Ray White®

Marketing Submission

20 Burrawong Avenue, Mosman, NSW

Prepared for Mr John Vendor

Thank you

Dear Mr John Vendor,

Thank you for the opportunity to discuss the sale of your property.

It is my pleasure to provide you with the following information:

- An overview of the market
- Information on recent sales in the area
- Our strategy for marketing your property
- Samples of marketing material that will assist in selling your property

Our sales strategy, which has been individually tailored to suit your property and budget is also enclosed. This strategy includes a detailed marketing plan specifically designed to achieve the premium price for your property.

At Ray White, we are committed to delivering the best results to our clients - both in terms of the prices we achieve and our standards of service.

I look forward to working with you.

Yours sincerely,

Nathan Krisanski
M: 0417 948 224
E: nkrisanski@raywhite.com

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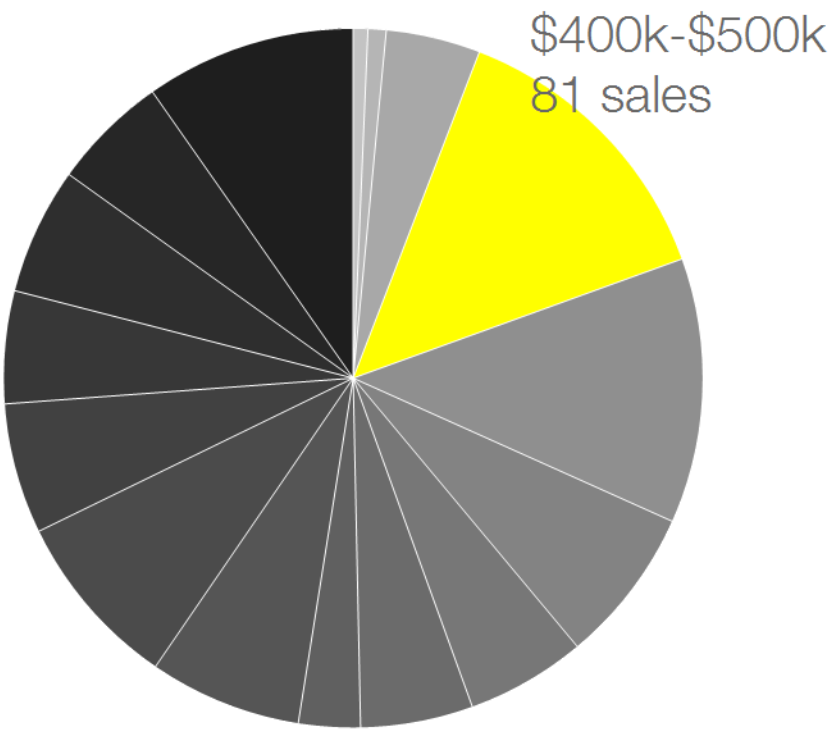
Recent Activity

Sales by Price - Last 12 months

MOSMAN

	House	Unit		
0-$200k	1	3	4	1%
$200k-$300k		5	5	1%
$300k-$400k		26	26	4%
$400k-$500k		81	81	14%
$500k-$600k		73	73	12%
$600k-$700k		43	43	7%
$700k-$800k	1	32	33	6%
$800k-$900k	1	30	31	5%
$900k-$1M		17	17	3%
$1M-$1.25M	17	25	42	7%
$1.25M-$1.5M	30	19	49	8%
$1.5M-$1.75M	31	5	36	6%
$1.75M-$2M	26	5	31	5%
$2M-$2.5M	29	6	35	6%
$2.5M-$3M	24	8	32	5%
> $3M	54	4	58	10%



