



Altogether committed to you and your property

Because property is our business, we're committed to doing things better.



ALTOGETHER BETTER

Residential / Commercial / Rural / Property Services



This written commitment ensures you have a clear understanding about what you can expect from us while your property is listed with Bayleys. This means instilling confidence that your property is in the best hands before, during and upon a successful sale.



Communication

At Bayleys we know that transparent communication is the key to a successful partnership, making for optimal sale results.

- You will receive timely communication after viewings to update and provide feedback about the way your property was received by the market.
 - We will provide weekly written reports offering detailed information about the marketing campaign activity and its direct results.
 - You will receive current information about local market activity poised to impact the sale of your property.
 - Where location and schedules allow, in-person progress assessments to discuss our campaign strategy are favoured.
- We will explain the merits of obtaining a Land Information Memorandum (LIM) and a property inspection report to ensure you understand the implications these may have on sale and purchase agreements.
 - We will liaise with local bodies when required to ascertain information relating to zoning, infrastructure development and local by-laws.
 - We will book professional photography for your property, overseeing the process in-person to ensure images meet Bayleys' quality standards.
 - You will receive written advertisements about your property for approval.
 - We will work with our in-house marketing team to create a bespoke marketing strategy specific to your property.
 - We will ensure print media advertising is arranged and submitted to you for approval prior to going to print.
 - We will relentlessly look out for editorial opportunities to profile your property within the media.
 - Tasteful signage will be installed and we will liaise with the technician on best and legal placement.
 - With permission, our Bayleys sales team will visit your property prior to launch, so the entire sales team can better promote your property to their vast network of suitable buyers.
 - Printed fliers will be available at open home and viewing events, along with a property information memorandum (PIM) providing buyers with key details about your property.
 - We will ensure safe care of your keys and access information to your home.



Prior to launch

Providing you with the best information to make informed decisions is the focus of our pre-launch approach.

- You will receive qualified advice about how best to prepare your property for market.
- We will prepare a tailored comparative market appraisal for your property. This will include up-to-date local data and a comprehensive list of recent sale results, as well as information about comparable properties currently on the market.
- We will complete an agency agreement form.
- We will provide detailed explanation of the sale and purchase agreement, ensuring that you fully understand the offer process.



At auction

Offering the most transparent indication of market value, a sale by auction can be greatly rewarding.

- We will ensure the auction event is promoted to its greatest possible capacity across print, digital and social media marketing channels.
- We will communicate with all interested parties prior to auction to confirm their attendance or organise virtual and phone bidding.
- We will prepare and distribute the required, authorised auction documentation to all interested parties.
- We will meet with you and our trained auctioneer to discuss campaign feedback and set the reserve price, we will also prepare a captivating auction script listing the features and benefits of your property.
- We will be well-prepared and professionally presented on auction day.
- Bayleys network of salespeople will be in attendance and ready to help buyers bid for your property.



During the campaign

Throughout the marketing campaign Bayleys salespeople are committed to finding the buyers others can't.

- We will ensure your property advertisement is active and correctly displayed on the Bayleys website and all agreed platforms.
- Bayleys' team of salespeople will contact buyer databases to advise your home is available for sale
- Where possible we will include promotion of your property on window displays and office screens, attracting passers-by.
- We will distribute 'Just Listed' fliers to your neighbourhood, advising your property is now on the market for sale.
- Your property will receive targeted marketing to ensure the campaign strategy appeals to its buyer demographic .
- We will continually promote your property across the regional, national and international Bayleys network.
- We will ensure open homes are advertised, organised and professionally conducted to show your property in its best light .
- We will present your property at weekly sales meetings, discussing each week of the campaign as it happens.

- We will ensure prospective purchasers are qualified and genuine.
- We will follow up on all property enquiry, ensuring all inspecting parties receive tailored communication.
- We will handle buyer objections to ensure prospective purchasers are provided with the best information to make informed decisions.
- Potential purchasers will receive help to understand the current market conditions.
- We will facilitate contact between buyers and financial providers.
- We will help buyers to resolve queries – be them legal, structural or financial.
- We will prepare and distribute the sale and purchase agreement.
- We will present all offers to you.
- We will negotiate the sale and purchase agreement with the parties concerned.



After a successful sale

Congratulations, the hard work has paid off, but Bayleys salespeople aren't done yet.

- We will arrange for original copies of the sale and purchase agreement to be lodged with the parties' solicitors.
- We will communicate with mortgage brokers and/or the financial institution to ensure finance conditions are met.
- We will liaise with solicitors to ensure special conditions are fulfilled.
- We will liaise with both parties to make arrangements for settlement day, including coordinating moving dates and transferring keys.
- A glossy 'SOLD' sticker will be applied to the signboard and websites will be updated to reflect the successful sale.

Bayleys takes absolute pride in marketing your property for sale and we endeavour to care for it as if it were our own. Relentlessly working for our sellers' best interests, our sales team is committed to finding the right buyer, ensuring we deliver the best possible result for you, and your property.

