



1

Property preparation

- ☐ Styling
- ☐ Painting
- ☐ Gardening
- ☐ Cleaning
- ☐ Handyman
- ☐ Carpets / Flooring
- ☐ Pool certificate
- ☐ Electrical certificate
- ☐ Building + Pest reports



2

Selling method

- ☐ Fixed Price
- ☐ No Price / EOI
- ☐ Auction
- ☐ Openn Negotiation
- ☐ Other



3

Admin & creative development

- ☐ Confirm method of sale
- ☐ Sign Listing Authority
- ☐ Keys for agent
- ☐ Prepare buyer contracts
- ☐ Finalise property presentation
- ☐ Copywriting
- ☐ Floorplans
- ☐ Photography
- ☐ Upload to portals and database
- ☐ Organise signage and brochures
- ☐ VIP preview inspection



4

Pre-market campaign

- ☐ Established clients
- ☐ Door knocking
- ☐ Letterbox droppers
- ☐ Social Media
- ☐ SMS
- ☐ Phone calls
- ☐ Emails



5

Advertising campaign & inspections

- ☐ For sale sign
- ☐ Editorials
- ☐ Local Newspaper
- ☐ Just Listed flyers
- ☐ Brochures
- ☐ Home Opens
- ☐ realestate.com.au
- ☐ domain.com.au
- ☐ Social Media
- ☐ Other



6

SOLD and Settlement

- ☐ Offers
- ☐ Contracts to settlement agents
- ☐ Funds / Deposit
- ☐ Pool and RCD Certificates
- ☐ Building + Pest reports
- ☐ Valuations
- ☐ ATO Certificates
- ☐ Pre-Settlement inspections
- ☐ Key hand over
- ☐ Settlement



PROPERTY CONSULTANCY & SELLING PLAN

Property address:

Reason for appraisal:

- ☐ Ready to sell soon
- ☐ Market update only

Timeline:

Launch date:

Sale date:

Settlement date:

Appraisal estimate:

\$



TIMELINE

WEEK 1							WEEK 2						
Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun

WEEK 5							WEEK 6						
Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun

WEEK 3							WEEK 4						
Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun

WEEK 7							WEEK 8						
Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun

TRADITIONAL SALES METHODS

PRICE

Logical vs Emotional

Land Value:

\$ _____ - \$ _____

\$ _____

Improvements:

\$ _____

Total:

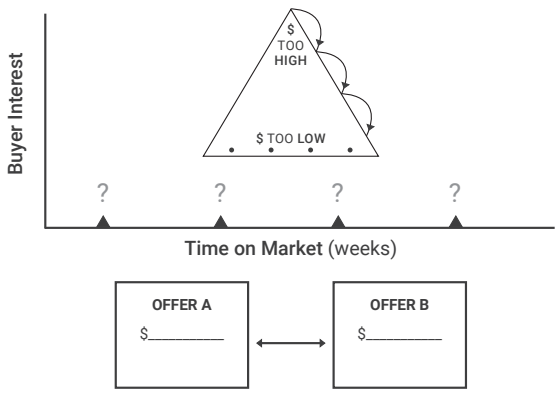
\$ _____

+ 5% to 30%

Competition

Fear of missing out

FIXED PRICE METHOD



- Buyers want the agent to tell about other price but they can't
- No one believes the agent. No transparency
- Easy to overprice or underprice

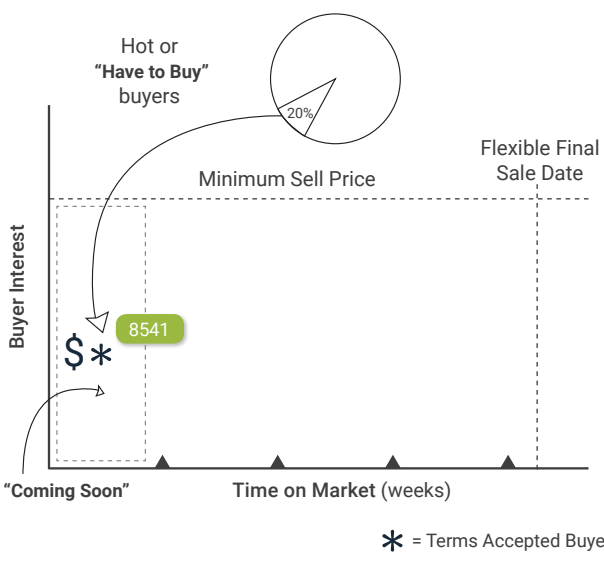
OPENN NEGOTIATION

WHAT IS OPENN NEGOTIATION?

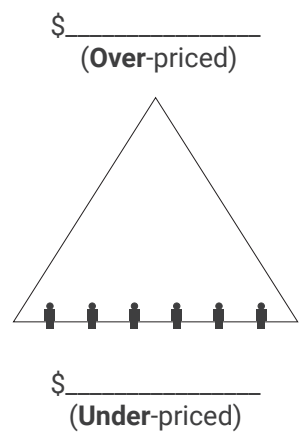
Openn Negotiation is an online property purchasing platform designed to be transparent and fair for both buyers and sellers. Managed by professional real estate agents, it allows qualified buyers to openly negotiate on price with the advantage of knowing exactly how many real competing buyers there are.

Buyers are only able to participate once their terms and conditions (which can be flexible) are accepted and agreed to by the seller.

