



## About Real Simple Real Estate

Real Simple Real Estate is a boutique real estate agency founded by Karina Highman in 2014. With our unique contemporary style and total passion for connecting people with property, we aspire to provide the ultimate real estate experience for today's consumer. We are not confined by traditional real estate boundaries when it comes to buying, selling, renting or asset management, instead we are always finding new and innovative ways to satisfy our clients' needs and be at the forefront of the Adelaide property market.

We are pleased to offer our clients a professional and very affordable experience when selling their home or investment.

We charge only 1.4% commission only due payable when we have successfully sold your property. Please call Karina to have a chat about your property needs and how we can save you thousands.



**Karina Highman**

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**Real Simple Real Estate**

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# Why choose us?

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As a licensed Real Estate agent in Adelaide, Karina and her team provides a strategic and client focused service to their clients across the Adelaide Real Estate market.

Karina's business Real Simple Real Estate is built on dedication, communication, determination, and trust while embodying the ability to cater and adapt to all her client's Real Estate needs. "Just as the Real Estate industry evolves to become more innovative and efficient, so do I "

Having lived in Adelaide since birth her knowledge of the city's geography can assist you with all your Residential Real Estate endeavors whether East, South, North or West.

In addition, she provides exceptional and affordable Real Estate services to ensure you feel confident with your decision to hire her. "Rest Assured I will listen to you"! With an understanding of your needs and wants," I will do my best to help you achieve them all".

Having grown up in the Eastern Suburbs of Adelaide she attended Glenunga International High School. Hard work and commitment saw her purchase her first home at only 19.

Karina is affirm believer in the saying "if you work hard you can play hard". She is passionate today about her family, business, cooking, fitness, and hiking.

Karina has longstanding professional relationships and utilizes a team of professional service providers to assist with her clients buying and selling needs, including stages, painters, conveyancers, brokers, handymen and inspectors. She is communicative, thorough, detailed oriented and always working for her clients every step of the way.

With Karina at your side, you will always feel confident and relaxed, knowing she will work tirelessly to achieve your property goals and support you in the often emotional journey of relocating your life and family. She is a strong believer in creating memorable experiences and clients for life. She loves to negotiate the best possible outcomes for her client and always takes the time to ensure she is working for all parties.

Karina is genuinely caring, with a rare ability to follow up and follow through that you will find both refreshing and reassuring. Karina's outstanding customer service, marketing expertise and guidance in presenting your home for sale are all part of the service you can look forward to when you place your property in Karina's hands.

Energetic, upbeat and driven to succeed, Karina keeps her cool under pressure and thrives in a deadline-driven environment, making her the perfect partner in your next real estate adventure.



# Appraisal Agenda.

## Meet and greet, and then the tour:

We will ask you to conduct a tour of your home. This is your opportunity to take charge and ensure that we are made aware of all the details that you love about your home. Kindly share every detail, because often it is the soft facts that make all the difference. It is indeed likely that your purchaser will be you, (a buyer with the same demographics and similar aspirations) that pays the best price for your home.

## Your agenda:

You are still in control, you set the agenda of the points that you require to be covered. It is important that you also inform us of our allotted time available. We will then endeavour to incorporate all of your points within or by the time that you have set.

## Our presentation:

This is when we will answer all of the above. As we cover each point we would also expect to do less than half of the talking. You are still at the helm so you can question our presentation and this is considerably more effective as a conversation. You may have had other appraisals, we are not here to repeat nor squander your time. However, not all agencies are the same, allow us to introduce our points of difference and you can challenge us, until you, our potential client is more than reassured.

How much \$ should I invest in the marketing of my home?

*Why?*

What is your professional fee?

*Why? Other costs? Explain? Timescale?*

How are you performing?

*Why?*

How is the real estate market in general?

*Why?*

How would you recommend marketing my home?

*Why?*

What \$ would you recommend we should plan on achieving?

*Why?*

How would you expect to achieve this?

*Strategy?*

What do you do differently to your competition?

*Why?*

## Agreement:

In response to each and every agenda point set by yourselves, we tailor a solution to you and your needs.

## The next step:

You decide, but please do look forward to us asking for your business, and what precisely you would like us to do next?

# Common Industry Forms:

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- STATUTORY LEGISLATION Land and Business Sale and Conveyancing Act 1994.
- Form: R1: Sales Agency Agreements. Rights & obligations of vendor.
- Land and Business (Sale and Conveyancing) Act 1994 section 20(2).
- Form: R2: Disclosure of benefits.
- Land and Business (Sale and Conveyancing) Act 1994 section 24C.
- Land and Business (Sale and Conveyancing) Regulations 2010 regulation 22.
- Form: R3: Buyers' information notice.
- Land and Business (Sale and Conveyancing) Act 1994 section 13A.
- Land and Business (Sale and Conveyancing) Regulations 2010 regulation 17.
- Form: R4: Bidders guide. Guide to the sale of residential property by auction.
- Land and Business (Sale and Conveyancing) Act 1994 section 24I and section 24J(1)(f).
- Form: R5: Collusive practices. Collusive practices at auctions of land or a business.
- Land and Business (Sale and Conveyancing) Act 1994 section 24L.
- Land and Business (Sale and Conveyancing) Regulations 2010 regulation 28.
- Form: R6: Warning notice to purchaser. Agent acting on behalf of vendor and purchaser.
- Land and Business (Sale and Conveyancing) Act 1994 section 24F.
- Form: R7: Warning notice. Financial and investment advice.
- Land and Business (Sale and Conveyancing) Act 1994 section 24B.
- Land and Business (Sale and Conveyancing) Regulations 2010 regulation 21.

