

Welcome

Hello and I appreciate you considering my services as your guide through the ever-evolving world of selling your Australian property.

Selling is a lot of work. So I do that by helping you with every every step, from the initial selection of an agent, through all the steps required, until the property is sold.

It frustrates me to no end when I see sellers miss out on tens of thousands of dollars because they didn't know how to pick the right agent, select the correct method of sale, choose the right marketing strategy and negotiate with their agent and the buyer.

Too often, I've seen mediocre agents—sometimes even the seller's property manager—get the selling rights without any competition. The result? Often a lackluster sale price and missed opportunities.

That's why I created this service:

- To help sellers avoid these mistakes.
- To maximise their profits.
- To give them peace of mind knowing they've made the best choice.

Mike Hentley

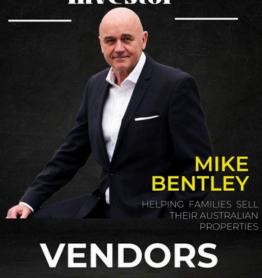
Mission & Vision

MY MISSION

My mission is to empower individuals to achieve their highest price, at the lowest cost and with the least amount of stress in the sale of their Aussie properties.

I am committed to providing innovative strategies to assist sellers, and personalised attention that not only enhances the sale but also drives real, measurable results.

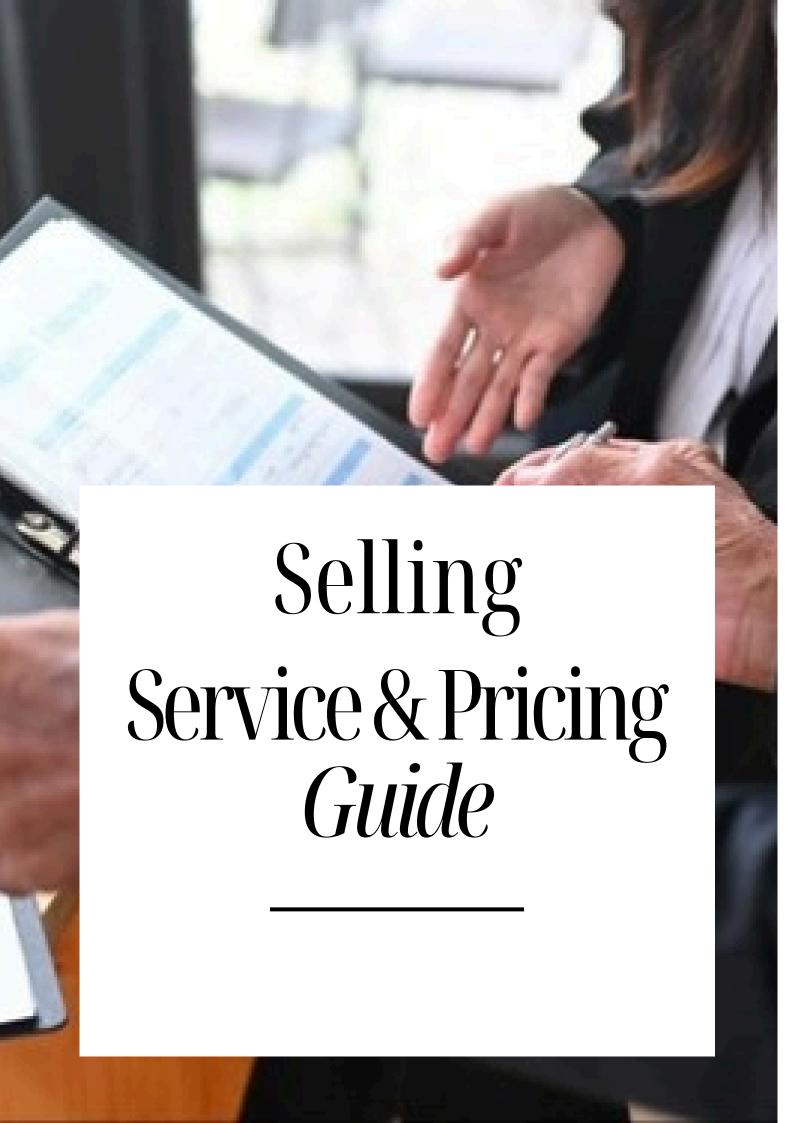
Australian Property Investor



ADVOCATE

MY VISION

My vision is to be recognised as the leading authority in assisting property owners sell their real estate in Australia correctly, ethically and with integrity. I envision a world where my expertise and guidance make a significant impact for 200 familes, (approx.1,000 people), ensuring that they navigate the complexities of selling with confidence.



