



totally SOLD

THE
NS
SELLERS
GUIDE

THE BOUTIQUE EXPERIENCE

NS Properties Brisbane won't forgo quality for quantity. Compare that to, say, a really BIG agency; they're going to be more concerned by the number of listings they can get, instead of focusing on achieving the best price possible on the listings they already have. To them, often you will just be a number. At NS Properties, we don't like treating people that way. For us, we can't afford to deliver anything less than a service and a result our clients will love. Our clients especially want a personal service. That's boutique. That's NS Properties Brisbane.



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“
Nicholas and his team have been exceptional throughout this entire process. We have had the pleasure of buying and selling with Nicholas over the last few years. Nicholas is a hands on agent who will help guide you through the process, step by step to ensure you get a great price.

Nicholas, at no financial benefit to himself, came and helped us win our new home at auction (we couldn't have done it without his guidance). Finding a genuine person for an agent is a challenge, but we found that with Nicholas!

DR JILL PARKES-SMITH

SELLER - 60 CLARE PLACE, THE GAP





Meet the DIRECTOR

Since 2006, Nicholas has often been regarded as one of the youngest top-performing luxury real estate agents in Australia and credits his success to an undiminishing passion for property. "You have to love both the diverse challenges of selling homes, and guiding people through the very personal decisions involved in each case. I still thrive on the challenge. My job is to add value to the transaction, and I can provide you with the steps and recommendations to ensure you get the best price for the property or investment. It's all about the detail."

It is his forward-thinking approach and attention to detail that sees Nicholas ever evolving as a sales agent. Due to his hands on approach to every property campaign, Nicholas' clients continue to return to him, often as a friend. Building long-term connections and establishing lasting friendships is what sets Nicholas apart. His clients not only appreciate his commitment and down-to-earth honest advice, but the knowledge that he will deliver a great result and a smooth, trouble-free sale.

0421 579 861
nicholas@nsproperties.com.au

OUR TEAM



TERESA STANKIEWICZ

OFFICE MANAGER

With a background in law and accounts, Teresa is extremely client focused and detail oriented. Stop by and say hi!

0407 675 260
sales@nsproperties.com.au



BIANCA WARK

P.A TO NICHOLAS STANKIEWICZ

Bianca, as Nicholas's PA, is dedicated to delivering outstanding service to both vendors and purchasers throughout the sales process. Don't hesitate to reach out to her via email if you have any questions.

0421579861
admin@nsproperties.com.au



CHERYL HARRIS

SALES ASSOCIATE

As an expert problem solver, Cheryl is an invaluable asset to our team. With a genuine passion for customer service, we're lucky to have her on board!

0414 210 224
cheryl@nsproperties.com.au

OUR RECOMMENDATIONS



1 Preparation

Complete repairs and any updates needed to the property. Give your home a thorough clean (don't forget window and door tracks!) so it presents well.



2 Set the price

We will review comparable sales together to arrive at a price that you feel comfortable with and a strategy to ensure you achieve the best outcome in your current market.



3 Styling

Styling your home may be necessary to get you the highest return. We'll walk you through everything! From past experiences, we have found that styling not only increases the value of your home, but can reduce days on the market.



4 Photography

Nicholas attends the photography sessions to ensure we capture the property at its finest. We also do professional site and floor plans.



5 Marketing campaign

We'll have our inhouse designer create everything we need to market your home! We create professional brochures, marketing booklets and signboards for each property, as well as social media posts on all platforms.



6 Inspections

This is often the hardest part, as your home has to remain presentable and in tip top shape everyday. We conduct open homes on Saturdays and provide inspections to buyer's seven days a week to ensure we don't miss any interested parties.



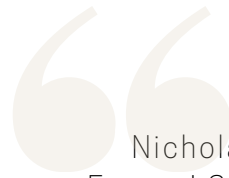
7 Review offers

We will negotiate on your behalf and review all offers with you in writing. We can meet in person to talk strategy and ways to get the buyer to increase their offer over the phone.



8 Settlement day

We will attend pre settlement inspections with the buyers, and once the property has settled, we will hand over the keys to the new owners. It's time to celebrate the finalisation of your sale, congratulations!



Nicholas is a trailblazer in Real Estate! Such a professional, friendly and innovative guy with super accurate and on-trend advice. He works with the very best intentions and integrity, plus genuine passion at a level that no other agent comes even close to.

