



FOR THOSE WHO EXPECT MORE



CJ REAL ESTATE
Real Estate Services Since 1990



Disclaimer: This information booklet has been provided to assist you about property management. If you have questions about any matter, please contact your legal representative or real estate agent about your specific query. The information may be applied to differently upon the variations in individual circumstances; we therefore cannot accept responsibility for any misunderstanding that may result from information provided in this booklet. However, please do not hesitate to contact C J Estate for any assistance you may require and we will do everything possible to provide the information you seek.

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Real Value



In a Changing World

We have a love affair with property

Selling your property is one of the biggest financial decisions that you will make in your life.

This is why you need a good agent who is **PASSIONATE** about real estate and **DEDICATED** to getting you the best financial result when it is time to sell your property.

We are proud of our company's history and the many members of our Sales team who have been with us from the beginning. Since 1990, we have guided many satisfied homeowners in finding the appropriate sales strategy to achieve the highest possible price. Our continued presence in the fast-changing Sydney property market proves our experience and the success of our tools.

You can have confidence in dealing with us - a passionate and dedicated team to help you decide on the right sales approach, reach all potential buyers, advise on how to best present your property to make it attractive to buyers and assist with executing the sale as quick as possible.

This is why you should choose C J Real Estate.



John Cho
Managing Director

Two Local Offices

CJ Real Estate has been providing high quality representation and outstanding service to homeowners and buyers since 1990.

We have strong local presence and market knowledge with two offices servicing Rhodes, Newington, Wentworth Point, Sydney Olympic Park, Silverwater, Meadowbank, Liberty Grove, Homebush, Strathfield and other Inner West areas.



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Next to Rhodes Train Station

Tel 02) 9739 6000

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info@cjintl.com.au

Working For You

Our fiduciary responsibility to you begins the moment you engage us as the listing agent. You can expect market expertise, guidance, responsiveness, accountability and loyalty at all times.



7 REASONS TO CHOOSE C J REAL ESTATE

**Local
property
experts**

**Strong
database
for vendor
and
purchasers**

**Experienced
staff
to support
our clients**



Analysis & Strategy

- Market Analysis
- Pricing Strategy
- Vendor Updates
- Market Feedback



Marketing

- Professional Photography
- Floorplan Design
- Traditional Advertising
- Online Marketing
- Public Open Home
- Twilight Viewings
- Buyer Contact



Negotiation & Management

- Agreement Options
- Presenting Offers
- Negotiating Terms
- Sales Advice
- Inspections
- Closing

