



SELLER'S GUIDE

Our 360° approach
to selling your home

°CELSIUS
PROPERTY



Celsius is an integrated property group incorporating **Celsius Property**, **Celsius Finance** & **Celsius Developments**

We live and breathe property!

As real estate specialists, we offer an end-to-end property service that doesn't just meet your expectations, it exceeds them.

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.



Backed by decades of experience, and with proven processes throughout our business, we aim to make all aspects of property ownership as simple, stress-free & financially rewarding as possible.

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

So you're thinking of selling?

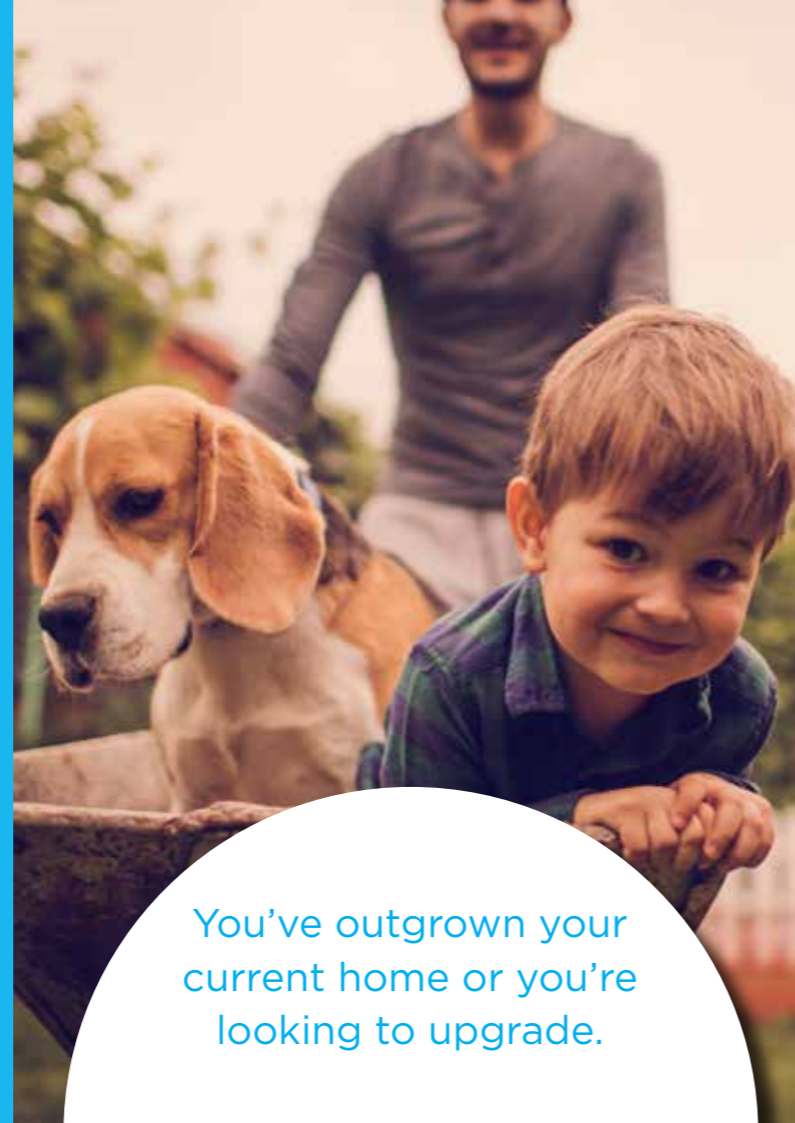
It may seem like a simple question but it's one of the most important questions to answer before entering the selling process.

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.

