



Seller's Guide

*Our 360° approach
to selling your property*

°CELSIUS
PROPERTY

At Celsius, we live and breathe property.

To us, selling property is about creating and nurturing relationships with our clients that continue long after the sale has been made.


Selling your home is one of the biggest decisions you will make, that's why you need an experienced team of real estate professionals to guide you every step of the way.



So you're thinking of selling?

It may seem like a simple question but it's one of the most important questions to answer before entering the selling process. With a clear goal, and the right process, you'll have the best chance to maximise the return on your investment.

If the sale isn't going to improve your life, selling might not be the right option for you. Let's start with why?



1. You've outgrown your current home or you're looking to upgrade.




2. You're reviewing your finances to suit your circumstances.



3. It's time to downsize.

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Our 360° approach to selling your home.

We'll take you from the beginning to the end.

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**The Celsius
360° approach to
selling your home.**

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Celebrate!



Appraisal:

We start by analysing your home and its features and compare it to current property trends to see how your property is positioned within the market. With this information, we can determine what price we may be able to achieve for your property within the current market.

Key considerations:

- ✓ Location and position of property
- ✓ Comparative Market Analysis (CMA) outlining recent sales and listings in your area
- ✓ Days on market for similar properties
- ✓ Condition of property i.e. age of property, features, recent upgrades and renovations
- ✓ Understanding your motivation for selling



Listing:

We confirm the pricing strategy for your property and together we look at its location and features to establish the best way to present your property to the market.

We give professional advice on:

- ✓ Finalising the pricing strategy
- ✓ Completion of the listing documentation
- ✓ Developing an action plan to get your property ready for market
- ✓ Finalising the marketing strategy for selling your property



Preparing your home for selling:

Before we go to market, we work on making sure your home is presented in the best possible light. First impressions are everything! The better your property looks, the better our chances of maximising your sales price and moving a logical buyer to a heart buyer and paying a premium price.

Key considerations:

- ✓ Decluttering and cleaning
- ✓ Refurbishment and renovation (if required)
- ✓ Interior design and staging
- ✓ Does your property have a tenant?
- ✓ Ensuring any expenditure will be returned in a higher sales price
- ✓ Apply to ATO for Foreign Tax Clearance Certificate on properties valued over \$750,000



Selling your home on the market:

Every property is unique and will require a tailored marketing campaign to maximise exposure. The more people we can get to see your home the more chance there is of achieving the best possible price.

We give professional advice on:

- ✓ Photography, floor plans, videos and copywriting
- ✓ Signage
- ✓ Online marketing
- ✓ Email marketing (internal database)
- ✓ Local area marketing
- ✓ Home opens
- ✓ Print media
- ✓ Social media



Communication:

Throughout the campaign we will provide you with regular updates on the progress of the sale of your property, to meet your individual requirements. This will ensure you are fully informed every step of the way.

We give you feedback on:

- ✓ Numbers through home opens
- ✓ Price - from qualified & educated buyers in the marketplace
- ✓ Presentation of the property - what are prospects telling us about the presentation and quality of the property
- ✓ The effectiveness of the marketing campaign - does it need to be altered or alternate initiatives considered



Negotiations, Offer & Acceptance:

By having a solid understanding of an individual buyer's circumstances, our negotiation power is greatly increased. That's why we work closely with buyers to gain an understanding of their position, their budget and any other offers they've previously placed on properties.

Once we have an offer in writing, we present it to you for your consideration. We then guide you through the terms & conditions and negotiate until a final price is agreed upon.

Key actions/considerations:

- ✓ Understand the pool of potential buyers for your property
- ✓ Negotiate the best possible price for your property
- ✓ Write up the Offer & Acceptance/Sales Contract to present for your consideration
- ✓ Assist and guide you through the negotiation process to maximise the return for your property



Preparing for Settlement:

Once you have a signed contract for the sale of your property, you can relax knowing that we have a dedicated sales administration team dotting the 'i's' and crossing the 't's' in preparation for settlement. They work closely with the sales team and your nominated settlement agent to ensure all offer conditions are met by the required timeframe or extensions are sought where appropriate.

During this time, it's important that the sales consultant can continue to access the property to complete all relevant inspections.

