



M-MOTION

'real estate's new generation'

Case Stories



“We do what others don't, to deliver what others can't...”

We Deliver. Here's the proof.

A word from our Principal

In today's world, it takes more than just good intentions to deliver great results. Promises are readily made, but sadly they are not always kept.

At M-Motion we are different. We deliver on our promises. Our desire to deliver outstanding results is supported by our infrastructure, our innovative strategies, and our experience. We have the capacity to back up our promises.

I hear what you're thinking; **Talk is cheap!**
So here's the proof...

Below we have listed a number of properties we inherited from failed campaigns. Most of these clients were at first doubtful and sceptical of real estate agents. However, they also recognised our distinctive approach and in turn trusted us to provide much-needed solutions.

In each and every instance, we revitalised their listings and achieved outstanding results. **These Case-Studies simply demonstrate our value via our client's success.**



A handwritten signature of Michael Mahon in black ink, written in a cursive style.

MICHAEL MAHON

Founder & Managing Director

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26 HANDEL AVE WORONGARY

Having been on the market with two separate agencies, for several months, these sellers were exhausted and disheartened. Being the original owners and residents for 26 years, they were also emotionally drained. Michael presented a strategic campaign that culminated in an unconditional sale in under 4 weeks.

To quote the sellers; **“Michael and the M-Motion team are without question the BEST agents on the entire Gold Coast”**



5 WINDWARD COURT HOPE ISLAND

This neat and tidy home had been on the market for 172 Days. The retired couple had virtually given up and were resigned to having to stay. Michael met with the couple and advised them to take the property off the market for a short period to allow him to relaunch and revitalise the selling effort.

Within 3 Days of ‘relaunch’ Michael presented an unconditional contract. The property was sold for \$20,000 higher than the seller was previously asking.



2082 /9 FERNY AVENUE SURFERS PARADISE

The seller of this unit has listed off the market with different agents.

With a belief that the unit would not easily sell he was reluctant to invest in marketing or a traditional auction campaign.

Michael presented his 16 days selling strategy and the seller committed. **16 days later the unit was sold under the hammer to everyone’s delight.**



10 DONEGAL CRESCENT SORRENTO

After 77 days on the market, this property was purchased for \$1.35million. Weeks later the new owner contacted Michael explaining they needed to sell due to health reasons. The concern was that with associated expenses the new owner would suffer a financial loss. Michael presented a marketing and selling strategy that he believed would deliver a premium result.

The property was relaunched onto the market and 16 days later sold under the hammer for \$1.475million.



1303/23-25 GARFIELD TERRACE SURFERS PARADISE

An expensive traditional auction campaign culminated with this property passing in on a vendor's bid of \$1.9million. Michael was subsequently recommended to the family and presented his signature 16 day selling strategy. Having experienced a failed campaign the family were reluctant to commit to another auction. They trusted Michael's ability and took his advice. **16 Days after relaunch the property was sold under the hammer at \$2.1million.**



17 BAHIA COURT, BROADBEACH WATERS

An 8 day 'Rapid Auction Strategy' was a huge SUCCESS with the hammer coming down at \$1,450,000!

After being on market for over 110 days with other local agencies, Peter & Fiona were understandably apprehensive about speaking to any new agents. The original objective of being sold by a certain date now seemed impossible. Michael came up with an extraordinary plan and subsequently launched a 'Rapid Auction Campaign'. Within just 8 days Michael sold the property at auction for \$50k above expectation.



23 MERRIMAC BOULEVARD BROADBEACH WATERS

Having been on the market for over a year with several different agents, Michael knew the biggest challenge was combating negative market perception due to the property now being 'stale'.

A campaign was designed to reinvigorate the perception of this home and attract renewed interest. It took slightly longer than expected for Michael, but within 5 weeks he once again delivered, and the property successfully sold.



39 PARK AVENUE, BROADBEACH WATERS

In 2016 this property had been on the market for 5 long months. The seller had spent a substantial amount of money on traditional marketing. The best and only offer being a verbal one at \$1,500,000.