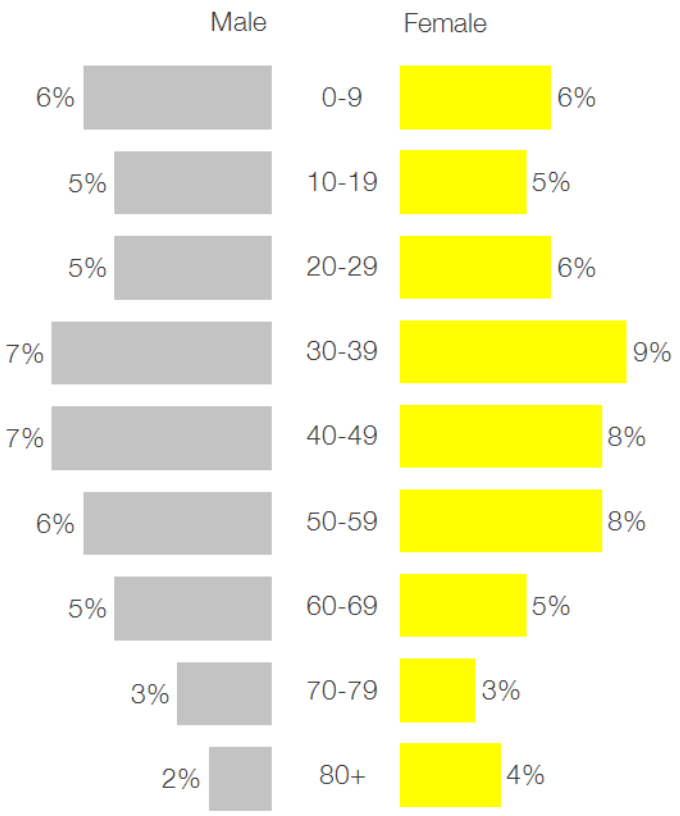
Last 12 Months

596 sales

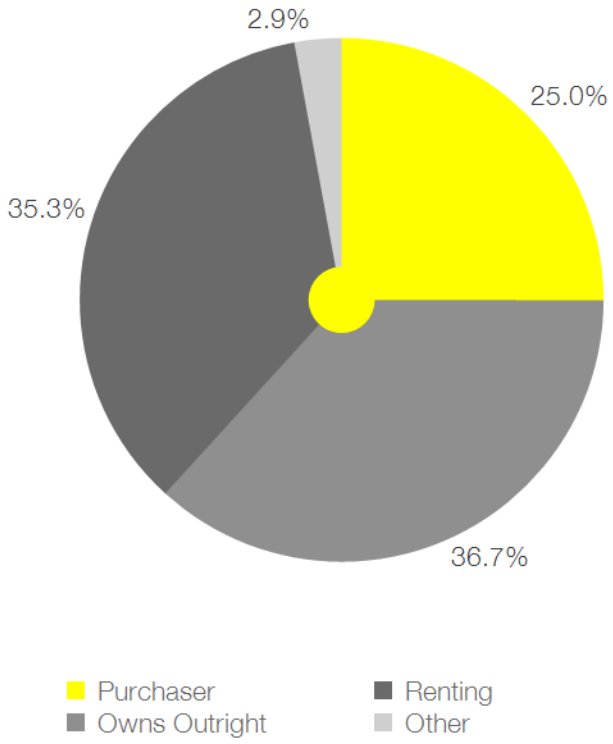
Demographics

Population

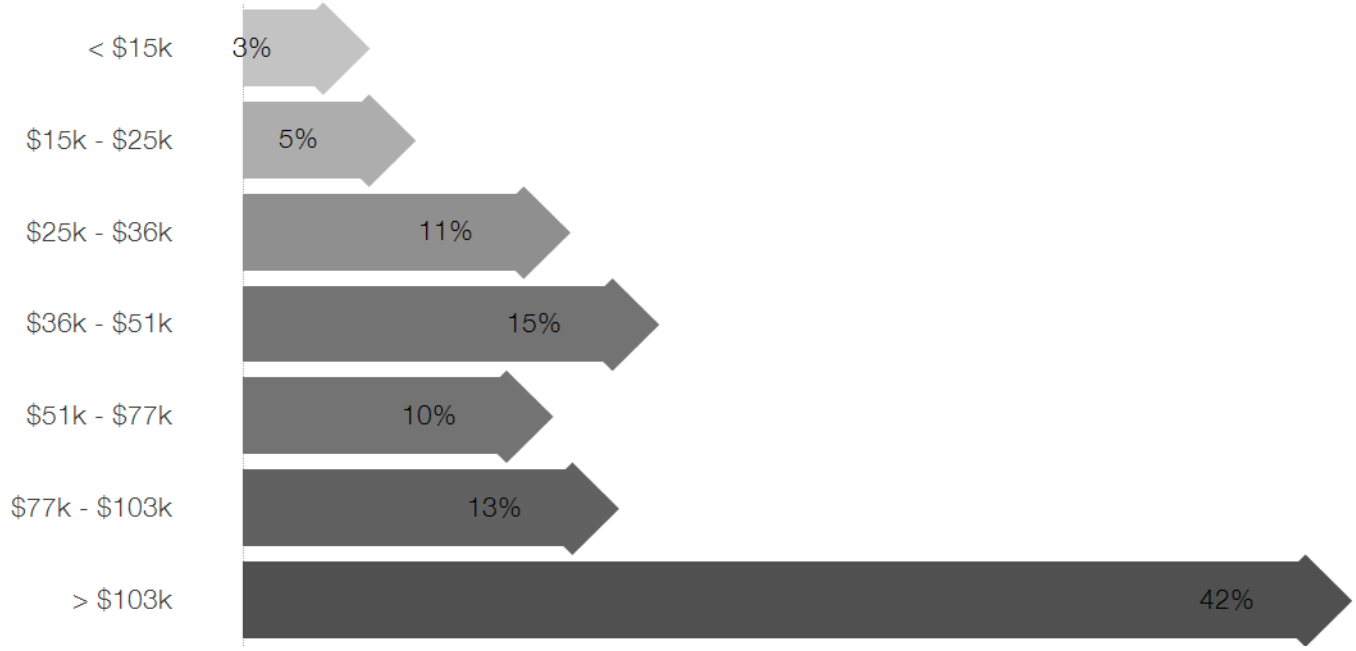
MOSMAN



Tenure Types



Household Income



Ray White

The White Paper

News and Views from a Real Estate Agent
June 2012

What happened to the markets in May?