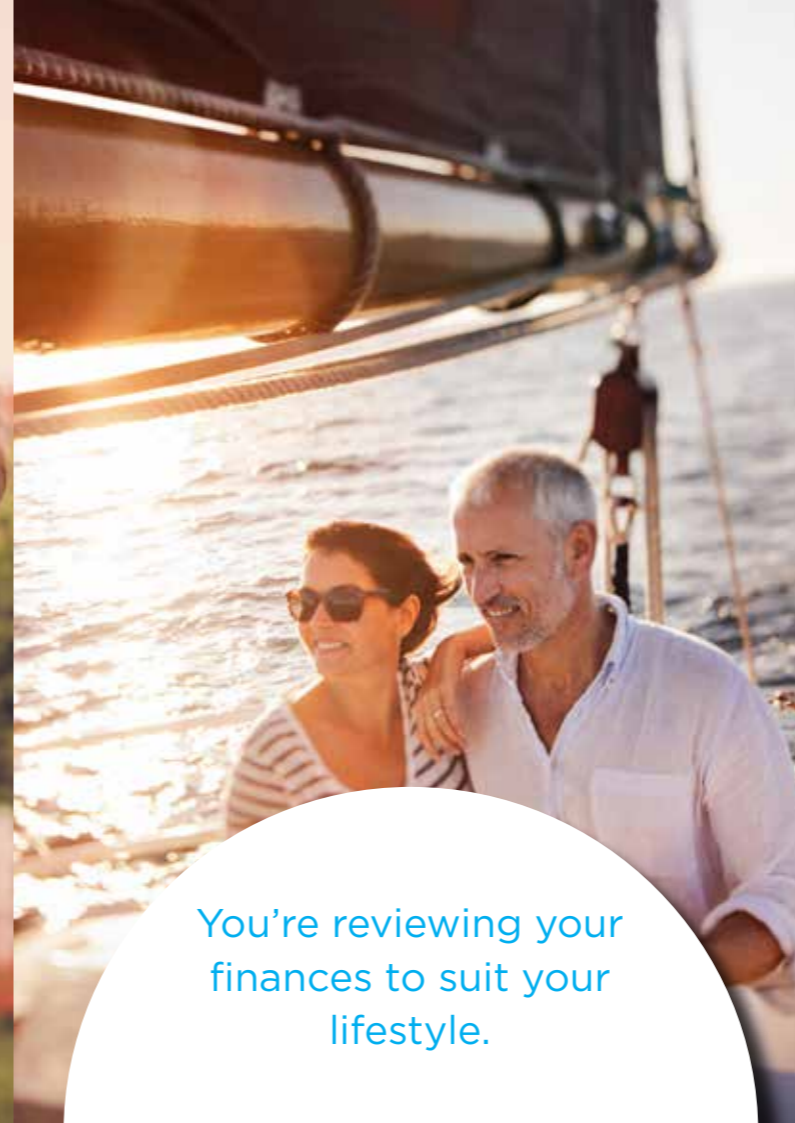
Let's start with **why?**

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

Your investment property is ready to move on.



