

Welcome to Reg Strow Real Estate.

We are a small local boutique real estate agency who has been operating from the address since 1970 at 7/53 Monash Road Tarragindi Qld.

The secret to our sales success is the commitment, passion, honesty, knowledge and local experience that David Strow and Michael Boor provide. With over 60 years combined experience David & Michael gets the results without the cost.

Because we don't have the overheads like some of the large real estate companies, we can cover the marketing cost for you when selling your home.

These include the following;

FREE WEB SITE ADVERTISING INCLUDING REAL ESTATE.COM (PREMIERE LISTING) AND DOMAIN

FREE PROFESSIONAL PHOTOGRAPHY OF PROPERTY

FREE VIDEO OF PROPERTY INCLUDING DRONE

FREE PROFESSIONAL FLOOR PLAN DRAWING WITH MEASUREMENTS

FREE PROFESSIONAL LARGE FOR SALE SIGN WITH PHOTOGRAPHS

FREE PROFESSIONAL 4 PAGE PROPERTY BROCHURE OF YOUR HOME WITH PHOTOGRAPHS

FREE PROFESSIONAL JUST LISTED BROCHURES WHICH ARE DISTRIBUTED TO SURROUNDING AREA

FREE PROPERTY BROCHURE DISPLAYED IN FRONT OFFICE WINDOW

We understand communication is a big issue when selling your property and this is why we really focus on this area. After all Open Homes we will contact you that afternoon advising how we went and the number of groups who came through. Early in the week after we have followed everyone up who came through we will provide a full written report of their feedback.

Please see enclosed in the marketing kit samples of our property brochure, just listed brochure and information for Reg Strow Real Estate.

We would like to say thank you very much for considering Reg Strow Real Estate and hope to talk with you in the future.

Yours Sincerely

Michael Boor and David Strow

**REG STROW REAL ESTATE - GETTING THE RESULTS FOR THE LOCALS WITHOUT ALL THE COST**

**OUR RECENT SALES ACTIVITY**

**TARRAGINDI**

58 LANDOR STREET TARRAGINDI	SOLD
5 ALDORA STREET TARRAGINDI	SOLD
14 CRANHAM STREET TARRAGINDI	SOLD
91 EFFINGHAM STREET TARRAGINDI	SOLD
77 PRING STREET TARRAGINDI	UNDER CONTRACT
24 LUTZOW STREET TARRAGINDI	UNDER CONTRACT
9 SOLNA STREET TARRAGINDI	UNDER CONTRACT
4 TAMARANG STREET TARRAGINDI	UNDER CONTRACT
64 HEXHAM STREET TARRAGINDI	UNDER CONTRACT

**OTHER SUBURBS**

88 BANKSIDE STREET NATHAN	SOLD
46 PARAGON STREET YERONGA	SOLD
204 DOUGLAS ROAD SALISBURY	SOLD
27 LEXINGTON PLACE WISHART	UNDER CONTRACT

PLEASE FEEL FREE TO CALL MICHAEL BOOR OR DAVID STROW TO DISCUSS YOUR PROPERTY. WE OFFER A FREE CONSULTATION ON PREPARING YOUR PROPERTY FOR SALE TO MAXIMISE THE SALE PRICE FOR YOU.

OFFICE            3848 9433  
MOBILE          0418 886 410  
E-MAIL           sales@regstrow.com.au



### What we offer when marketing your property

- FREE** Professional large for sale sign on property with photographs
- FREE** Professional photography of property including video with drone
- FREE** Advertising in local papers and open house times Courier mail
- FREE** Advertising on web sites Real Estate.com (Premiere Listing)/Domain.com and Reg Strow.com.au
- FREE** 4 page professional property brochures for inspections, open homes and just listed brochures delivered to surrounding area
- FREE** Property window cards and all administration costs

We only market a few properties at a time which enables us to give you our full personalised attention.

We focus on selling your property as quickly as possible for the best price practical.