Followers of the White Paper might sense the drama that awaits the completion of our monthly results.

No lesser tension this time. World economic market talk was terrible. The soft property results in April could only support fears of a further slide. Surely the 'experts' knew what they were talking about!

Well, pleasant surprises do happen. The Ray White Group achieved the best result in two years - in fact our achievement of $2.6 billion in unconditional sales was only marginally behind the May 2010 result.

The languid property markets of Queensland and Western Australia led the gains in Australia. Yet our Sydney harbour businesses had one of their best results for months in May resulting in Double Bay becoming our top performer for the group. Our Lane Cove and Lower North Shore offices came second and third. This is the first time ever our top three offices all came from this one market.

New Zealand, particularly Auckland, remains sensational. Our Ponsonby business heading our New Zealand results. Why is the Kiwi market so strong?

Indonesia, again, created a remarkable record. More proof that markets eventually turn! The group's rural and commercial results are more subdued.

A sale for $12.7 million at Sanctuary Cove (pictured above) during the month proved there is always a buyer for the highest quality property. This sale will astonish many Gold Coast watchers who have lost, we suggest prematurely, faith in the Gold Coast.

The Group's Loan Market almost set a new record at $620 million in approved housing loans - a further endorsement that buyers interest is on the turn from hold to active.

What's new at Ray White?

The Group's Wealth Conference on the Gold Coast, held in early June, brought together over 600 Property Managers. Conference interviews with investors confirmed that their expectations in performance from their Property Managers is increasing. Too much is at stake for haphazard management processes. Delegates were presented with case studies showing dramatically different rates of growth in property management portfolios, with the highest operating practices taking the lion's share of business opportunities.

Entertainment at the Wealth Conference 2012

A remarkable story where Ray White's Drummoyne office (Chris Wilkins, Principal), found the absent owner of a property that we had been managing for 15 years, resulting in a cheque in excess of $100,000 in retained rent, achieved remarkable media coverage. Good news stories of real estate agents do exist!!

With the anticipation of improvement in the market, there is a renewal of interest in the opening of new real estate offices. As might be expected, new office activity in Auckland is strong. Sydney, also, has a number of new commitments - particularly in the inner city markets, that support growing confidence.

The Group's Hotel division continues to achieve important sales, the most recent being the Pottsville Hotel in northern NSW and the management rights for the Grand Apartments on the Gold Coast.

The release of 'Living' - a weekly colour guide to outstanding Sydney and regional NSW property is already a favourite with sellers and buyers. We continue to see great appeal in integrating the exposure of property with different online/offline products.

Brian White
Joint Chairman
Ray White Group

Our Recent Sales

8/115 Ben Boyd Road
NEUTRAL BAY NSW 2089

This is a rare opportunity to buy in a sought after block of just 15. Located in a prized position this fantastic security apartment is well designed and provides scope to further capitalise. Set on the first floor it offers a sense of peace and privacy and is just a short stroll to Neutral Bay parks shops cafes restaurants buses and ferries. This residence will entice the most astute buyer looking for an exceptional ...

1 1 1

David Gillan
Sold: Jun 21, 2012
$465,000

www.raywhite.com/800381

5/5 Riley Street
NORTH SYDNEY NSW 2060

Forget the volatility of the share market this one bedroom apartment is a real bricks and mortar investment. Currently let at $490.00 per week the unit comes with an excellent tenant on a lease until November 2012. Peacefully tucked away in a tranquil location within moments to the heart of North Sydney it is fully renovated featuring neutral interiors throughout. - Modern kitchen with stone bench-top dishwasher ...

1 1 1

Mary Curran
Sold: Jul 02, 2012
$485,000

www.raywhite.com/797517

9 Harden Road
ARTARMON NSW 2064

Presenting a highly attractive blend of impeccably maintained period details and sensitive modern updates this early 1900s full brick classic enjoys all the benefits of a flowing single level layout. The property is set on a generous 696sqm allotment (approx) allowing superb freedom of movement. It enjoys an absolutely quiet address within an easy walk to Artarmon Primary School village shops and rail. Few family homes can ...