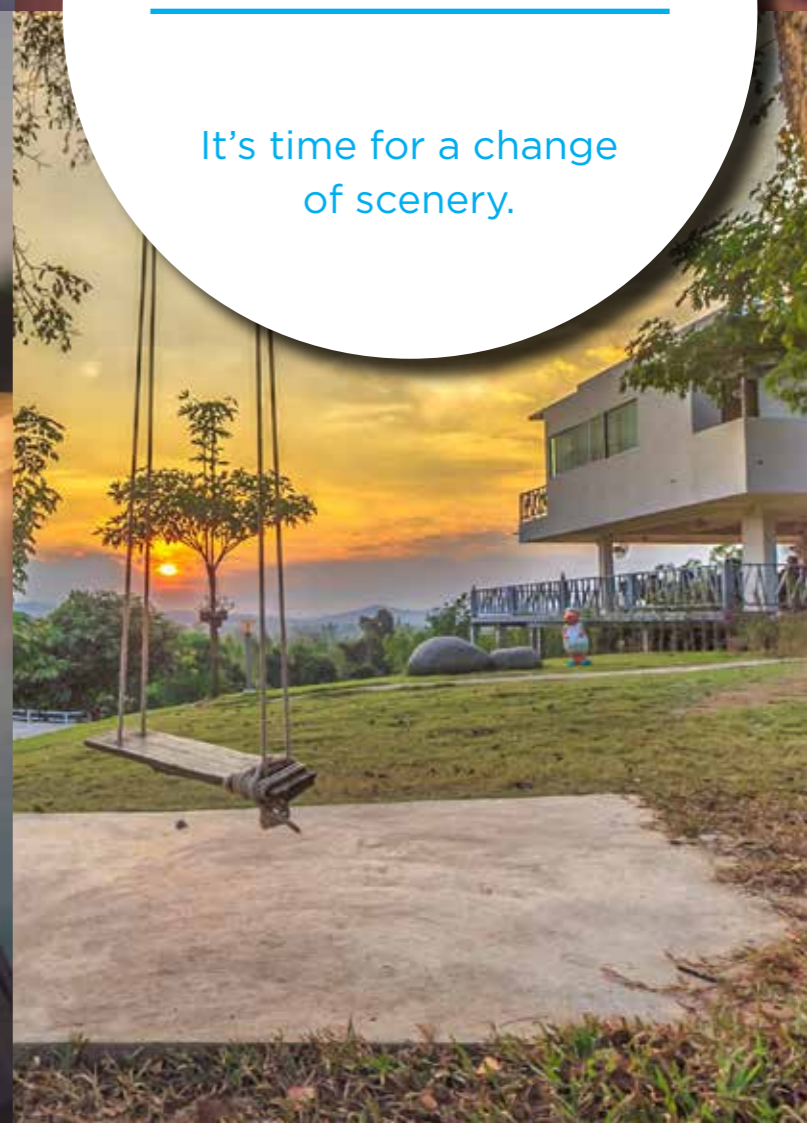
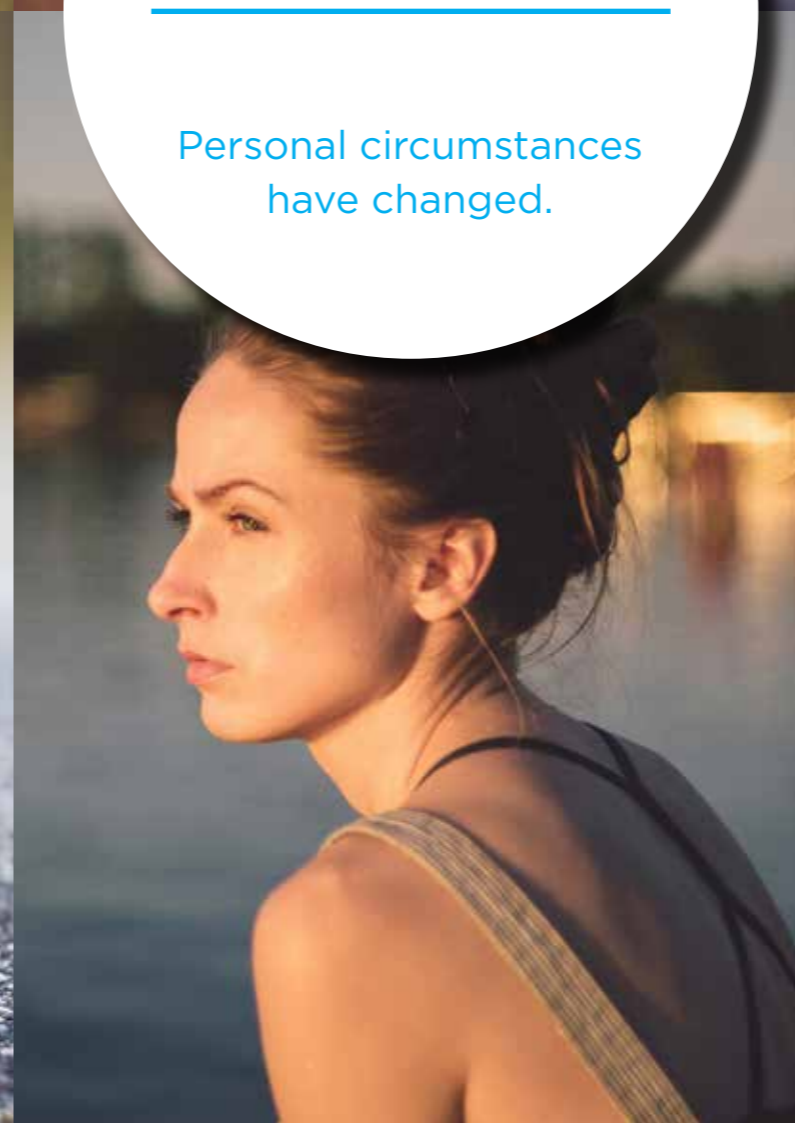
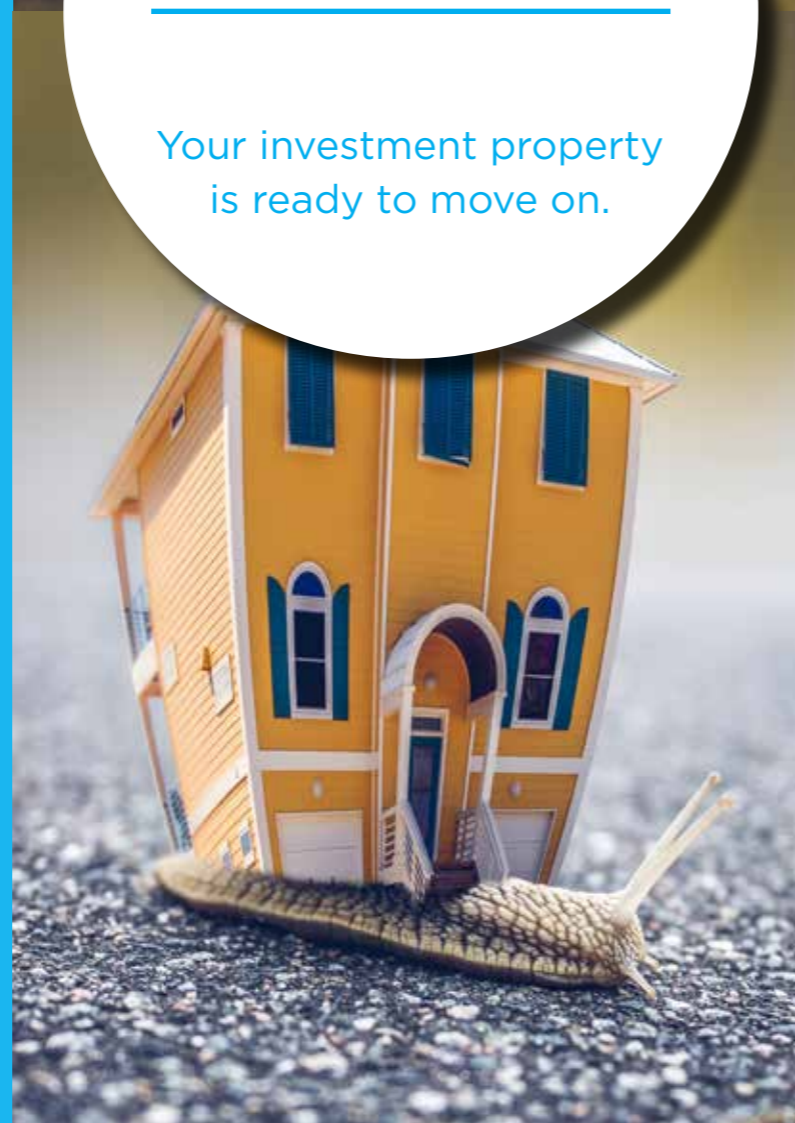
You're reviewing your finances to suit your lifestyle.