It is important that you are aware of the legislation that we work under and abide by, what your obligations are and how you are protected. We also have a responsibility to ensure that this information is made readily available to you. Please ask for the complete forms.

## Marketing Tools.

Our marketing packages go hand in hand with our strategies. Each piece of real estate or home is different; therefore, your marketing package needs to be flexible and forever evolving, developing and improving. Because it works, we will only ever use the best of what is available.

It is not our objective to offer you a cheap package. It is our objective to offer you excellent value for money, while ensuring your property is exposed to as many buyers as possible. It is our objective to expand your exposure.

With you, we invest our money and time with one ambition: very best price from the best available buyer in the briefest period of time within whatever market conditions we are presented with.

# What is included?

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Everything you need in one agreed package, no upfront costs.

Unfortunately, there is no hiding the fact that quality marketing can be expensive. However, join us in believing that it is an investment. Good quality marketing materials can have a significant impact on both your time on the market and your final achievable value.

Cutting corners here will dramatically reduce the chances of your real estate or home achieving its full financial potential.

These packages are all-encompassing and tailored to get the best results. Once-more, these marketing packages cover you and your real estate or home for the lifetime of your campaign.

## Signboards

Our signboards promote your property to people like neighbours who may have family and friends who could be interested. Introduced by us or discovered on a website. The next step is the drive-by and buyers do not have a reverse gear. Our signboards come with 4 to 5 images which help showcase your home.

## Realestate.com.au

We give you twice the exposure of our competitors on realestate.com.au by only using an all Premier Listing + Audience Maximiser + the eBrochure facility. This is the very best package available. A Premier Listing rotating back to the top of page 1 every 15 days, day 15, day 30, day 45, day 60, day 75, day 90, day 105 and day 120. According to the local REA representative we are the only agency committed to the best for every property. And for a total of 120 days, if required.

## Domain.com.au

Again, we only offer you the best package available. A Platinum Listing package as with South Australia's 2nd most important real estate marketing tool. As with realestate.com.au rotating back to the top of page 1 every 15 days, again day 15, day 30, day 45, day 60, day 75, day 90, day 105 and day 120. The majority of our competitors choose to save money here, either by non participation or

by purchasing a cheaper package. With increased interest from interstate buyers, we truly believe this is a false saving.

## www.rsre.com.au

We are extremely proud to have our own website, easy to remember and simple to type rsre.com.au This is a super powerful marketing weapon, unique in the amount of extra information that is offered to your potential buyer. Agreed, this may not be your purchasers first point of call. However, when an incoming enquiry is received from another real estate website, we reply with your own unique property link advancing at least twice the data and information on your property of any other real estate website.

## homely.com.au + homes.com.au + homesales.com.au + ratemyagent.com.au + squiiz.com.au

If it is a valuable marketing tool - you will be there.

## 35+ Professional Photographs

We use one photography company called Photobase who are the leaders in real estate photography

## Photography Consultation

Karina can organise a pre-shoot consultation. This might be a 10-minute confidence booster visit or a longer planning and prestaging discussion. To achieve the best possible result from your

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photography please carefully consider this option.

## Floorplans

Karina will take care of this crucial part in a potential buyers decision whether or not to inspect. Crystal clear, simple, easy to comprehend and accurate.

## Aerial Photography and A 1 Minute Social Media Video

Often just one aerial photograph can replace the message of half-a-dozen standard photographs by allowing buyers to appreciate your whole package from a different perspective.

## Virtual Staging

Wow what a difference. It is a fact that empty homes sell for less and take longer to do so. When a buyer views a property on a website they will often skip passed empty rooms.

Your potential buyer cannot always see a rooms full potential. Virtual staging adds value.

## Window Presentation

The most viewed window presentation in Glynde Corner. That is a fact.

## Presentation Pack

Included within every appointment pack is an A4 card brochure, a floorplan and your property

specific notice of offer to purchase residential land form. This is a very powerful marketing tool.

Your buyer becomes comfortable and familiar with your real estate or home and is more likely to make a decision, a commitment to buy here and now. Do not underestimate the psychological sense of quality that this gives to a potential buyer, or the damage that can be done by the opposite and using only average materials.

We do not make a profit from our/ your marketing materials. We itemise all your budget so you can see how the charge is made up.

## 3 Elements / Just Ask

We are not shy about our costs and charges, simply ask and we will calculate a genuine estimate of what it will cost you to sell your real estate or home.

## State And Local Government Prescribed Inquiry Charges

This is an unavoidable cost. Here at REAL SIMPLE REAL ESTATE we choose to take responsibility for the collation and serving of all statutory government searches. Some of our competitors will outsource this service and you will be charged by a third-party which may also delay the serving of the Form 1 documents.

## Marketing

The legislation that we work under and abide by does not allow for us to make a profit out of the marketing of your real estate or home. Therefore, it is also an investment for us. Costs vary dramatically from as little as \$1,095 to as high as \$2,850. To help you budget, our typical vendor selling their home invests \$1,995. We also never ask for advertising fees to be paid upfront

## Professional Fee

This is obviously only payable upon a successful settlement. We have chosen to keep our selling fee transparent and very competitive because we prefer you to invest in a better marketing. We are by far not the most expensive agency, however the most experienced professional agency in Adelaide with a fee of only 1.4%.

