



CENTRAL COAST PROPERTY
SHOWCASE

Now is the time.



george**brand**

Your Decision

Thank you for the opportunity to work with you and to create a successful sale of your property. History has shown that the George Brand Showcase Event is an exceptional opportunity for those selling Central Coast property and you should have the highest confidence that The Showcase will produce a premium result for you in the current market.

As one of the Central Coast's largest real estate agencies, your team of agents have a thorough understanding of the local market, the likely buyers and the process required to achieve a premium result for you.

It is our role to give prospective purchasers great belief in your property and in turn, generate the maximum number of interested parties. Creating competition for your property is the best way to achieve a premium price for you.

Naturally, we are not relying on the local market alone. While it is highly likely that there are multiple buyers already on our database, it is essential to utilise a tailored marketing program locally and nationally to source the maximum number of buyers possible.

We know how important facts and research are to you and this book will provide you with much more information to help you understand how we energetically engage in creating a result for you. While our reach is second to none, we believe our key difference is how every lead is followed through diligently with the goal of maximising the number of interested parties. We take personal responsibility for creating a result for you and keeping you completely updated throughout the process so that you are in a position to make a fully informed decision on how best to move forward. Transparency and personal accountability are central to how we work.

Thank you for your consideration.

Why sell in the Property Showcase?

Finding the right buyer for you

Your tailored marketing plan

What to expect in the process

Confidence in the right price

George Brand know how

Why Sell in the Property Showcase

The real estate market and buyer behaviour on the Central Coast has changed. To ensure you get the best results in this market George Brand Real Estate has developed a unique selling strategy to maximise competition for each property.

The Property Showcase is a marketing strategy that encompasses the majority of the aspects of the private treaty method of sale in terms of a price guide, offering the opportunity to buy now, but it also introduces a proposed end date for marketing with an auction date.

Complementing this strategy with a powerful marketing package designed and completely tailored to your specific needs, a competitive atmosphere is created by casting a wide net and securing numerous enquiries. Our cleverly constructed marketing package not only gives your property an advantage over other properties, but increases your chance of gaining a premium price.

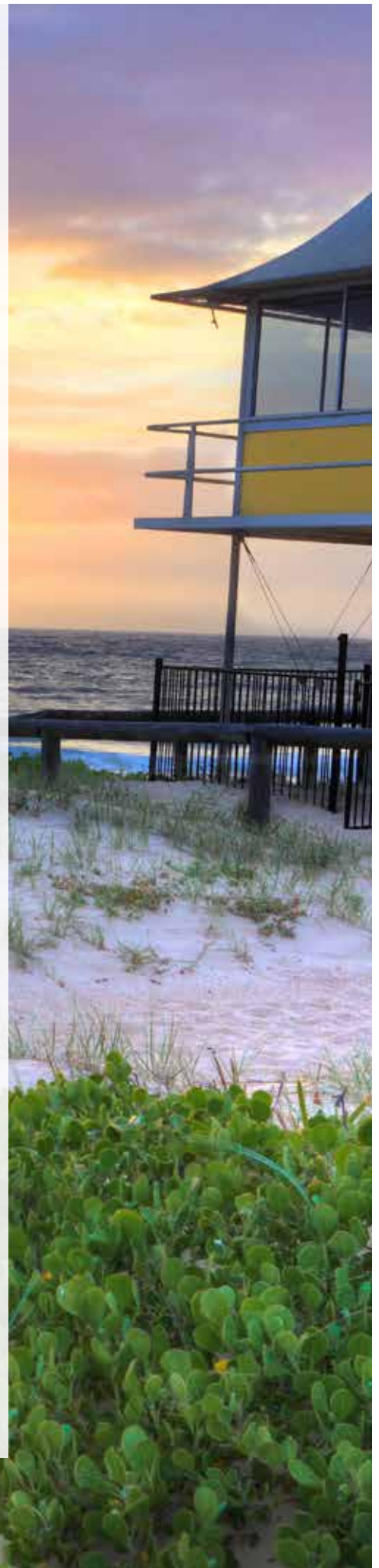
The Property Showcase gives the seller choices and options during the marketing process.

Your property is marketed with a price range stating 'For Sale Now or Auction' on a scheduled date.

This method gives the buyers an option to buy prior to auction by submitting a strong offer.

Once we have tested your property by placing it on the market, we can then determine the amount of buyer interest. This will guide you as to whether you should sell prior to, or proceed to auction.

You don't lose buyers who are hesitant to attend an auction and they will still visit the property. Having a scheduled sale date (auction date) keeps the pressure on the buyers as there is a deadline and they need to make a decision.



Finding the Right Buyer

The Property Showcase provides a unique opportunity to expose your property to the largest and widest cross-section of buyers looking for Central Coast real estate. A large number of your buyers may come from outside of the Central Coast region, so it is important that you have access to a large database of quality buyers.

Sophisticated target marketing allows us to know where to place your promotion to maximise impact with the most likely buyers. Every opportunity to show your property to a prospect is made the most of with our team approach

Realestate.com.au research shows that almost 44% of enquiries for Central Coast real estate came from outside of the local area.

So we don't just limit ourselves to local buyers, we get you the best buyer by searching locally, nationally and internationally. Our role is to create competition by sourcing the maximum number of buyers and having them compete for your property.

