







## ABOUT US

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As a market leader in the Central Coast property market, Domain Property Group is an independent agency, proud of our innovative, professional and progressive reputation. With our strategically positioned offices, the Domain Property Group name has been synonymous with exceptional real estate results in the area and we continue to expand our portfolio daily.

Integrity and personalised customer service are very much at the core of our company's culture. These values carry across both our commercial and residential sales divisions as well as our dedicated property management team.

Under the direction and leadership of Brian and David Roy, we continue to focus on building and improving our strong customer service ethic, and developing a 'client for life' relationship with all our past, current, and future clients.

## WHY CHOOSE US ?

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With our dedicated staff living and working locally, we consider ourselves a group of enthusiastic locals who are heavily involved in the immediate community. This gives us tremendous insight into the local market: the previous trends, current movements and future forecasts. It is quite possible we have helped a number of people in your street sell their home, or find a tenant for their investment property. We are confident that we can be of assistance to you, as well.



## OUR SALES NETWORK

Our sales team work closely together in a unique way, sharing information relating to each individual listing via a dedicated technology platform. This provides a unique opportunity to access a larger database of existing clientele including potential buyers for your property.

Together our sales team will actively work to achieve the best possible outcome for you.

Domain Property Group has four strategically located offices serving the Central Coast region.

- Woy Woy
- Ettalong Beach
- Empire Bay
- Erina Fair Shopping Centre
- Deepwater Plaza, Woy Woy (Display Wall)

## SELLING STRATEGY

Maximising the price of any home is always dependent on creating the ideal selling environment.

Our agents provide advice to ensure your property is in pristine condition before selling, so a highly competitive environment is created when it comes time for prospective buyers to place their offers. We pride ourselves in giving clients premium advice and service regarding the best way to do this.





## MARKETING

We know how to attract the buyers attention in a crowded marketplace. Our marketing strategies aren't designed to find an individual buyer - they are designed to attract every buyer possible to your property.

Each campaign is customised specifically to your needs, and is complemented by quality creative services including signage, photography, floor plans, property brochures, guides and copy writing to maximise buyer interest.

A combination of print media, online marketing including websites and social media, signboards, window cards, database marketing, and brochures used to showcase to the broadest possible audience. If you wish to tailor a specific strategy or package we will happily discuss all options with you.

## ESSENTIAL MARKETING



### SIGNBOARD

The signboard is designed for maximum exposure with key information, with the property's main selling benefits. A strategically placed signboard will alert your immediate neighbours of your listing for sale.



### PHOTOGRAPHY

A leading professional photographer will shoot an expansive selection of excellent quality digital photographs, which are used for all colour advertising and prints for distribution and to support editorial coverage in magazines and newspapers.



### WEEKLY PROPERTY GUIDE

Every week across all Domain Property Group offices, our sales team will be handing out copies of the Domain Property Group's Property Guide to all prospective purchasers at open inspections making sure your property gets the exposure that it deserves.



### PROPERTY BROCHURES/WINDOW CARDS

High quality colour brochures and window cards are produced to showcase your property with stunning high resolution images and professionally written text to communicate the outstanding features and the opportunity your property presents.



### FLOOR PLAN

This computer-generated reproduction allows prospective buyers to accurately recall your property layout after an inspection. The plan will include room dimensions and will also be included with property listing on 11 websites.

### COPY WRITING

Professionally written copy and press releases communicate the features of your home to our targeted media contacts and will maximise the public relations potential of your property. Take advantage of the high profile editorial by Domain Property Group.



## E- MARKETING



### E- MARKETING

We give you a huge online presence by listing your property on the following websites:

- domainpropertygroup.com.au
- onthefhouse.com.au
- realestate.com.au
- allhomes.com.au
- domain.com.au
- homesales.com.au
- homebound.com
- homely.com.au
- splashdisplays.com.au
- homepass.com

We also offer feature property listings.

This puts your property at the head of search results. Anyone searching for properties in your suburb won't miss yours.

Feature property listings attract more attention with an enhanced border, bright colours, larger images and appear before standard listings.



### ANYTIME ACCESS

With everyone using smart phones and tablets we ensure that all properties are available on all platforms meaning prospective buyers can access domainpropertygroup.com.au, realestate.com.au and domain.com.au at any time, anywhere.



### E-BROCHURE

An E-Brochure is an email of your property including the description, open and auction times and photographs. Your eBrochure is sent via email to people on the realestate.com.au database whose 'search' criteria match the details of your property. E-Brochures have been proven to double the number of times your property is viewed.



### SOCIAL MEDIA

Keeping in touch with the community is important to us, and this is why we maintain an active social media presence on Facebook and Instagram. We like to promote links to our currently listed properties, as well as content we find interesting, to our wide client database and likes. Our team is highly active on LinkedIn for an additional networking avenue.



## PRINT MARKETING

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### NEWSPAPERS

Domain Property group provides regular local newspaper advertising. This includes listing of auctions and weekly open home times by suburb. Broader newspaper advertising will be considered where appropriate to a specific property and marketing strategy.



