

LOU RINNOVASI @realty



A GUIDE TO SELLING YOUR HOME WITH LOU & LEE RINNOVASI



Lou & Lee Rinnovasi
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OUR MISSION STATEMENT!

To achieve 100% client satisfaction by conducting our real estate career with integrity, transparency, and honesty!

Our professional goal is to continually build our career by providing unprecedented service, work ethic, industry knowledge, communication skills and building lifelong relationships by always acting in our client's best interest.

The personal behaviour of good habits, character and accountability is the key to a rewarding and successful real estate career.

This behaviour has created repeat clientele and referrals from our vendors, purchasers and associates alike. This is our definition of real estate success! Character is destiny.

Together we constantly study real estate trends, strategies, and economics to stay on top of our profession. We are always improving our knowledge so that we can provide the best possible real estate experience and advice to our clients! Sellers and buyers alike.

Starting our real estate careers in 1998/2005 and ever since then we have specialised in building trusted relationships by achieving our vendors goals when it comes to listing and selling their real estate.

We passionately strive to achieve our vendors goals with desire, belief, actions, persistence, enthusiasm and good old fashion work ethic. This has allowed us to successfully negotiate millions of dollars of residential transactions.

Our belief is that all agents must understand the principles and sacrifices when it comes to owning a mortgage, purchasing a home, investing in property, building a property, developing property or saving money for a deposit. It is important that we understand cultures, family values and the emotions involved when selling, buying and relocating. Only then can agents genuinely empathize with their vendor's needs.

All vendors depend on the agent's integrity, transparency, and honesty when it comes to selling a home, investment or family property. The vendors need an agent that gives them the confidence they can trust and rely on!

On the flip side!

It is important to remember purchasers become future sellers. Therefore they need positive reassurance, guidance and confirmation that they are making a good buying decision, whether they are buying a home for their family or an investment for their future.

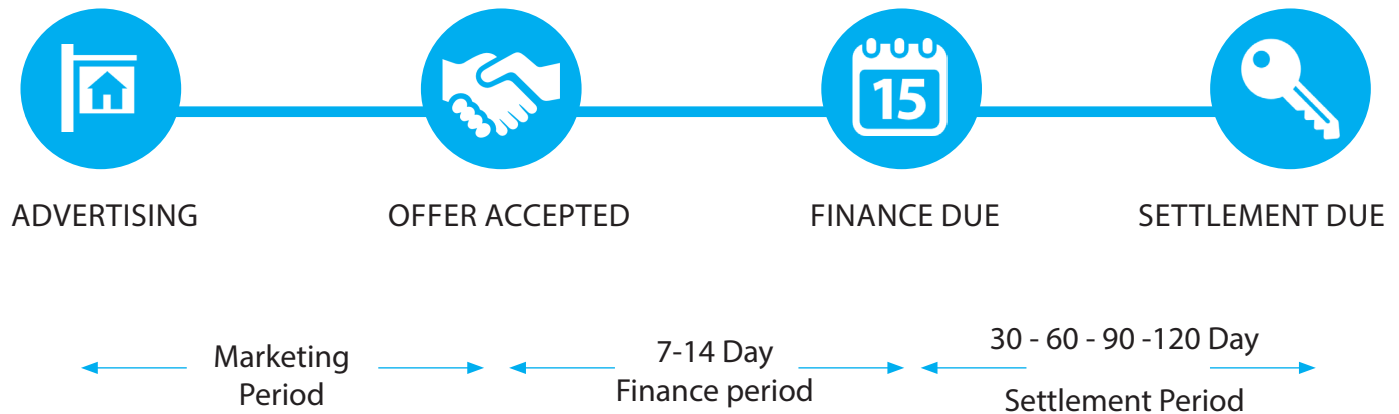
It is important to listen and help overcome the fears and concerns that potential home buyers may have. We need to help them make good buying decisions based on their personal needs. We need to always show them respect regardless of their decisions. These are experiences and emotions we live and breathe every day.