**Effective
marketing
strategies**

**Experienced
negotiators**

**Professional
team work**

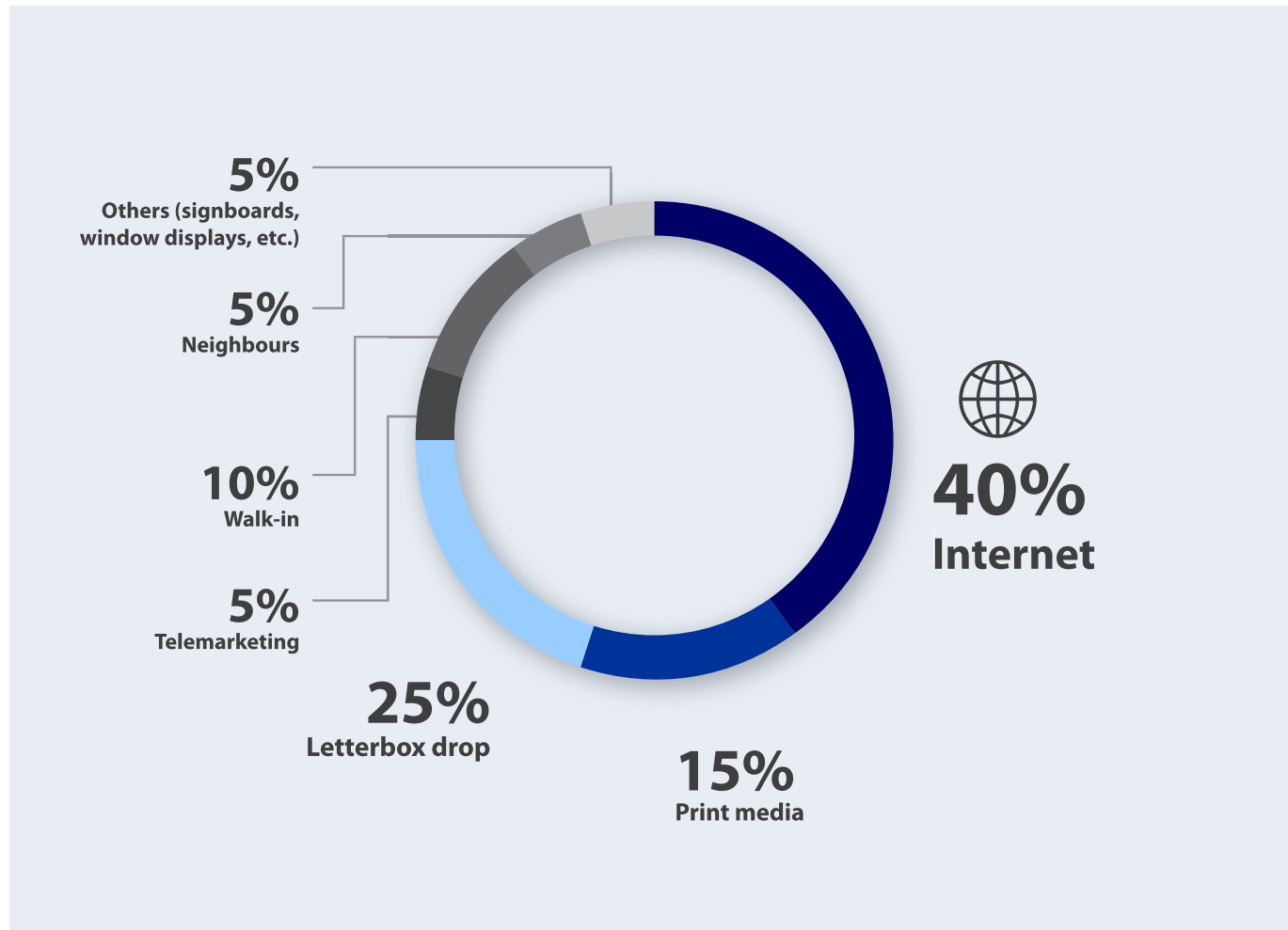
**Regular
reporting
system for
effective
communication**





All The Right Moves

Where Buyers Come From



The Power Tools To Sell Your Home

Our unbeatable marketing strategy and tools combine technology with personal touch.



• Expert Insight

Property analysis and preparation



• E-Newsletter

Constant engagement of potential buyers with interesting market information to buyers



• Photography

Professional photos for good impression to buyers



• Mobile

An application that is as mobile as our buyers



• Brochures

Your property brochures and marketing materials



• RP Data

The national database



• Illuminated Window Displays

Maximum visibility at all times



• Local media

Enticing advertisements in local and community magazines



• Online real estate

Real estate websites work for you



• Reports

Our data powers your next move

Photography

Good photography is as important as presenting your property well. A captivating photograph will make a memorable first impression on a potential buyer. Great care and attention is taken to ensure each photo shows the unique story of your home.



Brochures & Window Displays

Marketing with brochures is still among the most effective tools to get your message across. A good quality brochure is a physical reminder of your property. Our experience also indicates that direct mail drops of your property brochure does help us reach a highly target audience.

Our two offices are in great locations with high foot traffic. The window displays at our offices shows your property to potential buyers at all times.



C J REAL ESTATE
Real Estate Services Since 1990

UNIQUE ONE-OFF DESIGN
4 BEDROOM HOUSE



6 Monterey Street, Newington

4 bed | 2.5 bath | 2 DLUG






C J REAL ESTATE
Real Estate Services Since 1990



Unique One-Off Design 4 Bedroom House

This is a prestigious free standing corner positioned 4 bedroom house which is carefully designed for an effortless entertainer's lifestyle and total relaxation. You will be touched by the luxury of the property once you enter the grand foyer. This immaculate and well maintained 4 bedroom house is one of the very special designed home in Newington with 402sqm of land.

