

'Signature'

16 DAY

STRATEGIC SELLING PROGRAM

PROFESSIONALISM

STRATEGY

TRANSPARENCY

RESULTS



M-MOTION



WHAT IS M-MOTION'S SIGNATURE 16 DAY PROGRAM?

The 'Signature 16 Day Auction Strategy' is a highly considered method of sale that combines structured selling practices with highly efficient systems, processes and modern marketing techniques.

Our agents are highly trained and accredited to ensure your selling success.

Following proprietary preparation, each property is launched onto the market for viewing by prospective buyers over 16 days. On 'Auction Day', buyers register to bid and when the final bid reaches or exceeds the seller's reserve price the property is SOLD unconditionally.

Not subject to Building and Pest.

Not subject to Finance.

No Cooling-off Period.

Done and Dusted!!!

WHY CHOOSE THE SIGNATURE 16 DAY SELLING PROGRAM?

The 'Signature 16 Day Auction Strategy' is the most professional, strategically sound and transparent selling process available to property owners today. There are NO negatives to this selling method that cannot be managed and/or mitigated. However, there are huge benefits and advantages.

As a 'Selling Method', the 'Signature 16 Day Selling Strategy' provides you with the following benefits:

BETTER PRICING STRATEGY

ATTRACTIVE TO BUYERS

STRUCTURED APPROACH

TIME ON MARKET

SELLER CONTROL AND PROTECTION

PROVEN PROCESS

TAILORED MARKETING

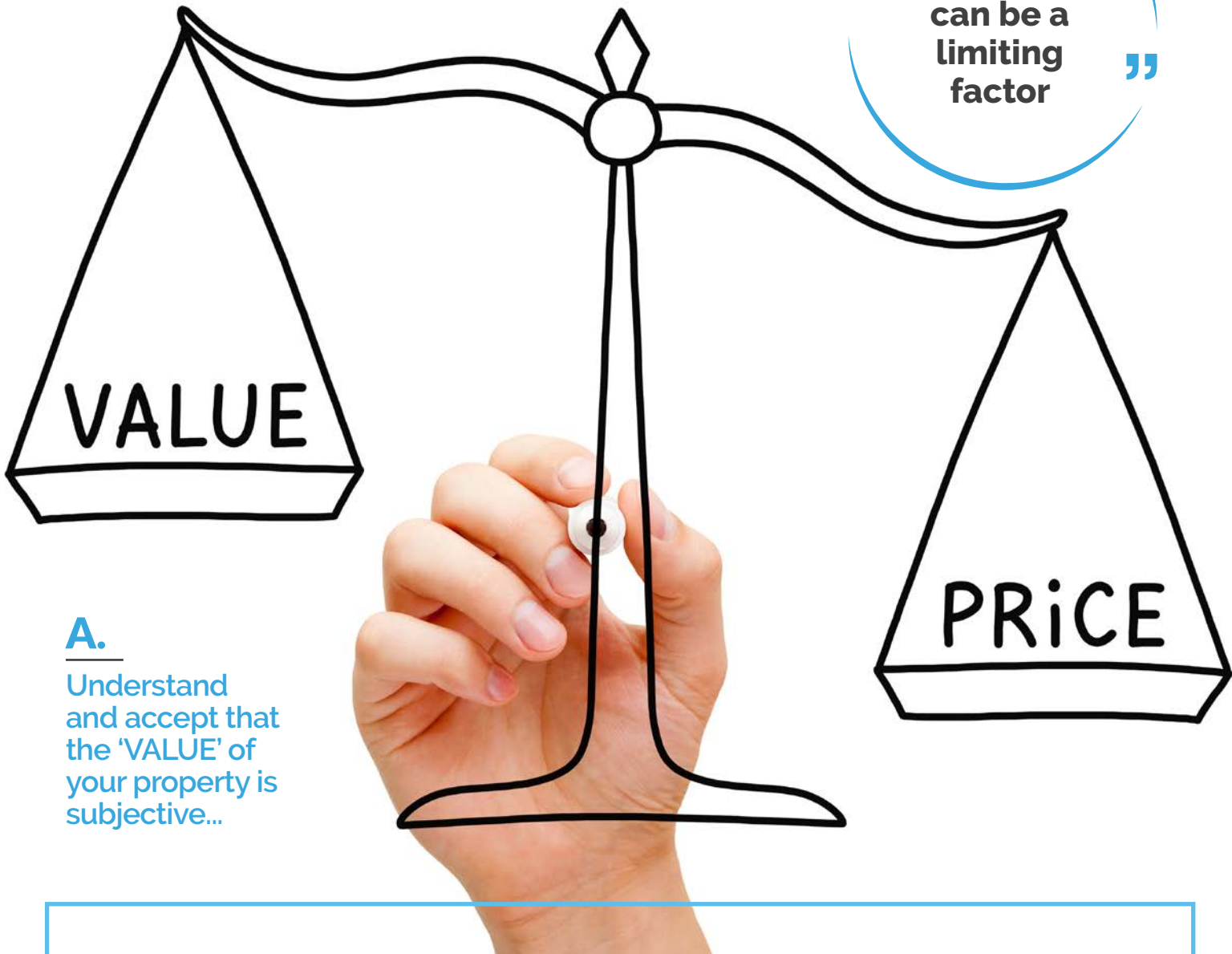
QUALIFIED BUYERS

PROFESSIONAL AUCTIONEER



AN ASKING PRICE IS RISKY

“ a set price can be a limiting factor ”



A.

Understand and accept that the 'VALUE' of your property is subjective...

B.

Whenever a seller places an 'Asking Price' on their property, they face two very real risks.

PRICING RISKS

1. The first risk is underpricing the home. It may sell quickly and with ease, but at what cost to the seller?
2. The second and often more detrimental risk is overpricing the property. This happens regularly, and the property ends up sitting on the market for an extended period, growing 'stale' and subsequently becoming less attractive and less appealing to buyers.

“ understand
my value
before you
decide my
worth ”

SOLUTION: SHIFT BUYER FOCUS AWAY FROM PRICE AND ONTO VALUE