Make no mistake, NS are the very best of the best - I know this from 3 times experience working with him on my various projects over eight years. I would consult absolutely nobody else! Keep up the first class work Nicholas, together with your dedicated team of agency associates!

MARK HOOPER

SELLER - 4105/37C HARBOUR ROAD, HAMILTON



Marketing

When it comes to selling your home we've got you covered, every step of the way. Here's a general breakdown of the process and what you can expect.

VISUALS

We understand how important photography is to the value of the property. That is why we ensure each of our listings has magazine-quality photographs that capture the personality, lifestyle and premium features of each property.

BROCHURES

Our in-house designer creates a custom 6-page property brochure for your property and we take them to each open home. It includes all essential details about the property including rates, school catchments, lot information and rental appraisals.

VIDEOGRAPHY

Video marketing gives an even more personal experience. Video does it all. It engages us and ignites emotions. When done right, it's conversational and mobile phone viewers love it. Video captures not only the eyes but the ears of your buyer, creating an immersive experience to showcase your property.

ADS AND SOCIAL MEDIA

Your home is distributed across all of our online platforms including realestate.com and domain.com. This includes geographical marketing, which targets specific buyer's looking at purchasing within your area.

EVENTS

From neighbourhood invitations to weekend open for inspections, your home will be given the royal treatment!



TARGETED MEDIA MARKETING

Attracting the right buyer for your property is crucial for a successful sale. While traditional methods like advertising in newspapers and on real estate websites are effective, they may not reach every potential buyer who would truly appreciate your property. Our team understands that the ideal buyer for your home may not be actively searching through traditional channels. That's why we take a more comprehensive and strategic approach to marketing.

In addition to utilizing popular platforms like Realestate.com.au, we employ a highly targeted "mass media marketing" strategy. This approach ensures maximum exposure for your property while also reaching potential buyers who may not be actively searching for a new home. By leveraging a combination of innovative techniques, we can extend the reach of your property listing beyond traditional avenues.

Our comprehensive marketing plan includes a diverse range of strategies tailored to your property's unique selling points. From professional photography and engaging property descriptions to virtual tours and video walkthroughs, we aim to showcase your property in the most appealing and captivating manner. Furthermore, we leverage various online platforms, including social media channels, to reach a wider audience and increase the chances of attracting the right buyer.

By implementing a cost-effective yet targeted marketing approach, we ensure that your property receives maximum exposure to potential buyers who will truly value and appreciate its unique features. Our goal is to attract the right buyer for your property, ensuring a successful and satisfying sale for both you and the buyer.

+ Listed on Australia's biggest and best property portals including realestate.com.au, domain.com.au plus 10 more property sites.

+ Utilising our extensive digital database of over 15,000+ contacts.

+ Custom designed professional brochures and personalised information packs for every property which is created by our in house graphic designer.

+ Social media ads to highly targeted audiences who would be interested in your property.

+ A digital listing on the NS Properties Brisbane website and all social media platform.

+ High-quality signage located at the front of your property with a QR Code allowing buyers to access relevant information 24 hours a day.

FREE IN-HOUSE STYLING CONSULTATION



Presentation is key to ensuring the best features of your property are accentuated. It's also important to picture living in your property. At NS Properties Brisbane, we offer a free consultation to help you maximise your property's appeal so you can get the best price possible.



STAGING

— HIGHER OFFERS

Probably the most favourable benefit of them all – a better sale price. Bringing in high-end furniture makes the interior appear more luxurious, which, as a natural consequence, lifts the perceived value of the house. Even though we see the empirical evidence of styled properties receiving higher offers, it's virtually impossible to calculate the exact dollar amount of the return of investment after staging.

— FASTER SALE

A home that's been on the market for too long raises suspicions among the buyers. People make assumptions that there must be something wrong with the house, that's why they lost interest. The homes that NS Properties have staged resulted in a 92% success rate within 6 weeks.

— STAND OUT IN THE MARKET

Purchasing a home is one of the biggest decisions we'll ever have to make, which can make the whole buying/deciding process a bit overwhelming. As a prospective buyer, it's perfectly normal to look at several houses before settling on the one, but it also means it's easy to lose track of which was which. From the home seller's perspective, you'd want to make your home memorable, and what better way to make this happen than with professional styling.

