

**P** | **PREMIER**  
Real Estate Agents





## About Us

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Premier Real Estate Agents are a boutique agency with an absolute focus on exceptional customer service and achieving outstanding results for our clients.

With extensive experience in the South East Queensland property market and over \$150 million of combined sales in our team, we believe that we present the best option for your property transaction.

You will benefit from our commitment to ongoing client communication, exceptional connections in a crowded market place and a track record of achieving 'premier' results in our focus locations.

We have consistently achieved street and suburb record sales prices and have set ourselves a minimum standard of five star service for everyone we deal with.

At Premier Real Estate Agents, we take great pride in our name and strive to set a new standard in real estate.

*Premier Real Estate Agents are proud sponsors of Tans TaekwonDo.*





# Our Vision, Mission & Values

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We understand that buying a property is a major life event. Our vision at Premier Real Estate Agents is to change people's lives through making the real estate experience a positive and successful one.

To achieve this, we provide a genuine, professional service that is centred around win-win outcomes for both buyers and sellers. We also believe in creating rewarding, sustainable careers for our team of people.

## Vision

It's our desire to be recognised throughout Australia as a leader in the provision of genuine, people-focused property transactions, and for being the employer of choice when it comes to rewarding and sustainable real estate careers.

## Mission

We are here to change the real estate game, through the delivery of genuine, professional service, and the development of quality relationships. We value connection and pride ourselves on standing out from the crowd. We aim to make life better for our clients and our people.

## Values

- **Adaptable:** We recognise that our clients all come with unique experiences and needs. We go out of our way to make the complex simple, providing a seamless process.
- **Professional:** We are professional, without the pomp and ceremony. We bring positive energy and fun! We don't 'do ego'.
- **Wow:** We surprise and delight our clients with service that surpasses their expectations. We aim for win-win outcomes, smiling faces and happy tears.
- **Authenticity:** We are 'people people' who genuinely care about our clients. We aim to connect, understand and find solutions.
- **Generosity:** We are supportive of our local community and partners.
- **Integrity:** We always act with respect, truth and transparency.



# Proposed Method of Sale

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There are a number of different methods available to you, however the two most effective methods that are currently used in the market place today are noted below.

## Auction

Preceded by a well-planned marketing campaign, auctions can create a sense of urgency amongst buyers, build competition and generate a sale price beyond what may otherwise be achieved.

Other key advantages of an auction sale are:

- By auction you sell to a plan, not by luck. Definite marketing strategies are designed to ensure the best possible result for your property
- An auction speeds up the entire marketing process by creating a sense of urgency in the buyer's mind
- Qualified buyers will compete against each other instead of you. Competitive bidding raises the price, instead of negotiating it down
- You are protected by your confidential reserve price
- Auction attracts genuine buyers who are in a position to sign a contract and pay a 10 per cent deposit immediately – there is no 'cooling off' period

## Private Treaty

This method offers the advantage of advertising without a price initially, or advertising the asking price.

We recommend going without a price initially to gauge buyer interest and to help determine the asking price in the later weeks. This allows those searching for a home time to make appropriate enquiries and for us to guide buyers with other recent sales.

Prior to the commencement of the marketing campaign, we will consult with you to establish an appropriate asking price, usually with some allowance for negotiation. Our campaign will aim to attract multiple buyers and create heightened levels of competition for your property.

Other key advantages of a private treaty sale are:

- You set the price for which the property is to be offered
- Offers from purchasers can be considered at leisure
- You can determine the pace of the sale and negotiation process
- Private treaty can sometimes be a less stressful experience



# Marketing Your Property

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We know how to attract the attention of buyers in a crowded market place. Our marketing plan isn't designed to just find you a buyer - it's designed to find every possible buyer for the property.

Because every property is unique, your marketing campaign needs to be specifically tailored to suit the property and your needs.

To achieve maximum impact, we design highly targeted campaigns using stylists, professional photographers and floor planners.

Together, we can tailor a campaign to meet your requirements and budget.

## Essential Marketing Elements

### Professional Styling

Research shows that professionally styled properties sell faster and achieve better prices than properties that aren't styled.

A professionally styled property will leave less negative impressions for a buyer to negotiate on price and create beautiful marketing images that will bring more interested parties to open homes.

### Photography

Leading property photographers will shoot an expansive selection of digital photographs, which are used for all advertising, prints for distribution and to support editorial coverage in magazines and newspapers.

### Site Plan

This computer-generated reproduction allows prospective buyers to accurately recall your property layout after an inspection. The plan will include site dimensions and will also be loaded onto your property listing on the Premier Real Estate Agents website.

## **Property Brochures**

High quality double-sided brochures are produced to showcase your property with stunning high-resolution images and professionally written text to communicate the outstanding features and the opportunity your property presents. These brochures will be distributed at open for inspections and to interested buyers.