### EDITORIALS

We often have our hot property listings featured in editorial sections of newspapers and magazines. This not only showcases the home on offer, it creates more interest in Domain Property Group, and in turn, benefiting you as our valued customer.





## COMMUNICATION

### KEEPING YOU INFORMED

Clear and regular communication is essential to ensure you have the information you need to make the best decision for you and your family. We understand that a lack of ongoing feedback on the progress of your sale can make the process more stressful for you so we follow a structured communications program of phone calls, SMS messages and emails to keep you up to date.

We will advise you about every person who has expressed an interest in your home, the number of people attending your Open Houses and all feedback, good and bad, that we may receive.

If any of the feedback we receive suggests a change in strategy, marketing or pricing that might be appropriate, we will discuss this with you openly and honestly so that the best outcome can be achieved.

Our goal is to ensure we negotiate the best price for you with personal commitment to meeting your expectations in every way possible.



## Preparing Your Property For Sale

Maximising the price of any home is always dependent on creating the ideal presentation and selling environment. Our Agents provide professional advice in relation to the preparation for sale.

We can put you in touch with recommended tradespeople who can assist you with general household maintenance, cleaning, painting, tiling, plumbing, garden care and household removals and storage. If you need any other service to ensure your property transaction goes smoothly and successfully, simply call us and we will be happy to help.

## Here to help Property Management

Domain Property Group has an experienced Property Management team to take care of investment properties. We have a strict tenant policy to ensure only the most suitable tenants with reliable references pass our review process.

We aim to make it easy for our landlords by taking care of the details whilst following a structured communications program that delivers the information they need to make the best decisions for the future of their asset.

If you're a landlord or are looking to invest in a rental property, please call us for an obligation-free proposal on how we can help you to achieve the most from your property whilst still maintaining maximum peace of mind.

## Additional Services

Domain Property Group also offers customers a portfolio of value added services which complement the buying and selling process.

## Finance

Clear Lending offers a full mortgage broking service to our clients

Whether you're a first time buyer or looking at ways of expanding your investment portfolio, a Clear Lending Specialist will come to you - at a time that suits - and work with you to find the home loan with the rate and features that's right for you! We take the stress out of property finance.

Access to all the major lenders allows us to provide you with a fast pre-approval and a competitive low rate, we can also assist with:

- Family Guarantees where a family member can assist in your purchase
- Deposit Bonds that can take the place of a 10% deposit
- Self Employed, Refinancing, Construction and Investors Loans

Our main focus is to provide you with a better home loan and make the application process a simple and satisfying experience.

Clear Lending Pty Ltd ABN 95 167 052 146

Australian Credit Representative 477688 of Vow Financial Australian Credit Licence 390261



A modern interior with large windows, a white sofa, and a decorative lamp. The background is a light grey wall with large windows. In the foreground, there is a white sofa with cushions and a decorative lamp with a spherical top made of many small rings.

## GENERAL TIPS

### THINK LIKE A PURCHASER

The golden rule of thumb is - if something needs to be repaired - fix it! Walk through and be picky - try and see what a potential purchaser would see - not what you have overlooked for years. Make a list of repairs and improvements that need to be made.

Buyers will mentally add up their perceived costs of repairing all those major flaws and end up with an amount that is generally much higher than your actual costs will be. You may believe the repairs are insignificant. However the buyer may question the maintenance and upkeep of the rest of the property. Necessary, noncritical minor repairs and perceived owner neglect will either lower the price or lengthen the time to sell.

Look at the colour palette that you have used in your home. If you have used striking, bold colours, it might be time to neutralise them. Your objective is to make your home appeal to the largest possible segment of the market. Ask yourself, "How many prospective buyers would feel able to move into my home with their own furniture and not want to replace the carpet or repaint these walls?". Position your property on the market to be as live-able to as many people as possible.

The market is always driven by buyer demand and the average buyer will have difficulty looking beyond bright carpeting and/or bold wallpapers.

### GARDEN DELIGHTS

If your garden is beginning to look like a jungle, hire a gardener to get it under control. The gardener will also know which plants and flowers will add to the overall appeal of the house.

### KEEP IT SIMPLE

The main idea is to maximise the appeal of the house without spending a fortune. The whole process shouldn't cost you the earth and, with the help of those close to you such as family and friends, you should have the house presentable in a relatively short period of time.

### CONSIDERING MAJOR CHANGES?

Renovations can add significant value to a property but you can run the risk of overcapitalising. Interestingly enough many buyers are also looking for a 'renovators delight' style home so in some cases it is better off saving your money. Always ensure you speak to a real estate agent before undertaking any major changes!

### HAVE FUN

Most importantly, try to enjoy the selling process. Avoid stress by being well prepared and use the people around you to help carry the workload.





### Contact Us

02 4342 4000 or 02 4342 7900  
info@domainpropertygroup.com.au  
www.domainpropertygroup.com.au

### Our Locations

1 Blackwall Road Woy Woy, NSW 2256  
2B Kendall Road Empire Bay 2257  
Erina Fair Shopping Center Next to Woolworths  
3/382 Ocean View Road Ettalong Beach NSW 2257  
Deepwater Plaza, Woy Woy (Display Wall) 2256