## A Typical Example

An average selling price of \$553,110 equates to a total cost of \$12,166.00 including gst.

A total cost of less than 2.2% of the selling price for everything inclusive.

Then with Real Simple Real Estate at 1.4% calculation:

An average selling price of \$553,110 equates to a total cost of \$7,742.00 including gst.

# Preparing for sale.

First impressions definitely count! Ensuring that your property is presented in its best form can not only improve its value but also increase the final selling price. Usually, spending lots of money on your home is to be avoided. However if it is needed, think of your spend as an investment in a better result. The following is a checklist of helpful hints and tips to help maximise the sale price of your home, always remember that you, or a buyer with similar aspirations and standards are our target customer.

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## Outside

- + **Driveway:**  
Remove any oil stains that may be present.
- + **Lawn:**  
Mow, whipper snip edges and clear away leaves.
- + **Garden Beds:**  
Remove weeds and prune plants/shrubs/trees.
- + **Gutters:**  
Clean and repair any that require it.
- + **Eaves and Doorways:**  
Sweep any cobwebs down and paint if need.
- + **Entrances:**  
Ensure screen doors are secure and locks oiled and working.
- + **Paving:**  
Clear away any weeds that are present.
- + **Windows:**  
Ensure they are clean and that there are no holes in the fly screens.
- + **Lighting:**  
Replace globes that are not working and cover with basic lampshades if required.
- + **Front door:**  
Clean and or give a coat of paint to give a nice fresh look.

## Inside

- + **Throughout:**
  - Clean and dust thoroughly and add air fresheners
  - Remove all unessential items, put personal items and bench top appliances away.
- + **Lights:**  
Ensure all globes are working and shades are clean.
- + **Lounge/Sofa:**  
Add throws or cushions to update and modernise, if necessary.
- + **Electrical cords:**  
Hide them away or make them look tidy.
- + **Taps:**  
Repair any that are dripping or broken.
- + **Oven:**  
Degrease/clean hotplates and door.
- + **Mirrors:**  
Clean thoroughly.
- + **Light switches:**  
Clean and or repair any that require attention.
- + **Pictures:**  
Clean and ensure that they are straight, remove any family photos for privacy reasons.
- + **Fans:**  
Ensure they are clean and dust free.
- + **Bathroom:**  
Ensure that all daily accessories are put away in cupboard.
- + **Towels:**  
Replace with new colour coordinated.

Please note that if you make any investment in the purchasing of potted plants, ornaments, personal items or chattels that you will be able to take them with you once sold. In preparing your home for sale you may require assistance or help. Please contact Karina for contact details of specific local trades men and women.



# What do you need to provide us with?

You will always know your home better than we ever will.

Walk and talk us through your home. Tell us of any improvements that you have made, small or large they can make a significant difference.

## Why did you buy?

Or

## If you built, why did you design your home the way that you did?

Sometimes, a list or a couple of paragraphs of the things you love about your home and the area that you live within will be treated like gold dust. Not only in helping us with our script writing but on occasion to simply cut and paste and handout to your potential buyers.

The selling and purchasing of a new home is an emotional time, showing the love that a home has been treated with can be magical and financially rewarding. We remind you again that we are most likely to sell your home to "you" (akin) again.

A set of keys to your home, as well as an alarm code if you have one. This will allow us to easily make appointments and show potential purchasers through your home. As well as lock up securely once the appointment is over.

Solar power information including the number of solar panels, the kilowatt size of the system and your NMI number which can be found on your electricity account/invoice.

A list of what you might consider to be routine maintenance that you have undertaken, like roof repairs, termite inspections, a replacement hot water service or recently replaced appliances.

Rainwater tank yes/no, capacity, is it plumbed to your home or for the garden only, pump yes/no. Irrigation yes/no. front, rear or both.

Just like we need to know all the good things about your home, we must also know any negatives. If there is anything broken or not working as it should, we need to know. If we are aware we can often deal with the situation or issue early on and make your buyers aware not only that we have priced accordingly but we are also honest. To achieve the best price for your home we need to work as a team, we want to work hand in hand with you throughout the whole process.



# Photography

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- + Hints and tips to help you maximise your presentation and the quality of your photography.
- + Give your home a good clean the day before. Include all windows, tidy the front and rear gardens, mow lawns and trim trees and bushes.
- + Take down family portraits or photography, especially if you have a lot of them. This will help prospective buyers visualize the home better plus protect your privacy.
- + Hide your council rubbish bins out of the way. Pop them down the side of your home or even in the shed to make sure that they are hidden from your aerial photography.
- + Park your family cars either in the garage or down the street away from the front of your home. This opens up the front elevation to make it spacious.
- + Open up all curtains and blinds to maximise the amount of natural light that comes in.
- + Turn on all lights and lamps. If a twilight shoot is also being done, please ensure that all the outside lights are in working order and on.
- + Clear away all personal items from your bathrooms including vanities and showers.
- + Remove all items from your kitchen countertops including kettles, knife block, paper towel holder, tea towels, etc. to make the space more open & encumber free.
- + Take off anything that you have stuck on your fridge.
- + Make the beds with matching linen where possible, soften with throws and cushions.
- + Minimise your personal belongings throughout your home. This will stimulate potential purchaser's thoughts of where they can place their belongings and furniture.
- + If you have one, providing a copy of your floorplan to your photographer would also be very helpful.
- + All of the above are suggestions that will assist in putting your very best foot forward in the marketing of your home for sale.

