

SELLING YOUR HOME WITH SALLY ACKERLEY

OPEN >

 **Professionals**



Sally Ackerley

Sales Executive
0401 346 644

Living and working in the Rockingham area for over 30 years, Sally has been achieving outstanding results for her clients since beginning her Real-Estate career in 2012, Sally is a passionate and successful Real Estate Agent who strives to provide a very high standard of advice, expertise, and dedication to her clients.

Sally excels in all aspects of Real Estate and has repeatedly been ranked as a Top Sales Performer within The Professionals Group for WA. To be able to maintain an exceptional level of service, Sally is supported by a strong team of professionals and highly qualified assistants who are committed to providing first class service and constant communication throughout the stress-free sales process.

With a genuine commitment to achieving the best possible outcome, Sally works tirelessly for her clients and gets great satisfaction from the positive testimonials that she receives from her many happy clients and her efforts have also been rewarded by receiving many industry awards in recent years including:

- Awarded Top 5 Sales Team in WA for Professionals 2020/2021
- Awarded Top 5 Sales Performer in WA for the professionals 2019/2020
- Awarded Top 5 Sales Performer in WA for Professional 2018/2019
- Awarded Top Ten Sales performer in WA for the Professionals Group 2016/2017
- \$9 Million Dollar Club – reiw.com.au Awards 2016-17

CLIENT TESTIMONIALS



**Seller of house
in Waikiki**

Two Offers within a week of Listing - got the asking price!!
When you engage an Agent to sell your house you are interested in just two things... Will they sell it quickly and at the right price. Sally did both!
She was straight onto the Listing and had two written Offers back to us within a week! One was for our asking price, which we were delighted with and accepted. She was knowledgeable, courteous, prompt with either email or phone call responses and told us everything we needed to do, every step of the way. We never had to leave the house to sell the property, all done remotely, which was marvellous! Couldn't have been happier with Sally Ackerley as our Real Estate Agent.



**Seller of house
in Shoalwater**

Sally is a top real estate agent, one of the best we have dealt with.
We have both bought & sold with Sally and give the highest recommendation to anyone wanting to do either. Sally is professional, has the highest integrity is most trustworthy, she also goes above & beyond for her clients. Thanks you for all your help over the time we have had dealings with you Sally.



**Buyer of house
in Safety Bay**

Incredible!!! Sally was amazing throughout the entire process of buying our first home. We had a tonne of questions, and a few bumps in the road and she was helpful, understanding and if anything could be done on her end she made it happen straight away and kept us in the loop the entire time!! Do not hesitate to contact her for your property needs, you wont regret it!
Thank you so much for everything Sally!!



**Seller of house
in Waikiki**

Great Lady fantastic service selling my house in record time.
Sally is very knowledgeable helpful and friendly. Would highly recommend her to anyone wishing to sell their house in the Rockingham area. Great experience all the way through the selling process.



**Buyer of house
in Waikiki**

Sally conducted herself very professionally and worked very hard for her seller throughout the negotiation and post transaction processes. I would have no hesitation recommending Sally's services to home owners in the area thinking of selling due to her high standard of customer service and local knowledge of the area.



**Seller of house
in Waikiki**

I have engaged Sally to sell multiple properties and would highly recommend Sally to sell your property.
Sally has extensive knowledge of the Rockingham property market, a great communicator & professional agent.



**Seller of house
in Waikiki**

Sally is very pleasant to communicate with and kept us upto date step by step all the way through the whole selling process.
we are very happy with Sally professionalism.



**Seller of house
in Waikiki**

Sally is a excellent realestate agent. She is always friendly, professional & was extremely helpful with any questions we had. She made us feel comfortable throughout the entire selling process & I wouldn't hesitate to recommend her.

WHY CHOOSE US PROFESSIONALS?