Personal circumstances have changed.



The kids have all moved out and it's time to downsize.

It's time for a change of scenery.



Our 360° approach to selling your home.

We'll guide you step-by-step through the listing, selling and settlement processes.



1

Appraisal

We start by conducting an in-depth market analysis of your home and its features and compare it to current property trends.

With this information, we can determine what price we may be able to achieve by competitively positioning your property in the current marketplace.

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 - age of property, features, recent upgrades and renovations
- Understanding your motivation for selling



2

Listing

On listing we agree the most strategic listing price and develop an action plan for marketing the property, highlighting key features to buyers.

We will explain the listing process including all applicable fees and signing the Exclusive Selling Agency Agreement.

We give professional advice on:

- Suitable and strategic pricing strategies
- Completion of the listing documentation
- Developing an action plan to get your property ready for market
- The marketing strategy for selling your property
- Applying to ATO for Foreign Tax Clearance Certificate on properties sold over \$750,000



3

Property presentation

A properly presented home helps appeal to the premium number of buyers.

We work with you to develop an action plan for your property, whether that be your home or a tenanted investment, to present it in the best possible way.

First impressions are everything!

The better your property looks, the better our chances of maximising your sale price and motivating a buyer to pay the highest price possible.

Key considerations:

- Decluttering and cleaning
- Refurbishment and renovation (if required)
- Interior design and staging
- External cleaning to boost street appeal
- Does your property have a tenant?
- Ensure any expenditure will be returned in a higher sales price



4

Marketing your home

Every property is unique and will require a tailored marketing campaign to maximise exposure.

Our dedicated Marketing Co-ordinator will continuously monitor the campaign and suggest ways on how to improve results.

The more people we can get to see your home, the more chance there is of finding your ultimate buyer.

We give professional advice on:

- Photography, floor plans, videos and copywriting
- Signage
- Online & Social Media marketing
- Email marketing (internal database)
- Local area marketing & print media
- Home open frequency and duration



