

# 13 reasons

TO CHOOSE WILSONS WARRNAMBOOL & DISTRICT REAL ESTATE

& YOUR  
SELL SAFE GUARANTEE 

**wilsons**  
warrnambool & district real estate

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## 01 HPNS! (Highest Price Negotiation System)

**Which means to you:** Nobody will get you a higher price than us.

**Wilsons** use a negotiation system written and researched by Australia's trusted consumer advocate, Neil Jenman. Specifically designed to prevent your home from being undersold. Based on a concept developed by economist, Sir William Vickery - one of several ideas that earned him the Nobel Prize for Economics.

## 02 Highly trained team, certified negotiators

**Which means to you:** Our entire sales team are trained to find and communicate with the best buyers, negotiate you the highest possible price, and achieve a sale for you under the best possible terms and conditions. Before commencing, and ongoing for their whole careers, employees at **Wilsons** undergo the most extensive training in the industry, through both the industry leading Pittard and Jenman groups, as well as in-house and through books and audio programs. All our sales representatives have a full understanding of the **42 rules of modern Real Estate negotiation**.



## 03 South-west Victoria's only Jenman Approved Accredited Agency

The 2017 Morgan Poll of professions reveals 7% of the population rate Real Estate Agents as honest and ethical. That means 13 out of 14 agents are perceived to be dishonest and unethical! It makes sense to be with the 1 agent out of 14 following a different system!

**Which means to you:** If you choose an **APPROVED** Jenman agent, you have leading consumer advocate Neil Jenman's personal guarantee that the agent will do the right thing by you.

If, during the selling of your property, you are not happy, Jenman will help you. Once you have sold your property, if you show that the agent has not done the right thing by you, you will receive a **TOTAL REFUND** of any fees paid.

## 04 We reward our sales team for rewarding you - team members are paid secure salaries and bonuses rather than retainers and commission or debit/credit systems.

**Which means to you:** Typically, agencies pay salespeople very low base salaries and a substantial percentage of the commission, leading to low hiring standards, and salespeople relying on making a sale to feed their families and pay their bills. This breeds a 'dog-eat-dog' and 'sale at all costs' mentality instead of a 'sale at the best price' focus.

At **Wilsons**, we invest heavily in the selection and training of the right people. We offer secure salary packages, plus bonuses that reward achieving excellent results for the clients.

**We even pay a cash bonus when salespeople negotiate sales above what a seller was prepared to accept!**

## 05 Office open 7 days, plus 24/7 live phone service

**Which means to you: We won't miss a buyer for your property!** We're available when the buyers are. The majority of the working population still work Monday-Friday, 9am-5pm, and Saturday mornings. This means that outside of these hours, we are the agent available to these buyers.

## 06 Detailed, sorted, accessible Buyer records kept

**Which means to you:** We have a **huge bank of buyers** already in our system. We can contact these buyers directly about your property, often minimising your 'time-on-market' and stress levels, while maximising the price.

## 07 Office number (03) 5561 2777 only displayed in all marketing

**Which means to you:** All enquiries are recorded at one central point and not lost to individual salespeople on mobiles. So a buyer that enquired last week or month about a similar property to yours can be contacted immediately by us once listed rather than being lost only to then spend your money on advertising to try and find them again.

**08 No charges until happily sold - plus - 'Fair Go' selling fee - as part of your 'SELL SAFE GUARANTEE'**

**Which means to you:** You avoid the common trap that many sellers fall into, facing large bills for advertising even if your property remains unsold. Our 'Fair Go' selling fee refers to the fact that, at the time a buyer is found and you have seen the quality of our work, our fees are negotiable. Your **SELL SAFE GUARANTEE** gives you complete peace of mind that you are safely listing your property without the unnecessary risks associated with most real estate campaigns. **You can't lose!**

**09 Our e-newsletter**



**Which means to you:** Within 7 days, your property will be directly marketed to the inboxes of approximately 5,000 people, all of whom have shown an interest in Real Estate in our service area.

