the vendor's expectations may be unrealistic and simply move on.

Methods such as Price by Negotiation may generate more enquiries, but an enquiry is not necessarily an indication of genuine purchasing interest. Often the first question is simply, “How much?” Once a price indication is provided, many of those enquiries go no further.

We believe our time, and more importantly yours, is better spent engaging with buyers who have a genuine interest in and the financial capacity to purchase your property.

That said, different properties and market conditions call for different approaches. We will explain the advantages and disadvantages of the available methods and happily market your property using whichever method you instruct us to adopt.



Generic Ad

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

As in any industry, not everyone in real estate operates to the same standards. There are some well-established tactics used by less scrupulous salespeople to secure listings, sometimes at the expense of providing vendors with sound, objective advice.

We believe property owners should understand these practices so they can recognise them and make informed decisions when choosing an agency..

⊗ ***"Buying the listing"*** is the practice of deliberately overstating a property's likely selling price to persuade the owner to list with a particular salesperson.

Having secured the listing, the salesperson may then begin conditioning the vendor to accept that the market will not support the original figure and recommend substantial price reductions.

The problem is that the original appraisal may never have been a realistic assessment of market value. It was a means of winning the business.

A credible appraisal should be supported by relevant comparable sales, current market evidence and a clear explanation of how the recommended price range was established. Be particularly cautious when one appraisal is substantially higher than all the others without convincing supporting evidence;

⊗ ***"I have a buyer for your property"*** can be a genuine statement, but it is also a tactic sometimes used to secure a listing or persuade a vendor to extend an exclusive agency.

The suggestion is simple: unless you list with that salesperson, you may miss out on a ready and willing purchaser.

In reality, serious buyers usually search across multiple agencies and property portals rather than limiting themselves to one salesperson. While agents certainly

develop relationships with individual buyers, an expression of interest is not the same as a qualified purchaser ready to make an acceptable offer.

If a salesperson claims to have a buyer, ask what makes that person a genuine prospect, whether they have viewed the property, whether their financial position is understood and what prevents them from purchasing through whichever agency you choose.

Do not allow the suggestion of a buyer who has yet to materialise to dictate your choice of agency

⊗ ***"We have access to the best marketing"*** sounds impressive, but what does it actually mean?

The principal property marketing platforms are available to virtually all licensed real estate agencies. TradeMe Property, realestate.co.nz, social media, professional photography, video, signage and printed promotional material are not exclusive to any particular brand.

What distinguishes effective marketing is not simply access to these tools. It is the quality of the presentation, the choice of marketing channels, the ability to reach the right buyers and, importantly, the follow-up undertaken once enquiries are received.

Expensive advertising does not automatically produce better results, nor does a large marketing budget guarantee access to buyers who could not otherwise find the property.

Ask what is included in the proposed marketing programme, why each component is recommended, what it will cost you and how its effectiveness will be assessed.

Good marketing should be designed to sell your property, not impress you with the size of the marketing budget or promote the salesperson

⊗ ***"We have XXX salespeople and XXX offices"*** is often presented as evidence that a larger agency can provide more buyers and a better selling result.
But does having more salespeople necessarily mean more people will be actively working to sell your property?

Not necessarily. Real estate salespeople are generally remunerated by commission, and the commission-sharing arrangements within an agency can influence which properties individual salespeople concentrate on. It should not be assumed that every salesperson within a large organisation is actively promoting every listing held by that organisation.

Nor do prospective purchasers normally restrict their search to properties listed by one agency. Buyers search across the market, using property portals, online advertising, open homes and their own enquiries to identify suitable properties.

The number of offices or salespeople an agency has may be impressive, but it tells you relatively little about who will actually be marketing your property, following up enquiries, conducting viewings or negotiating on your behalf.

Ask who will be personally responsible for your listing, how other salespeople will be encouraged to introduce buyers and whether the agency will cooperate with competing agencies.