5

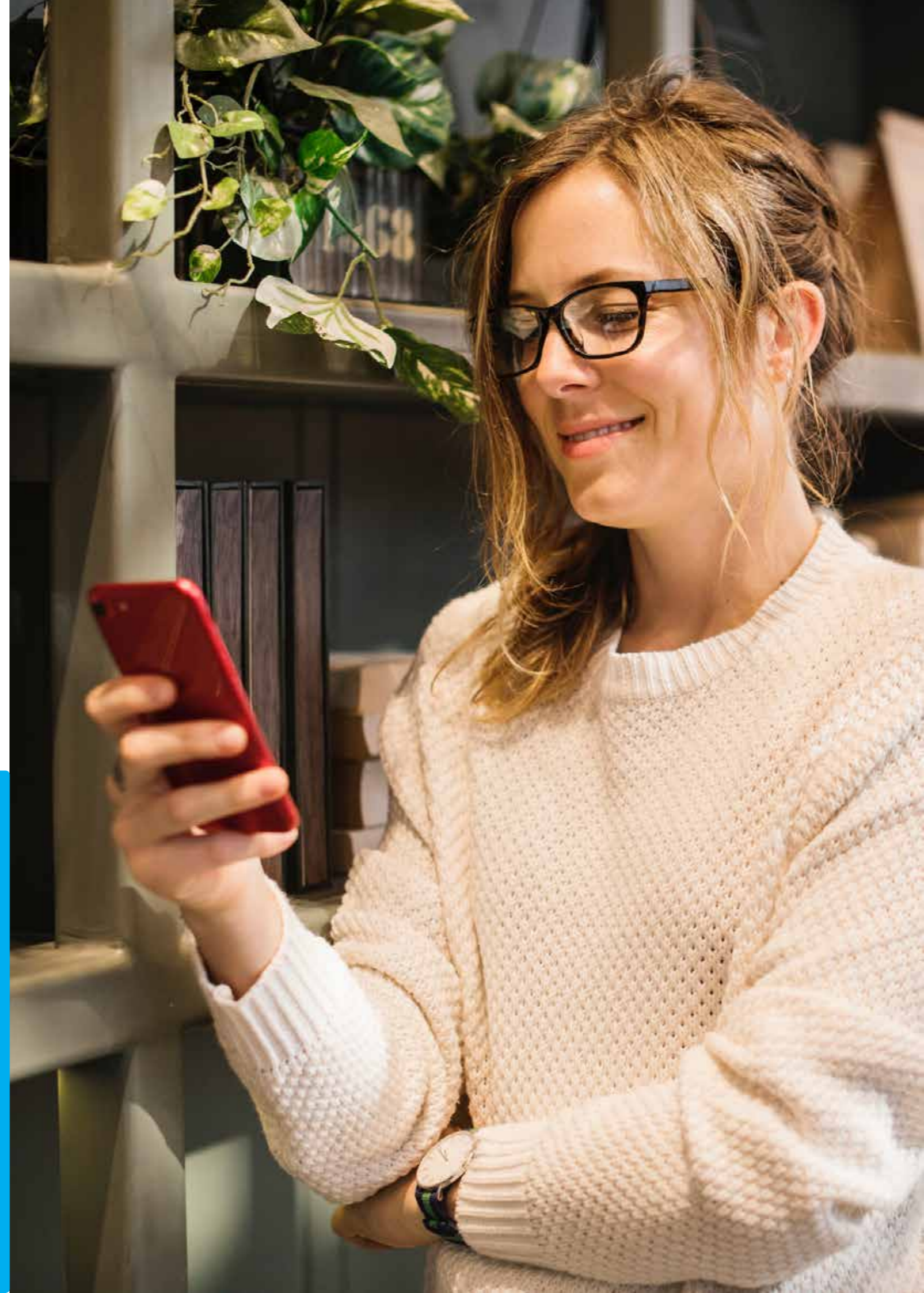
Communication

Throughout the campaign we will provide you with regular updates to ensure you stay fully informed of market conditions and buyer feedback.

We will communicate to you via your preferred method - over the phone, email, sms, WhatsApp etc.

We give feedback on:

- Number of buyers through each home open
- Price - from qualified & educated buyers in the market place
- Presentation - what prospects are 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?



6

Negotiations, Offer & Acceptance

By having an understanding of a buyer's circumstances, our negotiation power is greatly increased.

We work closely with buyers to gain an understanding of their position, their budget and any special conditions that will impact their offer.

All offers received, whether verbal or written, will be presented to you for your consideration.

We then guide you through the terms & conditions and negotiate on your behalf 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



7

Preparing for Settlement

Once you have a signed Offer & Acceptance, you can relax knowing that we have a dedicated Sales Administrator preparing you for settlement.

They work closely with the property consultant and your nominated settlement agent to ensure all offer conditions are met by the required time frame or extensions are sought where appropriate.