M-Motion was invited to provide a solution to what was now a stale listing. The property was relaunched and new life was given to 39 Park Avenue. **Within three weeks Michel had two parties competing for the property which resulted in a tremendous sale at \$1,700,000.** (CONTINUED)



39 PARK AVENUE, BROADBEACH WATERS

More recently, the new owner, an Australian expat living in Hong Kong contacted Michael asking him to sell the property.

Due to back to back holiday bookings, Michael had a 3 day window in which to show the property.

During this time he scheduled 2 viewings and on the third day conducted an auction. Including furniture, Michael negotiated a sale at \$2,050,000. **The Seller was over the moon!**



1670 RIVERDALE DRIVE, HOPE ISLAND

This beautiful waterfront property, complete with a pool and private pontoon, was on the market with 2 separate local agents for nearly 12 months. Both agencies failed to attract any significant buyer interest.

The property was then listed and relaunched with M-Motion, who ran a short, well-designed auction campaign.

The property went to auction and sold shortly after, for a notable price. A great result in a timely manner!



17 LATHER STREET SOUTHPORT

After an unsuccessful 12-months on market with 3 agents, the client was referred to M-Motion.

A much-needed 'revitalisation' of the properties' marketing strategy resulted in a sale within an impressive 3 weeks. **Happy buyer, seller and agent!**



44 CLAYMORE CRESCENT, SORRENTO

After being on the market for 10 weeks with a local agent, the property was going nowhere.

Having seen the fantastic result achieved at 12 Claymore Crescent, the owners turned to Michael and the M-Motion to revitalise the campaign. **M-Motion relaunched the property and attracted several buyers resulting in a sale \$100,000 higher than that of a similar property sold by another agent only a few door downs, in the same street.**



5 REBECCA COURT BROADBEACH WATERS

Rebecca Court had been previously listed with a local agent and had minimal activity and no offers during their campaign.

The property was subsequently listed with Michael who ran his signature 16 day campaign.

Once again the property was sold under the hammer!!!



124 RIO VISTA BOULEVARD BROADBEACH WATERS

A short, sharp campaign was all that was needed for M-Motion to successfully sell 124 Rio Vista Boulevard. This home had been on with other agents for several months.

With the help of a vigorous e-marketing strategy, the property was successfully launched and successfully sold within 4 weeks.



19 / 18 COMMODORE DRIVE SURFERS PARADISE

Sellers belief and trust in 'people' reinstated.

A true testament to the power of M-Motion's online marketing... This unit had been listed with a local agent for several months at \$649,000. The seller was despondent and critical of 'agents'... M-Motion convinced the sellers they would do things differently and did they deliver! Within 5 days of relaunching the unit, M-Motion had clocked up over 60,000 video views on social media alone and sold the unit cash unconditionally for \$670,000.



6 O'CONNOR STREET, TUGUN

This property had previously been listed with several local agents over a 2 year period without a positive result.

To the amazement of the property owners and local residents, the property sold under the hammer at auction utilising M-Motion's signature 16 day selling strategy.



5 YUNGA COURT BROADBEACH WATERS

With 4 other properties for sale in the same street, M-Motion knew an effective and strategic solution was critical.

The 'One-Shot' strategy was recommended. The seller was at first apprehensive. After some convincing, M-Motion was given the green light. The auction was held after just one open-home. With 12 registered bidders and a flurry of bids, the property was sold under the hammer above reserve price. **That's what we call 'Success by Design...'**



2B / 11 EADY AVENUE BROADBEACH WATERS

2B/ 11 Eady Avenue had been on the market a lengthy 18 months. During that time, the best offers were in the low \$400,000's.

An 'attraction based' online campaign was design by M-Motion to relaunch the property and to the delight of the owner, the property sold for \$525,000 setting a record for a two-bedroom apartment in the complex.



3B / 11 EADY AVENUE BROADBEACH WATERS

Subsequently listed from the successful sale of 2B, M-Motion sold 3B Eady Avenue, and with the precedent already set, M-Motion achieved a new record selling for an impressive \$555,000. Vendor and buyer ecstatic!



