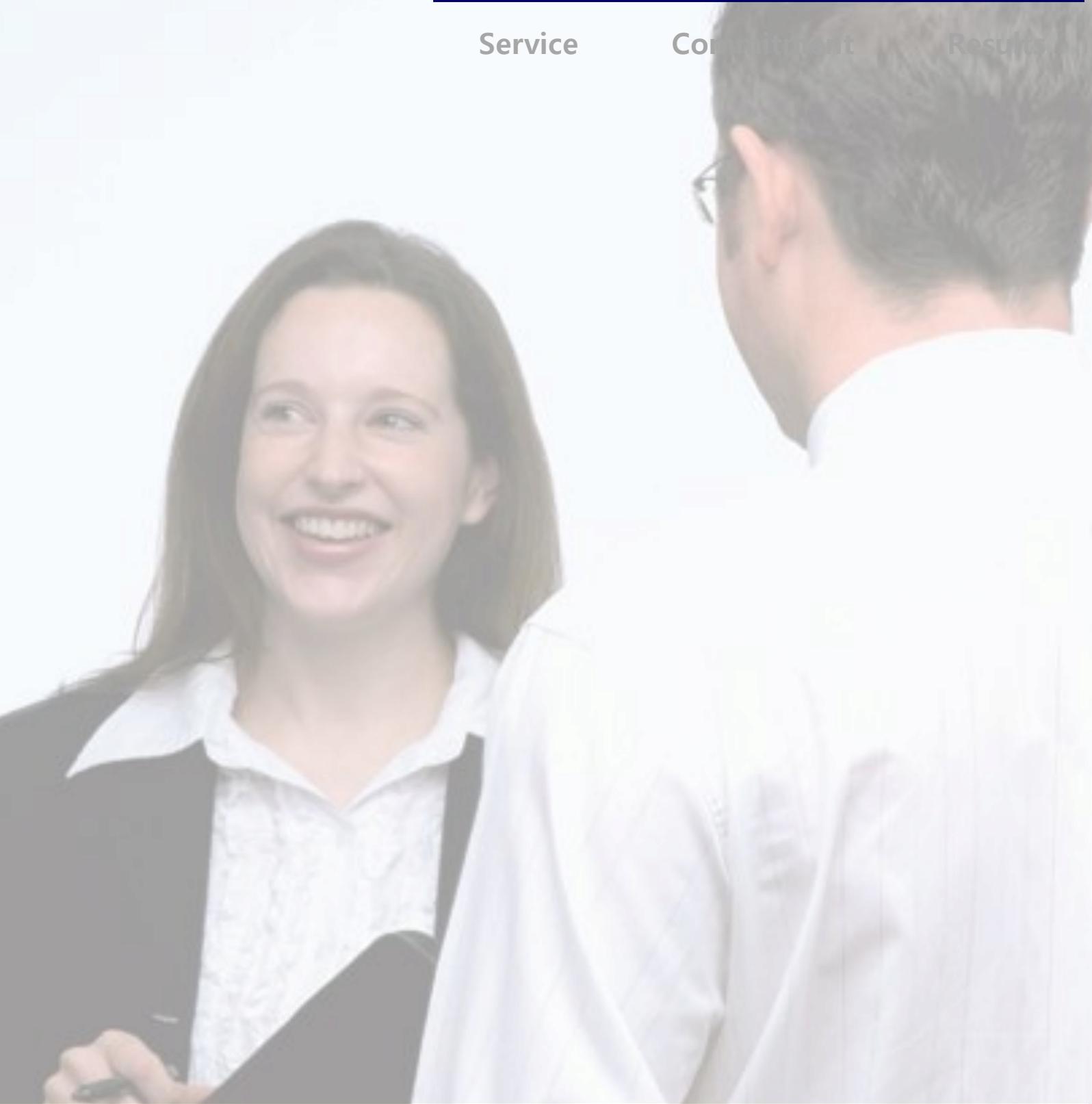


YOU AND BENTLEY KOCH

Service

Commitment

Results



BENTLEY KOCH
realty group

Our people are the Difference.

At Bentley Koch Real Estate we commit ourselves to providing the best service to achieve the best results.

The commitment to work to our fullest potential,

To seek the greatest results,

And to achieve the satisfaction that you expect of your agent.

Our dedication is to grow and to be the best, not the Biggest real estate agents in our industry.

..... and that requires,

Service,

Commitment,

And Results.

Meet the Team



Leslie Cook CEA (REIV)
Principal and OIEC



Robert Klein Sales



Peter Williams Sales



Steven Oliver Sales



Beverly Simpson
Reception



Tania Cole
Accounts



Michelle Drake
Property Manager



What we do

- Instruct your conveyancers for document preparation
- Market your property effectively and diligently to attract as many buyers as possible
- Enthusiastically present all its attractions and benefits
- Encourage offers from buyers, Why?
- Negotiate the best possible result
- Keep you fully informed of the sale progress
- Assist your sale through to settlement and beyond



Service

We have all the tools

- Open for inspection and property previews
- Sign boards
- Strong active client base
- Website presence
- Brochures and hand out information on your property
- Referral database and business contacts
- Investors and property management database attracts buyer enquiry



Getting the price right

- Relevant market statistics are the best indicator in determining your Property's value.
- Don't be confused with:
- Too many varied opinions
- The need to recover all your costs and improvements
- What you need to achieve to make the move to your next home.
- Remember, realistically priced homes sell.

Results



Getting the price right is the most important consideration

- Market facts are the best guide.
- Buyers are well educated on current market trends
- Over-priced properties take longer to sell
- Set the price right and achieve better interest and more offers.
- .Create competitive interest with more buyer activity.