We'll help you with:

- ✓ Monitoring and ensuring offers conditions are met
- ✓ Sending all relevant documentation to the settlement agents
- ✓ Ensuring the deposit is received as required
- ✓ Notifying all parties of the settlement date

During this time you will need to:

- ✓ Contact your bank (where relevant) and advise them you have sold your property
- ✓ Make plans to ensure you can offer up vacant possession of the property at settlement (where applicable)
- ✓ Ensure the property is cleaned thoroughly before handover
- ✓ Meet all seller conditions and prepare home for final inspection



Settlement and Handover:

Once settlement has occurred you will be required to hand the property over to the new owner on the day of settlement (for a new or investment property) or by 12 noon the following day after settlement (for an Owner Occupied property). Your sales consultant will work with you during this time to make sure your property is ready for handover and all keys/access devices are handed over to the buyer as required.

We help you:

- ✓ Ensure the property is vacated (unless sold with a lease) in the required timeframe
- ✓ Collect keys and hand them over to the Buyer once we know settlement has been completed.
- ✓ Complete the property handover, provide manuals and special instructions.



Celebrate:

Break open the champagne and start celebrating,
you've just sold your property!

Exceeding expectations.

Celsius Property is an integrated property group incorporating Celsius Property, Celsius Finance and Celsius Developments.

As your local sales specialists, we offer you an end-to-end property service that aims to exceed your expectations.

Backed by decades of experience, and a proven process, we make selling your home simple, stress-free and financially rewarding as possible.

**With our 360° perspective on property,
you can relax knowing we've got you covered.**

Our expert team.

The perfect blend of experience, personality and desire. Our success comes from our experienced, friendly and highly driven team who will do everything possible to ensure you get the best possible return on your investment.



Richard Pappas
Managing Director
0411 144 230



Gayle Fitzmaurice
Licensed Real Estate Agent
0437 180 094



Kylie Gilmour
Sales Administrator
6144 0700



Bo Xiong
Property Consultant
0432 104 675



Tim Grose
Director
0416 004 492



Steve Smith
Property Consultant
0419 903 648



Katarina Farkas
Marketing & Design
6144 0700

Richard Pappas

Managing Director

“Trust, transparency and giving are at the heart of my beliefs and I believe that positive and ethical business practices have tenfold returns. What makes me excited about property is the future. We have the opportunity to design solutions that address real world problems - such as housing for first home buyers, downsizers, millennials, retirees and the homeless.”

As Managing Director, Richard leads by example and believes the Celsius ethos of practicing what it preaches by investing alongside their customers.

Richard began his property career in 1998 as a Sales Consultant for City-Life before taking over as General Manager and eventually purchasing the business with wife Roxanne in 2005.

Since then, Richard and Roxanne have unequivocally transformed City-Life to include Focused Finance, a mortgage broking business and City-Life Developments, a niche residential

development division. To bring uniformity and transparency, the company now trades as Celsius Property Group, bringing all divisions under one umbrella.

Highly regarded by his peers in the real estate industry, Richard has worked tirelessly to promote some of Perth's best developments and build an enviable client database and referral network throughout Western Australia.

A practising real estate agent with a fresh outlook and approach to investment, Richard enjoys assisting clients with their property needs and securing a greater financial future. He also takes pride in mentoring staff and keeping a close eye on the company's financial performance through its investments.



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richard@celsius.com.au



Tim Grose

Director

“Project sales, property development and finance all play a big part in my day to day role at Celsius Property Group. I love all things property and finance. For me, to be able to help others doing the things I love - it does not get much better than that!”

No stranger to real estate, finance and the property development industry, Tim has been helping Celsius clients achieve their wealth creation goals since 2001.

As Director of Celsius Property Group, Tim is responsible for helping our clients achieve, maintain and exceed their property investment dreams and it's a role he excels at.

Tim's strong academic credentials include a Bachelor of Commerce with Double Majors in Finance and Management. He also holds a Real Estate Licence and is a Licensed Finance Broker - credentials which complement many years of

hands-on experience in property investment and wealth creation.

A trusted advisor, Tim's focus is on finance strategy, property portfolio analysis and solving complex problems for our clients. He is also an encouraging team leader who empowers Celsius staff to deliver quality service and premium results.

Tim has always had a healthy interest in wealth creation and was working as a stockbroker while completing his studies at university. Tim believes knowledge, patience, loyalty and understanding are essential attributes of a trusted financial advisor - qualities he brings to his position in abundance.



