

PROPERTY NEWS

Ideas to help you when you're buying, selling or renting

APPLAUSE FOR GREAT RESULTS!



Why has this agency become the choice of so many people?



"The relationship established was based on trust and honesty."

With these nine words, a vendor sums up the reason Aitken Real Estate is the agent of choice for so many people, at all levels of the market.

Impressed from the start by the service and support they receive, and the high level of communication that is a feature of the agency, they have found that the experience of selling a home is not only profitable but also pleasurable when the right agent does the work for them.

Read page 3 as we reveal why so many vendors are happy with their outstanding sales results.

In this issue of Property News:

- Accentuating the positives when selling
- Agents earn praise from vendors
- Career opportunity

www.aitkenrealestate.com.au **9583 0996**



Keep it positive!

Before putting your home on the market make sure you eliminate the negatives

First impressions count, so the first few minutes are vital when someone is inspecting your home with a view to buying it.

That means you need to follow the advice of the old song, **“Accentuate the Positive, Eliminate the Negative”**, to ensure that prospective buyers like what they see as soon as they arrive at your door.

Assuming you’ve done everything you can to accentuate the positive, with your home clean, tidy and in a good state of repair, what are some of the negatives that might still have the potential to turn people against the idea of buying your home? And what can you do to eliminate them?

✓ De-clutter

Prospective buyers need to be able to visualise themselves living in the house. Without depersonalising it totally, leave it as clear as possible so they can picture their own furniture and possessions around them. This doesn’t mean taking everything off every bench top, but clear the decks of unnecessary paraphernalia, put three quarters of your personal stuff away and you’ll be surprised at the difference it makes.

✓ Deodorise

If you smoke or have pets, newcomers to your home will probably notice odours that you have become accustomed to. Or perhaps you have a piece of furniture or old books whose musty smell doesn’t bother you but may bring a wrinkle to the noses of prospective buyers. Track down such odours and remove them by cleaning or putting the items into storage. Put fresh flowers around, open your windows if the weather permits and invest in a few aromatic diffusers for various rooms.

✓ Lighten up

Most people prefer light homes. Besides, if your home’s interior is extremely dark, they may wonder what you’re trying to cover up. Before your home goes on the market, consider repainting any dark walls in a light, neutral shade. Make sure all the lights work and trim any trees outside windows. Before an inspection, open blinds and curtains to let in as much natural light as possible - and make sure your windows are clean!

✓ Keep your distance

Many people feel intrusive when inspecting a home whose owner is on the premises. If you’re at home, keep a low profile and let your agent show the people around.



This will make the process a lot more comfortable for everyone.



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Agents earn praise from vendors

Trust and honesty valued by clients

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Just a few comments from people who have dealt with Aitken Real Estate tell the story:

"Another agent left us terribly disappointed. We tried to sell the home ourselves. After only 11 days on the market, the property was SOLD with Aitken Real Estate. We are thrilled with the price that was achieved!"

K. J. Manzie.

"Driven by Andy, I was the winner in this very competitive race! Thanks from a grateful punter."

A. Cooksey

"The sale of our home was not only profitable but for us an enjoyable experience. The relationship established was based on trust and honesty."

M. J. A. White

"The communication and team work within the Aitken Real Estate team was outstanding!"

S. Wassef & R. Bouraad

"My previous dealing with another local agent left a bad taste in my mouth. The only thing that we received from them was an invoice for their advertising and marketing campaign that did not even work. At the end of it all we had lost thousands of dollars and still had our house to sell. Aitken's said, "No Sale, NO Fee." Our asking price was surpassed and achieved with minimum of fuss – and in only five days!"

J. Payton

"Thank you all for doing the hard yards for us. All of you have been not only very professional, but really genuine, caring people. This has made a huge experience for us pain-free and quite pleasant."

C. & S. Harrison

"Your sincerity and expertise allowed me to have the confidence to list my property with Aitken Real Estate. My property was sold for \$22,211 above the asking price and in only three days! It was absolutely fantastic and I am very happy with the great result."

L. Carroll

"Our house was on the market for only approximately two weeks before we received an offer that was exactly what we were wanting. (And was also up \$100k more than other agencies had valued it at.) In retrospect, the whole selling experience was very easy, fast and stress free – once I had signed with Aitken Real Estate!"

M. Sanders

"We have been particularly pleased with how quickly a sale was achieved and have been more than satisfied with the selling price and the selling process."

I. G. Manley

For help from agents you can trust, contact Aitken Real Estate on 9583 0996.



View properties for sale at www.aitkenrealestate.com.au

Are YOU selling for the right price?



If you would like to sell your property please call our sales team and rest easy in the knowledge that our team of experts will look after you!



Stephen Aitken
Managing Director



Nick Filopoulos
Property Manager



Andy McCalman
Residential Sales Specialist



Dee Djapic
Reception/Sales Support



Anne Hoang
Reception/Property Management Support

Phone: 9583 0996

Be a winner!

Careers in real estate are waiting for you

WANTED: sales people and home finders.

If your first reaction is, "But I don't have any experience," - don't worry! Aitken Real Estate prefer people with no previous experience in the industry so that they can be trained from the start in the agency's Real Estate Agency Management program.

As long as you are a person of good character, and have a history of stability, especially in relation to employment, you have the opportunity to pursue a career in real estate - and to become a winner!

Agency principal Stephen Aitken said people starting in real estate were advised to seek a position as a home finder. This pays around \$46,000 per year plus bonuses and is regarded as a lead-up to working as a sales person.

"A home finder has one sole purpose: to create sales directly linked to the actions of our home finder," he said.

"We are looking for special people who are prepared to study, who are committed to the highest standards, work hard and are determined to succeed.

"There is extensive training but at no cost to the people we choose other than their time.

"This position is proven to be the best way to start a career in real estate sales."

In relation to a career in real estate

sales, the program puts strong emphasis on the importance of the clients and their interests.

"The philosophy of looking after clients is taught in our pre-start training programs," said Stephen. "We believe that in real estate, the sale is not so much when someone decides to purchase a property but when a person grants you the right to represent them as their agent for the sale of their property. What you 'sell' is yourself, your agency and the benefits your agency can provide to the seller."

In this way, the program works to eliminate all methods that place the agent's interests ahead of the client's interest.



The sellers are our clients and their interests are of paramount importance," said Stephen. "The better an agent cares for clients, the more successful his or her career will be."



View properties for lease at www.aitkenrealestate.com.au

Want to rent your property?

Aitken Real Estate Property Management staff are committed to protecting your investment and obtaining the best possible return. For an obligation free appraisal of your rental property contact us and we'll look after you.

If you would like to rent your property please call our property management team on 9583 0996 today!