We are fully licensed Real Estate Professionals with many years' experience.

Reg Strow Real Estate is locally owned and has operated from the same address since 1970.

Call David Strow or Michael Boor now for a friendly chat about your property on 3848 9433, 0418 886 410 or e-mail [sales@regstrow.com.au](mailto:sales@regstrow.com.au)







# Thinking of SELLING?

**Experience really counts**

Michael Boor & David Strow

With over 60 years combined experience,  
David Strow and Michael Boor  
get results without the cost.



**RegStrow**

7/53 Monash Rd, Tarragindi QLD  
sales@regstrow.com.au  
0418 886 410 / 3848 9433





# How to **Sell** your Property for the **Top Price Possible**

And as *quickly* as possible

Focus on these **3 key areas** to optimise your sale

- 1. Presentation**
- 2. Price**
- 3. Your Agent**

Get these Big Three right and you'll vastly enhance your chances of sporting a winner's grin when the property's sold.



**MICHAEL BOOR: Real Estate Agent**

**Phone: 0418-886-410**

Serving Tarragindi, Salisbury, Nathan, Rocklea, Mount Gravatt East, Holland Park West, Moorooka, Annerley and Yeronga.

**>> [MichaelBoorRealEstate.com.au](http://MichaelBoorRealEstate.com.au)**



# Your Agent: Chose wisely

**Your goal is to sell your property for the best price possible, as quickly as possible.**

**To achieve this, the need for a skilled and experienced agent cannot be overstated.**

## TOP TIPS TO HELP YOU CHOOSE WISELY:

**Look for reliable referrals:** Be wary of websites and their referral services that claim to match you with the perfect agent – these can be unmonitored and information given in exchange for a fee.

**Don't get seduced:** Be wary of agents who promise high selling prices with low commission. Do your homework and understand the local market and average commission prices for sales in your area.

**Don't place too much value on commission:** Experience and skill is difficult to measure and this is why doing your homework is so important. Weigh up the pros and cons and don't disregard someone based purely on their professional fees.

**Ask them for their sales record:** You want someone who can show successful recent sales in your area, demonstrate local trends

## EXPERIENCE COUNTS

**One of your agent's top jobs is to fend off buyer attempts to drive down your sale price. An inexperienced agent, new to the area, will struggle badly.**

**You need a seasoned campaigner and local expert who can identify your property's features and benefits, and energetically and consistently promote these to prospects.**

**When looking for an agent you can trust, who adheres to a strict ethical code and who is committed to ongoing professional development choose an Real Estate Institute of Queensland member agent.**

**(Michael Boor has worked in real estate for more than 20 years and is a REIQ member.)**

and understand the target audience for your property.

**Ask them for their marketing strategy:** How are they going to promote your property to the market? What makes them different from other local agents?

**Think like a buyer:** Would you want to buy a house from this agent? Would you trust them? If the answer is no, reconsider your choice. They need to sell your property to you and the buyer.

**Treat it like an interview:** Be honest from the start and ask questions. Ask about a typical client. Are you full-time or part-time?

**Go with your gut:** If you feel comfortable and can communicate well with them, chances are that potential buyers can as well. Communication is key in the real estate industry and not feeling comfortable with your agent will hinder you from day one.



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# Presentation: Looks matter

## FIRST IMPRESSIONS LAST

“Curb appeal is very important”, Michael Boor, an agent for more than 20 years, said.

“Before buyers will even attend your open home they’ll usually do a drive-by and if the property looks scruffy they’re more inclined to scratch it off the list.

“You won’t even get the chance to show them all the great features.”

