

# CAROLINE BROWN — *Property*

YOUR GUIDE TO A SUCCESSFUL SALE.









# Your Property

& what's important to you

Integral to a successful outcome is understanding what's important to you in the selling process including timing, preparation, strategy choice and communication.

Our most important and fundamental consideration in determining the ultimate marketing strategy for your property is considering the unique elements and aspects of YOUR home. These components are paramount to the preparation and marketing campaign.

We take into account:

- Location, Position & Aspect
- Land + Home | Size, Footprint
- Style | Character, Contemporary
- Configuration
- Liveability, Style, Unique Features
- Amenities

We combine your experience and our understanding of these essential aspects of your home and tailor them to the current buyer market and their requirements. Our role is to match your property to the most suited buyers.







# Get To Know

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## YOUR MARKET

Having operated predominantly in the Inner West for the last 9 years, our Team have come to see this area develop and rise with the market of which we have 21% share.

A blue-chip area, retaining its value in even the most difficult of markets, the appeal is exponential to those seeking sound real estate. With little available stock and buyers being particularly discerning in today's economic climate, we ensure property preparation is at its absolute maximum as Buyers seek out a quality product.

Understanding your Buyer is pivotal to the negotiation on your home. With 80% of our Open Home attendees already having a pre-existing relationship with us, we've nurtured trust and familiarity with this group to be able to negotiate to the best possible capacity as we sell your home.

"Caroline was absolutely exceptional in helping us purchase our home. She was extremely clear and articulate, always prompt with her communications and very clear with the vendors' expectations.

Our negotiations went quickly, smoothly and without a hitch. She has followed up with us and offered support after the sale" - Madeleine, Buyer



# Campaign

## — STRATEGY

### 1. Price & Value

We provide you with a value range for your property that we are confident of achieving in the current market.

The value is determined through our knowledge, experience at the coal face, and extensive and continual research of the market.

The price you achieve will be through strategic, pertinent preparation and marketing, and will be determined by:

- Buyer perception of value
- Macro and microeconomics
- Competition

### 2. Cost Of Sale

We work with you to devise a plan for your cost of sale that comprises of marketing, property preparations and commission.

### 3. Method Of Sale

Your home and the current market will determine the selling strategy to achieve the best price.

We will strategically select a method of sale that we believe will realise the highest price and align with your selling goals.

### 4. Timing

Timing is everything and the most important requisite to launching a home is YOUR timing.

Whilst there are seasonal, holiday and economic fluctuations and cycles to consider, ultimately we fit in with your requirements and ensure you are ready for the best time and this also allows us to tap into the merits of each market to deliver you the best price.

### 5. Prepare & Present

Our professional relationships with some of Brisbane's finest and most reliable trades allows you access to cost-effective and time-efficient works to be completed at your property with the addition of us, as your team, being able to assist in project managing this for you.

### 6. Marketing

Each home presents its own character and personality which is why we tailor specific marketing campaigns to suit the style and price point of your property.

Our comprehensive choices ensure we achieve the highest possible price in the market place.

### 7. Negotiation

Each home presents its own character and personality which is why we tailor specific marketing campaigns to suit the style and price point of your property.

***“I'd attended 100+ open homes & Caroline was the #1 most impressive agent. I love & respect sales 'craft'. Caroline's negotiation/ relationship-building, communication + stakeholder management skills are exceptional”.***

- Stephen, Buyer & Seller

### 8. Communication

Working on behalf of you means working with you before, during and after your campaign.

Providing advice along the way, relaying feedback from the market and ensuring our services go beyond your sale.

**We're your team at every stage.**





# Preparing

## FOR SALE

Let us break it down for you. *Watch Now!*



### ***Should You Consider Renovating Before Selling?***

Let us help you decide what is important to maximise your sale price and individual property goals...

Minor and cost-effective preparation works make a massive impact and with the help of our professional trades that we commend, it's an important conversation to have.

Renovations may affect your timing and budget, so discuss these with us as soon as possible as one of the biggest aspects you'll need to consider when taking your property to market is how much you'll spend and where exactly you'll be spending it.

Are the kitchen and bathroom actually the best places to put my money and time?

Where will I see return on investment?

### ***Will I need a Building and Pest Report?***

Consider how this small investment can have great return...

Will it help my Property Team remedy issues and mitigate buyer concerns?