## **Signboard**

The signboard is designed for maximum exposure, showcasing the property's main selling benefits and a colour photograph, allowing the sign to stand out.

## **Just Listed/Auction Invitations**

The invitations are designed to notify local buyers of your sale as well as use the local network to attract their friends, family and co-workers who may be looking to move to the area.

## **Internet Marketing**

The internet is the most prolific property search tool with approximately 92 per cent of buyers using it at some stage during the purchase process.

### **realestate.com.au**

As the television advertising states: "If you aren't on realestate.com.au, you aren't on the market."

This is an essential element to the marketing of your property. We recommend the 'premiere package' as this gives the property the most visibility within the suburb, but also within a Gold Coast search. This is important as a lot of interstate buyers don't necessarily know the different areas of the Gold Coast.

Once they make an enquiry, I have a great track record in selling the benefits of the area.

### **realestate.com.au - Front Page**

Realestate.com.au offers a feature called Front Page, which displays your property to buyers based on their previous search behaviour. When a buyer searches for a property in your suburb, the next time they return to the home page, your property will be displayed - front and centre.

### **domain.com.au**

Domain offers an ecosystem of leading multi-platform property solutions.

## **Social Media Marketing**

We will promote your property through our social media channels such as Facebook and Instagram.

There is also an option to utilise (at a nominal cost) a social media 'boost', which allows blanket access to social media users based on their proximity to the property over a concentrated period of time.

## **Media Marketing**

### **Gold Coast Bulletin – Saturday (residential)**

We can arrange for your property to be advertised in the Gold Coast Bulletin's real estate liftout – the Gold Coast's premier source for property listings. Readership exceeds 109,000.

### **Southern Sun - Saturday (residential)**

The Southern reaches quality buyers right across the local markets who are actively seeking property to occupy or invest in. Readership exceeds 100,000.

## **Open for Inspection**

We would recommend scheduling an advertised inspection at the property once a week on a Saturday and at other times by appointment.

We will report back to you with interested parties, answer questions buyers may have and ensure that buyers are safely inspecting your property.



# Property Management & Holiday Letting

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Our focus on exceptional customer service and achieving outstanding results goes beyond just selling your property.

Property management is a key part of the ongoing service we provide to our clients. We ensure that your investment is successfully managed in a hassle-free way.

We deliver both efficiency and high attention to detail to maximise your returns. Our property management services add value to your investment and ensure that it is always performing well.

Quality tenants are a key aspect of managing your property effectively. We have the networks and resources to attract quality tenants and carefully evaluate each and every applicant to ensure the right fit.

We ensure that once inside your property, your tenants will be looked after and enjoy a quality experience.

Our systems and processes are in place to ensure you are fully informed about your investment, including collecting rent and co-ordinating repairs and maintenance.





## Kylie Wardrop, Principal

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Kylie is the Principal of Premier Real Estate Agents and is passionate about going above and beyond for her clients.

With an exceptional track record of success, Kylie has consistently out-performed market expectations.

Buyers and sellers alike appreciate her warm and friendly manner, and her aim is to ensure that the sale process is rewarding and enjoyable for all involved.

Enthusiasm, passion and great communication means 'everyone wins'. Happy buyers and sellers is Kylie's goal every day.

Kylie is also passionate about the community and seeks to contribute where she can.

This year, Kylie and her family planted trees at Federation Walk and raised money for several charities, including the Kokoda Youth Foundation, Make a Wish foundation and WWF.

Kylie loves spending time with her husband and children, enjoying everything the wonderful Gold Coast lifestyle has to offer.



# Maria Hobbs, Licensed Real Estate Agent

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Maria is a driven and passionate sales agent, who offers so much more to clients than just listing and selling properties.

Every client deserves to be treated as an individual, and Maria believes that there is no 'one size fits all' strategy to marketing a client's property and achieving an outstanding sales result.

Maria has a wealth of experience in selling a range of properties, from beachfront residences to rural estates. She utilises strong, open and honest communication to achieve the best results.

Maria's success in real estate is because she listens to her clients - both sellers and buyers. She understands clients' needs and provides unparalleled service.

Maria has personally bought and sold a number of properties on the Gold Coast and is passionate about the region.

With Maria's detailed knowledge of the local market combined with her property marketing skills, she acts as a trusted advisor to her clients to ensure they achieve the maximum price for the sale of their property.

Having moved to the Gold Coast seven years ago, Maria and her family make the most of the amazing outdoor lifestyle the Gold Coast has to offer, from surfing to eating their way around some of the city's best cafes and restaurants.

Maria is also a Partner Sponsor of The Business League - a group of business owners passionate about doing business on the Gold Coast.