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Gayle Fitzmaurice

Licensed Real Estate Agent

“The word that comes to mind is her ‘service’. Gayle’s personal characteristics of honesty, integrity, straightforwardness and yet sensitivity, have made her the perfect Real Estate Agent for us”

- S&S Roach.

Gayle is a Licensed Real Estate Agent who also holds a Degree in Marketing and a Diploma in Digital Marketing.

Both dynamic and driven, she is passionate about bringing integrity to her work.

Positive and proactive are the words that describe her approach to new business development and market expansion.

Gayle specialises in working with small to medium-sized developers to source land, then support the developer through design and planning approvals for developments that are suited to the area and population.

Her support then extends through to selling off-the-plan throughout the project as well as selling the completed development.

Gayle’s experience makes her an ideal member of the Celsius team. Testament to the success of Gayle is the large number of very happy repeat and referral clients plus the numerous positive testimonials she receives.



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Bo Xiong

Property Consultant

“Helping our clients to achieve their goals through property is the most enjoyable part of my work. What I particularly love about being a Property Consultant is discovering the trends of the industry, and the innovation and new technologies that emerge, so I can help meet every aspect of a person’s needs.”

Bo commenced her real estate sales career at Celsius following more than 5 years of employment at a national Strata and Facility Management company.

Her experience and knowledge in strata and residential buildings is a big asset for clients looking to sell or buy strata titled property.

As a customer service professional, Bo has always delivered more than what her clients expect, because she believes that the key to success comes through empathy, integrity and actively seeking new ways of doing things better.

Bo was born in China, and migrated to Australia in 2007. Through years

of hard work with her partner, they have established their lovely home in Gooseberry Hill with two beautiful boys, as well as their successful and expanding property investment portfolio in WA.

Through Bo’s personal experience in property investment, she has become passionate about the industry and is very excited to help more people learn and prosper from these experiences.

Bo truly understands that the property industry is a people industry where emotions, tastes and influences play a huge part in the process.

Being bilingual and understanding both oriental and western culture also opens a world of opportunities for her clients.



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Steve Smith

Property Consultant

“There is nothing better than being able to assist clients to a successful outcome whether selling or purchasing real estate property! The most satisfying part and ultimate pat on the back is referrals by clients to friends or acquaintances who want to sell or buy real estate. That makes my day.”

Steve is an accomplished, driven and energetic business person who has an extensive professional and personal career in business and sales.

His business career has been focused on sales, service, financial management and for the past four years, real estate and property investment. Along the way, Steve has also enjoyed success as an international sports person.

As a retail and service business proprietor for over 30 years, Steve understands that success is built around good service and sound ethics in all personal and professional dealings, whilst

maintaining integrity and fairness when dealing with clients and customers.

Steve's dedication to excellence in business and customer service has led to him being a multiple award recipient, both state and nationally, recognised for high business, sales and customer satisfaction standards. He looks forward to extending his skills accordingly to his real estate clients and customers alike.

One of Steve's life philosophies is:

“If you want to move forward, always give yourself time to reflect”.

Wise words from a man who also has the good sense to make time to balance his golfing passion with a busy real estate career.



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Testimonials

We're not happy unless you are.



OVERALL SATISFACTION

Agent - brilliant and straight up with you!

RECOMMENDED BY BUYER OF:
38B Muswell St, Balga, WA 6061
13 June 2018

Gayle is a fantastic agent. I found her to be honest, straight up, friendly and impressively knowledgeable of the Balga area. Gayle made the seller's Offer expectations clear to me upfront, which I put forward and it was accepted within 24 hours. All questions were answered promptly. Settlement was successful and occurred on time. I would highly recommend Gayle as an agent and will definitely contact her to be my agent if I ever sell the property I just bought.

MARKET KNOWLEDGE



CREDIBILITY



COMMUNICATION SKILLS



NEGOTIATION SKILLS



OVERALL SATISFACTION

Great Agent!

RECOMMENDED BY BUYER OF:
2/484 Fitzgerald St North Perth WA 6006
05 June 2018

It was easy dealing with Steve. Nothing was a problem, provided prompt service and delivered on everything that he had promised. Thanks Steve!

MARKET KNOWLEDGE



CREDIBILITY



COMMUNICATION SKILLS



NEGOTIATION SKILLS



OVERALL SATISFACTION

Excellent agent!