4 2 1

Danny Grant
Sold: Jun 16, 2012
$2,210,000

www.raywhite.com/787161

8/22 Bent Street
NEUTRAL BAY NSW 2089

A home of generous proportions featuring an elevated aspect this spacious and modern townhouse enjoys a secure boutique setting opposite Forsyth Park and has views of the surrounding district and Sydney skyline. Open plan living flows to a generous terrace drenched in morning sun which is perfect for entertaining and there's a courtyard exclusive to one of the bedrooms while the location is both peaceful and exceptionally ...

3 2 2

Adrian Rae
Sold: Jun 06, 2012
$1,150,000

www.raywhite.com/787039

17/822 Military Road
MOSMAN NSW 2088

Peacefully positioned at the rear of a well maintained building this light-filled two bedroom apartment embodies a relaxed Mosman village lifestyle. The east facing balcony living and kitchen all enjoy uninterrupted views over Balmoral to Manly the Heads and beyond to the ocean filled horizon. Tightly held for 19 years the home is freshly presented yet offers great opportunity to further enhance and enjoy the rewards. ...

2 1 1

Helen Noble
Sold: Jul 04, 2012
$670,000

www.raywhite.com/781054

9/20 McKye Street
WAVERTON NSW 2060

Offering Harbour Bridge views and an abundance of natural light this immaculate top floor apartment is situated in a block of 12. Freshly painted in neutral tones with only one common wall it is ideal for the first home buyer or investor. Set at the back of the building in a quiet street it is in a sought after location just minutes to Waverton station village shops cafes and harbour foreshore. - 2 double bedrooms ...

2 1 1

Robert Gillespie
Sold: May 15, 2012
$680,000

www.raywhite.com/778722

Comparable Sales

20 BURRAWONG AVE
MOSMAN 2088 NSW

5 2 2
Dec 8 2011 for $2,320,000

47 WOLSELEY RD
MOSMAN 2088 NSW

Dec 13 2011 for $2,600,000

4 BURRAWONG AVE
MOSMAN 2088 NSW

5 3 2
Apr 4 2012 for $5,200,000

46 BURRAWONG AVE
MOSMAN 2088 NSW

4 3 2
May 9 2012 for $2,500,000

14 WOLSELEY RD
MOSMAN 2088 NSW

4 3 2
Jun 27 2012 for $5,000,000

52 WOLSELEY RD
MOSMAN 2088 NSW

3 2 1
Jun 14 2012 for $2,150,000

Achieving the premium price

We pride ourselves on achieving the best possible price for our clients.

When 2, 3 or even more people want to buy the same property – they compete for it. This pushes the price up and ensures that you are getting the best possible price. Our job is to create competition amongst interested buyers.

We will recommend the method we believe will achieve the highest price, however ultimately, you, the vendor, have the power to choose the method which you feel most suits you. There are three main methods of selling your home.

Methods of sale available to you

1. Public Auction

The auction method is recommended for properties:

- Which are in a high demand market
- Which are likely to encourage competitive bidding between multiple buyers
- Where it is preferable to let the market determine the price rather than predetermining it prior to sale
- Where creating deadlines for purchasers will limit procrastination
- Where an unconditional sales is desired
- Where sticking to a marketing budget and a specific time frame is important

2. Private treaty

The private treaty method is recommended for properties:

- Where the asking price is very clear and can be set as a guide
- Which are not unique and are quite easily comparable to other properties
- Where time is not essential in the sale equation

3. Tender/expressions of interest

This is a useful sales method for a property which is:

- Special and unique and not directly comparable to many other recent local sales
- Likely to attract specific buyers
- Unlikely to attract the broad number of purchasers required for an auction sale, yet similar to an auction campaign there is still competitive pressure to act within a certain timeframe

Another reason to sell with Ray White

Selling your home in a timely manner at a premium price is my priority. And that's why, at Ray White, we have established relationships with a range of professional value-added service providers, including Home Finance Brokers, Loan Market.

Loan Market Home Finance Brokers work closely with real estate networks and understand the realities of getting your home sold and settled on time and at the right price.

During the sales process I will introduce potential buyers to our recommended Loan Market Home Finance Broker who will provide them with the information they need to find a great home loan deal in their best interest.

This means, where possible, I will introduce pre-approved buyers to your property, buyers who are in a position to make a legitimate offer on your property or bid at auction.

They can even assist you with your own home finance options. As one of the largest home finance brokerages in Australasia, Loan Market enjoy industry links and contacts that mean they are better placed to negotiate on your behalf with major banks and secure lenders. They may even be able to find you a better deal with your own bank.