# Buying Costs

To state the obvious, the largest cost is the purchase price of the real estate or home.

For the purposes of this example we shall assume that the purchase price is: **\$400,000.**

## Stamp Duty

Stamp duty is essentially a tax on the transfer of property. In South Australia, stamp duty is generally charged on transfers of residential and primary production land. It is the responsibility of the buyer to pay stamp duty, it's calculated according to a sliding scale based on the value of the property.

\$100,001 – \$200,000 cost: \$2,830 plus \$4 for every \$100 or part of \$100 over \$100,000.

\$200,001 – \$250,000 cost: \$6,830 plus \$4.25 for every \$100 or part of \$100 over \$200,000.

\$250,001 – \$300,000 cost: \$8,995 plus \$4.75 for every \$100 or part of \$100 over \$250,000.

\$300,001 – \$500,000 cost: \$11,330 plus \$5 for every \$100 or part of \$100 over \$300,000.

more than \$500,000 cost: \$21,330 plus \$5.50 for every \$100 or part of \$100 over \$500,000.

**Example: Purchase price of \$400,000 = \$11,830 of stamp duty.**

## Land Tax

Land tax is a complex calculation for some. Please only use this information as a guide, for a precise calculation we suggest seeking a professional to advise, speaking to your conveyancer or visit website: [revenuesa.sa.gov.au](http://revenuesa.sa.gov.au)

Alternatively, if you need to know the total value of all the taxable land. Land tax is calculated on the site value, which you can locate on your last Land Tax Notice of Assessment or by contacting the Office of the Valuer General on 1300 653 346.

As of: 30 June 2020 the land tax exemption threshold increased to \$450,000.

**Example: Valuer General assessed at \$400,000 = \$0 zero land tax.**

### Calculations in \$50,000 increments:

\$400,000 = Land Tax \$0

\$450,000 = Land Tax \$0

\$500,000 = Land Tax \$250

\$550,000 = Land Tax \$500

\$600,000 = Land Tax \$750

\$650,000 = Land Tax \$1,000

\$700,000 = Land Tax \$1,250

**Approximately, \$250 of Lax Tax for every \$50,000 over and above the threshold figure of: \$450,000.**

\$750,000 = Land Tax \$1,702.50

\$800,000 = Land Tax \$2,327.50

\$850,000 = Land Tax \$2,952.50

\$900,000 = Land Tax \$3,577.50

\$950,000 = Land Tax \$4,202.50

\$1,000,000 = Land Tax \$4,827.50

\$1,050,000 = Land Tax \$5,452.50

**Approximately, \$625 of Lax Tax for every \$50,000 over; \$750,000.**

\$1,100,000 = Land Tax \$6,437.50\

\$1,150,000 = Land Tax \$7,437.50

\$1,200,000 = Land Tax \$8,437.50

\$1,250,000 = Land Tax \$9,437.50

**Approximately, \$1,000 of Lax Tax for every \$50,000 over; \$1,050,000.**

**Real Simple Real Estate** take no responsibility for any incorrect information, these tables are meant as a guide only.

Please seek independent advice before making any final decisions.

Nobody likes to pay taxes, and we hear the grumbles all the time. However, we are very lucky to live in a beautiful and safe area with excellent and constantly improving services. This all costs money, somebody, somewhere, somehow has to pay towards keeping what we have.

# Other buying costs

**When purchasing real estate, the rule of thumb is to allow 5% of your budget to cover associated costs such as fees, duties and charges.**

The main government fees associated with buying a home are:

**Purchase stamp duty:**

This is the largest expense. It's a tax levied by your state government on all property purchases and has been explained above.

**Mortgage stamp duty:**

This is a tax levied by the state government based on the size of your mortgage. It has now been abolished in most states.

**Transfer fee:**

This is a government fee for registering your name on the title of the property and removing the vendor's name.

**Registration fees:**

This is a government fee for registering your lender's mortgage on the title of your property if required. If the vendor has a mortgage on the property then you may be charged to remove their mortgage, the cost of which will be reimbursed by the vendor at settlement.

Other costs that will or may be included.

**Conveyancing:**

Once you have found your real estate or home, secured your purchase with a fully signed contract. You will now require a conveyancer to finalise the transaction and guide you through the transfer of ownership. Cost will vary, nevertheless allow a budget of approximately \$800 to \$1,500.

**Inspections/Reports**

You may decide to undertake a building inspection, pest inspection or both. These can cost up to \$600.

**Loan Fees**

Some lenders charge application fees, settlement fees or valuation fees, these can vary from \$0 to \$900.







# Buying stages

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There are many types of buyers and many ways in which to purchase real estate or buy a new home. By answering the questions below, finding what you are looking for will become much easier.

## First

Motivations, Why are you wanting to purchase?

## Second

When do you need to move? When do you want to be moved by?

## Third

Where do you want to buy? By narrowing the geography of your search, finding your real estate or home will become much easier.

## Fourth

What accommodation attributes do you need? What accommodation attributes do you want?

This is the first field of compromise, very few of us purchase exactly what we set out to buy. If you are a motivated buyer you shouldn't be able, nor prepared to concede on the 1ST, 2ND or 3RD step.

## Fifth

How are you going to fund your purchase?