RECOMMENDED BY BUYER OF:
4/49 Flynn Street, Wembley, WA 6014
30 May 2018

Steve is a very personable, professional and engaging agent. My wife and I were extremely pleased with his professionalism and his engaging approach to real estate. I would recommend him to any person seeking my suggestions for a great agent. Could not be happier with Steve.

MARKET KNOWLEDGE



CREDIBILITY



COMMUNICATION SKILLS



NEGOTIATION SKILLS



Testimonials

We're not happy unless you are.

ratemy
agent



OVERALL SATISFACTION

Never give up attitude

RECOMMENDED BY BUYER OF:

4 Duggan Court Balga WA 6061

28 May 2018

As a buyer I would highly recommend Gayle as an agent, I feel like she never give up on the sale even with the few speed bumps that happened on the way and I am quite sure she would move mountains for her clients.

MARKET KNOWLEDGE



CREDIBILITY



COMMUNICATION SKILLS



NEGOTIATION SKILLS



OVERALL SATISFACTION

Outstanding agent!

RECOMMENDED BY SELLER OF:

18B Gibb Cres, Westminster, WA 6061

22 May 2018

Very professional and easy to liaise with. Good market knowledge. She has been great to work with and wouldn't hesitate to contact for any future property sales. Thanks Gayle!

MARKET KNOWLEDGE



CREDIBILITY



COMMUNICATION SKILLS



NEGOTIATION SKILLS



OVERALL SATISFACTION

Professional, obliging, helpful, a 5 Star agent!

RECOMMENDED BY BUYER OF:

1/3 Thirlmere Rd, Mount Lawley, WA 6050

08 May 2018

Bo from the beginning has been helpful, co operative, understanding of our needs at all times. If we needed anything Bo would communicate promptly, a good negotiator, and prior to settlement Bo would ensure we were happy with the process at all times. On inspection she attended to our concerns and ensured all matters were dealt with promptly. We would recommend Bo to anyone who wants a helpful, considerate and honest person as their agent.

MARKET KNOWLEDGE



CREDIBILITY



COMMUNICATION SKILLS



NEGOTIATION SKILLS



Testimonials

We're not happy unless you are.



OVERALL SATISFACTION

An absolute pleasure to deal with

RECOMMENDED BY SELLER OF:

30 Langford Ave, Langford, WA 6147

23 April 2018

Working with Steve to sell my father's property was seamless. We were able to obtain a price that was acceptable by all parties and an overall good outcome. The sale went through with minimal effort and I would thoroughly recommend Steve and would use him again myself.

MARKET KNOWLEDGE



CREDIBILITY



COMMUNICATION SKILLS



NEGOTIATION SKILLS



OVERALL SATISFACTION

Richard and team - pleasant and professional!

RECOMMENDED BY BUYER OF:

117B Fitzroy Rd ,Rivervale WA 6103

12 March 2018

Richard and his team have been very pleasant to deal with; as foreigners and being our first time buying a property in Perth, they were helpful and patient in every stage of the purchase without being pushy. We would certainly recommend Richard to anyone buying or selling a property - simply for his can-do spirit! thank you.

MARKET KNOWLEDGE



CREDIBILITY



COMMUNICATION SKILLS



NEGOTIATION SKILLS



OVERALL SATISFACTION

Relaxed and Professional

RECOMMENDED BY SELLER OF:

31 Windfield Rd, Melville, WA 6156

14 February 2018

The entire process of selling our home was a relaxed and professional experience. We had some title issues that dragged out the deal and at no time did I feel that Richard did not have everything in hand. He communicated clearly and regularly to keep us informed in exactly what was going on. we are very happy with the end result and will not hesitate to use Richard again in the future.

MARKET KNOWLEDGE



CREDIBILITY



COMMUNICATION SKILLS



NEGOTIATION SKILLS



Testimonials

We're not happy unless you are.



“Professional, honest
and accommodating.
Dealing with Celsius was
a pleasure!”

Antonette

New Home Owner

THE FITZ
North Perth

Testimonials

We're not happy unless you are.



“The sale of our house and purchase of our unit was handled with a professional and caring attitude by Celsius.”

Bob and Vivien

Downsizers



Testimonials

We're not happy unless you are.



“Trustworthy,
knowledgeable and
compassionate. A service
level above and beyond
all others.”

Matt

New home owner

THE FITZ
North Perth

°CELSIUS

PROPERTY GROUP

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