



BAYLEYS

Our commitment
to you and
your property

bayleys.co.nz

As a minimum standard, we will undertake the following activities - before, during and upon the successful sale of your property. This written commitment ensures you have a clear understanding on what you can expect from me and our team whilst your property is listed with Bayleys.



Communication

First and foremost, open lines of communication are the key to a successful partnership:

- We will phone you after viewings to update you on feedback on how your property was received
- You will receive a weekly written report about the marketing activity undertaken and the results of this activity
- We will update you on market activity that may have an impact on your property
- If suitable for you, we propose weekly face-to-face meetings to assess the progress and strategy of the campaign



Prior to your **property launching**

- Advice on preparing your property for the market
- Prepare a comparative market appraisal for you –sourcing statistics and compiling a comprehensive list of both recent sales in your area and properties similar to yours currently on the market
- Complete the agency agreement form including detailed chattels list
- Discuss the sale and purchase agreement form with you, so you understand the offer process
- Prepare a marketing calendar outlining all proposed marketing activity for your campaign including open homes
- Liaise with council when required to check out zoning, roading changes, by-laws etc
- Explain the merits of obtaining a LIM and a property inspection report and the implications these have on sale and purchase agreements
- Book professional photographer and meet with them at your property to ensure photos taken meet our high standards
- Input details of listing into Bayleys Property Suite system
- Write advertisements and submit these to you for approval
- Meet with our marketing and administration team to select best photographs for print and websites to meet the targeted demographic
- Arrange our marketing team to book print media advertising and design proofs
- Proof-read all advertising and sign off ready for launch
- Look for editorial opportunities to profile your property
- Organise signage to be installed and liaise with installer (and neighbour if required) on best and legal placement
- Bayleys team to visit your property prior to it launching
- Flyers and Property Information Memorandums printed and ready for open homes
- Arrange access to your property – safe care of your keys and knowledge of alarm system



If we are auctioning **your property**

- We will promote your property on social media to generate interest
- Prepare and distribute all auction documentation required to all interested parties
- We will call all interested parties the day prior to the auction to confirm they are attending
- We will meet with you and the auctioneer (if you wish) to discuss feedback of the campaign and set the reserve
- The auctioneer and your chosen salesperson will meet to discuss the property's benefits for the auction script
- We will be well prepared and professionally presented on auction day
- Our Bayleys team will be on hand at the auction to help buyers secure your property



During your **marketing campaign**

- We will push your property live to the Bayleys website and other websites as agreed
- Our team will contact our buyer databases to advise that your home is for sale
- Inclusion of your property on office TV display/window display
- Distribution of 'Just Listed' flyers to properties around yours
- Specific target marketing undertaken (e.g. developers, investors etc)
- Promote your property to our Bayleys network both regionally, nationally and internationally
- Advertising, organising and professionally conducting open homes
- Presented to our team at sales meetings and subsequently discussed each week of the campaign
- Qualify purchasers to ensure they are genuine
- Follow-up on all email and phone enquiries on your property
- Personally follow-up with all buyers who have inspected the property
- Work with buyer objections and ensure that they have good information to base their decisions on
- Help buyers to understand the current market
- Facilitate contact between buyers and finance providers
- Assist buyers with compliance issues, legal, builders, engineers etc
- Draw up the contract/s
- Present any offers
- Negotiate the contract with both parties



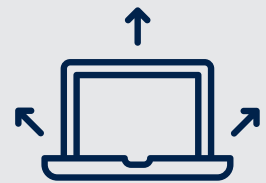
Digital



Print



Global



Networks



Following the successful sale of **your property**

- We arrange for original copies of contract to be lodged with parties' solicitors
- Communicate with mortgage brokers/financial institutions to ensure finance conditions are met
- Liaise with solicitors to ensure special conditions in the sale and purchase agreement are fulfilled
- Liaise with both vendor and buyer to ensure moving dates, key possession etc are arranged
- Attend pre-settlement property inspections with buyers
- Sold sticker on the signboard and websites will be updated and marked as sold

We take absolute pride in having the opportunity to market your property, and will care for your property as though it is our own. We unashamedly work for our vendors and our team will leave no stone unturned throughout the process of marketing your property.

BAYLEYS

FOR SALE

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Auction 12.30pm, Thu 7 Nov 2017