The 15 KeySteps To Take Before Going to Market

- Sort out the tax return, work out potential and Capital Gains Tax, or at least make a start, and appoint an accountant.
- 2. Order depreciation report if needed.
- 3. Decide whether you want a written Certified valuation, or will just rely on agents.
- 4. Order valuation, building and strata reports if required. Reveiew and decide what needs to be done.
- 5. Appoint a solicitor.
- 6. Compare potential agents sales (ideally three) and their results, prices achieved, locations sold, types of properties sold and days on market.
- 7. Compare recent sales in the building or street to get your own idea of price BEFOR speaking to agents.
- 8. Arrange inspections by the agents (liase with tenant if you have one).
- 9. Ask for the agent's options of value and marketing plan - auction, silent auction, fixed price, expression of interest, private sale, etc?

10. Ask the agent's the 13 essential and critical questions after their inspection:

- -How long will the home be listed?
- -How much is your commission on the sale?
- -Do you have any incentive to get me a higher price?
 - -How much is all the marketing?
 - -Do you pay the advertising?
- -What evidence do you rely on when valuing our property?
- -What strategy will you employ to get the highest price for us?
 - -Which of your agents will actually attend inspections with potential buyers?
- -If you already have buyers, do we need to pay the advertising up front to reach those same buyers?
 - -Which days and times will be the Open Houses?
 -How long will it take to sell?
- -What method of sale will you use auction, silent auction, fixed price, expression of interest, private sale? And why?
 - -What similar properties have you sold, at what price, and how long did they take to sell?

- 11. Decide on needed repairs, upgrades and so on.
- 12. Decide on selling with a tenant or waiting for the tenant to leave.
- 13. Select the agent, analyse their marketing strategy, budget, commission, staging plan, and sales method.
- 14. Negotiate with the agent and changecommission and marketing plans as needed.15. Appoint agent and agree on a marketing



Service Price Guide

OPTION 1:

AT MY COST. NO CHARGE
TO YOU

FREE AUD\$0

OPTION 1

THE CRITICAL STEP...

FINDING AGEAT AGENT

SPECIFIC KNOWLEDGE

You must select the right agent for your specific property. That may mean it is one of the big agencies. Or it could be a bespoke boutique agent.

REASONABLE TERMS

A combination of commission rate, marketing budget, repairs, staging and price must be examined closely. Get one wrong, and it almost certainly means failure.

MANY GET IT WRONG!

Selecting the right agent is critical. It is NOT a matter of choosing your property manager because it is the most convenient!

THIS IS MY EXPERTISE

My free service helps you get this right, by using my knowledge, experience and contacts to find and recommend three suitable agents.





UP TO 3 RECOMMENDATIONS

I will help you to research up to 3 agents. Their sales rates, commission, what type of property they sell, what prices they get, how quickly they sell their listed properties. I will normally narrow the field down to three of the absolute top agents, that you can confidently interview for the job of selling your property.

This free service may be all you need to get you safely on your way!

SALES METHOD

No matter what the agent suggests, I will also provide you with my suggestions on the **best sales and marketing strategy** and also the most effective sales method for your property.

WHY IS THIS SERVICE FREE?

While I will recommend the BEST agents for your property, YOU will be the one to make the final decision, interview them and deal with them going forward.



"You Make A Living By What You Get. You Make A Life By What You Give."

-Winston Churchill

Why Am I Offering This Service for Free?

Let me share my reasons. My mission is simple but ambitious: to help 150 families—about 1,000 people—navigate their Australian property journey in the next few years.

For those looking to SELL, choosing the right agent and the best marketing strategy is 70% of the challenge. And this happens to be my area of expertise.

If you don't wish to invest in my full-service package or don't feel you need it—I can still help you. By assisting you in selecting the right agent for your sale.

I stay true to my mission of helping people achieve their property goals.

And because - like Zoom, Spotify and Google - I use the Freemium method of marketing - that is - I deliver a great value FREE service, and then a small % of people decide to engage my more comprehensive paid service which makes it Win-Win!

What's In It For Me?

Let's be real—no one works for nothing.

But here's the truth: my mentality of giving and providing value always pays off in the long run. Many of my biggest clients started with this free service.

After I helped them for free find the best agent and secure a better sale price, they saw my expertise and trusted me to handle their future sales using my full sellers service.

But even if you don't have more properties to sell, you may know someone who does. And even if no further business comes my way, I still get to help you—and that feels great.

My recommendations are always based solely on the agent's track record, reputation and ability to deliver.

And you are always under no obligation to use any of my researched agents, you are free to choose your own agent, use your property manager or select any other agent.