Combining the Showcase's marketing campaign with the George Brand Database will ensure your property reaches thousands of potential buyers. Over 50 years of real estate encounters have contributed to building our meticulously maintained client database. It includes well known identities, professionals, business operators, investors, locals and a large list of Central Coast holiday makers. George Brand sold over 580 properties last year, that's nearly 2 homes a day. We also have one of the largest rent rolls on the Central Coast with more than 1,800 properties under management.



Tailored Marketing Plan

We have designed powerful marketing packages which are completely tailored to suit your property and the relevant target audience for it. We know how to generate maximum market coverage targeted at genuine buyers for your property through a variety of media and sales techniques. Multiple marketing channels must be engaged locally, nationally and internationally to generate maximum exposure for your property and to produce the best result for you.

A competitive atmosphere is created by casting a wide net and securing as much enquiry as possible. A cleverly constructed marketing campaign not only gives you an advantage over other properties, but provides you confidence in knowing you have engaged every means possible to create the highest possible selling price.

The Showcase finds Every Buyer

YOUR MARKETING PROGRAM INCLUDES

Digital Marketing | Property Marketing
Database Access | Network Access | PR & Media
Online Portals | Social Media | Open Homes
Window Front Exposure



What to Expect

Constant Daily Communication

Phone calls, emails, text messages, written reports, face to face meetings

Powerful Marketing

Every dollar invested is effectively targeting a large group of buyers

Professional Presentation

Photos, brochures and all marketing collateral to be produced to the highest standard

Open Homes

Multiple weekly open homes to produce more buyers

Working Buyers

Creating opportunities by connecting buyers with your property and responding to all enquiry quickly

Responsiveness to Market Activity

Constantly re-evaluating the campaign to achieve the best results

Passion and Enthusiasm

Your dedicated sales agent and support team are always looking out for your best interests

Collaborative efforts of the George Brand Team

You don't just work with a sales agent, but with a support network of other agents, administrators and professionals funneling buyers to your property

Your peace of mind

You are always in total control

Constant communication and a "no-surprises" approach to keeping you well educated all add up to you being in the perfect position to make informed decisions regarding your property.

Our approach is always solutions-oriented meaning we can quickly adapt and change the campaign where required so you can have confidence that you do not under-sell.

Our team is always there for you, from your dedicated sales agent to our large administration team working behind the scenes for you. Our partnered approach means everyone on the team is interested in achieving a result with maximum energy and expertise to produce a first-rate outcome.



Leverage the George Brand Know How

Whatever your property needs are, now and in the future, we are committed to providing you with an exceptional level of customer service and results.

Our team of experts can guarantee unrivalled levels of knowledge and market insight to ensure a better real estate experience for you.

We provide a wide range of property services across the Central Coast.

We are a market-focused, results oriented organisation that delivers dynamic and innovative real estate solutions to you.

Confidence in the Right Place

The Property Showcase and George Brand has an extremely successful track record of consistently achieving premium prices and you can have confidence in achieving the same result for your property.

George Brand Real Estate produced some incredible results for our clients in 2021/22.

GEORGE BRAND REAL ESTATE
PRODUCED SOME INCREDIBLE
RESULTS FOR OUR CLIENTS IN 2021-22.

568 Properties
Sold

\$6,105,328,008
IN SALES VALUE

Rate My Agent
AGENCY OF THE YEAR
AVOCA BEACH, COPACABANA,
KARIONG, KINGUMBER

AGENT OF THE YEAR
KYLE BRAND - GOSFORD
TIM WOODHAM - COPACABANA
ROSS MCLARTY - KARIONG
TOM O'GORMAN - KINGUMBER
MATTHEW ELLIS - AVOCA

25 agents
working together

7 OFFICES

1800 properties
under management

OVER 1 MILLION
online property views

Unrivalled Central Coast Exposure

Our team have the knowledge, skills and experience to help maximise the value of your property. George Brand Real Estate Group is a dynamic team of professional achievers who excel through enthusiasm, determination and a commitment to delivering exceptional service.

We provide a wide range of services that guarantees all of your real estate requirements are catered for and have consistently achieved outstanding results for our clients for the past 35 years.

7 offices covering the Central Coast

George Brand's network is one of the largest of all Central Coast real estate agencies. Every office and every salesperson is offered the same incentive to find a buyer for your property, a feature unique to George Brand.

Our offices in Avoca Beach, Copacabana, Kariong, Kincumber, Terrigal & Wye are strategically positioned where pedestrian and vehicular traffic is high, ensuring the best possible exposure for our property sales and rentals.



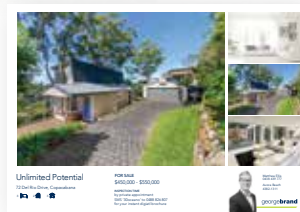
Marketing

It is essential all marketing for your property is professionally presented and pitched correctly in order to attract the maximum number of potential purchasers. We understand its importance to your success and we know what works.

OPEN HOUSE SIGNS



WINDOW DISPLAY



PROPERTY SIGN



BUYER BOOKLET



PROFESSIONAL PHOTOGRAPHY



DL CARD



SITE & FLOOR PLANS



DIGITAL & SOCIAL MEDIA



PROPERTY ALERT SYSTEM



WEBSITES





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Now is the Time.

Auction
Wednesday 28th September 2022

Visit www.georgebrand.com.au/showcase to access all details.