If you are thinking of Selling, Buying or Leasing Now or in the Future please feel most welcome to call Lou Rinnovasi on 0417 166 668 or email lou@atrealty.com.au



MARKETING THROUGH TO SETTLEMENT

WHAT YOU NEED TO KNOW AT A GLANCE



ADVERTISING

We are busy working for you from day 1.

Our job is to negotiate on your behalf to get you the best price possible for your home whilst keeping you fully informed along the way.

Marketing period tasks

- Sign, photography and advertising schedule will be arranged
- Private inspections conducted
- Open homes conducted
- Follow up managed
- Constant communication in the form of Progress Reports, phone calls and meetings with you.
- Negotiate offers

OFFER ACCEPTED

Congratulations on your accepted offer.

Generally there will be a 7 - 14 day finance period - please refer to your offer.

Finance period tasks

- Offer passed to broker / bank for assessment
- Building & pest inspection conducted
- Conveyancer/solicitor appointed by each party
- Buyer deposit paid
- Bank valuation conducted
- Unconditional finance approval issued by the bank

FINANCE DUE

Congratulations, the purchasers' loan application has been Unconditionally Approved and we are now moving towards settlement. Please allow a further 30 - 90 days from finance approval for settlement to take effect - please refer to your offer.

Settlement period tasks

- Further conditions on the contract to be met
- Your bank contacted in regards to discharge of mortgage
- Settlement paperwork signed eg. Transfer of Land forms
- Final inspection conducted by the buyer
- Keys to be handed over the day before settlement.

SETTLEMENT DUE



PRIVATE TREATY

THE PRIVATE TREATY METHOD IS RECOMMENDED FOR PROPERTIES:

- Where time of sale is not an issue
 - Where the client is most comfortable with a clear price
 - Where marketing budgets are small
-

MARKETING WITH A PRICE RANGE:

- Buyers usually spend 10-15% more than they intend, therefore we don't want to lose them before they view the home
- Many owners put 10-15% on top to avoid 'underselling' however this can hinder enquiries
- Overcoming the gap of 20-30% between the advertised price and the likely buyers' price, needs the skill of our agents
- Price the property too high and we can miss our buyers
- Price the property too low and the premium price is lost



AUCTION

THE AUCTION METHOD IS RECOMMENDED FOR PROPERTIES:

- Where the aim is to achieve a premium price
 - When it is important to have a set time frame to work with
 - Where the client is comfortable using market demand to help achieve the price
 - For any property in any market where the client is committed to sell
-

MARKETING WITH A PRICE RANGE:

- A premium price comes from competition between buyers. The more buyers, the more competition, the higher the price.
- Well handled no-price marketing comes down to the buyers' perception of value. This can differ by a little or by a lot. Using the right dialogue with buyers will help maximise your result.
- Statement of information gives buyers an indication of comparable price ranges

CLOSING DATE SALE UNLESS SOLD PRIOR

MARKETING WITH A PRICE RANGE

Taking the strategy from both auction and private treaty.
Price, terms, conditions, settlement can all be negotiated

PREPARING YOUR HOUSE FOR SALE

CLEANING

Every area of the house must sparkle and shine! Each hour spent will be worth the effort. Make it easy for the buyer to want your house.

Clean all of the windows, including the laundry and garage.

Clean all carpets and rugs. Clean and polish lino, tile and wooden floors. Consider refinishing a wood floor if necessary.

Clean and polish all woodwork. Pay particular attention to kitchen and bathroom cabinets.

Clean all light fixtures. The glass covers of most ceiling fixtures can be made to sparkle by running them through the dishwasher.

Clean and polish ceiling fans. Take down and clean exhaust fan covers, these are dust magnets

MAINTENANCE

The Rule of Thumb is – if something needs repair fix it!

Check all corners for peeling paint, chipped edges and loose wallpaper and repair accordingly.

Repair all major problems. In today's climate of open disclosure and vigilant home inspections the "Golden Rule" applies. Treat the buyer as you would treat yourself.