If you'd like more information on Loan Market or any of the other great services we have to offer at Ray White, please contact:

Loan Market
13 5626 (13 LOAN)
www.loanmarket.com.au

LoanMarket®
home finance brokers

Australian Credit Licence 39022

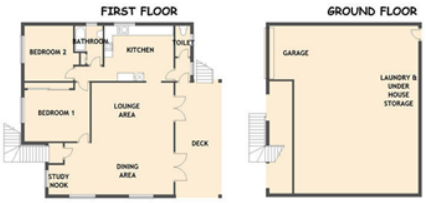
Essentials

Professional Photography

Expert property photographers will shoot a broad selection of quality digital photographs to be used for all our colour print and online marketing, showing off your property to its best advantage.

Professional Copywriting and Press Release

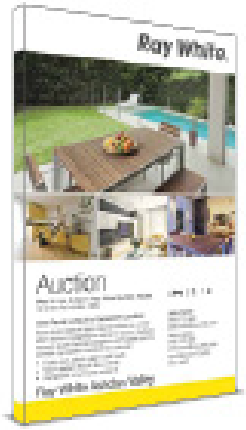
Professionally written copy and press releases highlight your property's most saleable features and adds a professional edge to all marketing. We engage professional copywriters to ensure that we capture the attention of the market instantly. We will also distribute a press release to local and national media advising that your property is on the market.



Floorplans

A professional, computer generated floorplan allows buyers to accurately recall your property layout after an inspection. Properties advertised online that include a floorplan can receive up to 30% more enquiries than properties without floorplans.

Signage



Photoboards

A signboard that stands out is imperative to maximising the enquiry and interest in your property. Our specially designed picture boards allow your property to be onshow 24 hours a day, 7 days a week.

Generic Stockboard

Our generic stockboards have been specifically designed to capture the local buyer. These boards are suited to high traffic areas where a potential buyer's attention needs to be captured in an instant.

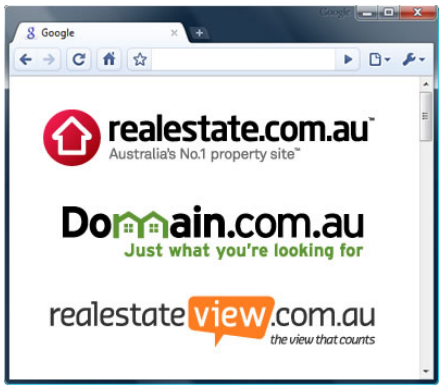
Window Display

Passers by can view your property in our fully lit window display 24 hours a day, seven days a week. Situated in a prime location, there is significant foot traffic right outside our window. You would be surprised by the amount of enquiry that comes from this most fundamental marketing tool.

Online

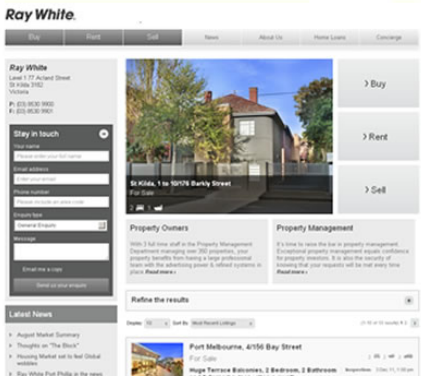
raywhite.com - Our International Portal

With more than a quarter of a million visitors every single month, raywhite.com exposes your property to a highly engaged audience that are well and truly in "real estate mode". Along with our property alerts database, we ensure that the people of Australia know about your property as soon as it hits the market.



Real Estate Portals

At Ray White, we ensure that your property reaches the maximum audience possible. Real estate portals such as realestate.com.au, domain.com.au and realestateview.com.au are essential at targeting buyers that are actively looking for real estate. We make sure your property gets as much exposure via portals as possible.



Our Local Area Expert Site

We pride ourselves on being actively involved in our local community. Our local website reflects our in-depth understanding of the local community and property market. We have thousands of local and out-of-area visitors every month looking for property specific to our local community.

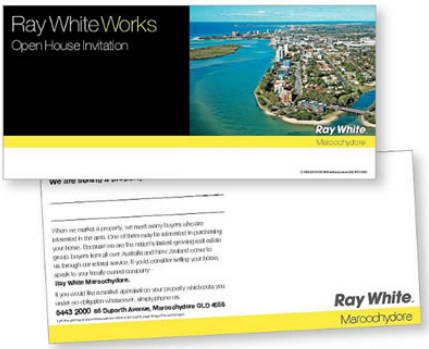
Your Property In Print

Full Page - Sunday Mail

Ray White is the largest press advertiser in the country. Our dominance in the print media ensure that we are able to achieve a priority placement for our vendor's properties. While we are leading the way with our digital and electronic marketing options, news print is still a premier search tool for local property and an integral part of any marketing campaign.

