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**TO MAXIMISE THE OPPORTUNITY
OF ATAINING THE VERY BEST RESULT,
YOU NEED THE VERY BEST AGENT.**



Having opened its doors over 50 years ago, Gosford Real Estate has gone from strength to strength, from humble beginnings to become one of the Central Coasts' premier real estate agencies. We have focused our attention to ensure we have created an environment where the customers interests are paramount, and from its inception, the office has endeavoured to bring something special to the area with prime position and complimented with ease of parking.

Along the journey, which included being part of the First National Real Estate group for almost 20 years, we have consistently increased our client base, and now this has culminated with the "combining" of three of the major brands and agencies, as Century 21 Gosford merges with us to become part of the super brand, **Raine&Horne Gosford**.

This new and exciting chapter in the history of Gosford Real Estate has produced an office which is recognised as a 'major player' in the robust Central Coast Region. **Raine&Horne** is rated as one of Australia's highest profile real estate companies with extremely high recall among buyers and sellers. **Raine&Horne's** famous yellow and black colours are synonymous with real estate in Australia and, this is the power of the **Raine&Horne** brand. The networks famous "We'll look after you" campaign which dates back to the 1980s has also been successful in underlining **Raine&Horne's** commitment to customer care as an Australian family business, and raising brand awareness.

We see great years ahead for our office and for the Central Coast property market, and we will continue to push the limits, with our 'customer first' approach to ensure maximum results are achieved for our clients.

Put simply, people are more likely to contact a company they know and have a connection with rather than an agent they scarcely recognise. This is the **Raine&Horne** marketing advantage.

Geoff Tilden
Director

THE RAINE & HORNE BRAND

Iconic Australian brand Raine&Horne is a household name. Since 1983, the brand has been associated with the Australian real estate industry. As the company has grown, so too has its brand awareness.

Raine&Horne has achieved enviable status as an officially recognised Superbrand. It was voted as one of Australia's most trusted brands by the Superbrands Council, a voluntary panel of highly respected and experienced individuals from the fields of business and marketing. Raine&Horne shares this enviable rating with the likes of iconic Australian brands such as Qantas, Vegemite, Woolworths and Myer.

AMPERSAND

At the core of our identity is a unique ampersand symbol, which represents our strategy of 'Positive Partnerships'. At Raine&Horne, building positive partnerships between 'vendors & buyers', 'agents & vendors', 'agents & buyers' and 'property managers & tenants' is our most important goal. We are committed to providing you personalised service with clear, jargon-free communication.

CUTTING EDGE TECHNOLOGY

As well as using traditional marketing tools, we can ensure your property's promotional and digital strategy is second to none. The Raine&Horne website (www.rh.com.au) provides unparalleled search engine optimisation (SEO), and consistently handles approximately 770,000 page views and over 1,000 property alerts sent to qualified buyers every month. Combine this reach with a comprehensive and integrated marketing campaign approach and Raine&Horne provides a distinct advantage over the competition.

With a network of over 340 offices worldwide Raine&Horne's global database reaches more than one million clients, which means your property will benefit from the worldwide exposure our international brand offers.

INNOVATIVE MARKETING

We are experts in cost-effective, high-impact marketing which reaches the broadest range of buyers and, more importantly, the right target market. Our bespoke marketing campaigns utilise the web, database, local and daily print media advertising, editorial, brochures and signage to show your home off to its best advantage to buyers. We only use the very best real estate photographers, copywriters and floor-planners to showcase your property.

WHAT OUR CUSTOMERS VALUE

(An extract from research commissioned
by Blake Dunn; which is constantly evolving)

WHAT ARE THE MOST IMPORTANT CRITERIA WHEN CHOOSING AN AGENT?

We asked our clients what they found the most important criteria was when selecting an agent to sell their home. Here are the most common answers:

Confidence/Trust
Credibility
Strategy
Fee
Value of Home

Likeability
Professionalism
Brand Knowledge
Communication
Presentation

WHERE DO WE GET OUR INFORMATION THAT KEEPS US AHEAD OF THE MARKET?

Not only do we get our information from our staff combined office experience of over 277 years, but we get our information from you. We always ask our clients how they found and contacted us. We love to get down to the 'nitty gritty'. We are constantly learning how to improve, and it all comes from the information we get from you.

Property data comes from a number of sources, not only our own database of information, but a variety of different sources, including:

Properties Listed
Properties Sold
Internet Databases
Previous Clients

Time on Market
Price Trends
Physical Inspection
Current Clients

OUR BRAND PROMISE;

**WHATEVER
IT TAKES**

'Whatever It Takes' – it's a term that answers all the needs and expectations of a Raine&Horne customer.

It provides a confidence that our entire efforts are applied to a particular task or client.

We want our office to be synonymous with maximum output & maximum results. The only choice.

It is a powerful platform to drive our business from. It is aspirational. If we are saying 'Whatever It Takes', we will ensure that every single customer touchpoint supports this positioning.