Garner a greater appreciation for your property.



The 'Signature 16 Day Auction Strategy' allows you to market your home for sale without a price - this negates underpricing or overpricing it.



Having no set asking price eliminates 'value comparisons' to other properties currently on the market: properties you are competing with. Buyers don't have the ability to compare your property to other listings based on price alone.



Capture greater buyer interest by avoiding the constraints of an asking price.



Taking the focus off price in the beginning forces the buyer to focus on the home and its entire offering or 'value proposition'. Buyers are not being unduly influenced by a asking price.



Price is the first thing to suppress buyer interest and kill a sale. As such, it should not be addressed until the buyer has reached a **'desire to purchase'** decision.



ATTRACTION BASED CAMPAIGN



Auctions send a signal to the market that you are a serious and committed seller. This is attractive to buyers and secures their attention and interest in the property.

“ **buyers will
participate,
they always
do** ”

So long as the buyer is equipped with all relevant information, has pre-approved finance and bids within their predetermined limits, there is nothing scary about this buying process. There are, however, many upsides.



“ the key to
selling
success is
structure ”

STRUCTURE.

The ‘Signature 16 Day Auction Strategy’ adds real structure to the selling process. It greatly assists in securing, maintaining and managing buyer activity, behaviour and focus.

WITHOUT STRUCTURE,
a ‘selling campaign’ has no real direction or plan. It is simply ‘on the market’ with the agent and the seller hoping (and often waiting) for a result. This traditional approach costs time and, in most cases, money to the seller. When these properties sell, it is a case of ‘success by default’ rather than ‘success by design’, which is reflected in the quality of your final result.



TIME ON MARKET



1. Time is of the Essence

Your selling and marketing campaign has a start date and a proposed end date. This channels the buyers into a process that is designed to produce a timely result, a premium price and an unconditional sale.