Brochures

Available at open homes and in our office, our professionally produced A4 colour brochures provide a detailed overview of your property which can be passed on to others.



DL Flyers and Letterbox Drops

Our "just listed" brochures are distributed to property owners around your area. A large number of potential buyers live locally - these flyers have a high enquiry rate and are essential in any marketing campaign.

Magazine

Our local magazine is distributed to the thousands of people in our local community. Distributed to coffee shops, retail outlets and other local businesses, our local magazine is extremely effective at targeting local buyers.

Marketing Schedule

Category	Item	Qty	Item Price	Qty	
Essentials	Professional Photography	1	250	_____	$250.00
	Professional Copywriting and Press Release	1	100	_____	$100.00
	Floorplans	1	250	_____	$250.00
Signage	Photoboards	1	500	_____	$500.00
	Generic Stockboard	1	150	_____	$150.00
	Window Display	1	inc.	_____	$0.00
Online	raywhite.com - Our International Portal	1	0	_____	$0.00
	Real Estate Portals	1	0	_____	$0.00
	Our Local Area Expert Site	1	0	_____	$0.00
Digital Marketing	eMagazine	1	$250	_____	$250.00
	Google Adwords and Display Marketing	0	$1000	_____	$0.00
	Our Local Database	1	0	_____	$0.00
In Print	Full Page - Sunday Mail	4	1500	_____	$6,000.00
	Brochures	1	999	_____	$999.00
	DL Flyers and Letterbox Drops	1	250	_____	$250.00
	Magazine	4	25	_____	$100.00
Grand Total					$8,849.00

Calendar of Events

	Sun	Mon	Tue	Wed	Thu	Fri	Sat
September	2	3	4	5	6	7	8
	9	10	11	12	13	14	15
	16	17	18	19	20	21	22
	23	24	25	26	27	28	29
	30	1	2	3	4	5	6
October	7	8	9	10	11	12	13
	14	15	16	17	18	19	20
	21	22	23	24	25	26	27
	28	29	30	31	1	2	3

Nathan Krisanski

Sales Agent

Ray White

Testimonials

Innovation, unrivalled service, and a dedication to our profession is what separates top agents from average ones.

Innovation and excellence in service are the key qualities Nathan believes separate top agents from average ones.

"Innovation is a critical factor – real estate is a vibrant industry and we need to be constantly reviewing the way things are done," says Nathan.

"To be a market leader, you have to listen to what your customers want and be ready to adapt. No matter how good your track record, you can't ever be caught in the trap of complacency."

Careful planning is also vital to ensure a successful outcome. Nathan tailors an effective marketing campaign to suit each customer's particular property and personal circumstances.

"Many companies promise a high level of service but we actually deliver it. I get a lot of personal satisfaction in achieving a great result for my clients while minimising any stress or inconvenience."

"Being part of the Ray White Group I'm surrounded by skilled and experienced agents. In working together and sharing ideas, everyone benefits.

"All of this contributes to our successful track record of healthy clearance rates at auction, the shortest possible days on market and the highest possible prices."

> Our dealings with Nathan were nothing short of excellent. Their personal manner, professionalism, punctuality and reliability made him an absolute pleasure to deal with, and we have only praise for his work ethic in every respect.
> We would personally like to thank all the staff at Ray White for their hard work and commitment to achieving our desired outcome, and for making our selling experience as easy and enjoyable as possible. They will always be our first point of call for any real estate dealings we have in the future.
>
> **Daniel & Natasha Robson**

A Business of Pride

At Ray White we get you more. Here's how.

At Ray White we work harder for our customers.

With the benefit of experience, we take the time to understand your needs up front. During the campaign, we use a refined set of processes that have been specifically designed to get you the best possible price for your property.

We are the experts on the local area. We know firsthand what makes the area and the lifestyle attractive. What's more, we know what motivates buyers in the local market.

Our comprehensive past client and buyer database ensures that your property is presented to more genuine buyers, to maximise the competition to buy your property.

When you choose an agent at Ray White, you get the support of our full team. Our unique structure encourages all agents to work together to achieve the best price for your property.

As part of Australasia's largest real estate group, we can also connect you to buyers from all over the world. This international exposure is an added dimension no other agency can rival.

We pride ourselves on providing an exceptional level of personal and professional service to make the selling process easy and rewarding for all our clients.