There are 6 everyday/normal

conditions in which you can fund a purchase of real estate or a new home. None of them are right or wrong, however, the more conditions that have to be met before you can pay for your purchase, the weaker your negotiation power is. The further down the list below that you go, the stronger your buying power becomes.

- + Subject to sale and settlement and finance approval.
- + Subject to sale and settlement.
- + Subject to settlement and finance.
- + Subject to finance.
- + Subject to settlement.
- + Unconditional.
- + There is no stopping you now, you are now ready.

You have your motivation, you know why you have decided to buy, your schedule is sorted because you have your timetable and you are focused upon the calendar. You are not wasting time looking in the wrong neighbourhood because you know exactly where you want to be. Accommodation, you know the difference between what housing you must have, and what accommodation you desire to have.

You have payment arranged, your existing real estate or home is about to go to market or is on the market and you already have a contract. You have

been to see your bank and/or broker and you have an A.I.P. (agreement in principal).

Or

You have a bag of money just waiting to be spent.

## Sixth

You have found what you are searching for! Consider carefully, now offer. Offer what this real estate or home is worth to you, if you are unsuccessful, that is okay because that figure is what the home was worth to you. Insist upon your offer being presented upon a residential contract of sale. You are successful, the vendor of the real estate or home has signed your contract! Did you pay too much? no, because that is what this home was worth to you.

## Seventh

You now must concentrate, ensure that you use your best endeavours to honour your conditions, whatever they maybe.

## Eighth

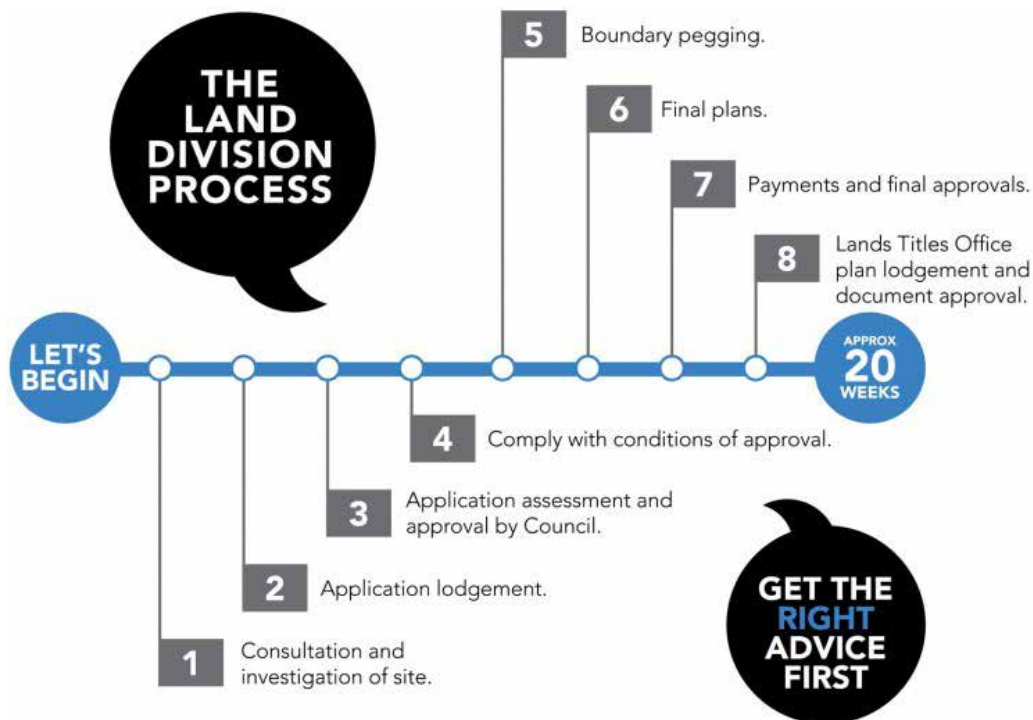
You succeed.

## Ninth

Congratulations, settlement day has arrived.

# Subdivision

Real Simple Real Estate can assist you with subdivision of land. We make the process of a land division simple. From the initial consultation, through to new titles being finalised at the Lands Titles Office. We liaise on your behalf, professionally and effectively and we will keep you informed every step of the way.



A land division consists of processes, paperwork and chasing up people. Fortunately, we know the right people to chase and, more importantly, they know us. It makes for a positive, fast and cost effective outcome. Below is a general overview of the process-

## 1.

Consultation and investigation of site (Free Site Appraisal)- Council's Development Plan and check zoning, to ensure the site can be subdivided and confirm that SA Water services are available.

## 2.

Application lodgement- Our clients prepare a land division application plan and formally lodge with the Development Assessment Commission and other government authorities, including Council.

## 3.

Application assessment and approval by Council- They also liaise with Council and obtain the formal approval to enable the land division to proceed.

## 4.

Comply with conditions of approval- They advise of Council's conditions required to be satisfied for the creation of new titles. We assist you with completing all requirements to make it easy for you.

## 5.

Boundary Pegging- We can arrange for a licensed surveyor to organise the field survey and peg the new allotment boundaries.

## 6.

Final Plans- We draft plans as required by the Lands Titles Office and government authorities. We will distribute the plans to your building consultant, conveyancer and real estate agent to assist you.

## 7.

Payments and final approvals- We liaise with our clients to ensure all requirements are met and government fees are paid. We can even make all the payments for you and handle all documentation, to make it easier for you and stress free.

