

Sales Operations Manual and Process

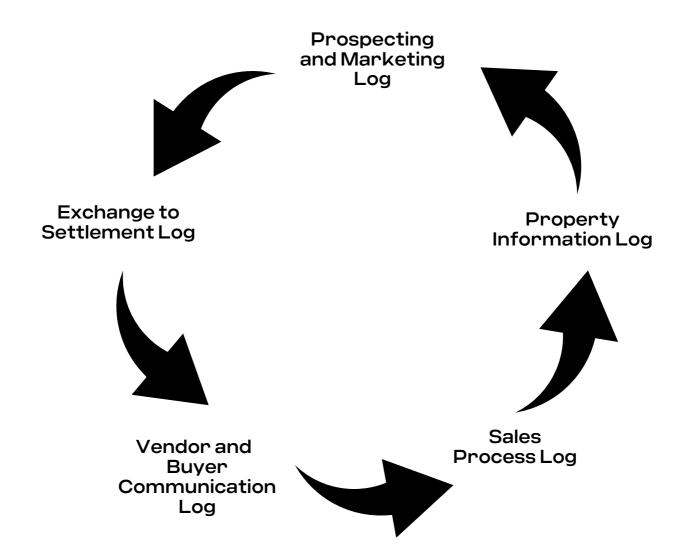




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Typical Ideal Day		
Time	Task	
8:30 - 9:30	Team meeting and diary update	
9:00 - 9:30	Confirm appointments for day	
9:30 - 10:00	Return emails	
10:00 - 10:15	Break	
10:15 - 11:30	Prospecting and marketing log	
11:30 - 12:30	Property information log	
12:30 - 1:30	Lunch	
1:30 - 2:00	Return calls and emails	
2:00 - 3:00	Sales process log	
3:30 - 3:45	Break	
3:45 - 4:30	Vendor and buyer communication log	
4:30 - 5:30	Exchange to settlement log	

Typical Agent Ideal Day		
Time Task		
8:30 - 9:30	Team meeting and diary update	
9:00 - 9:30	Call lists	
9:30 - 10:00	Call lists	
10:00 - 10:15	Break	
10:15 - 11:30	Call lists	
11:30 - 12:30	Call lists	
12:30 - 1:30	Lunch	
1:30 - 2:00	Return emails and calls	
2:00 - 3:00	Appointments	
3:30 - 3:45	Appointments	
3:45 - 4:30	Appointments	
4:30 - 5:30	Appointments	



Prospecting and Marketing Log



Yearly Marketing Strategy

	Target suburbs	No. homes	No. yearly sales
1			
2			
3			
	TOTAL		
	Top 10 hot streets	No. homes	No. yearly sales
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
	TOTAL		
	TOTAL Collateral	Phone calls	Face to face
Jan		Phone calls	Face to face
Jan Feb		Phone calls	Face to face
		Phone calls	Face to face
Feb		Phone calls	Face to face
Feb Mar		Phone calls	Face to face
Feb Mar Apr		Phone calls	Face to face
Feb Mar Apr May		Phone calls	Face to face
Feb Mar Apr May Jun		Phone calls	Face to face
Feb Mar Apr May Jun Jul		Phone calls	Face to face
Feb Mar Apr May Jun Jul Aug		Phone calls	Face to face
Feb Mar Apr May Jun Jul Aug Sep		Phone calls	Face to face
Feb Mar Apr May Jun Jul Aug Sep Oct		Phone calls	Face to face



Marketing Plan Other

	Where advertised	Proof by date	Commencement date
1			
2			
3			
4			
5			

Local Business Networking

Business	Collateral posted	Phone calls	Face to face

Networking Event

What	When	Who	Cost

Community Sponsorship

Organisation	Investment	Diarise sponsorship	Face to face support



Prospecting Log

	Mon	Tue	Wed	Thu	Fri
AM1					
AM2					
PM1					
PM2					
PM3					

Checklist

Ш	Organise weekly lunch meetings with referrers and or referral network
	Print prospecting call list of minimum of 50 people daily
	Enter call lists back into EAGLE with comments and next call date
	Record any prospects that belong to the appraisal lists and prepare appraisal kit
	Add any potential vendors to EAGLE for buyer alerts