- We have a **PROVEN TRACK RECORD OF SUCCESS**. Professionals have been established as a market leader. Our high achieving sales team has won many Top Professionals WA Group and Real Estate Industry Awards.
- We utilize the **LATEST TECHNOLOGY AND SOFTWARE** to market and sell properties. We use only the highest quality professional photography and promote your property on twelve different websites. Our advertising places us ahead of our competitors in terms of quality and internet exposure.
- We understand that to **ACHIEVE THE HIGHEST POSSIBLE PRICE** for your property, we need to get as many genuine offers as possible. To this end, our team of dedicated sales consultants work together to promote your property to as many buyers as possible.
- **RESPECT FOR YOU AND YOUR PROPERTY**. Our sales consultants will protect your privacy and your reasons for selling. Buyers will never be encouraged to offer a low price of your home. We place the highest level of importance on working in best interests.
- **HIGHLY SKILLED SALES SUPPORT** and administration staff. We support our busy sales team with highly trained customer focused support staff. This ensures that you will receive professional service throughout the selling process.

OUR **PRO-** VALUES

WE'RE **PRO-CUSTOMER**

We exist for our customers. We go out of our way to understand their motivations and goals – and support them in every way possible. By empathising and collaborating, we show them respect and that we genuinely care.



WE'RE **PRO-SERVICE**

Our focus is on delivering service that makes our customers say 'wow'. By trying that little bit harder, we can constantly surprise and delight them with better experiences and solutions they will remember.



WE'RE **PRO-EXCELLENCE**

We strive to be the best at what we do. Our passion and discipline can improve everything we do from systems and strategies down to our local knowledge and human touch. By doing the best for our customers, we do the best for our business.



WE'RE **PRO-LEADERSHIP**

We don't follow the industry, we lead it. It's in our DNA to challenge the status quo. To be on the front foot and constantly innovate. This is why our approach is never average and our customers always enjoy solutions which are ahead of the rest.



WE'RE **PRO-TOGETHER**

Our superpower is working together. We all have individual talents, but it's how we support, nurture and empower each other that creates a bigger and more meaningful impact on our success – both for our business and our customers.



PROPERTY PRESENTATION



A home that is visually appealing and in good condition will attract buyers.

Strong street appeal will lure potential buyers inside, there are plenty of easy improvements you can make to your home's interior without spending a lot of money.

the inside...

1. Thoroughly spring clean your home, so that it looks good and smells great.
2. Wash dirty paint work or consider repainting in a neutral colour.
3. Finish all those DIY jobs that you have been putting off - they will be the first thing your viewers notice.
4. De-clutter your home, store away most ornaments and photos leaving a few personal items only on display.
5. Consider re-arranging your furniture, in order to give each rooms or area a clear function.
6. On home open day, have a final tidy up. Open windows and arrange some fresh flowers on display and place clean towels in the bathrooms.

the outside...

1. Are the lawns and shrubs well maintained?
2. Are there any repairs needed to your driveway and footpaths?
3. Are the gutters and walls in good condition?
4. Do the windows, shutters, letterbox or doors need painting?
5. Are rubbish bins, gardening equipment, bikes and children's toys stored away?
6. Plant extra flowers for more colour, weed and mulch borders.
7. Put out a new welcome mat and potted plant on steps or entrance way.
8. Make sure entry light and doorbell are working.
9. Clean all windows the day before.









You may be used to the smell of a pet or cigarettes, but such odours can be a strong turn-off to others. Finally, set a mood for the buyers at a home open. Remember, cosmetic changes do not have to be expensive. In fact, costly home improvements do not necessarily offer a good return on your investment when you sell. Its attention to the basics - anything that says 'this home has been carefully maintained' - that will get the price you want.