# Testimonials

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“When Kylie first came to our house we got a good feeling. She said she had two buyers who would love the home and wanted to show them straight away, our house sold within a week for the money we wanted. Good communication and did what she said she would do, could not have been more happy with the sale process, which was stress free and easy, no problem recommending Kylie to anyone.”

- Antony & Libby

“From day 1 Kylie was committed to selling our property. She is an honest and caring agent who is apart of the whole process until the end. She made it personal—it wasn’t just a business transaction. Kylie was very accommodating with her time and knew that we weren’t just selling a property that we were selling our home of 14 years. We thank Kylie for guiding us and helping us move into our next chapter.”

- Dave & Ange

“Kylie has been a great agent from start to finish. She is a professional, but in a very down to earth way. She has given us great advice throughout the sale of our house, which only took three weeks to sell. Would sell with Kylie again and thoroughly recommend her to friends and family.”

- Gary & Michelle

“Kylie was recommended to us through friends and I can see why, she was upfront and honest in her appraisal of our property and worked tirelessly on showing and following up potential buyers. Kylie kept us informed of everything and was really approachable and helpful along the way, and ended up selling our house in a record time for a property within the Eco Village.... and as soon as it sold ended up finding our new house for us! I cant speak highly enough for the professionalism Kylie had shown in selling our home.”

- Jade & Luke

“Maria Hobbs represented me in the sale of my property, it was a pleasure working with her organising painters, handyman, carpet and staging. Maria is a very savvy person and knows the local property market inside and out. With her help and expertise we had a buyer from the first open house. Maria is very proactive, she does not believe in waiting around for opportunity to come to her. Maria is very active in the community as well, which helps to enhance her position as a professional real estate salesperson. Maria is a warm hearted, lovely lady and we thoroughly recommend her as she knows how to take the stress out of selling, making it a wonderful experience.”

- Marilyn

“Maria worked with us from the start, providing input and advice that was practical and did not have the sugar coating and false promises that we and friends have experienced in past years. Maria is professional at all times and worked with us to understand our needs from the transaction. She suggested practical and useful ways on how to present our property in its best light as first impressions do count. In all of this Maria was looking for a win-win-win (seller-buyer-agent). We recommend Maria and would use her services again. She is an agent who worked with us to ensure we got the best outcome for the existing market conditions.”

- Frank & Kerri



# Professional Fee

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The fee for our professional service includes:

- Preparation and implementation of a tailored marketing campaign
- Preparation and placing of media and social media advertising
- Attendance at photography and drawing of the floor plan
- Direct database marketing to registered buyers (SMS and email)
- Screening and qualifying buyer enquiry
- Conducting site inspections
- Private negotiations with prospective purchasers
- Providing detailed weekly progress reports with accurate feedback from the campaign
- Implementing sales procedures such as liaising with solicitors
- Providing contracts for prospective purchasers and supervising pest inspections
- Liaising with the tenants (if applicable)

# Recent Sales

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**\$1,258,000**

**SOLD**

## 26 Tyalla Court, Tallebudgera

- 6 Bedrooms
- 4 Bathrooms
- 2 Car parking

Sold off market for a street record. This sale demonstrates our ability to truly appreciate the requests of our clients.



**\$1,008,000**

**SOLD**

## 8 Daffodil Street, Tallebudgera

- 4 Bedrooms
- 3 Bathrooms
- 6 Car parking

Recently renovated to the highest of standards, this immaculate property is light, bright, spacious and giving real WOW factor. The contemporary design captures the essence of acreage living, minutes from the beach, shopping centres and great schools.



**\$735,000**

**SOLD**

## 5 Bahloo Avenue, Palm Beach

- 3 Bedrooms
- 1 Bathrooms
- 3 Car parking

This immaculate home is perfectly positioned to to enjoy the very best of north Palm Beach. Easy walking distance to local schools, shops and importantly both the beach and Tallebudgera Creek.



**\$780,000**

**SOLD**

## 32 Islander Court, Burleigh Waters

- 4 Bedrooms
- 2 Bathrooms
- 4 Car parking

Located in a quiet pocket of popular Burleigh Waters, this spacious single level home has room for everyone and everything. The rear garden is a retreat from the outside world and is fully fenced to secure pets or young family members.



**\$1,280,000**

**SOLD**

## 78 Sullivan Road, Tallebudgera

- 5 Bedrooms
- 3 Bathrooms
- 4 Car parking

With views through Palm Beach to the Pacific Ocean, this architecturally designed home is perfectly located in a quiet pocket of prestigious Tallebudgera. It enjoys views in every direction and offers plenty of options for entertaining, working and living.





## Contact Us

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Visit our website at [www.premier-realestate.com.au](http://www.premier-realestate.com.au)