A modern living room with a large window overlooking a sunset. The room features a light-colored sectional sofa, a dining table with yellow chairs, and a kitchen area in the background. A large blue circle is overlaid on the image, containing the text.

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** & **Celsius Land**. 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?**

°CELSIUS
PROPERTY



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.



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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:

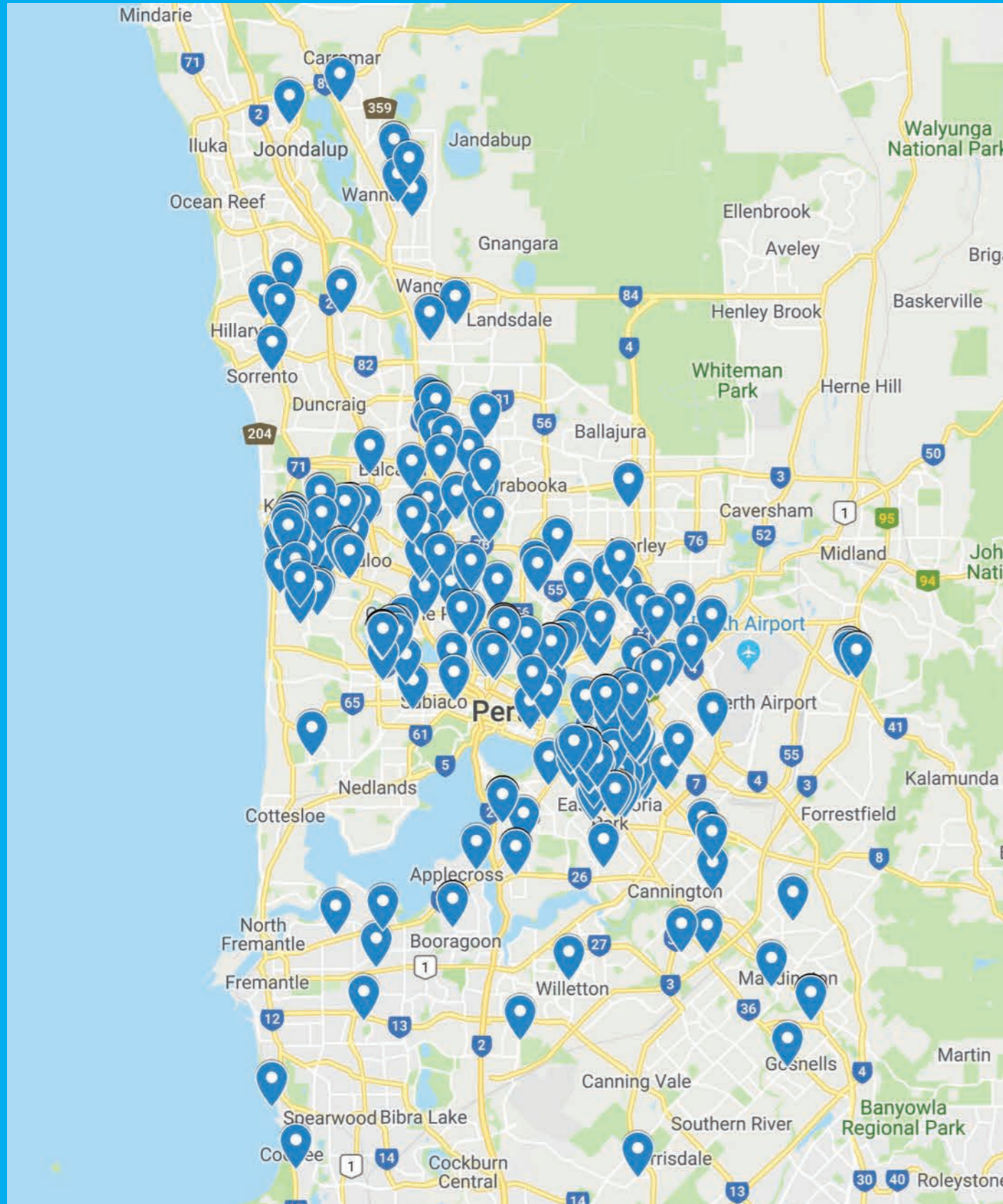
- Ensure the property is vacated (unless sold with a lease) in the required timeframe
- Collect keys and hand them over to the Buyer once we know settlement has been effected
- Complete the property handover, provide manuals and special instructions



Sold by Celsius

Our team sells properties all over Perth.

We can provide local area knowledge in many suburbs.



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



Tim Grose
Director
0416 004 492



Steve Smith
Property Consultant
0419 903 648



Matthew Smith
Property Consultant
0417 916 159



Kylie Gilmour
Sales Administrator
6144 0700



Samantha Relph
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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tim@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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Matthew Smith

Property Consultant

“You need to earn the right to ask somebody for their business. I believe in the long game, to serve my clients with professionalism, dedication, and expertise. When you show up with the right intentions, business takes care of itself.”

Matthew Smith is an undeniable asset to the Celsius Perth Property team. As a REIWA Sales Representative and Auctioneer, along with a lifetime of sales experience, he takes his mission seriously: *“My mission is to use my knowledge and experience in property to help people move to the next chapter of life. When I help people make an informed decision, there is no need for a hard sell. They can easily make the decision for themselves”* says Matthew.

