

12 Smith Street Norman Park.

Place.



Bulimba

Place.  Bulimba

Dear Family,

Following recent discussions, we have prepared a schedule for your consideration.

The basis of the campaign centres around leveraging off the higher-than-normal interest the housing market is experiencing.

We have taken a number of very unique and special properties to auction in recent times and all have experienced 'hyper demand', selling above reserve on Auction day.

Based on our discussion we have proposed an adjustable timeline to compliment the family's needs to work through the property's contents amongst any other items.

Attached is a low-cost marketing budget that will support the above campaign. We are already aware of 10-15 parties (previous bidders on the recent sales) that will show genuine interest to bid on the property prior to launching. The marketing is therefore primarily a digital campaign via web portals to incorporate any new buyers entering the market. (This will be the case)

Given the familiarity to the parties involved, we want to offer our fee at 2.2% including GST instead of 2.95% including GST.

We trust these pages of information will address the questions we sought to answer.

Our strategy is designed to maximise the property's current value, whilst respecting the significance of the transaction.

We look forward to working with you on a highly successful sale.

Warm Regards,



Jane Smith
Lead Agent



Paul Curtain
Managing Director / Agency Principal

Market Share.

Place Estate Agents Bulimba dominates the residential sales market in your area with considerable market share. This means we are meeting with more Norman Park buyers than any other agency. This provides Place with a considerable advantage and ensures we get your property sold!

Balmoral	Place	50%	Hawthorne	Place	32%
	Agency #2	21%		Agency #2	23%
	Agency #3	10%		Agency #3	1%
Bulimba	Place	45%	Morningside & Seven Hills	Place	28%
	Agency #2	17%		Agency #2	26%
	Agency #3	7%		Agency #3	8%
Camp Hill	Place	48%	Norman Park	Place	54%
	Agency #2	6%		Agency #2	11%
	Agency #3	6%		Agency #3	3%
Greenslopes & Coorparoo	Place	12%	Total Across All Suburbs	Place	41%
	Agency #2	8.5%		Agency #2	18%
	Agency #3	7%		Agency #3	7%

Recent Case Studies.



12 Smith Avenue, Norman Park

0,000m² and Elevated City Views
Circa \$0,000p/m²

SOLD \$0,000,000

Agency - Place Bulimba / Auctioneer - Paul Curtain



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Comments on Value.

34 Hall Avenue's final value will be influenced by two key drivers.

- A** The bidding competition generated by the underlying qualities the property possesses (land, location, property era etc).
- B** The property's development potential.

As we are respectful of the family's rich history with the property, we would relish seeing the home go to a buyer that will preserve the inherent charm and further this for the next chapter. However, as we understand our brief is to maximise its value and sales price in the market, it is impossible to ignore that much of the interest will come from the development market. Pursuant to point B, the final assessment and risk profile developers are prepared to take, will influence how high the property may go.

With the dwelling in its current location, we believe the most logical approach for developers would be to create two distinct offerings. These two offerings would naturally be a combination of the three higher lots into a circa 1500m² offering inclusive of the current dwelling, leaving the other offering to be the remaining circa 1000m². Secondly, a developer or "family home" buyer may explore birthing a large single dwelling estate home, therefore incorporating all five lots – restoring what once stood here previously.

It is important to note that we intentionally do not discuss a price expectation with buyers during the campaign as not to limit its outcome.

Through the campaign we offer to meet weekly with you to share the buyers/markets feedback on all things including price and their due diligence on its possibilities.

Your Place Representatives.



Jane Smith

Lead Agent

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Paul Curtain

Auctioneer / Director

Paul Curtain is a founding partner and managing director of south-east Queensland's residential property organisation Place Estate Agents, and has been an instrumental force in the growth, success and direction of the Place operation.

Originating from one stand-alone office in Brisbane's eastern suburb of Bulimba, Place has grown to a total Staff in excess of 400 quality people. The 'Place family' consists of 16 offices, a new projects team, home loan services, property management, in house and on site auctioneering along with place professional services which provides support to its offices.

Place has a rich history of success, including being judged the industry's best agency in Queensland for four years running. Throughout Paul's real estate career of over twenty years he has had many notable achievements including a winner for the REIQ Auctioneer of the Year, REIQ board member and has since gone on to mentor many real estate professionals to date.