2. Buyer Urgency

As our auctions are available for a relatively short and set period of time, they attract more buyer activity in the first instance. Properties 'for sale with an asking price', often lack any real sense of urgency resulting in reduced activity levels.



3. Strike while the Iron is Hot

When you study online buyer analytics, regardless of price-point, it clearly shows that buyer interest peaks within the initial 2-3 weeks of hitting the market.



4. Time Kills Price

Maximum price is achieved on the back of 'buyer urgency'. Buyer urgency is created when buyer activity is maximised.

Maximum Activity = Maximum Price

If you want a premium price, you must achieve a sale within the first 2 - 3 weeks.

Market Activity - Buyer Activity vs Time on Market



Buyer Activity



Time on Market (Weeks)

SELLER CONTROL AND PROTECTION



PRICE

At 'Auction', the seller is protected by their reserve price. If this figure is not reached or exceeded, the seller can choose not to sell. **Simple.**

DEPOSIT & SETTLEMENT

Typically, at 'Auction', you receive a 5-10% deposit and you dictate the settlement period.

'POST AUCTION'

If the property does not sell under 'Auction' conditions, we simply transition into phase 2 of the process – '**Post Auction**'.

RELINQUISHING CONTROL

In Queensland, it is common practice for sellers to sell their properties subject to various conditions. Such conditions include being subject to: approval of finance, satisfactory building inspection, cooling-off and even the sale of the buyer's property.

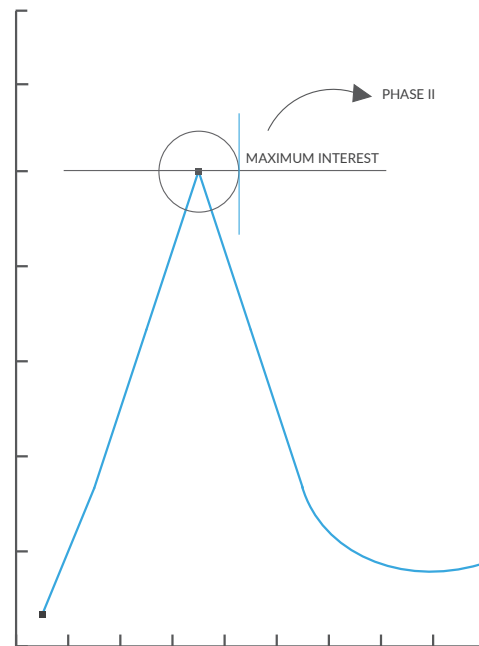
Once 'Under Contract', the seller has relinquished all control to the buyer, who can terminate at any time. The seller is left waiting and hoping their 'sale' goes through.

Such contracts routinely fall-over. The real loser is the seller. As well as the added stress and lost time, they now potentially have a stale or tarnished listing.

THINK BIG... INCREASED COMPETITION

'Signature 16 Day Strategic Selling Program' :
88% SOLD UNDER THE HAMMER OR BEFORE
AUCTION 100% SOLD IN UNDER 3 WEEKS

*At the time this brochure went to print.



BUYER VS BUYER

Puts buyers into an environment where they are competing against one another, as opposed to competing with you, the seller.

There is no greater sense of **'buyer urgency'** than that created when the buyer knows the property is **'on the market'**.

PROCESS

Applying state of the art systems and processes supports our unique 'Auction' methodology. This ensures efficiency and delivers superior results.

POST AUCTION

Should a property not sell under the hammer, we simply move into phase two of the process and negotiate one-on-one with interested buyers.

ATTRACTIVE

'Auction' is a selling method that, unlike any other method of sale, works synergistically with an **'attraction based'** media and marketing campaign.

The M-Motion media and marketing team have designed a high impact marketing program that perfectly compliments your 'Auction' strategy.