SET THE SCENE

This part of preparing your home for sale can be the most fun and involves the use of colour, lighting and accessories to emphasise the best features of your home.

The use of a bright coloured pillow on a chair or a throw rug on a sofa can add dimensions to an otherwise neutral room. Use accent pieces of colour.

Soften potentially offending views, but always let light into your rooms. Consider replacing heavy curtains with something lighter.

SPACE MANAGEMENT

Create the illusion of more space.

Arrange furniture to give the rooms a spacious feeling. Consider removing some furniture from any room that may seem over crowded.

Pack up your collectibles – both to protect them and to give the room a more spacious feel. Leave out just enough accessories to give the house a personal touch.

Remove all clutter

Use light to create a sense of space. All drapes should be open. Turn on all lights throughout the house for showing.

NEUTRALISING

Select a neutral colour scheme that will make it easy for the buyer to mentally picture the house as theirs. Consider replacing unusual or bold colours with neutral tones. Two coats of off-white paint may be one of the best investments you will ever make.

ATMOSPHERE

A clean smelling house creates a positive image in the buyer's mind. Be aware of any odours from cooking, cigarette smoke, pets etc.

You can use products like carpet deodorisers, air fresheners and room deodorisers, but the best strategy is to remove the source of the aroma rather than cover it up.

Once offensive odours have been eliminated, consider adding delightful scents. Recent studies have shown that humans have strong, positive responses to certain aromas, Cinnamon, fresh-cut flowers, bread baking are all excellent ways to enhance your house.

NEUTRALISING

First impressions count. Don't let your property's exterior turn a buyer away.

Mow the lawns and clear the garden of weeds and dead flowers. Wash down driveway and sidewalk

PRESENTING YOUR HOME FOR PHOTOGRAPHY

WE ONLY GET ONE CHANCE TO MAKE A FIRST IMPRESSION

KITCHEN

- Tidy kitchen and remove all items from the bench tops including appliances.
- Remove all dishes from the sink including drying racks
- Remove all tea towels
- Clear off all fridge magnets
- Add a bowl of fresh fruit to the kitchen bench for colour
- Remove rubbish bin to outside
- Remove pet bowls and litter trays

LIVING AREAS

- Remove all unnecessary furniture and clutter to create an impression of space
- Turn on lamps and ensure they are working
- Replace any faulty light globes
- Ensure all curtains are hooked up properly and open.
- Remove sheer curtains altogether if possible
- Add fresh flowers

IN THE GARDEN AND STREET FRONT

- Mow the lawns
- Store toys out of sight
- Remove pet droppings
- Keep cars out of sight (Garage)
- Entertaining Areas
- Clear off outdoor settings
- Add Wine glasses and a bottle of wine or champagne
- Light Candles
- If you have a pool make sure it is sparkling clean and free of clutter
- Remove creepy crawly and other cleaning equipment from pool

BEDROOMS

- Make Beds
- Turn on lamps
- Clear all items off bedside tables
- Reduce items on dressing tables and drawers
- Light Candles

BATHROOM

- Put fresh fluffy matching towels in the bathrooms
- Clean shower screens basins and mirrors
- Remove all bottles and other hanging items from the shower
- Remove all items except for decorative bottles from the basin
- Remove waste and linen baskets
- Light Candles



5 KEYS TO MAXIMUM SELLING PRICE

WE ONLY GET ONE CHANCE TO MAKE A FIRST IMPRESSION

VENDOR PRESENTATION

- Presentation guarantees maximum sale price.
- Investing in your presentation
- How much should you invest? What are the must do's? What are the don't dos?

MARKETING & PHOTOGRAPHY

- A picture tells a thousand words. Great marketing starts with great photography.
- We only get once change to make a first impression.
- Internet photography captures the market early. The first impressions create value & interest.
- First the buyers are impressed by the photos, then they read the ad text. then they come and inspect the home.

