

MURNANE[®]

REAL ESTATE



MOVING WITH MURNANE

MORE THAN JUST LOCAL

Servicing ALL over Victoria



MURNANE®
REAL ESTATE



**We are independent,
experienced real estate
agents who love what we do -
and we do it exceptionally
well.**

Unlike franchise groups restricted to specific areas, we have the freedom to sell anywhere across Victoria. With us, you gain an experienced, passionate partner and a brilliant negotiator dedicated to achieving the best result for your property.

"We invite you to
experience the
Murnane
difference."



“TAT” is a new



A SUCCESSFUL SALE

Through our extensive real estate experience, we've identified four key components essential for achieving the best result..

All of these elements work together to create a seamless selling process and exceptional results.

**1.
PRESENTATION**

**2.
AGENT**

**3.
PRICE**

**4.
MARKETING**



INTERNAL PRESENTATION

You may need to hire furniture, remove furniture and de-clutter. Do whatever it takes to make your home look and feel great.

We can assist with advice on this process. Remember, you want a buyer to imagine themselves living there.

EXTERNAL PRESENTATION

First impressions count. If a potential buyer drives past your home, are they going to want to take it further by booking an inspection? Ensure the exterior of your home looks great.

Weed the garden, mow the lawns, clean the windows and repair chipped paint. Entice buyers to come inside...

We provide personalised and a detailed checklist to help you showcase your home at its best. Ask us how we can assist!

TEAM MURNANE WILL...

- Recommend the most effective sales method for your property.
- Dedicate ourselves to your sale as if it were our own.
- Craft a tailored marketing campaign to maximise exposure.
- Conduct thoughtful, unhurried inspections to leave a lasting impression on buyers.
- Arrive early to prepare your home for inspections, ensuring everything is perfect.
- Provide detailed feedback and present all genuine offers for your consideration.

Our commitment is to guide you every step of the way and achieve the best possible outcome.

DETERMINING THE VALUE OF YOUR HOME

Every property has minimum of two values:

- 1. Logical Price:** Based on comparable sales and current market data.
- 2. Emotional Price:** What buyers are willing to pay because they've fallen in love with your home.

We work with you to establish a competitive price range that takes into consideration, both the logical and emotional values. This ensures you attract the right buyers and achieve the best result.

Finding the Right Balance

The following factors help determine the best or most appropriate selling range for your home:

- Recent comparable sales (no older than six months).
- Current properties on the market.
- Unique features of your home, such as bay views, exceptional presentation, solar panels, water tanks, or large garages.



Premium Marketing for Maximum Impact.

The first introduction buyers have to your home is often through marketing. A well-designed marketing campaign ensures your property stands out from the crowd and attracts the right buyers. We use:

- Social Media: Instagram & Facebook
- Professional Photography: High quality visuals to showcase your home's best features.
- Boards: Available 24/7 to capture the interest from passersby.
- Furniture Staging: To create an inviting atmosphere.
- Brochures: To remember your home.

Our goal is to make your home memorable to potential buyers and drive interest.

IMPORTANT QUESTIONS TO ASK

One of the many reasons people choose Murnane to sell their home, is our unwavering integrity and transparency which ensures an open process from enquiry to transaction.

We've collated some of the most important questions you should have on your agenda when interviewing real estate agents.

The answer to these questions will save you time, provide your meetings with structure and help you find an agent that is the right fit for you and the property you are selling.

IMPORTANT QUESTIONS TO ASK CONTINUED

1. Where will the buyers come from?
2. What is my property worth?
3. How will my property be marketed?
4. Will there be a board & why?
5. Will you conduct private or open for inspections?
6. Do I need to style or stage my home and why?
7. Which method of sale do you recommend and why?
8. When is a good time to sell and why?
9. When do you recommend we put our home on the market and why?
10. Are we locked into a contract with one agent and if so, for how long?

11. Do you have references from past clients?
12. What do you recommend we do to present our home at its best?
13. What is the average selling time in my area?
14. What is your Fee for Service?
15. What will be our marketing investment?
16. What other expenses will I incur?

GUARANTEE

If at any stage during the marketing of your property you are not entirely satisfied with the level of service being provided and your concerns cannot be rectified, Murnane Real Estate will be happy for you to cancel the agreement.

FLEXIBLE PAYMENT OPTION

If you do not have the funds to pay for your marketing, styling or any other items to get your home ready, we offer "pay later" options. This frees up your cash and you pay for it when the property is sold.

WE LISTEN

Your needs and concerns are our top priority. Before our meeting, jot down any questions or goals you'd like to discuss. We will tailor our approach to ensure a smooth and successful meeting and subsequent sale.

"Let's make your next move a success together."

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