## 8.

Lands Titles Office plan lodgement and document approval- The final survey plan is lodged at the Lands Titles Office. Your Conveyancer then prepares separate documentation to create the titles in the names you choose. We will coordinate all your requirements with your conveyancer.

Our main aim at Real Simple Real Estate is to take a very old and convoluted state government process, and manage this with our modern systems and friendly staff. It is a priority for us to make the land division process simple, whether you are an individual, family or business. Leave it to us, land division management is all we do!



# Auction vs Private Sale - Which should I choose?

When you're preparing to sell your home, and deciding whether to sell via an auction or pursue a private sale, it is important to understand the difference and decide which best suits your situation.

## Auction

An auction involves potential buyers bidding on your property. At the end of the auction, the highest bidder becomes the successful buyer of your property. However, a purchase can only go ahead if the highest bid given matches or exceeds your reserve price.

A reserve price, is the cost of the home, set by you. Use your real estate agent for guidance. You can adjust your reserve on the day of the auction if need be. Once bidding reaches the reserve price, then your property is officially on the market. This means you must accept the price and the property will sell, even if the highest bid is only \$1 over your set reserve.

However, if the bidding does not meet your reserve, the property is 'passed in' meaning it won't sell at that auction. You may then choose to offer your property via private sale or sell at a later date.

## Private sale

Also known as 'asking price or Private Treaty'. This is a less confrontational way to sell. The seller usually engages the services of a licenced real estate agent who markets the property and acts on behalf and in the best interests of the seller. The agent is contacted by potential buyers and negotiations and contracts are drawn up between the two, as long as the price offered is acceptable to the seller.

Sometimes, the seller may advise their agent to adjust their asking price or send out offers for expressions of interest to potential buyers to create momentum in the sale of their property.

### Pros and Cons of an Auction:

#### Pros

- + Auctions provide three opportunities to actually sell your property - prior to auction, auction day or, if the property is passed in, through negotiation.
- + You choose the reserve price, so the property cannot be sold unless bidding reaches that magic number.
- + You choose a settlement date that suits you.

#### Cons

- Auction campaigns can be expensive as they often require an advertising campaign. The seller is responsible for these costs, regardless of if the property sells or not.
- If your property is passed in, you may lose prospective buyers because it may indicate your price expectations are too high for the market.
- The public nature of an auction may turn buyers off, despite really liking your property.

### Pros and Cons of Off market:

#### Pros

- + With no auction deadline, you can take your time to think about offers that come in. This means less pressure to accept low offers.
- + People who express interest are typically genuine buyers. They know their financial limit and can commit to the offer they put forward.
- + Off market can give you greater flexibility with contract clauses during a negotiation.

#### Cons

- Sometimes, off market cannot set times to inspect the property. This means you may need to make your home available at inconvenient times to potential buyers.
- If you choose a price that is too low, you may sell your property for lower than market value. If you choose a price that is too high, your property may not sell for weeks or months.
- A 'cooling off' period is usually included in the contract. This gives your buyer the option to change their mind.





## So how can you decide what is best for you and your property?

Look at how most homes are sold in your local area. Ask your agent for case studies of both auction and private sale, so you have some facts to support the decision you make.

Weigh up all associated selling costs when considering auction vs private sale. Make sure you are fully aware of your financial outlay and talk openly with your agent about potential risks.

Auctions are generally very public and potentially high pressure in nature. Make sure you are emotionally ready and understand you may be asked to make a very big decision on the spot if bidding stalls or it looks like you may not meet your reserve on auction day.

Whatever you choose, make sure you are comfortable and well versed in the requirements of your chosen

sales method. If you have sold many properties before using one method, make sure you take into account your current circumstances as what may have been appropriate for one property in your past may not be suitable for another now.

# Best Offers Campaign

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**Q:** We seem to be seeing increasing numbers of houses sold via “best offer by” campaigns in SA in recent months. Why would this be?

**A:** In today’s tight market, if a property has an end date (like a “best offer” or an auction day), the buyers need to make a decision by a certain date, giving a sense of urgency. This leads to lower days on market and generally a better result for the vendor.

**Q:** In a nutshell, how does the sale method work?

**A:** Buyers are asked to submit their best offer by a closing date (although they can put forward an offer prior). These offers are submitted to the vendor. It may not necessarily be the highest offer but might include the best conditions (unconditional with cooling off waived is top of the tree).

The agent reserves the right to make the process a “once off” offer process.

**Q:** What sort of property would you choose to sell via a “best offers by” campaign?

**A:** We would normally recommend some sort of deadline campaign and most properties would benefit from a “best offer” or “offers close” campaign.

**Q:** As a buyer, should I really put my best price forward for a home sold via this technique? Or is the agent likely to come back and ask me to up my price?

**A:** We would always advise asking the agent to clarify their “rules of engagement”, as this would prevent any misunderstandings, but, generally, yes.

If there was a clear-cut best offer, the vendor reserves the right to accept it without messing the buyer around hence the lower buyers may not get another chance.

**Q:** If the property is being sold without a price guide, where should I as a buyer go to seek information on what price to offer?

**A:** There is so much information online these days. Try to find similar houses that have sold recently and see what they sold for. The agent will have recent sales that they should provide to you, so use that by searching for similar block sizes and bedrooms etc. That will give a better indication of value.

**Q:** Is it worth offering a “strange” figure (eg \$453,000 instead of \$450,000) to get a step ahead of others offering similar amounts?

