

HOW TO  
CREATE THE OPTIMAL

Selling  
Event

THIS  
SEASON!

A guide to selling your premium  
Brisbane home.

CAROLINE BROWN  

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*Property*





# Welcome

to your selling event guide.

If you ask us, the homes that lie within the inner west suburbs of Brisbane are like no other. With their character, charm and beauty, they deserve what we like to refer to as the 'Selling Event' not just a sale campaign.

These homes attract a specific clientele who are always looking for that deep connection with the home they choose.

At Caroline Brown Property, we understand the motivations that drive this emotional connection which in turn, influences the value of your home.

This guide delivers the roadmap to creating an envious selling event for your home to maximise it's true market potential.

## Caroline Brown

DIRECTOR

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# Your Selling Expectations

—— what's important to you.

Before starting your event selling process, it is important to understand what you are looking to achieve and experience from the sale of your home.

Look to ask and answer the following questions which will assist you in delivering a clear brief to your chosen selling agent:

- Where are we moving to next?
- Ideally, when would we like to be moved out by?
- What are our priorities when selling?
- What do we want to achieve?







# THE Selling Event

## — PROCESS

*The crucial way to the ultimate outcome is a concise and well strategised preparation and selling event plan.*

*This makes your life simple and stress-free, in fact you do not even have to be around for it.*

*We work with you to determine all the elements necessary and tailor a strategy for your property.*

### *phase 1. EVENT PLANNING*

No selling event is the same, so it is imperative that we create a strategic event plan based on three key foundations:

#### **1. PRICING STRATEGY**

It is crucial to manage the expectations we set for the sale price of your home. Together, we will agree on the true value of your home. With our industry and market experience, we will guide you through this process.

#### **2. TIME OF YEAR**

Understanding the timing and selling season of your event will help us frame a strategic marketing campaign that leverages the seasonal benefits your home has to offer.

#### **3. SELLING METHOD**

Based on the above factors and recent market conditions, we will recommend the most appropriate selling method to achieve the best outcome.





## *phase 2. EVENT POSITIONING*

Once we have confirmed the strategic plan for your selling event, we will determine the elements that will position your property in the best interest of potential buyers. To achieve this, we focus on:

### **1. BUYER PROFILE**

Based on our market knowledge and recent buyer feedback, we understand what current buyers are looking for in a home. We leverage this intel to strategically position both your home and marketing collateral, directing it to the specifics of what top-paying buyers are seeking.

### **2. PROPERTY PRESENTATION**

With a clear understanding of your buyer profile, we focus on the presentation of your home to ensure first impressions count. This process includes identifying necessary repairs or tidy-ups and determining the best form of property styling to appeal to your target demographic.

## *phase 3. EXECUTING YOUR EVENT*

This is where our planning and positioning seamlessly fall into a systemized execution:

**INVITATIONS** - Curating exclusive auction invitations to create a sense of prestige and urgency.

**INVITING OFFERS** - Nurturing buyer interest through strategic communication and engagement.

**VIP EVENT** - Hosting invitation-only events for our VIP buyer list to generate excitement and competition.

**WEEKLY PROPERTY VIEWING** - Organising regular on-market viewings to maintain buyer interest and momentum.



# Preparing

## — YOUR PROPERTY

### *What preparation needs to be done?*

There are only a few essential preparation steps that are fundamental to achieving the best results.

We create a preparation strategy designed especially for your property.

Our 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.

### *Should I 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 we can assist with our professional trades.





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

Unlock the hidden 20%! Styling a property is often what creates the 'feel' for your premium 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. We provide a complimentary styling session and quote.

### *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.

Care in advance creates big impact.

We have gardeners who are skilled in preparing for sale.

### *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?

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.*





# Selecting

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## YOUR TEAM

Selecting the right team to execute and host your selling event is an important decision and not one to be taken too lightly.

It is important that you select a selling team that you can connect with and one that will provide clear and consistent communication, because this is key to delivering a successful and enjoyable experience.

As every suburb in Brisbane is different, it is also important that your chosen agent intimately understands the area and market you will be selling within.

This will ensure a selling event that is curated to position your property with the greatest opportunity for success.

At Caroline Brown Property, we take deep care, consideration and time with each individual property ensuring we deliver on our commitment to a successful selling event that meets every one of your expectations.