It is an emotion filled phrase. Instant recognition of efforts. It is of importance in life, as a brand or even an individual.

Works across all messages

The term has limitless use to promote our service, people, training, proposals and results.

Whatever It Takes... for our client

Whatever It Takes... to achieve the best result

Whatever It Takes... to capture the market

Whatever It Takes... to provide expert advice

Whatever It Takes... to be concise

Whatever It Takes... to continue improving

Whatever It Takes... to be the best

RAINE & HORNE GOSFORD

THE TEAM.



Blake
Dunn



Rachelle
Pengilly



Sean
Roach
L.R.E.A



John
Lecky
L.R.E.A



Paul
Ham
L.R.E.A



David
Nichols
L.R.E.A



Sam
Harris



Melissa
Crouch



Belinda
Harris
L.R.E.A



Geoff
Tilden
L.R.E.A
Director



Alan Pont
L.R.E.A



John
Stuart
L.R.E.A

SO, WHAT IS THE ADVANTAGE OF HAVING 11 AGENTS ?

Let's look at it like this:

On average – our agents on average do 2 open homes each Saturday. With demand excessively outstripping supply, we are having an average of 12 groups of potential purchasers through each open home.

So on average:

10 agents conducting 2 open Homes each = 20 open homes

12 potential purchasers through each = 240 potential purchasers

80 open homes per month x 240 potential purchasers

= 960 potential purchasers each month!

Having a team of 10 exceptional agents working together as a team, your property will benefit from having access to an average of 960 potential buyers each month! Which ensures a higher price for your property, due to competition, and ultimately a speedy sale.

THE PROJECT MANAGEMENT SPECIALISTS.





RIDGEVIEW ESTATE **59 Narara Creek Road, Narara**

\$255,000 - \$337,000

Raine&Horne Gosford spearheaded a campaign which saw the sale of a major subdivision, here in our very own Narara. The subdivision was made up of 42 separate lots.

The project was not as simple as selling the 42 lots, involved also was the liaising between both STEVENS GROUP & DARACON GROUP, which involved consultation on bench and battering blocks, addition & continuation of a street, soil & building classifications, liaising with builders, liaising with buyers, marketing, selling, pricing and stage organisation. 12 months in the making, completion of the project took place in May 2015.

BAYSIDE AT PRESIDENTS **10-12 Batley Street, Gosford**

\$325,000 - \$519,000

Another major project taken on by the Raine&Horne Gosford office was the entire development of one of Gosford's newest & best residential apartment blocks. Bayside at Presidents takes advantage of a great location & excellent water views.

3 years in the making, this project was very hands on, and required everything to be taken into consideration from; creating an available lot for the site; selling the original houses; demolition; planning; architecture; council approval stages; risk analysis; legal appointment; valuation; future valuation; quality control; construction oversight; marketing; sales; strata implementation & finally property management.

One of the largest scale projects we've managed, our team was well equipped to achieve only the very best.



WATERMARK **62-64 Henry Parry Drive, Gosford**

\$383,000 - \$605,000

By far Gosford's most prestigious developments to date. Taking advantage of its prime location across from the waterfront, Watermark had the perfect mix of high quality finishes, immaculate interiors, large balconies and an average unit size of 150m² (some of the largest on the coast).

From implementation to council, through to the entire presale, our Project Management focused team was ready and waiting for the approval of this development, and made a NSW record for Off The Plan sales, selling all 21 premium apartments in a staggering 5 days. The average sale price was \$480,000.00

NOT JUST REAL ESTATE AGENT'S, BUT TRUSTED ADVISORS

Our clients span globally.

Whether you're a local Vendor in Gosford, moving inter-state from Western Australia, or a Property Investor living in Arizona, USA
Our clients can only expect the very best advice!

- Our clients reach for our advice
- Trust and act on our recommendations
- Involve us In the decision making process early
- Work with us as a team
- Share more information
- Refer us to their friends and family
- Honest from the get go

THE TRUST EQUATION

$$\text{Trustworthiness} = \text{Credibility} \times \text{Reliability} \times \text{Presentation} \times \text{Communication}$$

Your result is our passion!

We put you first. Ensuring all your needs are met. We explore every avenue to make sure that every step, every action is done to promote the very best of interest to both you and your property. Our ego's sit on the back bench. Each and every member of our team is approachable, friendly and here to help you achieve the very best.

- 1. Build Credibility**
Our credibility is not something that can be faked. Our results have taken time, speak in volumes, and are always improving.
- 2. Build Reliability**
With an average of 350-400 property sales per year, and a portfolio of 1,200 Property Managements, our team has built reliability on our proven long track record.
- 3. Presentation**
Our brand. Our staff. Our signs. Our office. Our advertising. Our properties. The public knows Raine&Horne, and our sharp, attractive presentation provides instant recognition, giving you an instant advantage.
- 4. Communication**
Communication is critical. We pride ourselves on being clear & concise within our entire business, so you can be sure you see the in's and out's of our entire service at all times.

Raine & Horne[®]
Gosford