BUYER MANAGEMENT

- This can make you thousands of dollars or cost you thousands dollars?
- What proven experience does the agent have in managing your buyers?
- Is your listing agent palming off your most value assets to inexperience people?
- What is being said to your potential buyers.
- Is the buyer follow up diligent?
- How is the buyers interest being established?
- How is the buyers price range being established?
- How does the agent know if he has potential buyers? Hot buyers? Or even heart buyers?
- Does the agent know the principles of negotiation?

THE MARKET (SUPPLY vs DEMAND)

- Understanding that residential real estate is a supply & demand industry.
- Understanding that exposing the property to the market place with correct pricing
- This always attract the best buyers quickly and the best way to create competition.
- Understand that market conditions change constantly and our strategies need to change with them.

THE AGENT NEGOTIATION SKILLS

- Your agent should know the principles of negotiation.
- The best agents find out the motivation of the buyer.
- The most powerful motivators to purchase a home is always the desire of gain and fear of loss.
- The best agents understand the principles need to negotiate the best outcome for the vendor.

POWERFUL MARKETING TOOLS

BEFORE WE GO TO MARKET

PREMIUM PHOTOGRAPHY

Great photography does wonders for the warmth, space and overall perception of a home or investment.

FLOORPLAN

Properties advertised online that include a floorplan can receive up to 30% more enquiries than properties without floorplans.



CORE MARKETING PRODUCTS

SIGNBOARDS

Allow your property to be on show 24 hours a day, 7 days a week.

BROCHURES

Available at open homes

DIRECT MAIL & LETTERBOX DROPS

A large number of potential buyers live locally

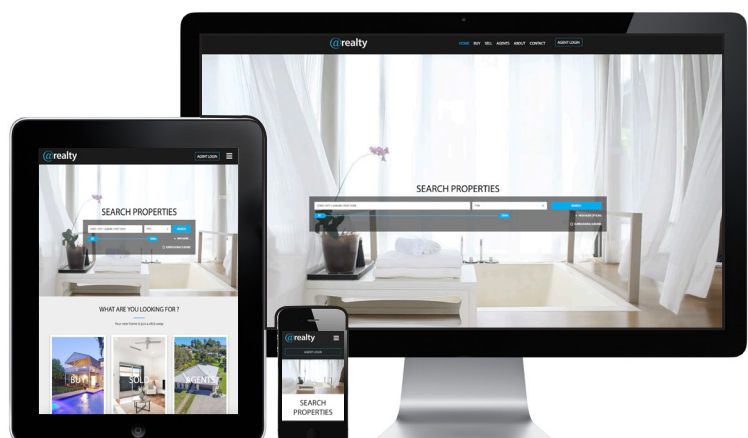
REACHING THE DIGITAL MARKET

FREE ADVERTISING ON:

- domain.com.au
- homesales.com.au
- view.com.au
- listglobally.com (102+ International websites)
- Plus more

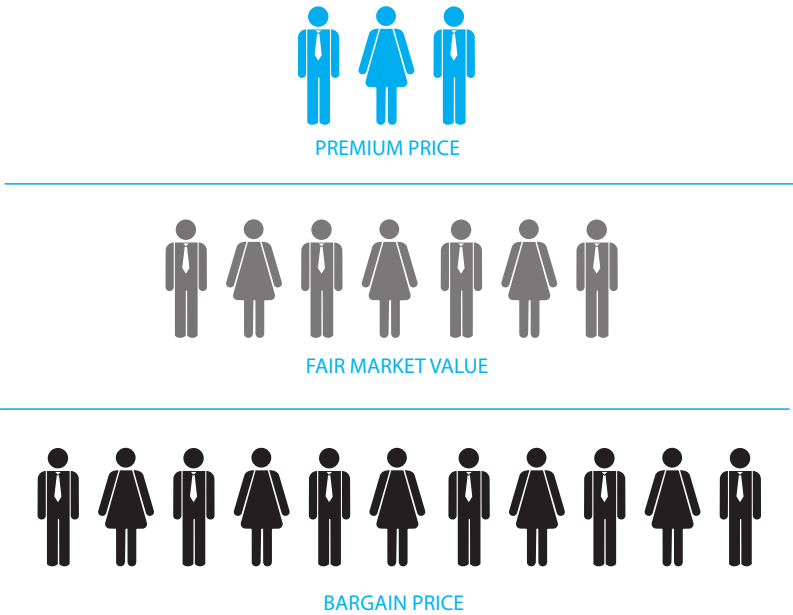
SOCIAL MEDIA LISTING BOOSTER

Reach passive buyers on social media through enhanced targeted audiences.