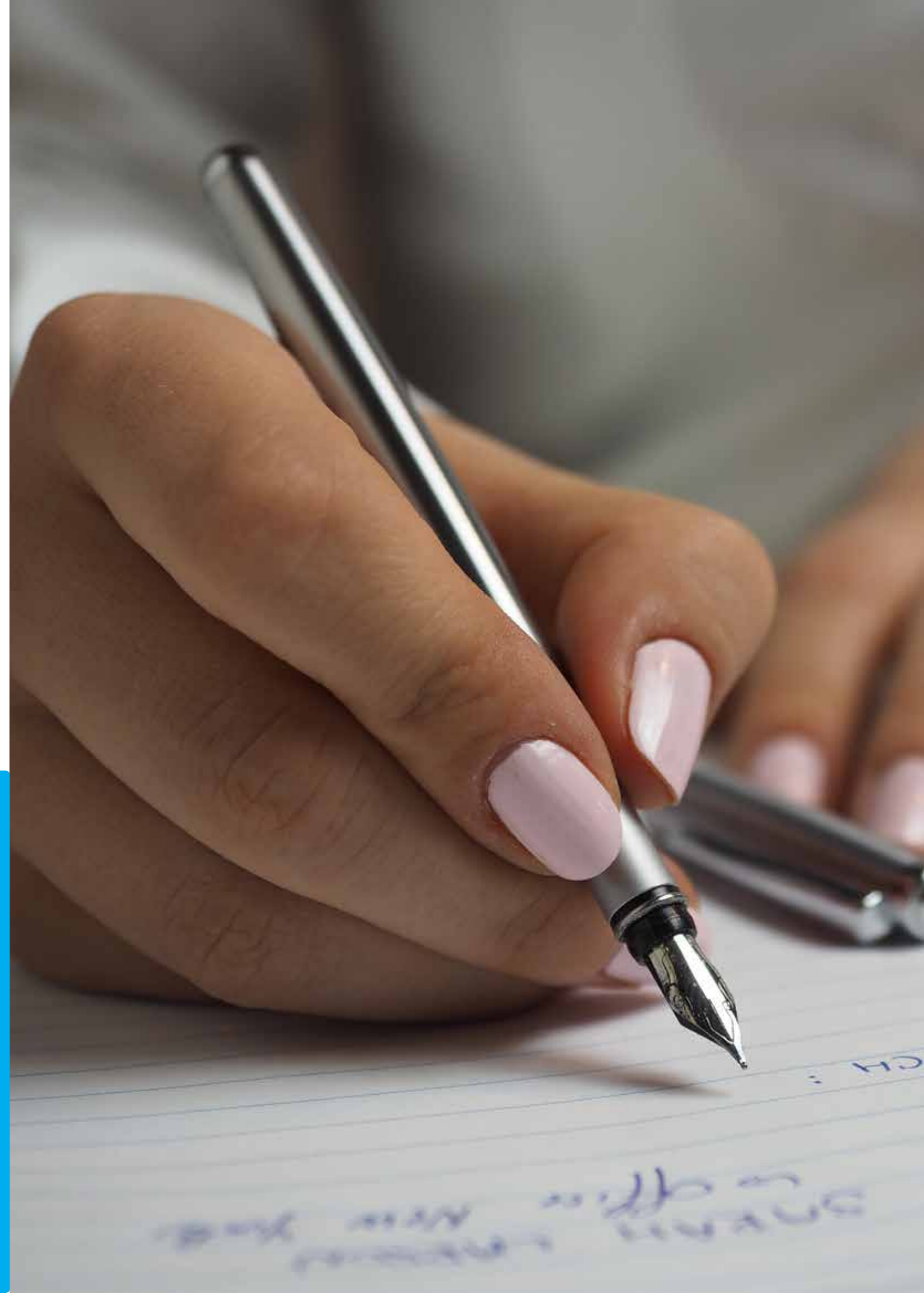
During this time, it's important that your property consultant can continue to access the property to complete all relevant inspections.

We will help you with:

- Monitoring and ensuring offer 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 to advise you have sold your property
- Make plans to ensure you can offer possession of the property at settlement
- Ensure the property is cleaned thoroughly before handover
- Meet all seller conditions and prepare home for final inspection



8

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 will 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 effected
- Complete the property handover, provide manuals and special instructions



Meet Our Sales Team

The perfect blend of knowledge, personality and enthusiasm. 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



David Kirkbride
Licensed Real Estate Agent
0434 112 112



Tim Grose
Director
0416 004 492



Bo Xiong
Property Consultant
0432 104 675



Kylie Gilmour
Sales Administrator
6144 0700



Steve Smith
Property Consultant
0419 903 648



Katarina Farkas
Marketing Co-ordinator
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

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08 6144 0700



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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David Kirkbride

Licensed Real Estate Agent

“Completing successful property sales and delivering a top class customer service is what motivates me. I deal honestly and efficiently with the many challenges that property sales and property management can generate. Getting to know a client and identifying their requirements and expectations is central to my philosophy.”

David's real estate career started in 2009 and in 2014 he became the Licensee responsible for the sales and rentals of a central Perth agency. His qualifications include a Triennial License and he has previously worked for three of Perth's top selling agencies.

David graduated with a BSc (Hons.) degree in Recreational Management from Sheffield Hallam University and worked for a Management Development Company before moving to Australia in 2007. Initially selling luxury cars, David moved into real estate when he realised a long-held passion for property could be combined with a challenging and rewarding career.

David has a deep understanding of sales and leasing contracts and how to deal with any issues that may arise in a real estate transaction. He is a highly skilled professional when negotiating the best outcome for a property owner and approaches each listing with the same energy and enthusiasm - whatever the value.