Call List	

Category	Name	Last spoke	New comments	Next call date	Action required



Tips for Prospecting

- Ring people from the call list in blocks of 50
- Record on-call list whether contact was made/ what was spoken about / any further opportunities/ rate as pipeline A,B,C/ next call date
- Call lists for prospecting should be made up of A,B,C Pipelines, Past Clients, Referrers, Cold Calls
- A Pipelines are to be called back within a week or less and have indicated they are likely to put their property on the market in the next 30 days
- B Pipelines are to be called back within a fortnight or less and have indicated that they are likely to sell within the next 60 days
- C Pipelines are to be called back within 8 weeks or less and have indicated that they may sell within 2 years
- Greater than 2 years or have no indication of selling remain as an appraisal
- Have a referral network of professionals that meet monthly for breakfast at alternating venues. The idea of
 this network is to have a 1-hour breakfast to go around the table and network with each individual spending 5
 minutes on updating the group as to any meaningful news that may benefit the group via referrals or
 education
- Referral network could be made up of 1 x solicitor, building inspector, builder, property developer, furniture, removalist, finance broker, plumber, electrician etc.
- Build your database from 2000+ people that own property in your area
- Target other agents expired listings in your area
- Prospect around your listings, and other agents listings by cold calling and informing them of properties on the market and informative real estate information
- Prospect hot spots (D.A.'s garage sales, FSBO, home in construction & trade in)
- Be informative about the market and its update ie. "The market is turning, price growth, lower, mid, top end sales have good buyer activity. Low levels of stock. High clearance rates. 10 weekends between school holidays."
- Make the advice meaningful about their property needs this can be anything from changeover, renovations, timing of next move, next investment property
- Talk about recent sale success, new listing to the market, invite to open home, invite to auction, invite to event, a strong result for property just like theirs, pre (insert season) opportunity, strong clearance rates, has anything changed
- Agent to dial next number immediately after hang up. If leaving a message mention purpose of call and always leave your phone number twice
- Call should go for about 2 minutes unless it turns into an appraisal
- Mention names of their family / people you both know keep this info in your notes in database. Be scripted but natural you need to know what your purpose is
- Invite your vendors to open houses, to provide them with evidence that we are attracting strong enquiry on quality stock
- · Assist potential sellers to purchase, keep them updated of properties on the market, even other agents stock
- Match potential sellers with buyers from recent sales
- · Successful market are your "wins".



Property Information Log

Property Information Log



Property								
Referral Agent			Listing Agent			Managing Agent		
Enquiry	Call in		☐ Dire	ect marketing		Past clie	nt Dther	
Vendor D	etails							
Name								
Address								
Suburb				State			Postcode	
Work				Mobile			Home	
Email						Fax		
Property :	Summary							
Туре		Apar	tment	House	Tov	vnhouse/v	illa Acreage/Rura	l Semi-rural
Bedrooms	3	S	1	2	3	<u></u> 4	<u></u> 5+	
Bathroom	S	S	1	2	3	<u></u> 4	<u></u> 5+	
Car parkir	ng	Off s	treet	SLUG		DLUG	Sec.carspace]
Other feat	tures							
Vendor ex	(pectations				Capital	improvem	nents?	
Other info	ormation							
Reason fo	r sale			Timing	< 30	days [30-90 days □ > 90	days
Purchase	price			Date _		_ Land dii	mension La	nd size
Recent sa	les							
Pre-Listin	g Checklist							
Entere	d in EAGLE a	ıs apprais	al 🗌	Pre-list	RP Dat	a 🔲 EA	AGLE buyer search	Google search
Diarise confirm appraisal			2 x copies of	Agency	Agreemer	nt Agency Agreeme	ent Consumer Guide	
Delayed payment form			Printed marketing quotes Print aerial map of recent sale					
Check	auction dates	s and time	e _					
Insert testimonials			Г	Property bro	chures o	ase studie	es	

Sales in their s	street				
On the marke	t				
Sale Details					
Status	Activate now Pipelin	ne A Pipeline B	Pipeline C Appraisal		
Method	Privately treaty Public	auction Expressions	ns of interest		
Date		Auction time			
Inspections	By appointment Open	house First OH			
OH days	Saturday 10.15-11.00am	11.15-12.00pm	-1.00pm		
	10.15-11.00am	11.15-12.00pm	-1.00pm		
Agency estim	ate	OK to publish	? Yes No		
Property Deta	ails				
When was it b	ouilt?	Renovated?	Architect?		
Style	☐ Victorian ☐ Federation	Art deco] Modern		
Outlook	Harbour Ocean	River/lake	City/skyline		
Local council	Counci	l rates	_ pa Water ratespa		
Zoning	Height	limit	-		
Occupancy	Owner occupied	Tenanted	☐ Vacant		
Access	Key available	Preferred days and tin	nes		
Alarm	No	Yes Alarm code			
Settlement	☐ Vacant possession	Subject to tenancy			
Features	Air conditioning	Tennis court	Gas cooking		
	☐ Working fireplace	Waterfront	Gas heating		
	Swimming pool	☐ Boating facilities	Gas hot water		
Inclusions	Fixed floor coverings	Blinds	Light fittings		
	Security alarm	Curtains	Dishwasher		
Exclusions					
Material fact?					