Exclusively designed house offers extremely spacious interior with a great outdoor entertaining area together with a sunny beautiful garden for you to enjoy and relax. The property located at a convenient location with only 2 minutes walk to the bus station and 3 minutes walk to shops and all restaurants.

Nestled in the golden location of Newington, this magnificent home provides an exciting opportunity to experience Newington's ultimate lifestyle. You will definitely enjoy this flexible open plan living areas as you can always use the space in a variety of ways.

Features:

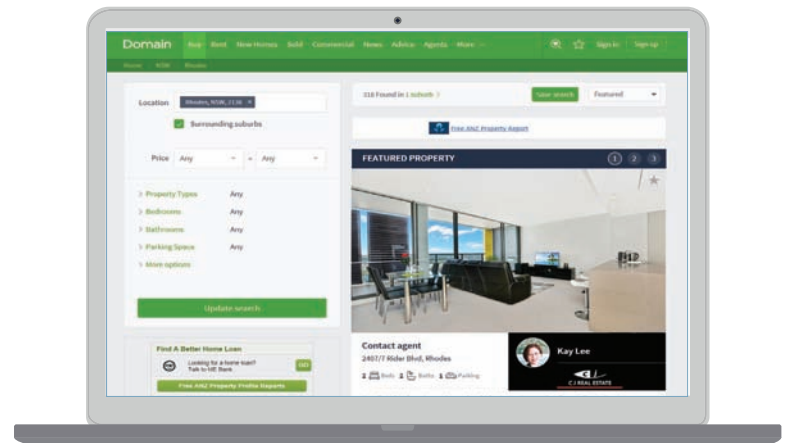
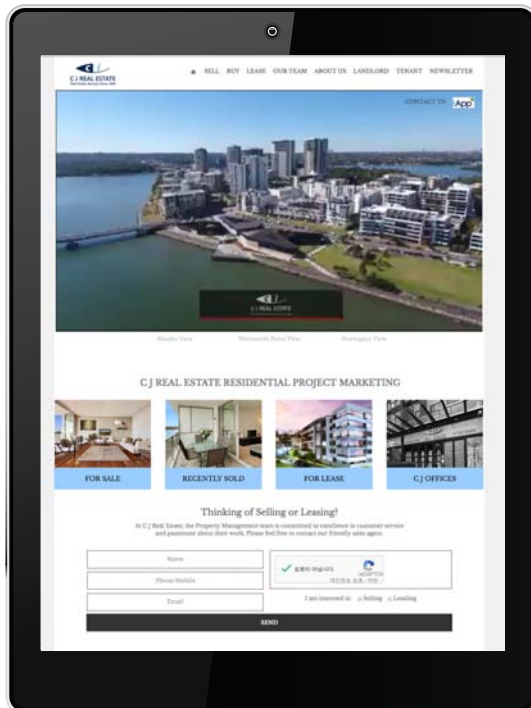
- Barely 402sqm of land
- Crime safe windows have been well installed
- Remote controlled double lock-up garage and direct access to courtyard
- Wi-Fi connected ducted Air-conditioning on both levels
- Corner position with private courtyard and garden
- 4 Sun filled bedrooms, with mirrored built-ins
- 24 hour Secom security patrol with back-to-base security system
- Gourmet kitchen with stainless steel appliances

Don't miss out to inspect this one of the special family home today.

6 Monterey Street, Newington

Online Marketing

In this information age, online advertising campaigns are great strategies that can improve marketing exposure. Online searches are often the first point of call for buyers. We know how to best position your property online.