Our local experts

Andrew Carter
0400 741 901
Selling Principal

Lindsay Southwell
0402 059 985
Selling Principal

Myles Cosgrove
0419 271 247
Selling Principal

Tegan and Chris DeClark
0400 262 277
Salesperson

Denis Duffy Lifestyle
0418 717 806
Salesperson

Julie McCallum
0412 511 546
Salesperson

Snow Green
0439 595 228
Salesperson

Jillian Grundy-Amis
0417 765 839
Independent Contractor

Adam Hargrove
0423 385 309
Salesperson

Julie McCallum
0412 511 546
Salesperson

Christy Morgan
0419 677 926
Salesperson

Anne Pohlner
0419 796 759
Salesperson

Lorna Poulton
0418 700 044
Salesperson

Mike Ratz
0419 643 764
Independent Contractor

Mick Ryan
0408 686 293
Salesperson

Daniel Steinberg
0422 021 570
Salesperson

Giving back

Ray White partners with a number of community organisations both at a strategic and grassroots level, to bring about genuine and positive change. Here are some of the organisations we support in Australasia:

Sydney Children's Hospital Foundation

St. Vincent De Paul
Helps People

Big Issue

CEO cookoff

Ronald McDonald House
Auckland

EJ Whitten Legends Game

Local School Fete

Agency and Fees

Our standard fee for our fully comprehensive sale 2.5% plus GST plus your marketing expenses. We can also discuss alternative commission options.

Our professional service includes:

- A tailored marketing campaign

- Production and placement of all advertising

- Listing your property on the internet sites discussed

- Mail out to our database of registered buyers

- Managing and reporting of buyer enquiry

- Conducting open homes and all private inspections

- Expert negotiation of offers

- Detailed weekly progress reports with accurate feedback from the campaign

- Liaising with solicitors/conveyancers, provision of all contracts
- Arranging building and pest inspections

Our Service Guarantee

In consideration of the trust you have shown towards our office, we feel you deserve the best possible service in the sale of your property.

Working with you

We consider it part of our job to work with you to make the sale process as stress free as possible; acting as problem solvers should any unplanned issues arise. Our involvement and commitment will not cease upon the signing of the contract but will continue well beyond settlement. Not only the listing salesperson but the whole sales team will be working to get you more.

Marketing

We will design a program specific to you and your property to make sure we communicate all the benefits of your property to the widest audience possible.

Keeping in touch

We are with you every step of the way. We will provide informative written reports regularly during the term of agency to let you know what marketing has been undertaken, buyer enquiry, inspection numbers and most importantly a summary of genuine buyer interest.

Written Offers

In order to get you more, once a written offer has been obtained we will contact all other interested parties giving them the opportunity to make an offer. This 'multiple offer' situation creates incentive for purchasers to go to their limit in order to secure their desired home.

Integrity

We will not tell purchasers that there is another written offer unless this is absolutely correct.

Unconditional contract

To get an unconditional offer for you is our number one goal. In order to obtain this we will continue to market your property during the term of any conditional offer.

Should we fail to perform in any of the above areas, we invite you to register any complaint in writing. If the complaint is not acted upon and rectified within five days of receiving your letter you have the option to cancel our agency agreement.

We believe property management is about helping you create wealth

At Ray White Property Management our ambition is to add value over and above the traditional functions of property management. We understand your property is a significant asset and that your chief objective is to maximise the return on your most valued investment.

We've invested in the best technology, systems and procedures to take care of collecting rent, coordinating repairs and maintenance as well as finding the right tenant. Our team will also focus on the bigger picture when it comes to your investment – that means working with you to maximise the potential of your property portfolio.

Your property management team is here to help you:

- Understand how changes in the market will impact your investment
- Understand the investment strategies available to you
- Understand how to improve the yield from your property, and
- Feel confident as an investor in real estate.