GETTING YOUR PROPERTY TO MARKET... AND WHAT TO EXPECT



MARKETING PACKAGE

The following elements are part of the Marketing Package for your property:-

• Databasing	
• Feature Listing on realestate.com.au	
• Property advertised across 12 high profile real estate websites	
• Social media promotion	
• Professionals photography (including aerial images)	
• Landgate title searches	
• Detailed property brochures	
• For sale signboard - Standard	
• For sale signboard - Picture board	optional
• Property staging or virtual staging	optional
• Premium quality video	optional
• 360 virtual property tour	optional
• Just listed flyers	optional
• Custom floor plans	optional

OUR MARKETING EXPLAINED

LIST PROPERTY ON ALL MAJOR PORTALS

Once live, we list your property on all major real estate portals such as realestate.com.au, reiwa.com, domain and our very own professionals' website. We promote your property as a feature listing on realestate.com.au as this puts your property at the top of the search fields, therefore increasing viewings and buyer activity.



PHOTOGRAPHY & FLOOR PLANS

Professional photography will be the drawcard to get clicks on your listing, utilising the right combination of angles and light, these photos will present your property beautifully. A floor plan and drone photos of your property will be available to further enhance the marketing your property.



SIGNBOARDS

Signboards are erected at the front of your property acting as a 24-hour salesperson. You can have options of illuminated landscape, standard portrait or extra-large signage on photo signs to promote outstanding features.



SOCIAL MEDIA ADVERTISING

Utilising Facebook, Instagram, LinkedIn and google as an added extension to promote your property social media has proven to be a crucial platform for property marketing.



BROCHURES & LETTERBOX DROPS

We provide free in-house colour brochures at our inspections and a letterbox drop around your property. We still receive buyers enquiries from letterbox drops as they remain a powerful marketing tool in the real estate industry.



THE THREE P'S

Deciding to put your home on the market can be an emotional decision, letting go of the place where so many happy memories were created. As you close this chapter of your life and look for a new family to love the home as much as you have there are a few important points to consider. In looking to maximise what you achieve from the sale of your home, it is important to weigh up the three P's of Property:



PRICE

The greatest number of buyers will be attracted to your property in the first 4-6 weeks. This means it is important for your property to be competitively priced in this time as you don't get a second chance at a first impression. Research shows that if a property is overpriced it attracts fewer buyers, takes longer to sell and eventually sells at a lower price than a property which is correctly priced when it first comes onto the market. Under-priced properties will have potential buyers questioning if there is something wrong with the property. Your agent will assess recent comparables along with current competition, to provide you with a competitive pricing structure. Remember, it is not the number of opinions that you get on your property, but the research and comparables that the agent chooses to use. Try to look at these comparable properties objectively, just as if you were a buyer comparing them, and work with your agent to set the price.



PRESENTATION

As the homeowner, this is the most important part of the sale process and the area that will help your property stand out from the competition. A well presented property, will achieve a superior result in a shorter space of time. With just a small amount of effort and a few tips from your agent, you can make your house a STAR!



PROMOTION

The Method of Sale you choose to sell your property will depend on the area in which you are located, the state of the current market and your personal situation. Your agent will discuss the benefits of Private Treaty, Expressions of Interest and Auction and which method would be the most suitable for you and your property. Once you have decided which way to sell your home, your agent can start to plan a marketing strategy that will maximise the value achieved for your asset. The focus of this campaign is to have your property reach as many potential buyers as possible. Your agent will identify your ideal buyers and then assess not only how you intend reaching them but how you will stand out from the competition. Be prepared to invest money in assuring your property stands out to possible buyers, ask your agent how they think your property can most effectively be marketed.

PRICING STRATEGY



As a seller in today's real estate market, you have many options available to you when pricing your home. Some strategies can work better than others, depending on the type of property and prevailing market conditions.

As part of our overall marketing strategy, we will recommend the best method of pricing to suit your particular property and help you achieve the best possible outcome in any given market.

PRICE

- From
example: Offers From \$499,000

- Fixed
example: \$500,000

- Range
example: \$480,000 - \$500,000

NO PRICE

- Auction

- Set Sale Date

- Expressions of Interest

- All Offers Considered

- Price Upon Application

- Open Negotiation

Premium **Results.**
Outstanding Service.

Sally Ackerley
0401 346 644