Make the most effort to achieve the most results

- Presentation is the basics - clean, clean and then clean
- Repair those little jobs you have been putting off for too long
- Maintain the garden and clean up those untidy areas
- De-clutter when your selling less is more
- We can assist with a list of reliable tradesmen
- We all love pets but be aware buyers are there to inspect your home
- Be especially ready for open house and when photography is due.
- Warm, light and airy - Add some colour to the entry



Service

The best timing

- They say Spring is the best time to sell, but that's what everyone thinks.
- The best time is when you're ready.
- Buyers are there all year round

You need:

The right price

Good marketing

And an active agent.

- That's where we come in.



So, You're on the market

Things to consider:

- Which Method of sale best suits your property and your circumstances
- The current real estate climate
- Supply and demand will affect time on market and ultimately the sale price
- You are in direct competition with every other property out there.

So what can we do?

- Outshine them on:

Presentation

Realistic price

The right marketing.



Service

the market today

You need to know,

- Similar properties sold in your area
- What's available on the market now to buyers
- Properties still on the market
- We will give you the facts in the current market.



Sale by Negotiation

- **The advantages**
- Opens up the property to all buyers
- Offers to purchase are encouraged
- Price guideline given in a range
- Encourages negotiation.
- Reduces the risk of over-pricing
- Encourages competition with multiple offers
- However offers can be subject to a number of conditions, such as-
- Subject to building inspection
- Finance
- Longer settlement terms.



Auction

- Sets a definite sale date
- Takes the price away
- Competition on the day
- Can accept any prior offer
- Can achieve a runaway result with competitive bidding
- Unconditional sale
- With no cooling off



Marketing:

Appraisal Stage
Method of Sale Private Sale V Auction
introducing the Buyers
Advertising
Marketing
Marketing Budget
Open for Inspection Dates
Follow up of Inspections

Offers to Purchase
Multiple Offers
Contracts and Closing

- Effective marketing is essential to present your property to the market
- A typical marketing package can be as little as \$1,000
- Great photography is a sound investment to bring your property to life
- Internet exposure is mandatory
- A for sale board advertises your property 24 hours a day 7 days a week
- Open house brings the buyers to your door and your agent
- Brochures and hand out information captures the buyer's attention
- We will tailor a cost effective and targeted campaign to suit your requirements.



Introducing the buyer

- Today's buyer is well educated on real estate
- Has a multitude of media to view property
- Has many options to buy or invest in property
- Does plenty of homework before inspecting properties
- Has finance options and is usually well prepared prior to purchase
- Wants an agent he can relate to and understands his needs
- Our team is experienced with identifying qualified buyers and negotiating the best offers, competing with other interest and closing to contract.



Picture Boards

- Show ALL the features of your home with professional photography



21 The Grove Croydon DREAMS START HERE

This fantastic home has so much to offer, it's the perfect place to start a family. Located in the beautiful area of Croydon, close to Main Street, train station and other local amenities. This character weatherboard home features 3 large bedrooms and a good sized study. Offering a very generous size block big enough to subdivide (STCA) along with double garage, ducted heating, air conditioning and lovely backyard entertaining area or a place to just sit back, relax and soak up the sun.

Robert Koch 0403 289 654



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www.bentlrykoch.com.au

BENTLEY KOCH



Stock boards & Pointers

- A simple and cost effective way to bring potential buyers to your property

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.....
FOR SALE

0403 289 654

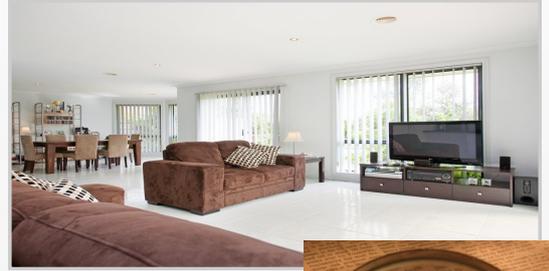
9844 5049
Donvale
www.bentleykoch.com.au

BENTLEY KOCH



0403 289 654

Service



Testimonials

"I would like to commend Leslie and his staff at Bentley Koch Real Estate on the sterling effort they put in. I was particularly impressed by their professional manner. Leslie was always smiling and was always available when we needed him. Leslie made the auction process stress and hassle free for my family. His knowledge and advice on market trends was spot on."

Brian and Robin Flynn Melbourne.

"I would like to inform you how happy we were with the work that Bentley Koch Real Estate and particularly Les put in with the selling process of our home. He has an extremely professional manner and always kept us informed every step of the way. He is very friendly, reliable and honest with not only his first estimate of the value of our home but the final result we achieved."

Tom and Marjorie Bromley...Doncaster.

"I am a professional man of 35 years and I am entering into the property investment for the first time. As a busy dentist, I don't have the time to inspect and consider various types of investments. Bentley Koch spent the time to steer me in the right direction, secured my first investment off the plan and arranged the finance package to suit."

Ian Montford...Doncaster East

"We are still looking for our first investment property. The friendly people at Robert Koch Real Estate are very patient with our selection of investment and are showing us how easy it can be to plan our future and enter the property market."

Michael and Jean Talbot....Mount Waverley.

"Please accept our deepest thanks for the professional service we received from you and your sales team on the recent sale of our home. We are very pleased at the sale result and have no hesitation recommending your office."

Mr. & Mrs. Crowe.....Croydon Hills

Previous Sales



Doncaster \$545,000



Box Hill \$740,000



Mont Albert \$1,270,000



Mitcham \$829,000



Mitcham \$880,000



Warranwood \$570,000



Box Hill \$645,000



Doncaster \$1,553,000



Templestowe \$1,272,000



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