domain.com.au & realestate.com.au

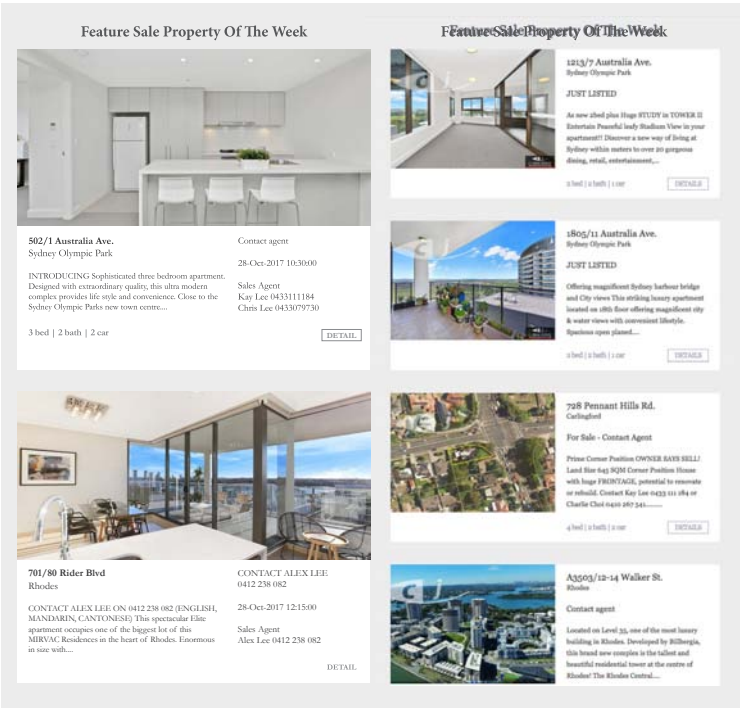
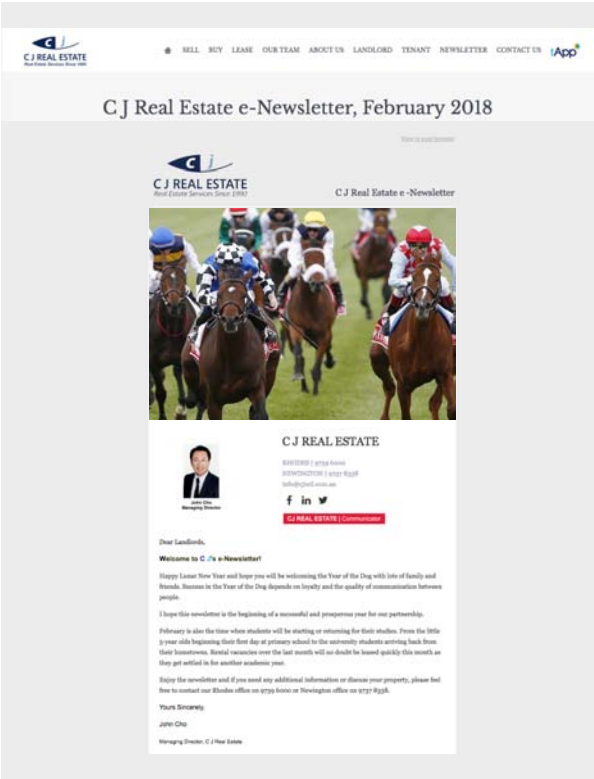
These major sites exposes your property to millions of potential buyers. To maximise the return on advertising on these sites, we analyse the traffic and trends to increase the chance of selling your property.

cjrealestate.com.au

As the leading local agents, our website narrows the number of enquiries to the genuine buyers and builds up our database. As your property is our priority, your property is on our website and the potential buyers will be provided with inspection schedules as well as any information they may need.

Enhanced Online Marketing

Our online marketing program also includes unique marketing tools that has proven to provide explosive visibility of your property. The C J e-newsletter and advertisements in multilingual community publications further increases the number of potential buyers and the chances of a speedy sale.