Prior to Celsius, Matthew spent 10 years with Pindan Developments, selling more than \$200 Million of off-the-plan property in his time there, as well as 23 years with Mercedes Benz selling close to a thousand luxury vehicles. Safe to say, assisting clients to make their most important life decisions is something that drives Matthew to be the best at what he does.

Matthew’s ethos is refreshing when it comes to sales. He believes that honesty and transparency are key ingredients for success, and trust with clients is his most important asset.



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matthew@celsius.com.au



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08 6144 0700

His excellent interpersonal, relationship and leadership skills set him apart from many in his field and regularly results in positive reviews and repeat clientele.

One of our favourite facts about Matthew is that his organisation skills would put Marie Kondo to shame, and his dedication to structure and systems has benefits for clients.

“The more time I can be face to face with sellers and buyers, the better I can help them achieve their goals” he says.

When asked who inspires him, Matthew reflects on his very first Sales Manager. *“He taught me to be honest and humble”* says Matthew, *“and that you must work hard to succeed. I have taken this philosophy with me ever since”*.

Working hard is something that comes naturally to Matthew. Whether training for his latest marathon or selling property, you can always be assured of his willingness to go the extra mile.



Seller Testimonials

We're not happy unless you are.



OVERALL SATISFACTION

Excellent service

RECOMMENDED BY BUYER

109/660 Albany Hwy, Victoria Park, WA, 6100



I couldn't be happier with the experience of purchasing at the Vic Quarter with Tim! Tim was an absolute pleasure to deal with, nothing was ever too much trouble. Tim was very speedy to respond and answered all of my questions with experience and knowledge!



rately agent



OVERALL SATISFACTION

Richard went above and beyond to get our purchase over the line

RECOMMENDED BY BUYER

12 Nola Ave, Scarborough, WA, 6019



Richard was fantastic to deal with throughout our purchase and we could not recommend him highly enough!



rately agent



OVERALL SATISFACTION

Very friendly and helpful

RECOMMENDED BY BUYER

39B Wicca Street, Rivervale, WA 6103



We were very happy with Steve, he came across trustworthy from the start. He was extremely flexible in meeting us to view the property. Came across like an all round nice guy.



rately agent



OVERALL SATISFACTION

Excellent service and follow up

RECOMMENDED BY BUYER

601/660 Albany Hwy, Victoria Park, WA, 6100



We found Tim to be very helpful when we were looking at the apartments and very prompt in responding to any questions we had. We also requested to revisit the property we had decided on several times and we were able to be accommodated for very professionally by Tim.



rately agent



OVERALL SATISFACTION

When knowledge and care are really important

RECOMMENDED BY BUYER

402/660 Albany Hwy, Victoria Park, WA, 6100

Richard introduced me to 402/660 Albany Highway, Victoria Park, and supported me at all times in the subsequent process through multiple inspections, decision to purchase, dealing with the paper work, preparing to move and taking up residence. I could not have asked for better or for more.

I am very impressed with the quality of the development, for which Richard's company, Celsius, was responsible. Celsius is also the Strata Manager and having this continuity from conception and design through to building, selling and managing is a boon to all owners and tenants. I am very, very happy with my new residence.



rately agent



OVERALL SATISFACTION

Steve was a calm and reassuring ally

RECOMMENDED BY SELLER

23/1 Thirlmere Road, Mount Lawley, WA, 6050



Steve was handed the sale of our Mt Lawley apartment in a very difficult and unique climate. We made a good choice! Steve was a calm and reassuring voice and someone we instinctively trusted. And he did not disappoint. He listened, was mindful of our concerns and at no point did we feel pressured to 'sell' at all costs.

Thank you Steve - you are a true professional and a gentleman.



rately agent

Sold by Celsius

Here are just some of our recent sales.

508/660 Albany Hwy, Victoria Park



3x2x2
\$750,000

1 Miller Street, Victoria Park



3x2x2
\$775,000

26 Katisha Street, Duncraig



4x1x2
\$552,000

32/1 Thirlmere Road, Mount Lawley



2x1x2
\$380,000

320/660 Albany Hwy, Victoria Park



2x2x2
\$575,000

39D Wicca Street, Rivervale



3x2x2
\$505,000

601/660 Albany Hwy, Victoria Park



3x2x2
\$1,150,000

110/660 Albany Hwy, Victoria Park



1x1x1
\$385,000

116/660 Albany Hwy, Victoria Park



1x1x1
\$320,000

1/77 Abbett Street, Scarborough



1x1x1
\$225,000

1/69 Calais Road, Scarborough



3x1x2
\$600,000

12 Nola Avenue, Scarborough



3x2x2
\$1,120,000

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 tenantable
- ✓ Friendly and efficient staff
- ✓ Excellent client communication
- ✓ Backed by results! Ask us for our client testimonials
- ✓ Multiple REIWA Award winning team



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



Kasey Bull
0426 826 491
Property Manager



Kate Moxham
0452 593 440
Property Manager &
Property Manager
Assistant



Michayla Butler
0451 412 086
Property Manager
Assistant

Why choose a Celsius Finance broker?

We understand banks and we understand people.

We'll help you navigate through the complexities of lending.

- ✓ We come to you - mobile, convenient & flexible
- ✓ Up to 20 lenders, we do the comparisons and negotiate the best deal for you
- ✓ A higher degree of service, we guide you through step by step
- ✓ We do all the legwork including paperwork
- ✓ We don't charge you for our service
- ✓ We're not a call centre. Tell your story once
- ✓ No matter what or where you purchase, we can assist you
- ✓ 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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E donna-lee@celsius.com.au



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