“ get the
process right,
and everything
else will take
care of itself ”

PROVEN PROCESS WITH A PROVEN TRACK RECORD

The traditional real estate Auction process has been bastardised over time to the point where the true function, and benefits are misunderstood by both agents and the marketplace in general.

Our 'Signature 16 Day Auction Strategy' is different. It's modern. It's proven.

Once understood, sellers embrace this proven process. There is no negative whatsoever that cannot be managed or mitigated.

Buyers go where the listings are and buyers will be guided and influenced by informed agents.

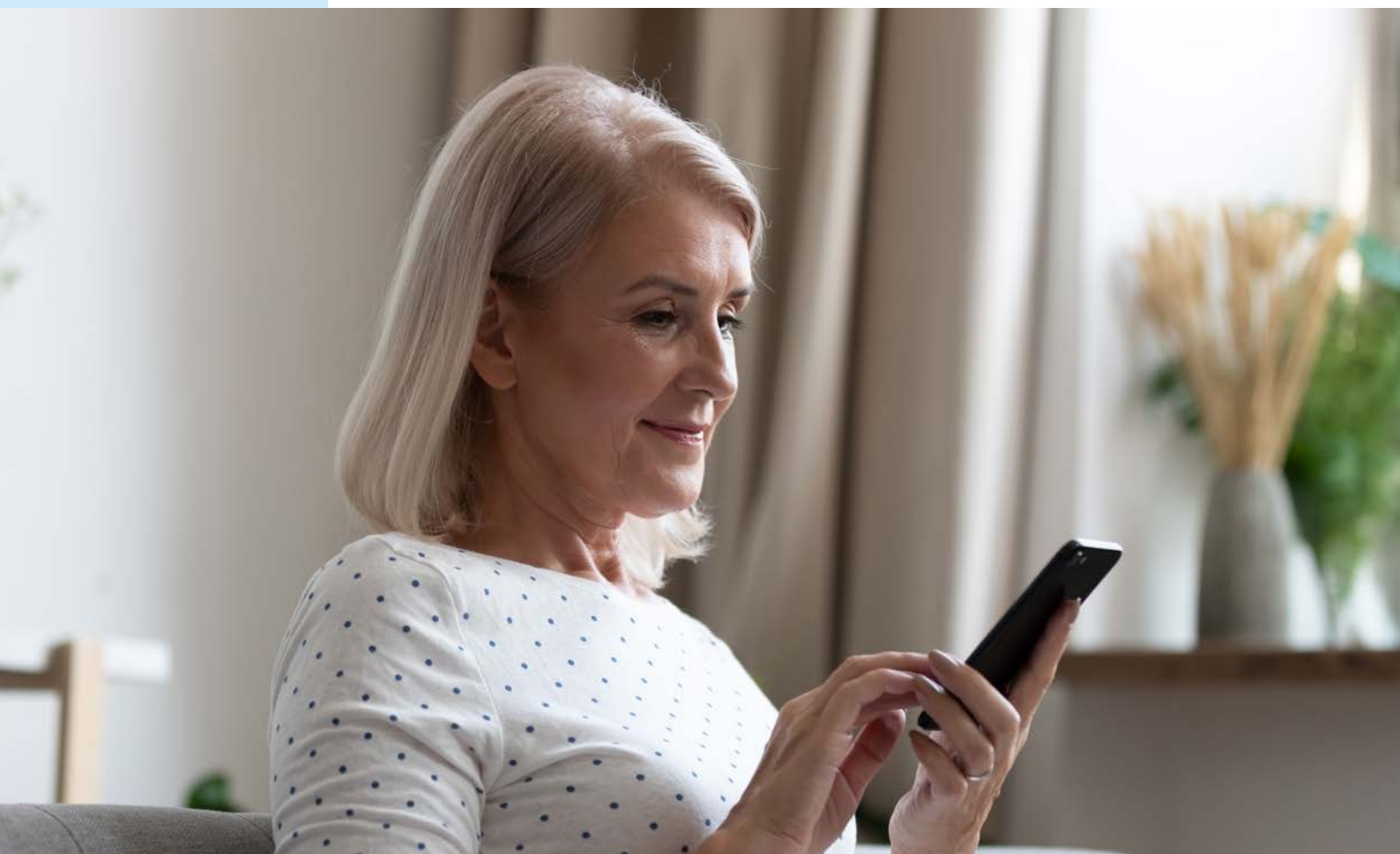
Buyers see the proficient and transparent nature of our Auction process and are comforted by our professionalism and competence.