Local Advertising

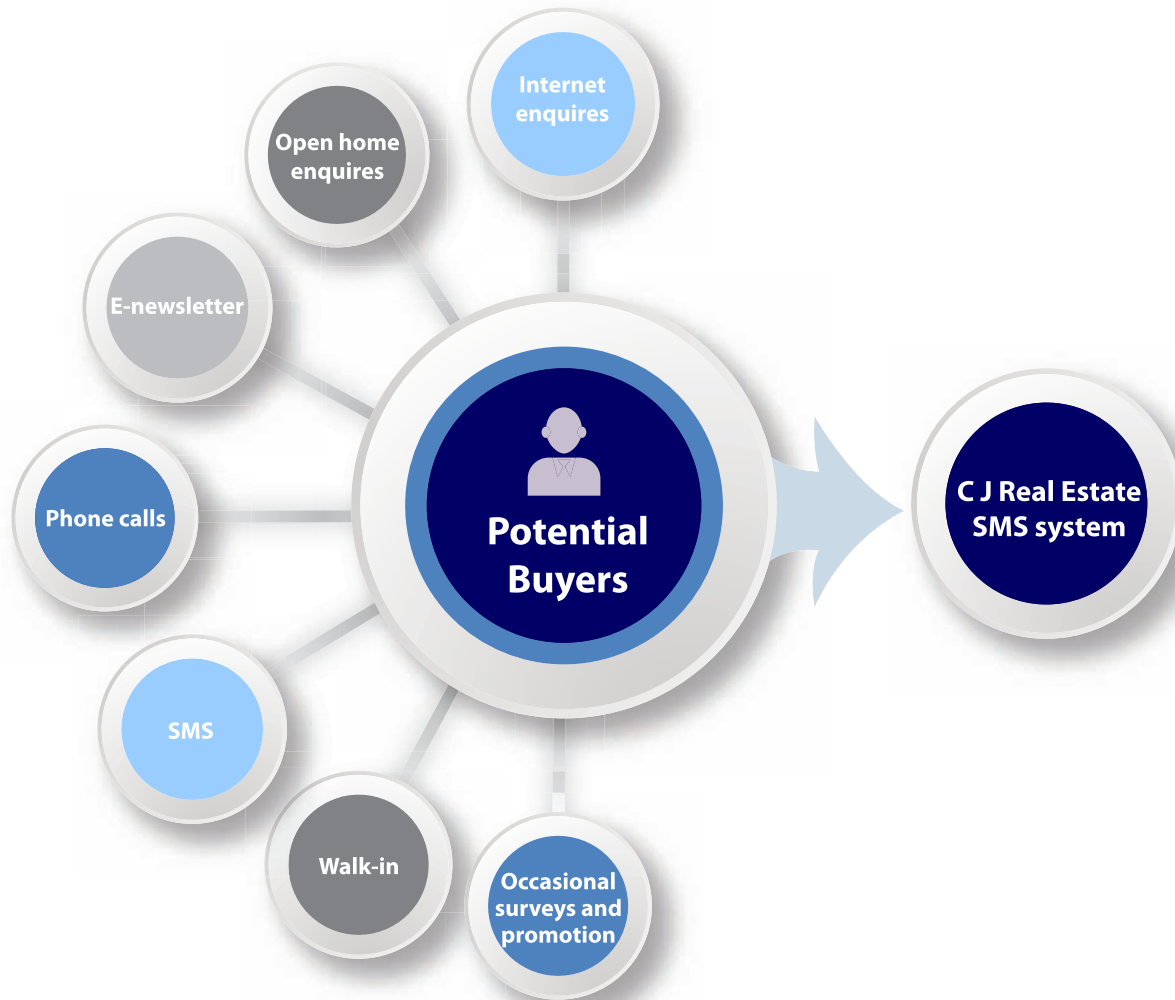
We value the personal touch behind our direct mail campaign with postcards, flyers and letters. We follow up on face-to-face referrals, print advertisements and online queries. As the local agents, we appreciate that we can establish a rapport with a local buyer that also results in an ultimate success in selling your property.

- Direct mail dropping
- Greetings at local bank dashboards
- Displaying property information guides at local shops

Listing Updates

Selling a property is time sensitive and great communication is crucial in the relationship between owner and agent. We aim to be a great communicator so your sales journey is enjoyable from the beginning to the closing. We appreciate the need to be proactive in following up leads and keeping you well informed.

Potential buyer database



We are proud of the client database that we have built since 1990. Our database tracks and records enquiries from all stages of our marketing process. We maintain regular contact with these clients leading to lifelong relationships and boosting the number of warm leads for the sale of your property.





Selling Tips

Choosing the Right Agent

Choosing the right agent is one of the most important steps towards a successful sale.

- Be careful of the agent who gives you a big selling price
- Be more careful of the agent who says “it depends on the market” when the selling price comes to a question
- Ask what they will do to achieve the highest price
- Interview agents until you find one you like and,
- Never hire an agent you don’t like

Also, find someone who can answer:

- How much is my property worth and on what basis did you come up with that figure?
- How does my property present and what can I do to improve it?
- What’s an approximate time frame to sell?
- What’s the best method for selling my property?
- What’s going to be my costs?
- What fee structures can you offer?