The difference is in the detail

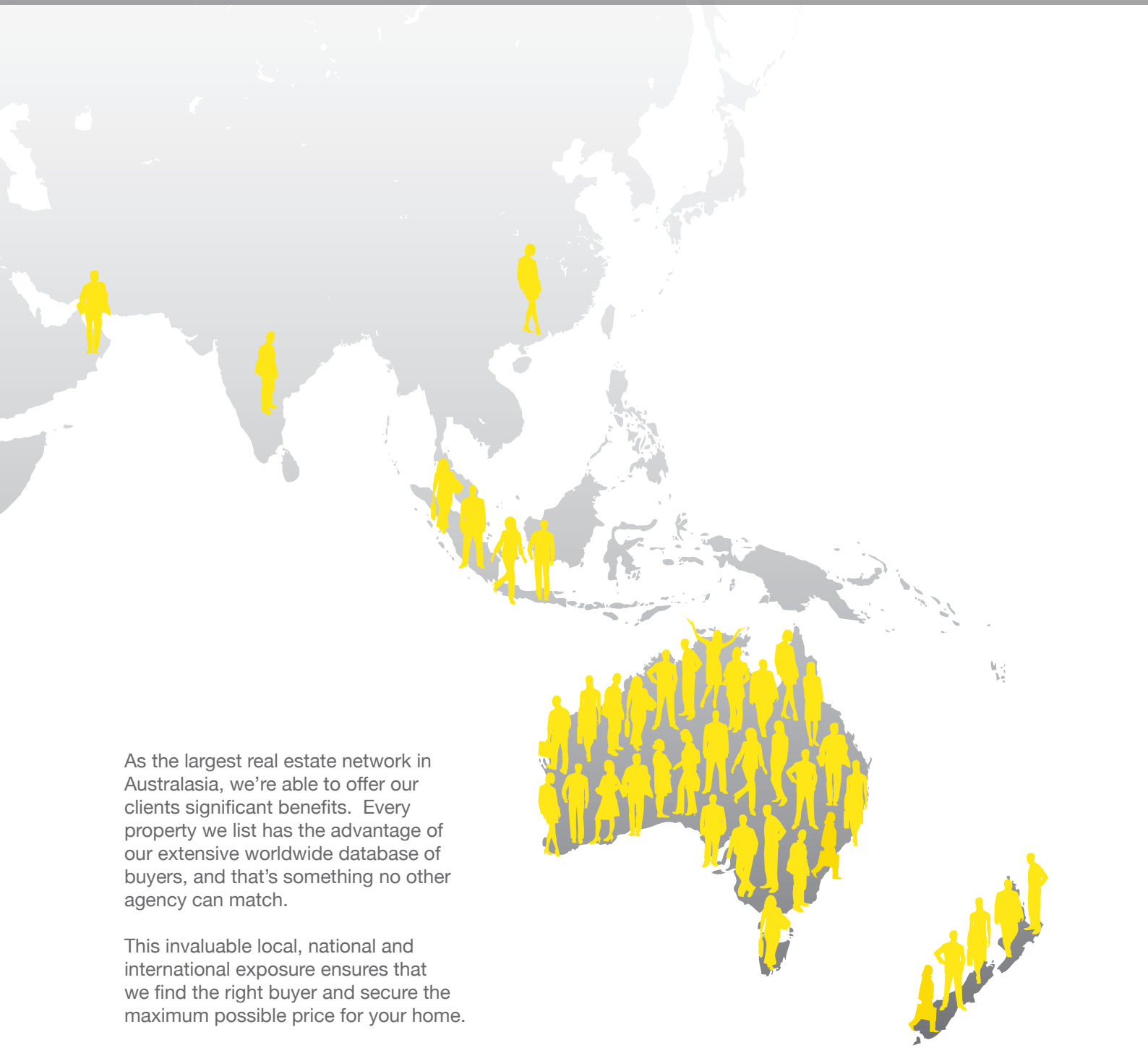
Ray White

Australia's Most Searched real estate brand on Google

Another reason why we're the leading real estate group

raywhite.com

Our international network



As the largest real estate network in Australasia, we're able to offer our clients significant benefits. Every property we list has the advantage of our extensive worldwide database of buyers, and that's something no other agency can match.

This invaluable local, national and international exposure ensures that we find the right buyer and secure the maximum possible price for your home.

Our network shares information, ideas and a desire to be the very best.

Australasia's largest real estate brand

Our local network

Ray White has a network of over 15 offices throughout Sydney North suburbs

Our local network of offices make sure your property is exposed to as many potential buyers as possible, helping you achieve the absolute best possible price.

Get more out of your real estate experience

The benefit of using Ray White is the additional service and support available to you. As a client, seller or purchaser, the Concierge service is here to support you. And what's more, our service is absolutely complimentary. This is just one way in which we aim to make your real estate experience more enjoyable.

Your complimentary services include:

1. Free insurance cover on your new home
2. Utility connections/disconnections
3. Home loan assessment
4. Tax depreciation schedule review

Find a home loan that's right for you

Our aim is to reduce the pressure that can come with selling a property. We can help, with a free home loan service designed to save you time, stress and where possible, money.

Quality advice from people you can depend on

Using the latest in lending software our team of lending managers specialise in matching your needs with home loan products offered by a range of lenders, possibly even your current bank.

Over 500 home loan products from which to choose

We have products to suit every situation whether you are looking at your first home, upsizing, downsizing or purchasing an investment property.

Call and arrange your **free** home loan consultation

Please phone 13 5626 (13 LOAN)

LoanMarket®
home finance brokers

Next Steps

In order for us to proceed to a sale, we would recommend the following procedure:

- Finalise our appointment as exclusive agents for your home
- Approve and sign the marketing plan and agency agreement
- Contact your solicitor / conveyancer to prepare an agreement for sale

Please allow us to demonstrate to you our capabilities in marketing, negotiating and selling your property. We understand how stressful the event can be, and are here to take that stress away. We will manage the entire event with diligence, care, and understanding of your needs.

Thank you again for the opportunity to provide our recommendations to you.