Solicitor/Conveyancer

Company _				
Contact _			Assistant	
Address _				
Suburb _		State		Postcode
Work _		Mobile		X
Email _			Fax	
Strata				
Lot no.	SP no	Build	ding name	Style 🗌 Older 🗌 Moderr
No. apts		No. levels		_ Level no.
Amenities	Concierge	Gym	Pool	Separate storage
	Security entrance	Elevator	Pets allowed	Foxtel
Admin level	s	pq	Sinking fund	po
Work _			Mobile	
Email _			Fax	
Tenancy				
Tenant _				
Work _			Mobile	
Email _			Fax	
Managing A	agent			
Contact _				
Work			Mobile	
Email			Fax	
Co-Agent				
Company _			_ Sales agent	
Work _			_ Mobile	
Email			Fax	

Next Steps
Request contract Vendor Solicitor Survey? Building Certificate?
Set to sell meeting?
Styling required?
Detailing required?
Gardening required?
O2HL assistance?
Pre-Sale Agenda
History
Client concerns
Issues resolution
Inspection protocol
Communication Telephone (day) Telephone (evening) Email
Pre-auction offers
Marketing Information
What are your favourite things about the property?
Target Markets
Security entrance Executives Baby boomers Expats
Suggested photos
Signboard location
Other information
Best days photography
Best times photography Dawn Morning Middle of day Afternoon Dusk Evening
Compliance Checklist
☐ Create folder ☐ Comparable sales recent?
Comparable sales agree with estimate?

Tips for Property Information

- It's important that the prospective vendor has a minimum of 3 touch points before the appraisals commences. (Initial call, information kit, call by agent confirming time after drive by)
- Visit any local shop owners before the appraisal. Chances are your vendors will know these people and you can bring these personalities into the conversation
- Learn all the past sales of the vendor's street and quote the sale by vendor surname and not street number
- If you do not success in signing the vendor up and the vendor has other agents coming to see them then make another appointment straight after the last agent sees the vendor and bring back a planned typed strategy



Sales Process Log

Sales Process

Ag	ency Agreement
	Agency Signed
$\bar{\Box}$	OFT form given
$\bar{\Box}$	Price Guide & Estimate Checked
	Compliance Checklist Completed
$\bar{\Box}$	Selling Fee + Commission
	Marketing Signed off
	Delayed Payment Authorised
	Marketing price entered into mars
	Marketing Payment Received
	Diarise to chase up second delayed payment
	Auction Date Correct
	Display price guide: Internet / media
Со	ontract
	Agent Details Correct
	Standard Conditions
	SP/DP Included
	Tenancy Agreement
	Vendors Details Correct
	Inclusions/Exclusions
	Title Certificate Correct
	Sewerage Diagram
	Survey
	10.7 Certificate (NSW) Included - recent
	Warranties/Building Certificate (last 7yrs only)
	Display price guide: Internet / media
	Photocopy with Draft: Scan/Save/Upload to Mars. Keep copy in folder + Original (Do Not Use)
	Make a diary note to chase original contract five days prior to auction
OF	FI Pack
	Create OFI folder with label and checklist
	Create OFI call back book
	Register keys, write alarm code in folder
	Photocopy draft of contract
	Complete Pointer sign
	Brochures
	Working Pen
	Comparable sales / listing
	Strata Plan if Unit
	Business cards
	Keys
	Property Management brochure / Property Management appraisal
	All qualified buyers are to be entered into EAGLE CRM after open home
	Buyers who request property alerts are to be setup in EAGLE CRM to receive this service
	All offers are to be entered into EAGLE CRM
	All attendees at Open for inspections are to be entered into EAGLE CRM
\Box	All local postcodes receive a hand written thank you card for attending open home