Also, you will hopefully provide me with a testimonial and refer others to me, PLUS I get to continually expand my network of contacts, valuers, builders, solicitors and agents!

So it is a Win Win!

Please be aware the free service ends once you have selected the agent.

Free Service

SUMMARY (For all properties below \$1.5m)

Included at No Cost:

1 Hour Initial Review and Strategy Session

Recommendations of Solicitor

Recommendations of up to 3 Agents

Compare agents performance and results

Recommendations for Building Inspector and Pest inspector (if applicable)

Suggestions on suitable "Method of Sale"

Suggestions of "Sliding Scale" Commission

Strata Report Recommendations if applicable

Compare sales in the building or the street for price guidance

Provide full copy of all 24 Selling Mistakes to assist in identifying potential selling errors

OPTION2

Pricing

FULL SERVICE AU\$ 3,888*

*TERMS AS DEFINED IN CONSULTANCY AGREEMENT

OPTION 2 PAID My Full Services

Initial advice, and agent selection

- Initial strategy and advisory sesssion with the owner to cover all aspects of the sale including potential pricing
- Comprehensive analysis of the best and most effective current real estate agents in the area where the property is owned
- Interview up to 5 prospective agents
 Recommend suitable agent

Negotiation of commission, price and terms of appointment

- Review and discuss with owner agents proposed commission scale
- Review and discuss with owner the agents proposed agency agreement, terms of appointment and resposibilities
- Review agents proposed pricing and offer strategy

Obtain and review building inspection

- Recommendation of a suitable building inspector
- Assistance in obtaining an extensive Building Report and review of the report
- Assistance and advice in making this available to potential buyers

Certified valuation obtained

- Recommendation of a suitable Certified Valuer if required
- Order and obtain professional valuation
- Discuss with owner, and decide whether to make available to agent or buyers

Review all marketing campaigns

- Analysis of the agents suggested marketing, social media campaigns, and budgets
- Detailed advice on reducing or increasing certain aspects of the proposed marketing
- Discussion and implementation of marketing with agent
- Negotiate with agent deposit schedule and terms of sale

Obtaining and reviewing all comparable sales

- Comprehensive analysis of current and recent comparable sales
- Review of agents comparable sales
- comparable sales Review with owner fair price to go to market, and discuss with agent

Determine correct method sale

- Discuss with owner and agent the different potential methods of sale
- Ensure the chosen method of sale will enable the highest and best price, in the shortest period of time

Legal help, and tenant management

- If the property is rented, advice and assistance in working with the tenant during the sales process
- Help in transferring the Management of the Property to the selling agent if required
- Assistance with appointing a solicitor or conveyancer

Offers, negotiation and sale

- · Advice to owner on all offers received
- Assistance and negotiation strategy on all offers with both agent and buyer
- Help with timing, and terms of the sale

Ongoing support and advice

- Regular feedback on agents performance and to track engagement with buyers
- Unlimited calls, texts, emails and WhatsA during normal working hours during the sales campaign until sold

Final se<u>ttlement</u>

- Regular follow up right through to final completion and settlement
- Advice and assistance in obtaining a Tax Clearance Certificate if required to remit the funds out of Australia
- Recommendations for preparing tax returns for Capital Gains Taxes if applicable

I act as your "middle-man" between you - the seller - and the agent, as your personal advisor with no hidden agenda or financial incentive other than to help you get the best result.

Paid Service

SUMMARY A\$3,888

(For all properties below \$1.5m)

Everything in the Free Service PLUS:

Interview the agents on your behalf

Review of Agents Agreement and Appointment

Review Agents Copy, Photography, Video, Online Ads And Marketing Plan

Negotiate agents commission

Review Certified Valuation, Building Report and/or Pest Report and Strata Report.

 \checkmark

Review all sales in the building (or street)



Review and compare all properties on the market that are similar



Review, Suggestions and Assistance with Staging Review agents Open House plans and times Review and change as needed agents proposed marketing budget and strategy Change Where Required Agents Deposit and Offer Strategy Discussion with Agent after Each Inspection and Open House Negotiation of All Offers With Buyers and Agents Unlimited Calls, WhatsApps, Texts, Zooms 7 days a week etc Help With Final Completion, Cancellation of Services, Withholding Tax Certificate, CGT Calculations, Tax Clearance and Final Proceeds





Need more information before proceeding? Unsure where to start?
I'm here to help! I offer a complimentary discovery call where we can discuss YOUR property and the challenges, and opportunities.
Whether you're looking to sell in the next 30 days or 300 days, let's make it happen together!

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All information and pricing subject to change.
All services subject to the Services Agreement and GST if applicable.