How will it comfort and interest potential buyers of my home?

How will it help to give me an unconditional offer?



### ***Is Staging/Styling My Home Worth It?***

Unlock the hidden 20%. Styling a property is often what creates the 'feel' for your ideal buyers and it's our job to identify who your market is and how we can create their 'sense of home' and aspiration throughout the property.

Our stylists design the best version of your home with attention to strategic spaces, ideal furniture layout and luxurious details.

Does the presentation increase the perceived value of your home and will it attract the right premium buyers?

### ***What shall I do with my garden?***

Gardens are an essential part of your home and a major selling feature and as such, require attention and preparation.

We have gardeners who are skilled in preparing for sale.

We meet with our gardeners/landscapers onsite to discuss what is important and provide a quote for the work.

Care in advance creates big impact.

### ***Who Will My Buyer Be?***

We tailor your selling strategy, styling and marketing campaign to your most likely buyer in order to achieve the highest price for you.

Each style of buyer has different requirements.

Your home may appeal to many different buyer groups (investors, downsizers, first home purchasers etc.) or be particular to one which will also impact the demand for your property.

We will be able to define this for you and cultivate a strategic approach to ensure we optimize your campaign and the result.



# Campaign

## TIMELINE

### Preparation Week

- » Maintenance, if required
- » Certificates + Property Documents
- » Styling | Complimentary Consultation
- » Photography
- » Floor/Site Plan
- » Social Media Campaign | CBP
- » Database Alert
- » Brochures Designed
- » Signage Installed

### Week 1

- » Launch Property Online
- » Social Media Campaign Stage 2
- » Property Information Profile Designed
- » Contract Prepared
- » Mid-week Open Home
- » Saturday Open Home
- » Conversations with Attendees
- » Buyer Calls & Feedback
- » Constant Seller Communication
- » Weekly Seller Reporting
- » Qualified Private Inspections

### Week 2 & 3

- » Mid-week Open Home
- » Saturday Open Home
- » Conversations with Attendees
- » Buyer Calls & Feedback
- » Constant Seller Communication
- » Weekly Seller Reporting
- » Qualified Private Inspections

### Week 3.5

- » Pre-Auction | Reserve meeting (if auction)
- » Mid-Week Open Home
- » Saturday Open Home
- » Auction (if applicable)
- » Qualified Private Inspections



Whether it's your first time selling a house, or this is another move within your property journey, the key to an optimal experience is partnering with a team that share a high level of *Connection Through Community*.



5-Star reviews and growing from our wonderful community.



Ranked top Agent & Agency within Bardon 2022, 2023 & 2024



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Meet

— YOUR TEAM

Being an entirely independent firm we are committed to providing excellence in service and results. We focus on a uniquely quality experience for both buyers and sellers which is reflected in our results. This is the foundation of our work and is where we've found success.

Our Team believes in being good people first and great agents second. For us, this means having a client centric and community-involved business that doesn't just focus on our 'numbers'. We truly prioritise YOUR numbers, unique property goals and the tailored path that gets you from your A to B. Our dedication extends to buyers too, and we're driven to find someone who connects best with your property.





Caroline Brown

— DIRECTOR

Heading up the top-performing team, Caroline Brown is a trusted figure in Brisbane's Inner West property market, bringing over a decade of specialised experience. As the daughter of an immigrant and a local resident, Caroline embodies the spirit of the Inner West. Her dynamic approach to real estate is a testament to her personable, vibrant, and dedicated nature.

With a background in marketing, Caroline blends expertise with genuine passion, making her a trusted partner in what she considers "so much more than a transaction."

Beyond real estate, Caroline is a yoga enthusiast, a lover of Mount Coot-Tha, and enjoys early morning mountain walks. Her diverse past includes running yoga studios, working in international tourism, farming ostriches, and flying as a private pilot in Africa.

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caroline@carolinebrownproperty.com.au

Trudy Pulvirenti

— SALES AGENT

Over the 18 years Trudy has called Brisbane's inner west home, she has gained an extensive knowledge of the local market; as well as personal insight into the community, lifestyle and experiences that make these neighbourhoods so appealing.

Trudy manages each and every sale with professionalism, commitment and integrity. Her approachable, honest nature guarantees a positive and reassuring experience for her clients; and a fluid expedient sales process.