Sales Process Log

En	tering Listing
	Enter Listing into EAGLE
	Diary note to organise flowers for strategy meeting, diary note to pick up flowers for meeting
	Listing Letter to Vendor with copy of agency agreement
	Listing Letter to Vendor's Solicitor
	Register Key in book, register alarm
	Council Rates
	Water Rates
	Strata Levies
	Enter Strata Manager Details
	Contact Details Vendors enter in outlook and mars, property info sheet
	Inform Tenant of Impending Sale
	Get Listing approved
	Book Marketing
	Create Marketing Calendar
	Send Marketing Calendar to Vendor
	Send order and payment in email to marketing
	Get permission from Strata for Sign Board
	Get instructions from vendor where to position sign board
	Book Auction Date and Time
	Enter Auction Date and Time
	Confirm in writing auction date and time with vendor
	Enter all OFI times
	Confirm OFI times with Vendor
	Diary note to make auction invitations
	Prepare a rental appraisal
	Book in set to sell meeting
	Copy of set to sell agenda sent to vendor
Ma	arketing
Ц	Send email presentation to vendors with all images, copy, floor plan
Ц	Make Changes & Approve Photographs
Щ	Make Changes & Approve Copy
Ц	Make Changes & Approve Floor Plan
Ц	Send property details for editorial
Ц	Make diary note to change the open times for the last week Check
Ц	open times, ALL rates, contact details
	Send all artwork to vendor for approval
Ш	Print copies of all artwork

Sales Process Log

	Get all advertising proofs ready for set to sell
	Organise just listed to be dropped
	List all competitors listings in area
	Match property with database
	Diarise Marketing payment due dates
	Diarise Website activation and signboard installation dates
	Diarise that Contract received from solicitors prior to first open
	Diarise Marketing booking deadline & artwork deadline
	Diarise Auction checklist (to be done the Monday prior to Auction)
	Diarise Agency Agreement Expiry Date - calendar
	Diarise Just Listed letters, Auction invites & Just Sold cards to be sent - task
	Diarise to Send out E-brochure to buyers
	Order strata report & rental appraisal if applicable
	Marketing checklist - with all elements to be approved
	Call neighbours to inform new listing in the area
	Call all hot buyers
Au	ction Day Checklist
	Reserve Meeting booked
	Reserve Meeting booked Complete Auction Summary
	Complete Auction Summary
	Complete Auction Summary Send out auction invites/calls
	Complete Auction Summary Send out auction invites/calls Auction Reserve meeting letter printed
	Complete Auction Summary Send out auction invites/calls Auction Reserve meeting letter printed Auction Flag erected
	Complete Auction Summary Send out auction invites/calls Auction Reserve meeting letter printed Auction Flag erected Original Contract
	Complete Auction Summary Send out auction invites/calls Auction Reserve meeting letter printed Auction Flag erected Original Contract Bidder Guides
	Complete Auction Summary Send out auction invites/calls Auction Reserve meeting letter printed Auction Flag erected Original Contract Bidder Guides Bidder Record forms
	Complete Auction Summary Send out auction invites/calls Auction Reserve meeting letter printed Auction Flag erected Original Contract Bidder Guides Bidder Record forms Bidders cards
	Complete Auction Summary Send out auction invites/calls Auction Reserve meeting letter printed Auction Flag erected Original Contract Bidder Guides Bidder Record forms Bidders cards OFI booklet
	Complete Auction Summary Send out auction invites/calls Auction Reserve meeting letter printed Auction Flag erected Original Contract Bidder Guides Bidder Record forms Bidders cards OFI booklet Profile brochures
	Complete Auction Summary Send out auction invites/calls Auction Reserve meeting letter printed Auction Flag erected Original Contract Bidder Guides Bidder Record forms Bidders cards OFI booklet Profile brochures Calculator
	Complete Auction Summary Send out auction invites/calls Auction Reserve meeting letter printed Auction Flag erected Original Contract Bidder Guides Bidder Record forms Bidders cards OFI booklet Profile brochures Calculator Marker Pens
	Complete Auction Summary Send out auction invites/calls Auction Reserve meeting letter printed Auction Flag erected Original Contract Bidder Guides Bidder Record forms Bidders cards OFI booklet Profile brochures Calculator Marker Pens Auction Terms and Conditions
	Complete Auction Summary Send out auction invites/calls Auction Reserve meeting letter printed Auction Flag erected Original Contract Bidder Guides Bidder Record forms Bidders cards OFI booklet Profile brochures Calculator Marker Pens Auction Terms and Conditions List of Auctioneers
	Complete Auction Summary Send out auction invites/calls Auction Reserve meeting letter printed Auction Flag erected Original Contract Bidder Guides Bidder Record forms Bidders cards OFI booklet Profile brochures Calculator Marker Pens Auction Terms and Conditions List of Auctioneers Sort contract changes