If any property buyer can avoid competition, they will; it's natural and it's often sensible. However once a buyer 'wants' a property they will, as they do, compete for it.

Buyer connection is achieved with effective marketing. Our objective is to get buyers onto your property and then emotionally attached. We are unapologetic in this pursuit, it's our job.

If buyers are being correctly engaged and informed, **'buyer desire'** and participation will flow.

Furthermore, buyer resistance and fears are abated with proper explanation, education and professional conduct.





BUYERS WILL ENJOY:

- The professional representation of each property listing.
 - The quality of content and comprehensiveness of information immediately on hand.
 - The complimentary bank valuation along with a comparative market analysis.*
-
- Access to building & pest report with the option of obtaining their own independent report.*
 - Scheduled viewing times.
 - The knowledge that they are dealing with a serious and committed seller.
-
- **An efficient buying process.**
 - An open and transparent bidding process. No hidden offers or fake buyers.
 - The reduced risk of being gazumped by other buyers or agents.
-

IT'S EASY, IT'S CLEAN AND IT'S QUICK

- As a qualified buyer ready to go, they are not competing with 'maybe' buyers who get in the way of serious buyers who are ready, willing and able to buy NOW.
- As some buyers will refuse to buy under Auction conditions, the buyer that does participate, has an immediate advantage. (At the end of the day, you only need one genuine buyer!)

“the joy expressed by buyers on auction day will validate our process to millions around the country”

* AVAILABLE AT AN ADDITIONAL COST

SKILLED AUCTIONEERS

Your auction event is the culmination of a huge amount of effort from all involved.

This is the opportunity to take advantage of all the buyer interest that has been generated and achieve a premium sales price.

The role and importance of your auctioneer cannot be overstated. Your auctioneer must energise the audience, engage with the bidders, convey important information with confidence and enthusiasm and ultimately extract the very best price from the highest bidder.

At M-Motion our Auctioneers are experienced, highly trained and considered to be the best in the business.





01

LAUNCH

'Reach Every Buyer'

CONNECT & ENGAGE

Tell your story to attract ideal buyers.

02



GENERATE BUYER ACTIVITY

More buyers talking about your home!

03



SHOWCASE YOUR HOME

More buyers attending your open home.

04



CREATE URGENCY

'Let them see strong demand for your home'

05



BUILD COMPETITION

'Have buyers compete, driving price upwards'

06



SUCCESS WITH M-MOTION

Achieve an unconditional sale

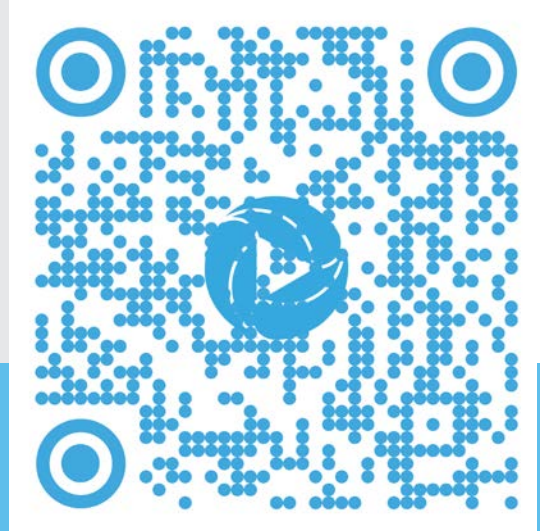
07



Your Welcome!



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