A former marketing professional, Trudy's extensive sales and marketing experience coupled with a history of building, renovating, buying and selling over many years has given her knowledge and perspective invaluable for buyers and sellers alike.

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trudy@carolinebrownproperty.com.au



Belinda Hancock

— SALES AGENT

With a profound passion for the real estate industry, Belinda brings a wealth of knowledge and a commitment to excellence to her role with us at Caroline Brown Property.

Belinda's journey in real estate began with a prestigious brand, where she specialised in selling holiday apartments and cultivating leads for investment properties.

This foundation instilled in her the importance of building genuine connections and delivering impeccable customer service, qualities she continues to embody in her current endeavors.

With a keen eye for detail and exceptional communication skills, Belinda navigates the selling process with finesse, making it a seamless and enjoyable experience for all involved.

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belinda@carolinebrownproperty.com.au



Leesa Hackett

— SALES AGENT

Having called Brisbane's inner west home for over 20 years, Leesa brings extensive local knowledge and personal insight into the community, lifestyle, and experiences that make these neighborhoods so appealing.

Leesa manages each sale with professionalism, commitment, and integrity. Her approachable and honest nature ensures a positive and reassuring experience for her clients, facilitating a smooth and efficient sales process. With a background in consultation, marketing, communications, and human resources, Leesa combines her diverse expertise with a genuine passion for property.

Her strong communication skills, attention to detail, and proactive approach consistently deliver outstanding results for her clients.

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Alice Miers

— OFFICE MANAGER

Alice provides exceptional customer service and her professional presence perfectly complements the team's spirit here at Caroline Brown Property.

Her extensive experience spanning 10 years in the real estate sphere ensures the sales process is exceptionally supported.

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Take a look  
at the team  
in action!





**FOR SALE**

# Marketing Strategy

— 27 Crown Street, Bardon

**Sold for \$4,340,000**

## Multiple-Offer Strategy

The 'For Sale' marketing strategy was ideal for 27 Crown Street as we felt the buyer who treasured this exclusive home would pay so much more than the rest. The heated competition was created through six contractual offers and after strong negotiation, the seller signed an incredible unconditional deal.

A sharp digital presence plus some very elite half-day dawn architectural photography and a day/night transition aerial video took this property to the next league evident in 52 buyer groups through during the first week.







## AUCTION

# Marketing Strategy

—— 73 Grevillea Road, Ashgrove

**Sold for \$2,731,000**

Our market knowledge and recent auctions confirmed that 73 Grevillea Road was the archetypal property to take to auction. The outcome was magnificent amongst the 5 registered bidders, with the sense of urgency and excitement in real time creating heated competition.

This stunning home, after a few weeks of property preparation, which we managed with our competitive trades, attracted 68 buyer groups during the campaign!

The 3 week promotion facilitated sound and transparent buyer feedback which enabled the sellers to make some educated decisions about the value of their home. Cash, unconditional under the hammer is a great incentive of auctions.





# Testimonials

— FROM OUR CLIENTS



“For the first time in over 30 years I had to choose an agent to sell my home and my experience with **Caroline and her team was first class.**

I was a real estate salesperson myself for all that time so I've never had to hand over control and place my faith in someone else to get the best result the market would pay. Plenty of agents handle marketing and sales well. But very few stand out for exceptional negotiation skills, and that's where Caroline Brown is a rare professional.

Brilliant result! ”

- Vendor



“Caroline brought enthusiasm and positive energy throughout the entire journey, from our first meeting to final sale. She is supported by an incredible team who like herself are warm and professional, and quickly connected us with various trades and services including an amazing stylist so that our home presented beautifully and with broad appeal.

We went to market in a short time feeling absolutely prepared and excited, and sold in less than a week with a fantastic result.”

- Jessica, Vendor



“Top-level Service and Expertise

Caroline and her team are incredible - their level of expertise, knowledge, communication and attention to detail are brilliant.

Her honesty and transparency is refreshing in an industry where this is often missing sadly...

And their expert sales process created a great outcome.”

- Deb, Vendor

# See us

— IN ACTION...

Find us on Instagram - @carolinebrown\_property



Recently SOLD  
Scan to view listings.



CURRENT Listings  
Scan to view.







THANK YOU



We appreciate you inviting us into your home  
and hope to work alongside you.

CAROLINE  
BROWN  
— *Property*

[carolinebrownproperty.com.au](http://carolinebrownproperty.com.au)