TIPS

- Promotion and Presentation are to be 100% from the start. It is important that these issues are handles very well in the initial stages of the listing appointment
- The experience of getting their property ready for sale has to be an exciting one.
- Prepare the Vendor for the process including moving their furniture around for photography and styling.
- Ask the vendor the top 3 features that attracted them to their property and advise the photographer of the reasons
- Reinforce to the photographer the type of buyer you believe that will buy this property Get the vendors to proof all advertising and sign it off in the set to sell meeting



Set to Sell Meeting
Set to sell kit
Copy of the set to sell agenda
Copies of all advertising proofs
Copy of auction guideline scenario
Copy of the contract
10 Business cards
Print out of competition on the market
Copy of blank information update
Copy of agenda for weekly vendor meeting

Buyer Feedback

Week		Begini	Beginning:					
Name			Feedba	ck	Price opir	nion Contr	act taken	Offer
Vendor fe	edback	report (created					
Vendor fee	edback	report a	approved					
			ting confirmed					
Changes a	fter fac	e to fac	e meeting					
complete	d chang	es						
Vendor feedb	oack cal	ls						
	Мо	on	Tue	Wed	Thu	Fri	Sat	Sun
Discussion								
Changes								

 \square Update prices in the internet advertising portals

Buyer Feedback

Week		Beginning:						
Name		Feedback			Price opin	nion Contra	act taken	Offer
Vendor fee	dback ı	report (created			·	·	
Vendor fee	dback ı	report a	approved					
			ing confirmed					
Changes af	fter face	e to fac	e meeting					
Completed	l change	es						
Vendor feedb								
vendor reedb							<u> </u>	
	Мс	n	Tue	Wed	Thu	Fri	Sat	Sun
Discussion								
Changes								

 \square Update prices in the internet advertising portals

Buyer Feedback

Week		Beginning:						
Name		Feedback			Price opir	nion Contr	act taken	Offer
☐ Vendor fe	edback	report (created					
☐ Vendor fe								
Face to face	ce vend	or meet	ting confirmed					
Changes a	fter fac	e to fac	e meeting					
Completed	d chang	es						
Vendor feedb	ack cal	ls						
	Мс	on	Tue	Wed	Thu	Fri	Sat	Sun
Discussion								
Changes								

 \square Update prices in the internet advertising portals

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Reserve Meeting	
Reserve meeting bo	poked
Reserve signed	\$
Vendor bid agreed	\$
Notes	
Notes	

Reserve Meeting

Buyer	Date & time	Comments	Attending auction
			Yes / No

Other parties to invite to Auction

Name	Comments

Tips on Sell to Sell Meeting

- Establish what the team's roles are. For individual agents explain what your role is throughout the process. Break this explanation up into admin, buyers, open homes, vendor communication
- Explain the communication process. Daily chats, Weekly reports (show report), Weekly face to face (show agenda). Setting reserve and vendor bid at each vendor meeting
- Presentation of property. Explain the importance of presentation. Toilet seats down, gardens tidy, uncluttered etc
- Proof Advertising Get them to sign the advertising off and make sure they are happy with what will go out in the market place
- Show what properties are on the market that their property is currently in competition with that this list will be reviewed weekly
- For auction explain the "Vendor Auction Guideline" form that is used as we run the campaign and that this guideline will be used in weekly reports and as a reference throughout the campaign
- How to deal with first offers and offers in general
- How the negotiation process works
- Explain how we set a vendor bid and reserve price for a property
- Confirm upcoming open homes and mid week inspection times
- Bring any other items into the set to sell meeting that you think is relevant for the preparation of sale
- This meeting should go for no more that 45 minutes
- It should be presented in a folder that the vendor uses to keep all records in

TIPS - Vendor Face to Face Agenda

- · Discuss level of enquiries and marketing with the vendor
- What's been sold and come onto the market in your area
- Discuss feedback, buyer interests, offers
- · Discuss price guide setting
- Show what properties are on the market that their property is currently in competition with and what has sold
- Explain what scenario their property is in
- Explain how their buyer triangle looks at this stage giving an agents opinion of where the reserve should be set and where the vendor bid should be set
- Confirm upcoming open homes and mid week inspection times