Paul Curtain is strongly considered by his industry peers and Place colleagues as an absolute thought leader within the real estate industry.

Importantly for your property, Paul leads Place Bulimba's 35 strong agents to drive a cohesive team culture where all agents are motivated and incentivised to play their part in ensuring your property gains maximum traction from our market presence and leading market share.

Place Bulimba.

Place Bulimba was the very first Place office to open its doors. Its origins commenced in 1994 with the Place brand launching in 2002, bringing the first taste of the vibrant Place style to not only Brisbane, but the city's inner east.

Place Bulimba is headed by Founders and Directors Paul Curtain and Sarah Hackett along with their property partners. Paul and Sarah oversee a team of first-class real estate agents who uphold the incomparable standards of the innovative company.

Situated three kilometres from the Brisbane CBD on Bulimba's iconic Oxford Street, Place's Bulimba office services not only Bulimba itself, but also the surrounding inner-eastern suburbs of Hawthorne, Camp Hill and beyond.

The 70-strong Bulimba team is friendly and offers a high-quality level of service that clients have come to count on when buying and selling through Place.

These professionals are constantly striving to approach real estate in an innovative way and are always adapting to the current trends.

Being judged/awarded QLD's top agency for listings and sales is recognition of our growth and performance.

However, what defines us is our commitment to use this presence for the betterment of our clients through the quality of our results. We remain mindful of the role we play in the community and relish in the opportunity to actively give back through our programs.



Campaign Dates.