**10 'Heart Buyers' Search**

**Face-to-face contact with neighbours, as well as distribution of 'just listed' brochures in the immediate vicinity.**

**Which means to you:** Often the best buyers are either already living in the neighbourhood, or someone in the immediate vicinity knows someone looking to get into the area. These people tend to buy with their heart, more so than their wallet. We contact neighbouring property owners directly to advise them of your property, again maximising your chance of achieving the highest price.

**11 'Flexible' inspections for the best buyers - not restrictive open inspections for anyone!**

**Which means to you:** By having your property open to inspect for the best buyers by appointment 168 hours per week, rather than limiting it to half an hour for any stranger to wander through your home, we won't miss a buyer who can't make it to a set open inspection time. Only the best buyers inspect, and always by appointment with an agent. Our team is trained to politely identify and qualify potential buyers and will only bring genuine buyers through your property, minimising your stress and needless disruptions, as well as maximising your price - because by spending less time with the wrong buyers, we can be spending more time with the right buyer(s).

**12 Smart Marketing. Leading the way online, covering all bases**

**Which means to you: The buyers in the current marketplace will know about your property.** Whether this be via a prominently displayed 'for sale' sign (STILL the number one source of the best buyers), any of the major Real Estate online portals or our newly designed, mobile-friendly website, active social media presence, e-newsletter, being open when others aren't, a proactive sales team, extensive buyer database, heart buyers search, a general newspaper presence and a buyer-magnetised office - we simply won't miss a buyer for your property.

**13 Local Family business, supporting our local community - not a franchise**

**Which means to you:** With **Wilsons** you are dealing with a truly local family business of over 40 years. Your money stays local, instead of lining the pockets of nationwide franchise executives. We actively support our local community through sponsorships and promotion of local clubs, charities and individual causes, so when you employ **Wilsons** as your agent, not only are you investing in the best possible result for yourself, but by extension, you can also feel wonderful about the fact that you are supporting your local community.



# SELL SAFE GUARANTEE



## 01 NO CHARGES unless happily sold

All fees claimed by the agent are only payable upon an unconditional sale of the property. There are no extra marketing or advertising expenses and no hidden fees. The agent's fees can be open to cordial negotiation at the time a buyer is found.

## 02 An HONEST QUOTE - Estimated Selling Price

The agent guarantees that the likely selling price estimate has not been 'over-quoted' in order to entice the sellers to 'sign-up' with the agent. Additionally, to minimise individual error, wherever possible the entire sales team will inspect the property - giving the sellers multiple honest estimates of price.

## 03 Cancellation of the agent's agreement

The sellers will have the right to cancel the agent's agreement if the sellers are not satisfied with the performance of the agent - provided that the sellers give the agent seven days to rectify any concerns. If the seller's concerns are rectified the agreement will continue. Should the sellers decide to withdraw the property from sale altogether, this can be done at any time and there will be **NO CHARGE PAYABLE** by the sellers to the agent.

## 04 Confidentiality

Any personal details of the sellers that do not affect the value of the home will not be revealed to any person unless instructed by the sellers.

## 05 SECURITY at inspections

All people who inspect the seller's home will do so in the presence of an agent who agrees to identify and qualify all people to ensure they are genuine home buyers, not just 'lookers'.

## 06 Bait pricing

The agent **WILL NOT** market or promote the property by use of a lower price than what the sellers are willing to accept. The agent understands that under-quoting the value of the property in order to attract buyers on the basis that these buyers can then be talked up in price, is contrary to the interests of the sellers because it attracts buyers who can only afford the low price, or buyers who only want to pay the low price.

## 07 Special Requests or Conditions

If the sellers have any other conditions they wish to impose on the agent, they can notify the agent in writing within 2 business days of signing the Selling Agreement. Such conditions will then form part of this guarantee.

If the agent does not agree to the sellers' extra conditions, the sellers will have the right to immediately cancel the Selling Agreement without penalty or charge.

Seller's name(s): \_\_\_\_\_

Address of property for sale: \_\_\_\_\_

Signature of Wilsons representative: \_\_\_\_\_

Date: \_\_\_\_\_