*"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*



# 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."

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# 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.

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# 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.

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[leesa@carolinebrownproperty.com.au](mailto:leesa@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.

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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.

Take a look  
at the team  
in action!



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# THE Selling Event

— of 27 Crown St, BARDON

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

## For Sale Event - Multiple-Offer Strategy

Our tailored 'For Sale' marketing strategy for 27 Crown Street was designed to attract a discerning buyer who would truly appreciate the exclusivity of this home and be willing to pay the premium it deserved. The strategy proved highly effective, generating intense competition with **six contractual offers**. Through skillful negotiation, we secured an exceptional unconditional deal for the seller.

We turned the selling campaign into a competitive event by creating a sense of urgency and exclusivity. Our sharp digital presence, combined with elite half-day dawn architectural photography and a stunning day/night transition aerial video, showcased the property in its best light. We also hosted exclusive viewing events, which heightened interest and competition among potential buyers.

These elements elevated the property's appeal, resulting in an impressive turnout of **52 buyer groups** in the first week alone.













# THE Selling Event

— of 73 Grevillea Road, Ashgrove

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

## **Auction Event - Urgency Strategy**

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

We transformed the selling campaign into a competitive event through several key elements. First, we curated exclusive auction invitations, ensuring that potential buyers felt the prestige and exclusivity of the event. We also hosted exclusive viewing events, allowing buyers to experience the property in a unique and personal way, further heightening interest and competition.

The meticulous preparation of the property over a few weeks, managed by our skilled trades, ensured it was presented in its best possible light. This stunning home attracted 68 buyer groups during the campaign.

The three-week promotion facilitated sound and transparent buyer feedback, enabling the sellers to make informed decisions about the value of their home. The auction event itself was meticulously planned and executed, creating a dynamic and competitive atmosphere. The auction's cash, unconditional under-the-hammer result was a great incentive, culminating in a successful sale at \$2,731,000.

# Testimonials

— FROM OUR CLIENTS



## “ Outstanding Results, Trust & Integrity

Every aspect of her duties was actioned with a high level of professionalism but at the same time was engaging and resulting in absolute confidence and trust in her abilities. Her advice around decisions in contract and price negotiation was well considered and informed. She was as invested in getting a great outcome as we were.

We have no reservations in enthusiastically recommending Caroline and would definitely engage her services again.”

**- Allison, Vendor**



## “ One of the smartest things I've ever done

is have Caroline sell my house. Her positivity, enthusiasm, and market knowledge are enhanced by her project management skills, her network of tradespeople, her network of allied professionals, and her own highly professional team. She is also an excellent communicator and her ability to express both the good and the bad and find solutions is outstanding.

Caroline is very clear in her vision on how to sell a house and has the experience, the energy, and the people to back it up and make it happen.”

**- Jovan, Vendor**



## “Passion & Commitment

Caroline Brown sold us.

Absolutely and completely it was her passion, commitment and total understanding of what we were looking for in an agent. She went above and beyond for us and achieved outstanding results. Exceeded expectations from the moment we met her.”

**- Taryn, Vendor**

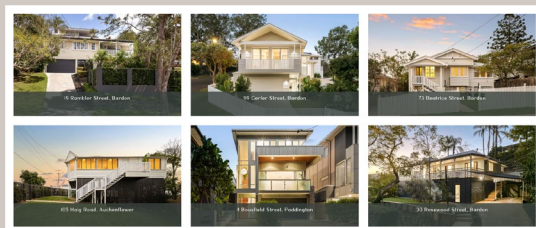
# See us

## IN ACTION...

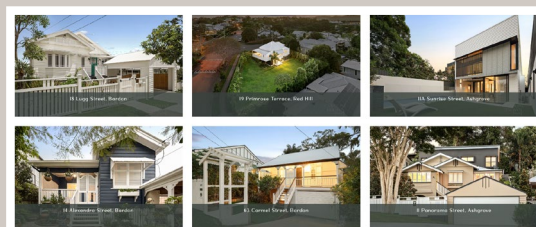
Find us on Instagram - @carolinebrown\_property



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If you have more questions about the opportunity of selling your home, please feel free to reach out to our team.

CAROLINE  
BROWN  
— *Property*

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