— HIGHLIGHTS THE POSITIVES

Staging a home has the power to highlight your home's best features, by creating a visual focal point with the right furniture layout, as well as distract from the less desirable features by keeping the buyers' gaze fixated on the styling. That is the main reason why older houses are among the properties that benefit from staging the most.

Understanding Market Conditions



Buyer's Market

A buyer's market occurs when supply exceeds demand. Typically, sellers will drop their asking prices to gain an advantage in the market.



Seller's Market

A seller's market arises when demand exceeds supply. Since there are fewer homes available, sellers are at an advantage.



Balanced Market

Supply and demand are about the same. Sellers usually accept reasonable offers, while homes generally sit on the market for an average or typical length of time.

PRICING

Pricing your home correctly means taking a variety of things into consideration. Here are the factors we use when determining the sale price of your home.

PAST SALES

We take the time to study past sales for homes in your area and areas similar to yours. Having a clear understanding of true market value is the first step in establishing your list price.

ACTIVE LISTINGS

We study active listings to see what homes we'll be competing with. Buyers will compare your home to these homes.

CONDITION

We put ourselves in the buyer's shoes and ask what we would find most valuable in homes like yours. Updated kitchens? Renovated rooms? These all factor into the final price.

THE CURRENT MARKET

Pricing your home largely depends on what type of market we will be listing in. If it's a buyer's market you'll be pricing lower, if it's a seller's market you'll be pricing higher.

THE OFFER

Elements of the offer

1. Price
2. Deposit
3. Terms
4. Conditions
5. Inclusions and Exclusions
6. Unconditional
7. Settlement

Negotiating a contract

Once an offer is received we'll review it together and decide if we want to accept, counter or reject.

The deposit

Buyers will offer a deposit as a promise to the seller they are financially capable and ready to commit to buying the home.

Conditions are met

Unless a purchase agreement is free of any conditions when an offer is accepted, conditions make a sale 'conditional.' This simply means the deal cannot be completed until all conditions that are part of the offer have either been fulfilled or waived by its respective expiry dates.

Pre-settlement

Buyers will typically have an opportunity to do a final walk-through of the home before settlement to make sure it's in the same condition as it was before the offer was made.

THE OFFER

'If you're a first-time home seller, the offer process may seem overwhelming. Knowing what to expect can save you a lot of headaches and surprises in the long run. We are here to help.'



SELLER'S CHECKLIST

GENERAL MAINTENANCE

- Oil squeaky doors.
- Tighten doorknobs.
- Replace burned out lightbulbs.
- Clean and repair windows.
- Touch up chipped paint.
- Repair cracked plaster.
- Repair leaking taps and toilets.

HOME CLEANING

- Shampoo carpets.
- Clean washer, dryer, and tubs.
- Clean fireplace.
- Clean fridge and stove/oven.
- Clean and freshen bathrooms.

TIDY AND PREP

- Clean and tidy entrance.
- Functional doorbell.
- Polish door hardware.
- Paint doors, railings, etc.
(as necessary)

CURB APPEAL

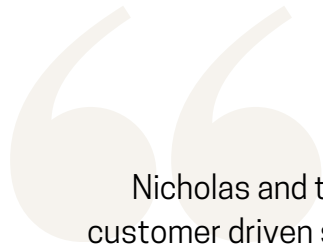
- Cut lawns.
- Trim shrubs and lawns.
- Weed and edge gardens.
- Pick up any litter.
- Clear walkway of leaves.
- Repair gutters and eaves.
- Touch up exterior paint.

EXTRA TOUCHES

- Be absent during showings.
- Turn on all lights.
- Light fireplace.
- Open drapes in the day time.
- Play quiet background music.
- Keep pets outdoors.

ORGANISATION

- Clear stairs and halls.
- Store excess furniture.
- Clear counters and stove
- Make closets neat and tidy.



Nicholas and the team have the most amazing, professional and customer driven selling style. They made the whole process effortless and achieved the perfect outcome of retaining with an existing tenant during the transaction.

KAREN ALEXANDER

SELLER - 39 GRIFFITH STREET, EVERTON PARK



TESTIMONIALS

At NS Properties, we pride ourselves on building long term connections with our clients. Phone numbers can be provided on request, should you wish to contact our previous clients regarding their satisfaction with our service.