The important question is not how many salespeople an agency employs, but how effectively the people involved will work to get your property sold

INTRODUCING DAVE CROW

www.crowrealty.co.nz/about-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! Mornė and Tamlyn

INTRODUCING RIK DAVIES

www.crowrealty.co.nz/about-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

INTRODUCING LIAM CLAYTON

www.crowrealty.co.nz/about-liam-clayton/



With a career spanning advertising, property development and now Real Estate, Liam Clayton brings a valuable combination of marketing expertise, property knowledge and practical, hands-on experience to every property transaction.

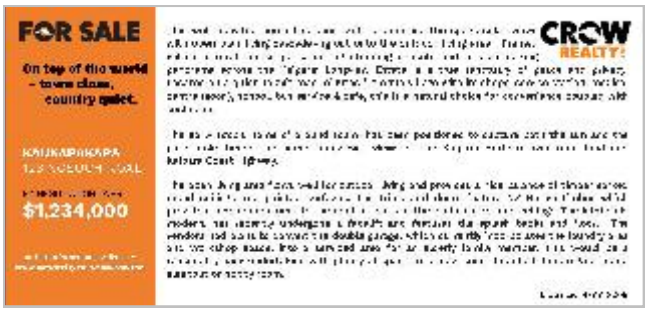
Liam began his career in advertising, developing a strong understanding of how to position, present and market products effectively. He then spent 10 years as a property developer, gaining first-hand experience across the full property cycle — from identifying opportunities and purchasing property through to development, presentation and eventual sale. This background has given him a practical understanding of what adds value to a property, how buyers respond to it, and the importance of presenting and marketing it well.

Now a Real Estate Salesperson with Crow Realty, Liam is proud to work throughout the South Kaipara area. He brings a straightforward, knowledgeable and results-focused approach to Real Estate, taking the time to understand what each client wants to achieve and working closely with them throughout the sales process.

Liam's combination of property experience and strong marketing skills means he can look at a property from both a practical and a promotional perspective. Together with his genuine commitment to his clients, this ensures every property is thoughtfully positioned, professionally presented and marketed to its best advantage.

MARKETING SAMPLES





Property DLE Flyers





Other DLE Flyers





Flyers



Brochure









Property Signage

MARKETING SAMPLES





Property Booklet

















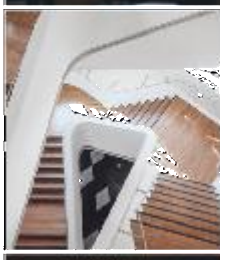


20 HELPFUL HINTS ON PREPARING YOUR PROPERTY FOR THE MARKET!

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 the 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 JEWELLRY, 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



Generic Ad



Generic Ad

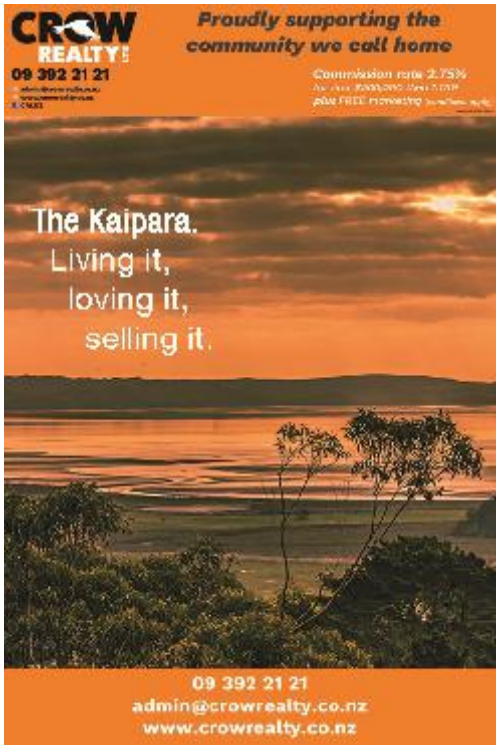


Sponsorship - Kaukapakapa School Newsletter



Sponsorship - West Coast Radio





Sponsorship - Golf Clubs

The Crow Realty Guarantee



- ✓ We are committed to working with you throughout the term of our Agency to achieve the **sale of your property**.
- ✓ 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 **everything reasonably possible** to achieve the **best price** for your property.
- ✓ 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 changes 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 the way that, based on our experience, we believe will work best, and to the prospective buyers most likely to be interested in it.