TIPS - Communication

- It's important all decision makers are present during the face to face vendor meetings
- It's important that all buyer dialogue is communicated in the vendor reports
- Feedback has impact when you are comparing your vendors properties to other properties in the market place that the buyer deems better value
- Feedback should be aimed around the areas of the vendors property that they hold in high regard. E.g. if they think their block is big you will need to get feedback from buyers about better value block sizes in the market place

TIPS - Buyer Servicing

- Confirm time with the buyer the morning of appointment
- Have appointment kits ready; Open Home List, Brochures of other suitable properties, keys of property (alarm code if necessary), bidders guide, comparable sales and copy of contract
- Buyers that are classified as Hot Buyers are those ready to buy through you now and also may have a property to sell
- Any buyers that have a property to sell should be contracted if a competing agency has a home that may suit their buying needs
- Should a buyer working with not buy through you they should be sent a congratulations card
- Buyers usually spend 10-20% more that first budgeted so show them everything they can afford to 10-20% north of their budget
- Finance qualified buyers last 22 days after they have been approved, so work urgently with buyers

TIPS - Great Open Homes

- Call vendor when leaving office
- All lights on
- Ventilation and / or heating if required
- Soft music on where possible
- Drapes open
- Toilet lid down
- Past open home registers (identify past buyers)
- Market knowledge summary sheet
- List of street owners and when they sold/Price/date
- Call vendor when leaving their open home
- Sold sticker

TIPS - Mobile Toolbox

- Directional signs minimum 2 on relevant comers where permitted
- Inspection flag
- OFT consumer guidelines
- Privacy statement and collection notice
- Personal profile brochure
- Door stoppers
- Blue tac
- "Thank you for removing your shoes' sign (if applicable)
- Compass
- Big tape measure
- All local postcodes or interested parties to be contacted by Saturday evening
- Meet or call vendor after open home to discuss feedback
- 2 people to attend (must hold license or certificate of registration)
- Vendors should not be in attendance for the open home
- · Hall stands pointing out features and benefits of the home are great for renovated homes
- Owners "What I will miss" diary is a powerful for family type homes
- A list of the best cultural places to go to in that suburb ie. best butcher etc.



Vendor Feedback Update

For	
Address	
Date	

The Preliminary viewing for your property was held on Saturday 12th September. To date we have completed the following activities:

Preparation

- Photography, copy writing, floor plan
- Proofed marketing
- Contacted all hot buyers
- Property alerts sent out to data base

Open House Activities

- Collect all the contact names, phones and e-mails
- Hand out the property information
- Discuss the features and benefits of the property with prospects
- Discuss any issues with buyers

Open House Activities

- Contact all people from the open
- Establish feedback from each prospective buyer

As a result of our follow up we can provide you with the following information.

Total inspections thus far	24	This is a great result	
Web Inquiry on the property	403	This is a fantastic response. Agency HQ web site: 147 RealEstate.com: 256	

Buyer Feedback:

Positive Feedback	Negative Feedback
Well presented	Bathroom and back of the house need work
Spacious kitchen is great	Lounge room is a little small
Good size bedrooms	
Handy location	
Plenty of character, great ceilings	
Nice street	
Large backyard	

Buyer Status:

Name	Current situation	Outcome/Offer
Darren	Darren requested a copy of contract on Saturday, spoke with Darren this morning and he is quiet interested in the property and would like to stay in contact throughout the Campaign	Interested
Steve	Did not like the property, thought that bedroom sizes were to small for the area but property was very well presented	Steve has been through several properties in the area, seems a little fussy
Con	Looking for a home for his son, currently resides, close by and will be attending the viewing on Thursday evening with his son	Has asked if we will consider pre auction offers, will see what son thinks
Gordon	Inspected a few properties on Saturday thinks that Hogan Street in Sydneham was better value with a buyers guide at the same price	I have enquired into Hogan Street agent agrees his buyers guide is much to low, while we are competing with this home at the moment Hogan Street will be sold this week.
Kate	Requested a copy of Contract on Saturday, loves the character of the property and the size of the backyard for the area feedback on price was around the \$550k	Kate will be back through for a second inspection
Norm	Mentioned the property is positioned in a great Street of Tempe, and would need a bit of work throughout, thoughts on price were around \$560k.	Norm does not have any interest in the home, he is looking for something more renovated