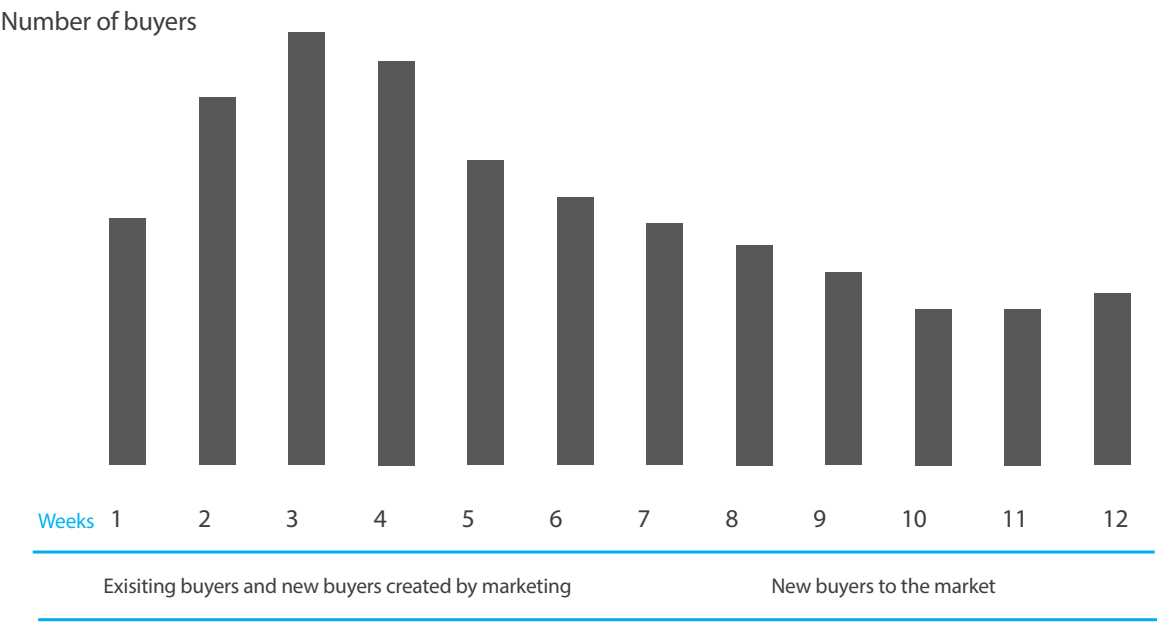
PROPERTY PRICE & BUYER ACTIVITY

PRICE OF PROPERTY



Depending on the price of your property, it will affect the number of buyers.

BUYER ACTIVITY



The first few weeks is the most important time for marketing. It's best to take advantage of them. Buyers seek out new listings which are always of interest to the existing buyer group.

LOU RINNOVASI @realty

Licensed Real Estate Agent / Auctioneer

23 Years of residential experience, excellence and industry knowledge.

Specialising in the eastern suburbs of Melbourne

Providing clients with professional knowledge, expert advice, tailored marketing, proven strategies and outstanding results

2019 - PRESENT

– LOU & LEE RINNOVASI JOINED THE @REALTY GROUP

- We have now negotiated well over 60 Listings / 60 Sales and counting!