If you would like to buy, sell or lease a property, give David a call for an obligation free discussion about your requirements.



0434 112 112
david@celsius.com.au

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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 East Victoria Park with three 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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bo@celsius.com.au



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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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steve@celsius.com.au



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Seller Testimonials

We're not happy unless you are.



OVERALL SATISFACTION

Great negotiating

RECOMMENDED BY SELLER

30/484 Fitzgerald St, North Perth, WA 6006



Richard managed to negotiate the best price possible for our property with a buyer and market that was very challenging.

He was extremely well informed of the market conditions and comparable sales which ultimately helped close the sale. We will definitely use Richard for future sales.



ratemy agent



OVERALL SATISFACTION

A quick sale with great results

RECOMMENDED BY SELLER

24/15 Leonard Street, Victoria Park, WA 6100



Bo Xiong was very professional and super friendly, we found that she has endless patience and gave us a lot of good advice to get our property sold in a short period of time, with nothing being a hassle, always keen to assist and provided us with a positive outcome.

We wholeheartedly recommend Bo Xiong if you are looking to buy or sell properties.



ratemy agent



OVERALL SATISFACTION

Highly recommended

RECOMMENDED BY SELLER

16C Dane St, East Victoria Park, WA 6101



We unreservedly recommend Bo to anyone considering selling their house.

She was always available, constantly communicated with us and worked tirelessly until (and after) settlement.

We were very happy with the process and the outcome.



ratemy agent



OVERALL SATISFACTION

Our experience with Steve in one word: Professionalism

RECOMMENDED BY SELLER

20 Geordie Court, Coogee, WA 6166



After meeting and arranging four Real Estate Agents to give us an appraisal to sell our property we chose Steve Smith as we believed that his knowledge in the real estate industries was exceptional.

We also felt that Steve has the ability and mannerism to deal with any potential purchaser and he was not limited to a select market of buyers regardless of ages or demographics.

The advice and honest feedback that Steve gives you about your property will help you achieve the best result.



ratemy agent



OVERALL SATISFACTION

A Real Estate Professional!

RECOMMENDED BY SELLER

25A Park Street, Bedford, WA 6052



Steve is a consummate professional. He worked hard from the beginning right through to getting the deal over the line.

He followed up every lead and his communication and feedback was second to none.

I wouldn't hesitate to recommend him or use his services again.



ratemy agent



OVERALL SATISFACTION

Terrific Effort

RECOMMENDED BY SELLER

5/32 Whatley Cres, Mount Lawley, WA 6050



Richard and his team did a fantastic job in selling our apartment in a very tough apartment market.

They kept us well informed throughout the entire process and we were pleased with the final sale price.