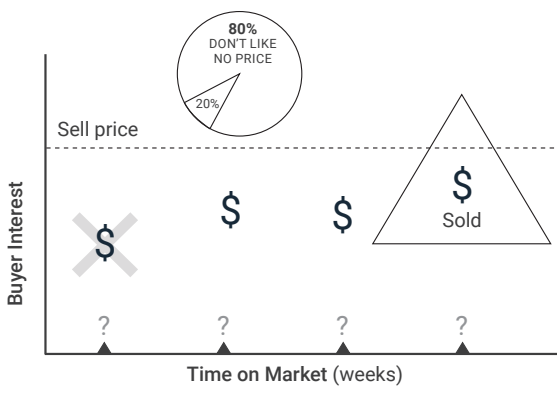
An Openn Negotiation campaign usually lasts between 1 - 4 weeks, but properties can sell earlier if the seller chooses or if the reserve price is met early.



MARKET PRICE

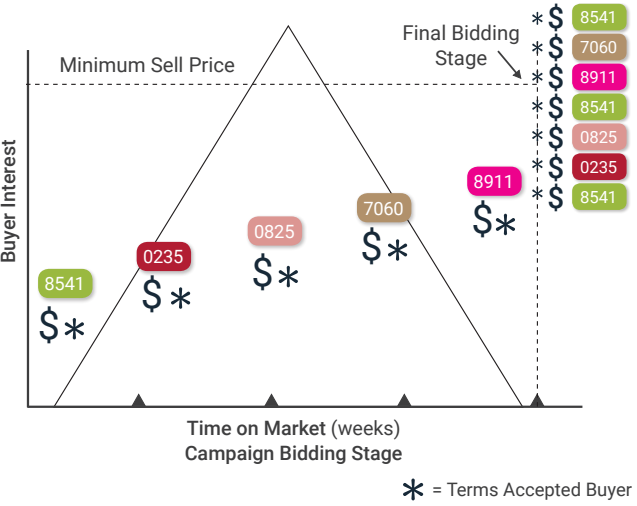


NO PRICE METHOD



- Buyers don't know what to pay
- Agents will never tell you about better offers post sale
- Price never advertised so you don't know if best price achieved

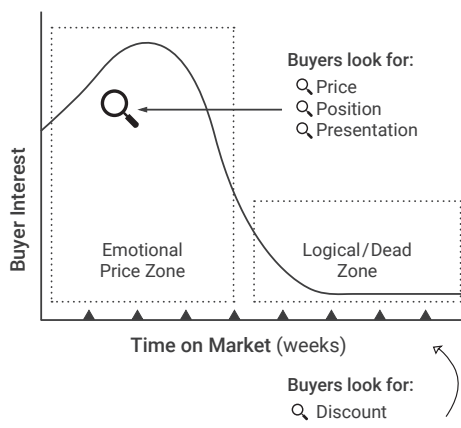
SCENARIO 1: FULL CAMPAIGN



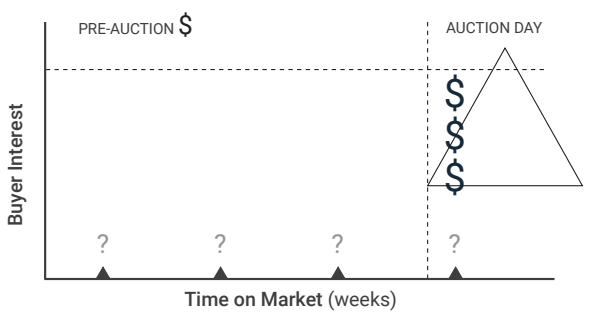
SCENARIO 2: HIGH OFFER UP FRONT



BUYER INTEREST



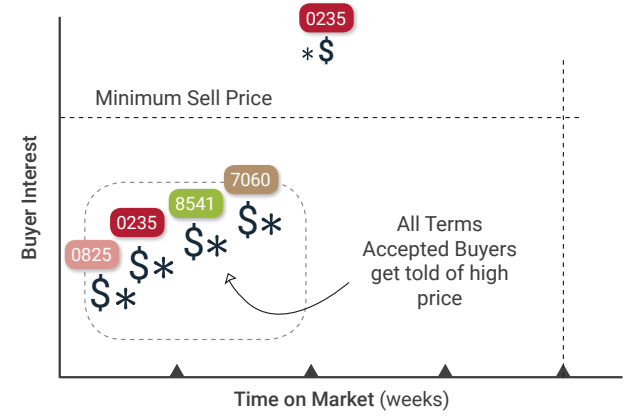
AUCTION METHOD



- Many buyers can't bid due to auction conditions
- No idea of interest until day of auction
- Many buyers can't meet auction conditions
- Many buyers dislike auctions
- Pre Auction offers are not transparent

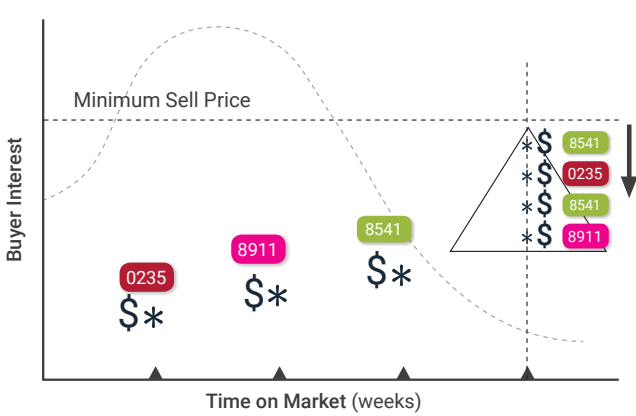


SCENARIO 3: HIGH OFFER MID-CAMPAIGN



- If there is a sole bidder, seller can accept the high price, or if there are multiple bidders, start the Openn Negotiation early and maximise competitive tension

SCENARIO 4: DOESN'T REACH RESERVE



- Lower (reserve) to capture buyers while emotional
- Sell post final bidding stage without disclosing reserve
- Should sell soon after if priced right