Your guarantee of service

A reliable and professional real estate agent will offer a guaranteed commitment to meeting the needs of every client.

And we, C J Real Estate, aim to provide you with the highest level of service to achieve the successful sale of your property.

Our guarantee of service to you;

- We will do our utmost to make sure we achieve the highest possible price as early as possible
- High quality photos of your property will be placed in our illuminated window display
- You will be regularly updated with the progress of sale
- Any feedback or comments from potential buyers will be discussed with you
- You will receive a report from us after open inspection and any other inspections
- Your privacy during our inspection will be ensured
- We will be available at any time to discuss any matters of the sale of your property
- Coordination of our Two local offices to achieve the best results. Our service guarantee ensures that you have nothing to lose, and everything to gain by entrusting the sales team of C J Real Estate

Auction or Private Treaty

If you are preparing to sell your property, you may ask
“Should I sell my property by auction or private treaty?”

Which one is the best for you will depend on several factors including location, the property type and the current market forces.

Auctions normally work well where the power of competition is high. Knowing the state of the local market you are in will help determine which way to go.

So, speak to your agent for advice on selling by auction or private treaty.

Benefits of going to auction

- The vendor has the opportunity to sell their property before auction, on the day of auction, or after auction
- You have the ability to set a reserve price and if there is a lot of competition, you may get a higher price than you expected
- Ability to set a settlement date particularly if you are buying a new property and need to coordinate the timing of sale and purchase
- A sense of urgency; buyers have a definite time frame in which they must act
- No cooling-off period; buyers are committed to buy the property

Benefits of selling by private treaty

- You set the price you want up front without a deadline.
- Less pressure for you to accept low offers than there might be at auction
- Flexibility regarding the length of time your property is listed for sale unlike an auction
- Also greater flexibility for negotiation; a contract can be signed ‘subject to’ certain conditions
- The cost of marketing campaigns tend to be lower than auction campaigns



How to achieve the highest selling price for tenanted property

What if you think it is the right time to sell, but you have a tenant in place?

Selling with a tenant can be a dilemma, but if properly approached, it can usually go a lot smoother.

Here are a few of tips for realising the best price on an investment property;

- Plan for the sale - check with your property manager about the state legislation on selling a tenanted property

Understanding your tenants' situation also would be helpful for a smooth sales campaign;

- Settle on a good time each week for inspections, and reassure them of their privacy and security.
- Ensure your agent and the tenants work together
- If they are messy tenants, there is nothing you can do, as the condition of the property can only be questioned upon their moving-out
- Many buyers will appreciate the selling agent's assurances that the property will be clean and tidy upon vacancy.
- An averagely presented property may not sell for top dollar, but the cost of no rental income and dressing the property could actually mean you end up with the same financial outcome



Presenting the Property

It is important to ensure that your property looks its best from the moment it goes to the market ; the appearance of your home is the first thing that prospective buyers will notice.

- **Repairs**

From leaking taps to a broken bulb, basic maintenance work will help to ensure the buyers don't find any faults

- **Freshen up**

The possible décor changes may range from small items to repainting the whole place. Setting the scene is a great way to transform your property and attract more prospective buyers

- **Clean up**

Your property should be sparkling before you show prospective buyers around.

Get rid of smoke or pet odours. Clean up windows, and check how it would be different with more natural lighting.

- **De-clutter**

Provide an atmosphere of less is more. The less stuff you have in the property the larger it looks to buyers and more likely they will want to take a longer look and visualise themselves living in the property.

- **Focus on the details**

Open up the curtains to let sunlight in. It will also make your property appear warm. If it is cold, turn on heating, and if it is hot, turn on cooling systems.



Selling Checklist

- ☒ Make the decision to sell
- ☐ Make the decision on how to sell
– private treaty or auction
- ☐ Prepare your property
- ☐ Professional photos and floor plan
- ☐ Prepare the contract of sale
- ☐ Going on the market
- ☐ Get sales progress from the agent
- ☐ Negotiating
- ☐ Under contract
- ☐ Settlement day


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