ANDREW CLARK

SELLER - 143 BUTTERFIELD STREET, HERSTON

Would highly recommend Nicholas and his team at NS Properties. We are very thankful for Nic's open, honest, friendly and professional advice and keeping us informed at all times throughout the process of selling our home. Well done team!



CORAL GALLAGHER & BEN RECH

SELLER - 17 BERNARRA STREET, THE GAP

Nicholas went above and beyond our expectations throughout the sales process. Nicholas is professional and has extensive market knowledge, which made selling our home easy. Further, his marketing is impressive, making his agency leaders within the industry. Highly recommend Nicholas to anyone selling their home.



PHILIPA BENSLEY

SELLER - 128 SMITH STREET, WIGHTS MOUNTAIN

Nicholas was enthusiastic and passionate about selling my property. He was generous and always available, intelligent and honest. He made me feel supported in the process and he made it fun. Most of all, he sold my property for what I wanted and did it quickly. Thanks Nic!



ANDREW CORBETT

SELLER - 307/51 HERCULES ROAD, HAMILTON

Integrity: the quality of being honest and having strong moral principles. This is the word I would use to describe Nicholas and the team at NS Properties. Unlike most real estate agents, Nicholas recommended not to accept the first offer on my unit even though it was above expectations.

Instead, Nicholas continued to invest his time to achieve a higher price. His understanding of the real estate market is holistic. Nicholas is very approachable and can make everyone at ease during a process that can be stressful for both seller and purchaser.



PAUL SENTAS & CASEY ANN

SELLER - 25 BLAKE STREET, WOOLLOOWIN

The Best Agents we've met! Nicholas & the team at NS Properties are passionate and professional with great advice and knowledge. They kept us informed and we felt very comfortable dealing with them. We had a very quick and positive sale in a difficult market.



JANE CONNOLLY

SELLER - 24 MITTAGONG STREET, ENOGGERA

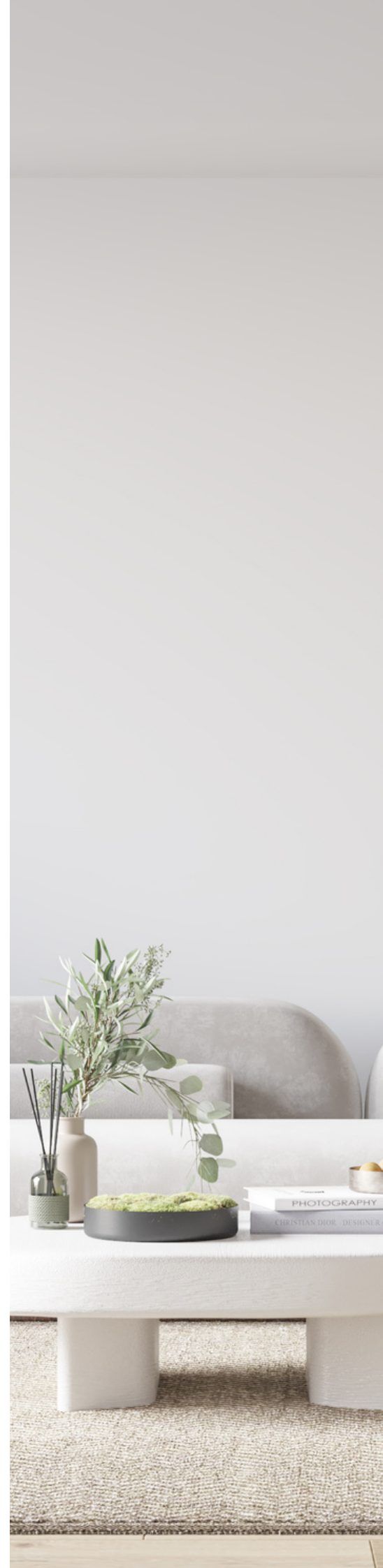
We have used the services of NS Properties on 2 separate occasions. We have been impressed by the total professionalism of Nic and his team and are satisfied that they obtained the best result for us on each sale. Nic's advice and guidance helped us make confident decisions in the processes involved in our successful property sales.



MICHELLE GRAHAM

SELLER - 151/8 LAND STREET, TOOWONG

A professional agent that I will use again. Nicholas was easy to deal with and gave timely advice, gaining a great price for my property. He is a genuinely nice person who has integrity and believes that real estate is about building relationships- I consider him now a friend.





NS PROPERTIES
BRISBANE



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