Open House 1

Saturday 0 January 0am

Open House 2

Saturday 0 January 0am

Open House 3

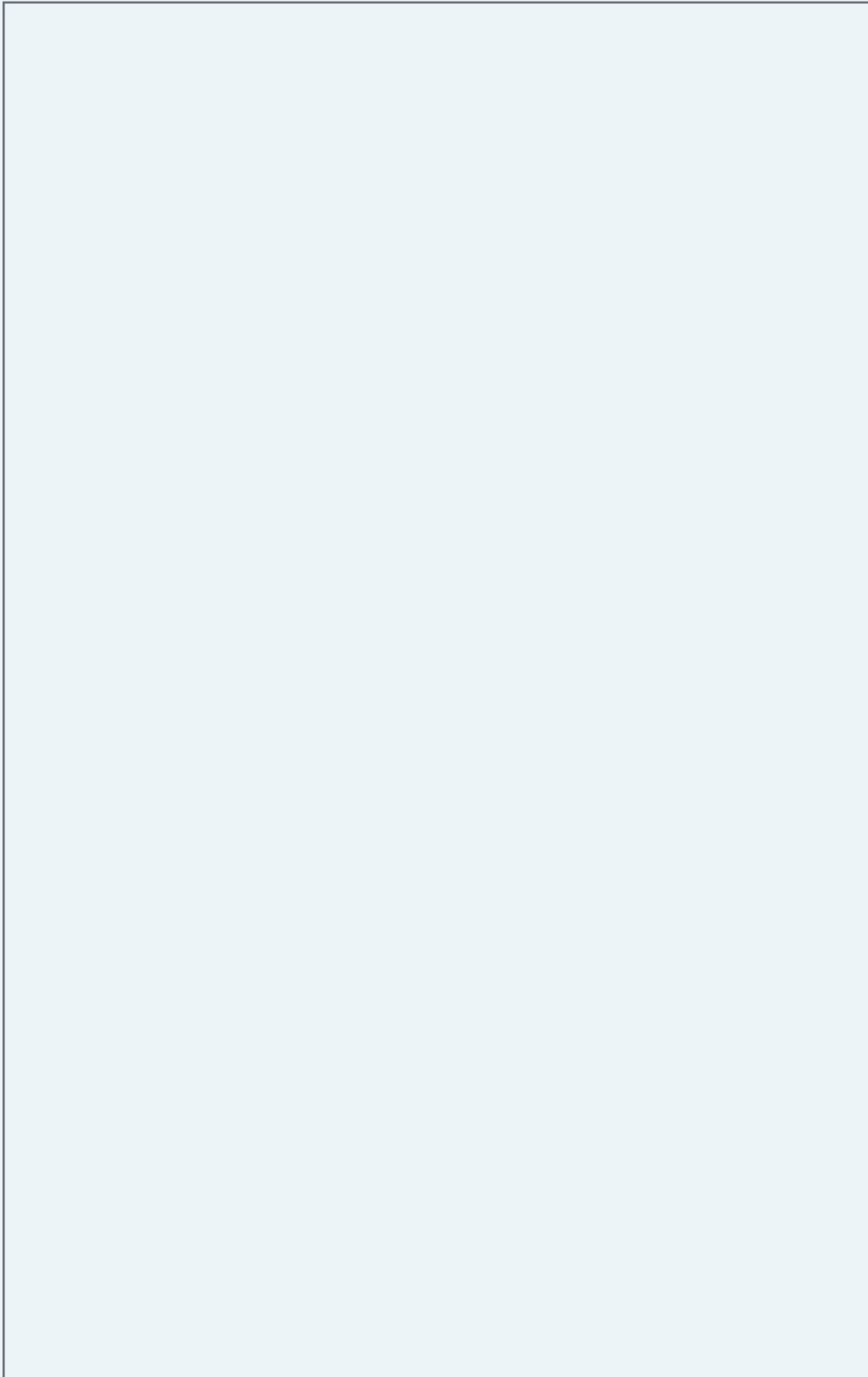
Saturday 0 January 0am

Auction on Site

Saturday 0 January 0am

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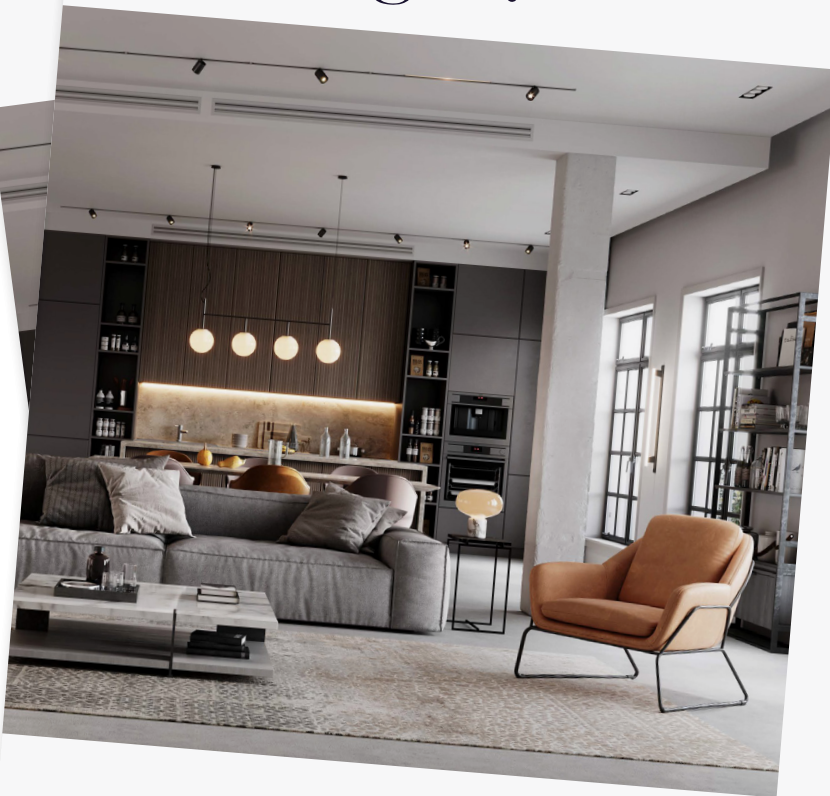
Proposed Campaign Schedule.



Our Marketing.

Refer to enclosed marketing catalogue.

Property Marketing Catalogue.



Place.  | **ideal**ist.

Seller Reviews.

– Jane Smith

12 Smith Street, Bulimba

Selling our home with Jane.

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12 Smith Street, Bulimba

Perfect from start to finish!

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Selling our home with Jane.

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Helping people find their happy Place.

Jane Smith | 0408 123 456 | janesmith@eplace.com.au

Paul Curtain | 0411 721 474 | pac@eplace.com.au