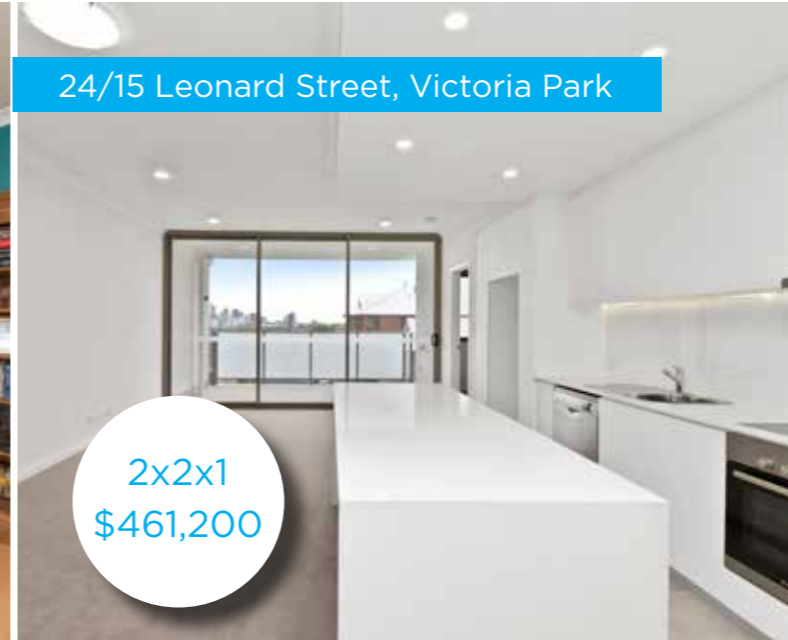
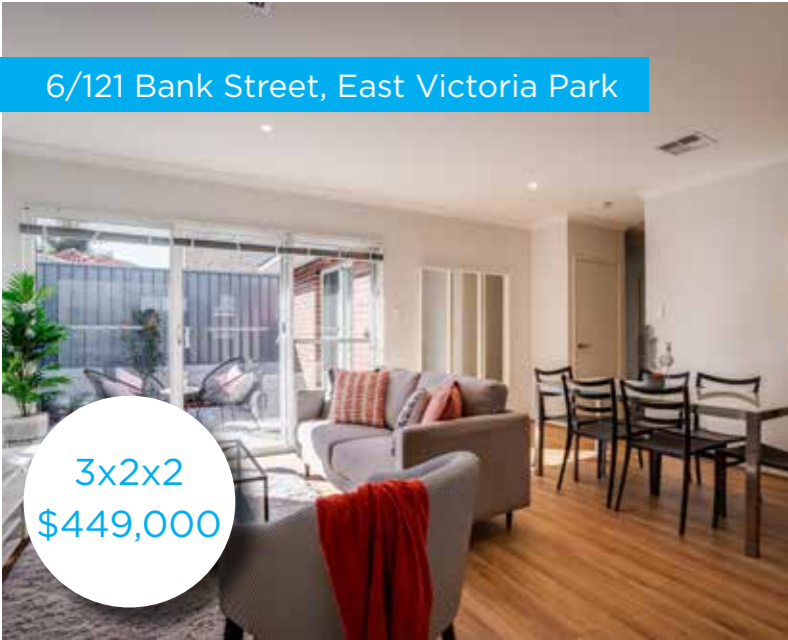
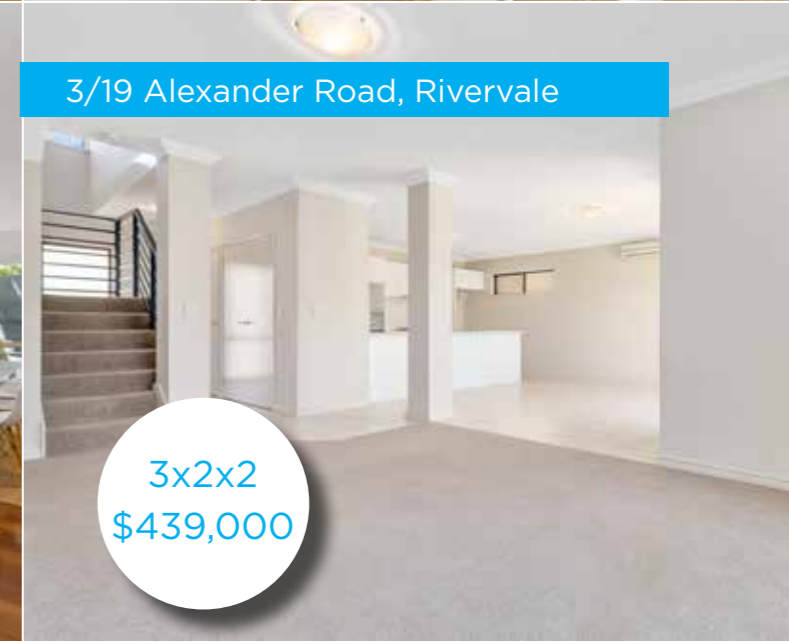
Would definitely recommend to any other prospective vendors.



ratemy agent

Sold by Celsius

Here are just some of our recent sales.



Choose a property manager that ticks all the right boxes!

- ✓ A fresh and trusted approach to Property Management
- ✓ Trouble free experience
- ✓ Peace of mind and service you can trust
- ✓ Working with owners to get new properties tenatable
- ✓ Friendly and efficient staff
- ✓ Excellent client communication
- ✓ Backed by results! Ask us for our client testimonials

Our expert team

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

Call us today for a free rental appraisal.



Karin Leggat
0449 813 071
Head of Division and
Senior Property Manager



Pippin Blinco
0419 776 162
Trust Account Manager



Danielle McCarthy
0410 800 643
Property Manager



Taryn Sykes
0424 098 885
Property Manager



Sarah Menzies
0452 593 440
Property Manager



We understand banks and people.

Looking for a finance broker? We'll help you navigate through the complexities of lending.

- ✓ We come to you - mobile, convenient & flexible
- ✓ We don't charge you for our service
- ✓ Up to 20 lenders, we do the comparisons and negotiate the best deal for you
- ✓ We're not a call centre. Tell your story once
- ✓ A higher degree of service, we guide you through step by step
- ✓ No matter what or where you purchase, we can assist you
- ✓ We do all the legwork including paperwork
- ✓ Free finance checks and reports including complimentary RP Data reports, suburb profiles and finance appraisals

Contact me today for a no obligation finance check!



Donna-Lee Parkes DipFMBM
Credit Advisor
Credit Representative Number 365651

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PROPERTY GROUP

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PROPERTY SALES

DEVELOPMENTS

FINANCE

PROPERTY MANAGEMENT

STRATA MANAGEMENT

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