- ✓ 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 property, not promote the agent**. This is best achieved through well-selected, targeted advertising rather than necessarily advertising every week. We market properties consistently, generating buyer enquiries that are recorded in our comprehensive database. These buyers may not buy the property advertised, but they may buy another—perhaps yours.

- ✓ We make an effort to **contact our buyers regularly**. When new properties become available, these buyers will usually be notified.

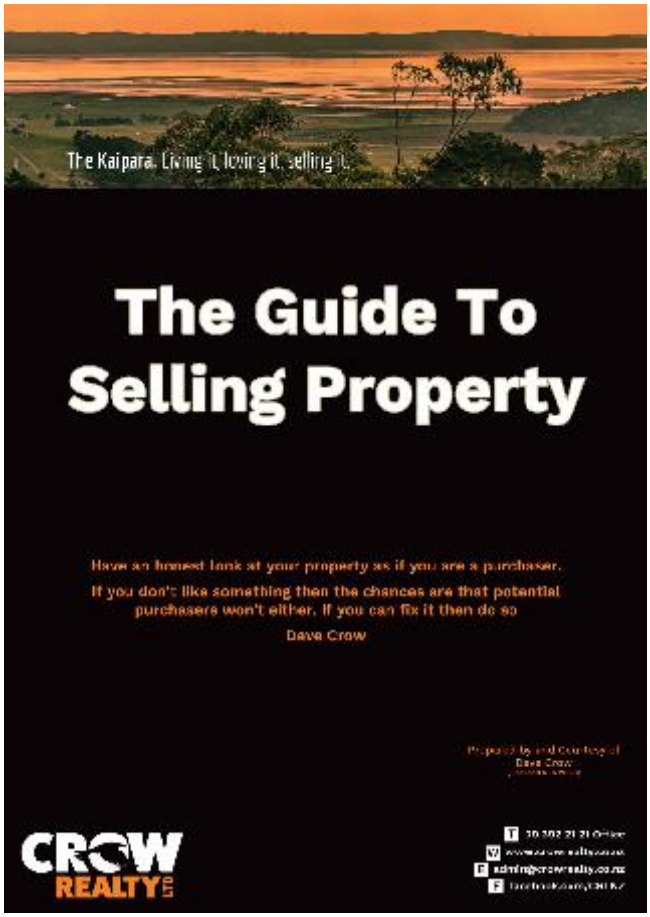
- ✓ We don't want to forget you, and once we sell your property, **feel free to contact us any time**. We are always interested to hear how things are going and of course, we'd love to know if anything is coming up for sale in the neighbourhood or if your family needs any assistance. Once we have done 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



Generic Ad



Helpful Property Guides and Resources

Selling property involves a number of important decisions, from understanding its likely market value and choosing the most appropriate method of sale through to preparing the property, selecting a marketing strategy and negotiating with prospective purchasers.

Crow Realty has developed an extensive library of practical Property Guides to help you understand these decisions and make informed choices.

Our guides cover market appraisals, pricing strategies, methods of sale, agency agreements, marketing, property presentation, legal considerations and much more.

These resources are available free of charge from the Crow Realty website. We also welcome the opportunity to discuss any aspect of selling your property with you.

Visit **www.crowrealty.co.nz/property-guides/**

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

Crow Realty - we work for YOU!



09 392 2121 admin@crowrealty.co.nz
www.crowrealty.co.nz facebook.com/CRLNZ