



PICKET FENCE
PROPERTIES

**SELLER'S
AGENT
SERVICES**

www.picketfenceproperties.com.au

SAVE THOUSANDS ON COMMISSION!

At Picket Fence Properties (PFP), we understand that real estate is changing. We don't believe in charging commission rates of 3% or more, simply to pay for flashy offices, franchise fees and dozens of assistants – we keep our overheads low, so that we can deliver the best possible service to our clients, at the best possible price.

We also don't believe that our clients should have to pay more simply because they have a higher priced property to sell; rather, we believe our professional fees represent good value to sellers of properties at all price points. PFP is pleased to offer the following scaled commission structure, based on the list price of your property, which will save you thousands:

UP TO AND INCLUDING
\$349,999

2.50%
incl GST

BETWEEN \$350,000
AND \$499,000

2.25%
incl GST

\$500,000 AND
ABOVE

2.00%
incl GST

EXAMPLE

Traditional Agency: $3\% \times \$600,000 = \$18,000$ commission + \$5,000 marketing = \$23,000

PFP: $2\% \times \$600,000 = \$12,000$ commission + \$2,000 marketing (Max) = \$14,000

That's a \$9,000 saving!

But don't think that our affordable commissions mean that we cut corners, when the opposite is actually true - we provide a complete service experience and we cap the number of listings that we take on, to ensure that your property receives the attention it deserves, from our leading agent.

DEDICATED PROFESSIONAL SERVICE

At PFP, our agents bring credibility through personal property ownership and investment experience, delivered with a modern, innovative approach. Owner and principal Bryan has bought, renovated and sold many properties over the years in Toowoomba and throughout Queensland, so he'll give you honest, informed advice based on almost 20 years of first-hand real estate dealings.

If you want an agent who can assist you by providing honest, constructive suggestions to enhance your property and its presentation to the market, then Bryan has the mature experience to deliver 'home truths', to assist you to achieve the best outcome in relation to your property. But don't worry, he won't identify problems without also providing the solutions (see our customised and affordable marketing).

Most importantly, you will deal with Bryan directly (not an assistant!) and he'll be with you all the way through your sale process. He will also deal with your potential buyers directly, as building genuine relationships with all parties is integral to creating successful outcomes for all parties.

INFORMED ADVICE BASED ON
ALMOST 20 YEARS OF FIRST-
HAND REAL ESTATE DEALINGS

HONEST, CONSTRUCTIVE
SUGGESTIONS TO ENHANCE
YOUR PROPERTY

DEAL WITH THE AGENCY
PRINCIPAL, NOT AN ASSISTANT



CUSTOMISED AND AFFORDABLE MARKETING

PFP doesn't believe in 'one size fits all' marketing campaigns or selling you a marketing plan based on how many newspaper ads, website listings or auction sessions we have already pre-committed to purchasing, or the fact that 'we have always done it this way'. Rather, we offer a range of fully-customised marketing options to suit all properties, markets and budgets.

Your personalised marketing plan may include any or all of the following: social media campaigns; website listings such as realestate.com.au; home staging and styling; professional photography; and traditional media (TV, radio, print). We also provide expert advice on which selling method (private treaty, auction etc) will be more likely to deliver you the best outcome, with reference to your specific circumstances.



SOCIAL MEDIA

Targeted social media campaigns, created by our own expert social media advertising consultant, starting from \$99



WEBSITE LISTINGS

Realestate.com.au, Domain.com.au and other website listings, at a price option appropriate for your property (not just the most expensive!)



HOME STAGING

Professional home staging and styling advice, provided by our expert consultants



PHOTOGRAPHY

Professional photography and floor plans



TRADITIONAL MEDIA

Television, radio and/or print campaigns tailored to your property, needs and budget

FULLY CUSTOMISED, AFFORDABLE PROPERTY SALES SERVICES

- Do you want an agent who is going to sell your house like it's their own?
- Do you want an agent who has true local knowledge, because they have lived in Toowoomba for almost 40 years?
- Do you want an agent who implements a customised, innovative marketing strategy that is relevant to today's buyers?
- Do you want all of these things and at an affordable, value-based price?



M: 0414 568 936

THEN PICKET FENCE PROPERTIES CAN HELP YOU!

Bryan Gray, owner and principal of Picket Fence Properties, is putting the 'real' back into real estate, with his genuine, down-to-earth approach. No harassment tactics. No tacky videos. No empty promises to get your listing - just honest, personalised advice and service.

As a born-and-bred Toowoomba local and a well-respected Toowoomba professional, Bryan knows that most people just want an agent with integrity, knowledge and dedication, who will charge a realistic price. So if you are looking for an agent who treats you with respect and sells your house like it's their own, then PFP is the agency for you.

PRINCIPAL BRYAN GRAY: 0414 568 936

Picket Fence Properties
PO Box 83, Toowoomba Qld 4350
info@picketfenceproperties.com.au
www.picketfenceproperties.com.au