Buyer Status:

Mrs West	May be back again this Saturday for a second viewing loves the location of the property but thinks there is a little bit of work to be carried out inside, feed back on price was in \$550 - 570k	N/A
Ravi	Likes the property will be back with his wife on Saturday, his wife is a little undecided feedback on price was \$575k	N/A

Buyers current opinion of value	
majority of buyers thought	Around \$550,000 - \$570,000
A few buyers thought	Maybe \$570,000 - \$600,000
Offers received	N/A

Inspection to date	1 Preliminary viewing
Contracts issued to date	3

Kind Regards,

Xxxxxx Xxxxxx



Oxford St., Bondi Junction NSW 2022



Exchange to Settlement Log

Exchange to Settlement Log

Negotiation
☐ Prepare contracts
☐ Prepare feedback reports
☐ Prepare web hits
☐ Prepare list of comparable sale properties
☐ Book vendor face to face meeting
☐ Shift any appointments to clear negotiation time
Fresh are as to Cottlement
Exchange to Settlement Offer & Acceptance
Obtain the following information from your agent - Accepted offer, Purchaser's details (name, address, phone, email), Purchaser's Solicitor's details (name, address, phone, fax, DX)
Adjust the date of the offer if it is not today's date
Add details of the buyer, anticipated exchange and settlement date
Enter the solicitor's details
Select 'Accepted'
☐ Offer & Acceptance letters - take out 'congratulations' & add settlement date & deposit to summaries ☐ Fax solicitors letters and sales summaries
Fax solicitors letters and sales summaries
Exchanges
Select the offer that was made and 'Exchange'. If there was no O & A prior, just select 'Exchange'
☐ Enter EFT details - deposit amount, payment type, details - check commission
(from Agency)
Photocopy of deposit slip and keep with a copy of the front pages of the 2 signed contracts, the special
conditions and the 66W Certificate - if solicitor exchanged contracts then call them and ask them to email the
copies Purchaser/vendor exchange letters and sales summaries (change 'solicitor' to 'conveyancer')
Solicitor Exchange letters and sales summaries ('solicitor' to 'conveyancer' if app)
☐ If the contracts were exchanged by the solicitor then take out point 2 - contract enclosed
Print 'Purchaser & Vendor Information Required for Settlement' forms
Send letter & Info required for Settlement form to Vendor with Vendor's Sales Summary
Send letter to Vendor's Solicitor with brochure, Vendor's Sales Summary and contract signed by purchaser
Send letter & Info required for Settlement form to Purchaser with Purchaser's Sales Summary
Send letter to Purchaser's Solicitor with brochure, Purchaser's Sales Summary and contract signed by vendor
Email sales summaries to solicitors
Confirm no outstanding marketing
Update Buyer Origin sheet (if applicable)
Move computer folder to exchanged Properties Folder
☐ Move vendor details in Outlook to Exchanged category
☐ Put purchaser's details into contacts in Outlook under Past Clients
Diarise
☐ Diarise to confirm that the deposit cheque has arrived at Epping
Anticipated settlement - calendar
Pre-settlement Checklist - task
Send letter seeking testimonials to vendor & purchaser 7 days after exchange - task
Have Just Sold cards or brochures sent out, & call the street with the result
Order purchaser/vendor gifts - task

Property Sold Prior to Auction Cancel auction date with Auction Sold sign on signboard Cancel/Refund remaining Cancel Opens/Auction in	Auctioneer		
Add OFIs into Eagle	ed price Appointment' SB sticker from s on brochures with View By A	-	
Request signboard remova Contact vendors to arrang	•	settlement	
Ask the purchaser's if the	y are completely happy with e	verything	tors before we can release the key
Once all keys are in, put in Call solicitor to get Order Flowport Order on the Ag Update Settlement spread Move folder from Exchang Move vendors' to past clie	on the Agent ent to settlements sheet (if applicable) ge to Settlements in computer ents n outlook calendars		purchaser & vendor mobiles - put
Item	Ordered	Date received	Date given

Tips on Exchange to Settlement

- Try and avoid taking offers and negotiating over the phone.
- Face to face negotiations are best practice.

Notes

Write dow	n the top 5 things you are g	oing to implement i	mmediately as a res	sult of this session.	
1)					
2)					
3)					
4)					
5)					
Notes					