57 BLAIR ATHOL CRESCENT BUNDALL

After 5 months on the market, this property went to auction and passed in. Sadly no post-auction offers were received and the property was removed from the market.

M-Motion were given the opportunity to relaunch the property through their successful and proven strategy. With 5 registered bidders present at auction the property sold shortly after for the above reserve price.



11 SUMMERLAND KEY BROADBEACH WATERS

On the market for over a year with four different local agents, not one of them produced an offer.

M-Motion were chosen to revitalise the property, and in doing so attracted interest from interstate and overseas buyers.

The property was sold in a matter of weeks. The vendor was both relieved and delighted... **Clients for life!**



1 SHUTE COURT PARADISE COURT

After an unsuccessful 12+ months on the market and with two failed campaigns, the owners of Shute Court were referred to M-Motion.

M-Motion were appointed and relaunched the property, running a strategic programme that resulted in a successful sale immediately after auction



14 EAST STREET BURLEIGH HEADS

Throughout a 5-month campaign with a traditional agent, only 8 buyers had been through the property and not a single offer had been made.

The property needed a revamp and so M-Motion came on board.

Our 16 day campaign was launched and the property sold immediately after the auction for well above expectation; a fantastic result!



127 EDINBURGH RD BENOWA

After meeting the M-Motion team and seeing them in action at several open homes and Auctions, the sellers choose M-Motion as the marketing and selling agents for their family home. A One-Shot was selected as the best selling strategy.

The Saturday open was a washout with torrential rain. The Sunday however cleared up and our buyer turned up... The property was sold under the hammer. **Another success story.**



67 ALLAWAH DRIVE BUNDALL

Mrs. Campbell was going into a nursing home after living in this original home for a lifetime. Assisted by her daughter Carol, the task of finding the best agent was underway. M-Motion had been highly recommended and invited to present a selling plan.

One-Shot was the strategy of choice for several reasons. One successful open home on the Saturday was followed by an Auction on the Sunday. With 5 registered bidders, M-Motion once again brought the hammer down!!!



57 / 7 SANTA CRUZ BOULEVARD CLEAR ISLAND WATERS

On the market, for over 3 months the sellers were astounded their neat and very presentable townhouse had not sold. When Michael viewed the waterfront home he too was amazed.

The Signature 16 Day Selling Strategy sorted everything out with the hammer coming down and the property being sold above the reserve price



2D / 1 ALBERT AVENUE BROADBEACH

On the market for over one year, the interstate sellers were dismayed.

Michael presented a strategic online marketing program along with his Signature 16 Day Selling Strategy. The property was relaunched and 16 Days later, the hammer came down.

The sellers and their family commended our efforts and were extremely grateful...



16C / 18 AUDREY STREET SURFERS PARADISE

556 Days on the market!!! This property was stale... Michael explained to the sellers what was working against them and provided a tailored solution.

To their absolute delight, Michael sold the property under the hammer to an interstate buyer bidding by phone.

Signature 16 DAY AUCTION RESULTS

It says a lot doesn't it! The M-Motion team 'sign up' to be judged on their results and give themselves half the time to deliver. A 16 day campaign would prove far too stressful for most agents, and that's a fact! But as Michael always says, "Pressure comes only from a lack of preparation". Preparation, Strategy, Understanding and Execution is what makes the difference. Here's how we perform: Recent results