**A:** Definitely. Sometimes that can put you just that little bit ahead of the next buyer. There are times when \$500 can get you over the line.

**Q:** Is there anything else buyers and sellers should know about this sales technique?

**A:** I go back to the point about ensuring the agent explains the rules of engagement. If that is explained properly then this should be a very simple process where everyone has an equal opportunity to purchase the home.

## Making an offer

If a person is interested in buying a property, he can either approach an agent or make an offer directly to the seller. An agent takes the offer of the potential buyer to the actual seller and if the seller is directly approached, he negotiates with the buyer as to the price and terms of Contract. The potential buyer may be required to pay an initial deposit to the seller to establish the fact that he has an interest to buy the property.

## The benefits for a vendor to list with EOI

There are several benefits for a vendor listing their property as an EOI sale.

It allows them to gauge what price their home could fetch, especially if the conditions of the market are unclear.

Firstly there is quite a lot of demand at the moment and relatively low supply, so actually judging where the market's at in terms of price may be a bit tricky so an EOI campaign may be a better way in which to gauge the market

Secondly, the auction market has been disrupted through this year and EOIs, which run as a kind of blind auction, may be the next best alternative to having an auction.

An expression of interest campaign allows buyers to submit their best offer on a property before the closing date. The vendor will then choose which offer to accept, or can even opt not to sell if they haven't received the price they expected.

Lastly, it creates some competition and there's a timeline, unlike a private sale.

What buyers should know about EOI sales

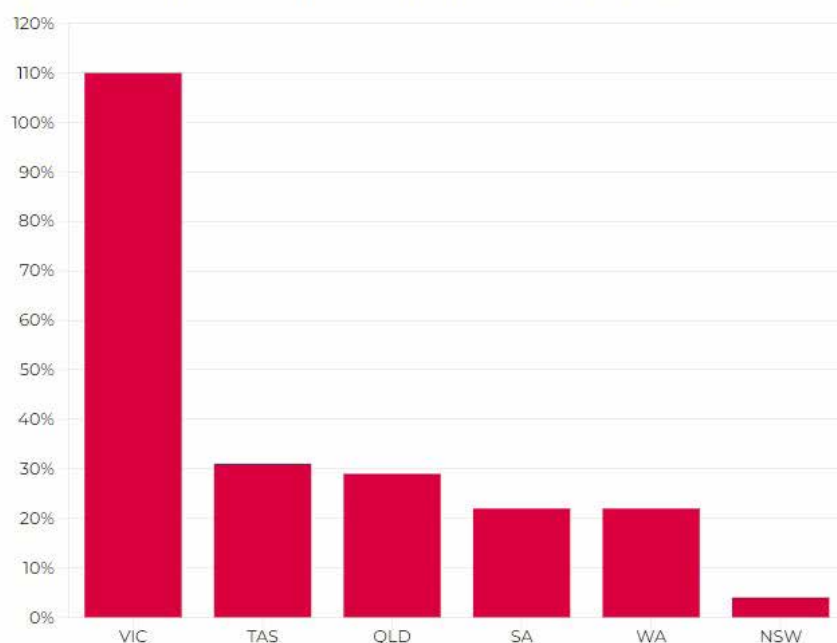
Buyers will need to submit their offer in writing along with the conditions of sale, including settlement dates, finance conditions and inclusions and exclusions of the sale.

A buyer's offer can only be shared with the vendor and agent, not with any other parties.

A statement of information will be given to prospective buyers, which will give them a guide as to how much the house is worth. They will also be guided by the selling agent.

For some vendors, it's not always about price, but about the conditions of sale, so it's important to also gauge what sort of conditions they are seeking.

**Year on year change in number of EOI sales**





**All you need to know  
about fees**

## Fee schedule for Real Simple Property Management Services

- Annual fee (Leasing fee) \$500.00 (includes finding a tenant, thorough screening checks of all applicants and prospective tenants, lodging bond, completing full in going inspection, execution of lease / renewal, annual rent reviews, outgoing inspection)
- 5% monthly management fee
- Scheduled three monthly inspections with detailed reports and photos \$38.00
- Tribunal attendances: \$62.00 only if required
- Annual statements: free
- 24 hour response to emergencies free
- Out of business hours service free
- Access to the best management software with owner portal access to view past inspections and financial statements - anytime

### Why choose RSRE as your property managers?

At Real Simple Real Estate we are a smaller boutique company that offers you the opportunity to deal directly Karina RSRE's Director and Principal Land Agent to ensure you are not pushed from department to department which if that happens can result in you feeling not important and just a name and number! With the not to be beaten combination of Karina's extensive knowledge to ensure your property / properties are looked after with precision, thoroughness, Enthusiasm and knowledge.

# We put our clients first and our results speak!

We keep it simple, taking the time to listen to our clients needs – understanding what's important to you from the start of a campaign ensures we tailor your campaign to YOU! This personalised service means you receive the best outcome, the best price and the best experience, from start to finish at any given time!

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## Exceptional agent would absolutely recommend

You will not be disappointed when you have Karina as your agent. She is extremely professional, highly knowledgeable, very trustworthy and goes above and beyond and keeps you updated through the whole process. We would absolutely recommend her and her company to any one looking for an agent for sales, buying or renting and know she will do her absolute best from start to finish and beyond. Karina is by far the best agent we have ever come across. We recommend her to everyone and think she deserves complete recognition of her work. Thankyou for all you did for us.