## OUTSIDE:

- Fix and paint fences
- Paint gutters
- Mow the lawn and weed the gardens and edges
- Plant some attractive trees
- Remove clutter such as kids toys, bikes and tangled garden hoses
- Put the bins away!
- Ensure your house number is highly visible to avoid buyer frustration

## INSIDE:

- Ensure linen is neutral and mainstream
- Too much furniture makes a room feel smaller
- Remove pet smells
- Clean spick and span
- Over-decluttering can make a house seem stark and impersonal
- Remove tired, dated carpets

“If a buyer sees something messy, scruffy or in disrepair it sets them off and they start actively looking for other things that aren’t perfect, rather than focusing on your property’s selling points.,’ says Michael Boor, who offers a **FREE ready-for-market inspection service. Just give him a call.**

Marketing researchers conducted a test a few years back to explore the impact of appearance and presentation on price and perceptions of quality, value and price.

Three groups of diners were separately served the same cake at an eatery, and then asked how much they’d be happy to pay for the cake.

**Group A** received their slices on paper plates with plastic forks.

**Group B** with basic plain crockery and cutlery,

**Group C** received their treats on fine plates with beautiful designs, and with shiny gold forks.

Remember, each diner received the same cake, just presented in three different ways.

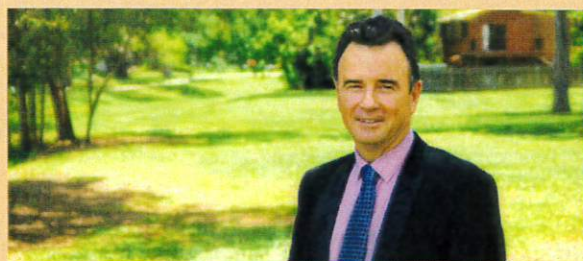
You’ve probably figured out the result.

**Group A** said they’d be prepared to pay \$2.

**Group B** agreed on \$4.

And **Group C** were happy to \$6 - for the same cake as A and B - based solely on the presentation, which had created the perception of quality and value.

**It’s a lesson that has clear implications for home sellers.**



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# Price: It pays to keep it real

**IF you want to avoid losing pricing power to the buyers, and to stop your sale dragging on and on, it's crucial you accurately and skilfully align your price to the market.**

**This can go awry when:**

- **You misplace your trust in a bad agent who gives you an inflated promise to secure your listing.**
- **You base your number on what you want or need, not what buyers will pay.**

**After some online research, talk to an agent who will help you refine your price and let you know how realistic your expectations are.**

**Choose an agent who is very knowledgeable in your area. This skilled person is an expert and will know the market intimately and will be able to fine-tune your education, helping you settle on an achievable price for your home.**

**If you have selected an experienced agent with a great local reputation, then you should trust their recommendation - they've built their careers on getting vendors the best price in a**

## TOP TIPS

- Make sure that when you make your list of recent sales, you only go back a maximum of six months. Anything older than that and the numbers will be stale as the market has likely shifted in that time.
- Don't fall into the trap of thinking that the home a few doors down is similar to yours and therefore should sell for the same price. They may have renovated inside or have backyard features that you can't see from the street that add value to the sale price.
- Be wary of the price you get from an automated valuation model. Sites that use AVMs are using an algorithm to come up with an estimated value and this can vary widely from app to app. Algorithms can't replace a human valuation, which will always be more accurate and reliable.
- Buyers should also be wary of relying on AVMs when negotiating with the sales agent. AVMs are not as accurate as comparative market analysis, which is a collection of similar properties and their sold price.

**Picture this: You walk into an open home and there's a bit of a crowd there.**

You like the home. It's well-presented with the right features and in a good location so you ask the agent for the price, and how long it's been on the market.

"Offers over \$675,000," the agent replies. "We just hit the market this week and this is our first open home."

Right away, you're thinking that with a home fresh to the market and full of prospective buyers you're going to have to put in a generous offer over \$675,000 to firm your chances.

OK, now picture this: You attend an open home at the same address and nobody is there, bar the agent. You ask for the price.

"Offers over \$700,000," the agent says.

"And how long's it been on the market?" you ask.

"Six weeks," is the nervous reply.

**Immediately** you know you'll not be paying within a bull's roar of the asking, and that the **vendors have squandered their power** by letting the property go "stale" with an unrealistic listing price.



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