Property Address	Expectation	Sold Price	Comments
33 Seashell Avenue	\$1,900,000	\$2,474,000	\$574k Above Reserve
2E/50 Old Burleigh Road	\$600,000	\$600,000	Sold Under the Hammer!
805/8 Church Street	\$320,000	\$345,000	Sold Under the Hammer to Phone Bidder!
26 Handel Avenue	\$1,400,000	\$1,599,000	Sold After Auction
804/9-21 Beach Parade	\$550,000	\$560,000	Sold Under the Hammer!
4 Ketch Street	\$600,000	\$650,000	\$50k Above Reserve
28 Barton Street	\$1,200,000	\$1,275,000	Sold in 7 Days!
27 Worchester Terrace	\$1,150,000	\$1,400,000	\$250k Above Reserve
44/121 Surf Parade	\$730,000	\$753,500	\$23k Above Reserve
7/25 Federation Avenue	\$470,000	\$495,000	Sold Prior to Auction
28/79 Macadie Way	\$600,000	\$650,000	\$50k Above Reserve
12/26 Montana Road	\$560,000	\$631,000	\$71k Above Reserve
144 The Panorama	\$2,000,000	\$2,450,000	Sold Under the Hammer!
5/4 Fern Street	\$420,000	\$445,000	Sold Prior to Auction
2/34 Albicore Street	\$650,000	\$733,000	Sold Under the Hammer!
6 Dearne Place	\$500,000	\$535,000	Sold in 1 Day!
92/85 Palm Meadows Drive	\$580,000	\$627,000	\$47k Above Reserve
39 Park Avenue	\$1,900,000	\$2,050,000	Sold 3 Day Campaign!
5 Windward Court	\$635,000	\$655,000	Sold in 3 Days
1/2071 Gold Coast Highway	\$850,000	\$850,000	Sold Under the Hammer!
33/27 Wharf Road	\$350,000	\$370,000	Sold Under the Hammer!
22 Lotus Avenue	\$720,000	\$770,000	Sold Under the Hammer!
28 Emu Court	\$1,900,000	\$2,390,000	Sold Under the Hammer!
2/9 Montana Road	\$600,000	\$600,000	Sold Under the Hammer!

*"To manage value,
you must manage market perception"*

Property Address	Expectation	Sold Price	Comments
37/20 Old Burleigh Road	\$1,050,000	\$1,050,000	Sold Under the Hammer!
1/9 Montana Road	\$520,000	\$600,000	Sold Under the Hammer!
2/43 Cronulla Avenue	\$340,000	\$368,000	Sold Under the Hammer!
9/13 Federation Avenue	\$467,000	\$472,000	Sold Under the Hammer!
43/17 Fleet Street	\$230,000	\$250,000	Sold Under the Hammer!
55/8 Admiralty Drive	\$520,000	\$545,000	Sold Under the Hammer!
2/2 Heather Drive	\$350,000	\$368,000	Sold Under the Hammer!
3/28 Dudley Street	\$390,000	\$430,000	Sold Under the Hammer!
2/117 Old Burleigh Road	\$430,000	\$440,000	Sold Under the Hammer!
9 Ridgewood Court	\$680,000	\$705,000	Sold Under the Hammer!
57/7 Santa Cruz Boulevard	\$400,000	\$445,000	Sold Under the Hammer!
2D/1 Albert Avenue	\$450,000	\$480,000	Sold Under the Hammer!
16C/18 Aubrey Street	\$875,000	\$890,000	Sold Under the Hammer!



"We engaged Michael to sell two properties for us recently. An investment property on the Gold Coast and our residence in Eastwood, Sydney. After having a number of agents through both properties Michael stood out as an exceptional agent. We found Michael to be very personable, charismatic and a gifted communicator during our initial meeting. Michael presented a very strategic, targeted and well balanced marketing and sales campaign for both properties, uniquely tailoring each for the characteristics of the differing markets.

Throughout the selling process the level of communication was excellent, with regular face to face meetings informing us on open house results, detailed feedback regarding buyer interest and specifically key emerging buyers. Both properties sold prior to auction for exceptional prices, with our Eastwood property setting a street record. This was the end result of a well formulated and implemented plan underpinned by Michael's exceptional negotiation skills. We would not hesitate to recommend Michael to any prospective seller whether on the Gold Coast or Sydney".

LUKE & MICHELLE
14 LANSDOWNE ST



Michael Mahon and his team did an excellent job of marketing my home. The video presentation was fantastic with the use of a drone to get all angles of the property completing a very professional production.

Michael's attention to detail about my home and 'getting a feel' for the property were appreciated. He did not treat it as just another listing to get rid of quickly.