## The experience with Karina was excellent.

Karina knew her market well and professionally communicated with us during the sale process. Since then we have recommended her to our relatives and friends.



## Interstate seller

Selling a property from interstate can be quite stressful, particularly with the inability to travel and meet people in person. Karina was great from the beginning and made the process as stressfree as possible as well as achieving a great result. I would highly recommend and would use her services again.



## Great Customer service

Massive thanks to Karina and her team for their efforts in the sale of our property. Our situation had a few complexities, however Karina was able to work her way professionally through all of them, kept communication open and deliver a great result. She went above and beyond in our case assisting us with issues that were not really in her remit, something we are very thankful for. This is not the first time we have used Karina and i would recommend her services to others



## Trustworthy agent

We have met Karina when we purchased a house in Modbury North. We were impressed with her communication skills and the level of commitment she has shown through out the process. She is very knowledgeable on the ins and outs of real estate in the area. We are happy with her service and we highly recommend her.



## Karina was very helpful and got results

Explains everything carefully, always replies to phone messages, and makes and keeps appointments. We are over 70s, have not sold a house for 45 years, and the whole thing was a worry. Karina understood and went out of her way to help. She is an expert sales person and had two acceptable offers within five days. Then she arranged extended settlement because our retirement village was not ready for us. Her valuation was \$50,000 above that of a well known competitor.





### **Very professional and passionate**

I chose Karina to market my house....it was the best decision I had made...Karina was very friendly happy passionate and very professional....always went out of her way to help me.... nothing was to hard for Karina She come across a few hurdles with my tenants but dealt with it in a professional manner...she sold my property for a great price especially in these testing times I would definitely recommend Karina to anyone that needs a Real Estate agent to sell,manage their property or anything else to do with real estate....she is absolutely amazing and very passionate for what she does.... also I saved thousands of dollars with Karina compared to other real estate agents So do not hesitate to give Karina a call for any of your Real Estate needs Not only will you save money you will have some one that will look after your property and get the best price for you



### **She was honest and professional and i trust her implicitly**

You would be hard pressed to find anyone better. She will give u her all and her advice is always on point. I highly recommend her to anyone and everyone thinking about either buying or selling



### **Highly Recommend- Sale Price Exceeded Expectations**

We couldn't be happier with the service we received from Karina. At first we were unsure of how to best proceed with the sale of our property until Karina helped us to decide the best way forward. She guided us through each step in the difficult process of subdividing the land and then managed to achieve land sale prices well above what we had expected! She gave clear communication and recommendations throughout each step of the process which made it easier for us to have a simple and quick settlement. We can't thank her enough for her professionalism and expertise, we have recommended her services to others that have asked about our experience. Karina offers a fantastic and knowledgable service without all the nonsense of excess fees that other agents charge.



### **Karina Highman's management of the sale of our home was excellent**

My daughter and I met with Karina for the first time when she came to appraise our home. We signed with her that very day and have never been happier that we did so. Her professional manner and knowledge of our area was just unbelievable. She took us through all the steps to help us getting our home ready to show at it's best. She kept us well informed of what was happening and helped us in every way. We had a very quick sale and received the price we were after. We highly recommend her to anyone that has a property for sale.



### **Karina Highman, Director, Real Simple Real Estate**

Karina, as Principal of Real Simple Real Estate, has been an excellent agent for us; firstly personally inspecting and assessing our home and then preparing a comprehensive written assessment with her vision for the best marketing approach for our home. All of this built our confidence in inviting her to be our real estate agent to sell our home. Karina is passionate about her work, very energetic, a really good listener and with excellent management skills; she provides tireless support throughout, is an excited representative at Open Inspections and is very professional as she carries out her role right through from initial Assessment to Settlement. Karina is a real estate agent who you can trust implicitly. Thanks Karina, you've been absolutely brilliant for us. Kindest regards, Dawn and Ron



### **One of best Realestate agent**

I found Karina, to be very professional and knowledgeable. She kept me up to date on a regular basis and would return our phone calls promptly. I would be very happy to recommend her to any future clients.

# moving guide.

Remembering the list of services to be connected and companies to contact when changing your postal address can be a daunting task. Preparation is the key.

Come moving day, the more organised you have been ahead of time will pay off when it comes time to shift everything and settle in to your new place.

We've taken away some of the work for you and compiled a list of the most important people and institutions to contact and let them know your new address.

- 
- ☐ Post office
  - ☐ Gas supplier
  - ☐ Electricity supplier
  - ☐ Water supplier
  - ☐ Internet & telephone provider
  - ☐ Satellite/Cable TV
  - ☐ Alarm system
  - ☐ Banks/Financial institutions
  - ☐ Accountant
  - ☐ Taxation office
  - ☐ Superannuation funds
  - ☐ Healthcare providers
  - ☐ Physio/Chiropractor
  - ☐ Building societies
  - ☐ Educational services
  - ☐ Place of employment
  - ☐ Government benefits
  - ☐ Public library
  - ☐ Insurance
  - ☐ Licenses/Passports
  - ☐ Retail store accounts
  - ☐ Online store accounts
  - ☐ Motor vehicle registration
  - ☐ Electoral roll
  - ☐ Local council
  - ☐ Pet registration/Vet
  - ☐ Social clubs (gym, golf etc)
  - ☐ House cleaning service
  - ☐ Magazine/Newspaper subscriptions
  - ☐ Removalist/Storage services

## **And last but not least...**

- ☐ Family & friends



**Karina Highman**

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