2013 TO 2018

– PROFESSIONALS WANTIRNA FRANCHISE GROUP *Lee Rinnovasi Supporting Agent*

- Knox City Suburbs and surrounding Municipalities.
- 210 Listings & 210 Sales - 420 Transactions!
- 5% of the Best Listing & Selling Agents from 280 offices Australia wide.
- 2014, 2015, 2016, 2017, 2018 Awards of Excellence!
- Top Achiever, Top Lister / Sales, Top Auctioneer.
- Excellence in Marketing and Advertising Awards.

2004 TO 2013

– THE BARRY PLANT GROUP - KNOX CITY SUBURBS *Lee Rinnovasi Supporting Agent*

- Top 10 Sales Consultant! 80 offices Melbourne.
- Top Achiever Awards for Self-Generated Listing & Selling Results 2006-2007.
- Total = 67 Listings + 67 Sales – 134 Transactions!
- Top Achiever Awards 2008-2009-2010.
- Barry Plant Diamond Club Member Awards.
- Listed and Sold well over 500 properties.
- Top 2% of the Listing & Selling Agents in the group.
- 2011 to 2012 Office Manager Award - Most improve office of the year.
- Biggest increase percentage of sales in a year - 2012 Diamond Club Award.

1999 TO 2004

– GRANT REAL ESTATE - SPRINGVALE, CLAYTON OFFICE

- City of Greater Dandenong, Casey, Monash and surrounding areas.

1998 TO 1999

– PARK REAL ESTATE - KNOX CITY SUBURBS & SURROUNDING AREAS

Lou and Lee Rinovasi have negotiated well over 1800 residential transactions and counting.
We list, market, negotiate and sell - Houses, townhouses, units, apartments, vacant land, development sites, backyards, subdivisions and investment properties!

HONESTY! INTEGRITY! TRANSPARENCY!

100% Client satisfaction means clients for life!

Character is Destiny!



It all starts with a property appraisal

Lou Rinnovasi @realty



TEAM RINNOVASI. THANKS FOR ANOTHER GREAT RESULT!

We have sold several properties! Our most recent during Covid-19 a difficult market. Lou and Lee are passionate, highly skilled agents. Their knowledge and enthusiasm is transferred to the buyers, hence their results! That is a big reason you need an agent who has a proven track record with many happy sellers. As mortgage specialists, clients ask us if we know a good agent, we trust Lou & Lee to sell our properties and we highly recommend them to everyone who is thinking of selling.
- Paul & Jo Shepherd - Croydon - Kilsyth - Rowville - Wantirna - Wantirna Sth



WE HIGHLY RECOMMEND LOU RINNOVASI

We have engaged Lou's services twice in the past six years to sell two properties. On both occasions, he appraised our property within an honest 10% price range. In each case we were extremely happy with the valuation. We were more than surprised when he significantly exceeded both valuations and our expectations! Thank you Lou for your professionalism and skill.
- Lindsay Bray - Doncaster & Templestowe



PROFESSIONALISM AT ITS BEST! LOU RINNOVASI ALWAYS GETS THE JOB DONE

This is the 2nd property Lou Rinnovasi has sold for us and both times our properties sold over and above our expectations! Thanks Lou for a job well-done, twice.
- Tony & Maria Monarco - Bayswater & Mulgrave



LOU IS AN AMAZING AGENT, HE CAME HIGHLY RECOMMENDED!

This Covid-19 period was an extremely hard time to sell. However Lou Rinnovasi came through for us with flying colors. Lou is professional, honest and reliable when it came to the sale of our home. I will definitely be recommending and using Lou and Leanne for any of our families real estate needs. Thanks once again.
- Crystal & Carmine Lorusso - Ftg

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If any other agent has a current exclusive agency agreement in relation to this property (or business, as the case may be), please disregard this communication.



Scan this QR Code to watch a summary of the **33 Harley Street, Knoxfield Auction**

"We cannot thank Lou & Lee Rinnovasi enough. The result exceeded all our expectations. We now have enough money that we can help our family who fell on hard times and we can live comfortably in our lifestyle village without a worry.

Thank you for all your hard work and dedication to our situation."

Yours Sincerely Bill & Sue Wright – 33 Harley Street Knoxfield