Michael is tenacious, positive and professional. He listened to what I felt were the attributes of the property and was very open to suggestions such as when to have open for inspections. He kept me well informed as to the progress of the marketing campaign.

Michael achieved a good result in both price and the short length of time it took before my home was sold. I would use his services again.

BARBARA HADLEY
57 BLAIR ATHOL CRESCENT

"I would like to thank you for your persistence, in getting me to sign with you and for the care and engagement, you showed, throughout the selling campaign of 13 The High Tor, Castlecrag. Having had 2 agents attempting and failing to sell the house before you came along, had made me very sceptical and hesitant, in believing anything real estate agents told me. I believe it took you a number of phone calls and a few visits to the house before I was convinced you were different from the rest. Once I signed with you, your determination and commitment only increased. Your understanding of people and the psychology behind the whole purchase process was not only impressive but also very effective. You staged and executed the sale within 3 weeks of putting the house on the market. Something other agents had failed to do, over an 8 month period, before you came along.

I would recommend you, without a moment's hesitation, to anyone wanting to sell or get an understanding of how to approach buying and selling realestate."

BIRGITTE RANDALL
13 THE HIGH TOR





"We just wanted to thank you and your team for exceeding our expectations with the awesome result you achieved on the sale of our house. Your persistence in getting us to list with you after being with several other agents over the last twelve months quickly restored our confidence in the market and produced a positive outcome. The level of professionalism for the whole team is a credit to your agency. Honest reliable and actively involved throughout the process, your team far exceeds all competitors in customer service and striving that extra mile for success. You have kept us informed throughout the whole process and we appreciate those extra phone calls and time."

We have no hesitations in recommending M-Motion and look forwards to using your agency again."

PETE & ELIZABETH
11 SUMMERLAND KEY



Michael Mahon recently sold my home which had been on the market for quite some time. I was impressed firstly with his approach to the challenge and then his continuing diligence in maintaining and engaging prospective buyers. Communication between myself and potential buyers with the buffer of Michael resulted in a sale with which I was pleased. I have no hesitation in recommending Michael to any seller, irrespective of the calibre of their home, I know that he will strive and achieve the best sale price for your home.

JAN ACRES
1 KALANG AVENUE

Due to work commitments, we were relocating to Christchurch New Zealand and decided to sell our apartment in Paradise Waters. After having the property on the market for almost five months with no offer being made, we were very disillusioned and decided to place the property with another real estate agent. We had been in discussions with another agent and were moments away from signing an exclusive agency with this agent when we were contacted by M-Motion. We were very hesitant to commit ourselves to M-Motion however we were assured that the property would sell quickly and get us the best price possible. As we had been let down by our previous agent, it took a number of phone calls, emails and meetings before we were convinced to appoint M-Motion as our agents. Michael Mahon was very professional in their approach and reassured us that we were in good hands and would get a positive result. The property went on the market on the Wednesday with a fantastic presentation on the internet and on Sunday (just five days later), the property was sold on an unconditional contract for more than we thought we would get. We had been skeptical whether M-Motion could deliver a positive result for us but after this whirlwind sale, we are now convinced that they are amazing agents who are passionate about real estate and we would be happy to recommend them to other potential vendors.

Many thanks for your help in this sale and for putting our minds at ease along the way. Best of luck in the future.

PHILIP & GAYLENE
19/18 COMMODORE DRIVE





M-MOTION

'real estate

SUCCESS
estate's new generation'

Peggy Ford
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1300 MY SUCCESS



WHY SUCCESS INSTEAD OF SOLD?

Anyone can sell a property but not everyone can sell exceptionally well. Traditional agents seem to celebrate every sale as a great achievement regardless of whether the result was good, bad or indifferent.

We don't.

At M-Motion, our aim is to sell exceptionally well each and every time. Every result is a measure of our worth and a measure of our value.

When we put up our **SUCCESS** sticker, it signifies that we have done everything within our power to deliver great results for our client. It's not just simply another sale.

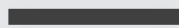
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