

Who is Brad?



- From South Australia (Moved to Brisbane in 2014)
- Studied Engineering at The University of Adelaide
- 10 years Oil and Gas industry (11 Bosses in this time)
- 2016 jumped head-first into real estate, working with Harcourts out of Aspley office
- Slow start in real estate not really knowing anyone in Brisbane, a lot of hard work getting started.
- Currently selling anywhere from 20-30 properties per year as a single agent
- Goal to build a sustainable business at ~50 properties per year (Quality over Quantity)
- Heavy focus on efficient and effective marketing, communication, and negotiation

Who owns a property?

Who owns more than 1 property?

Who owns 3 properties or more?

When did you last sell a property?

<5 years

5-10 years

10+ years

You've never sold a property

Who is considering selling in the
next 1-5 years?

Why do people sell their
property?

- Change in life situation.
- Family dynamics
- Home is too big
- Home is too small
- Job change
- Accessibility

What are some of the factors
that people consider when
selling their property?

- Price (what they'll sell for)
- Where to move to
- Price

What is your objective?

What would you consider a successful sale?

In 6-weeks time, what would you want to have happened?

Who controls the price of a property?

Buyer?

Agent?

Seller?

3 Ps

Presentation

Promotion

Price

What are some of the factors
that people consider when
buying their property?

- Type
- Price
- Location
- Value

Pricing Pyramid



What is a selling timeline?

Decide you need
to move

Work out where
you're moving to

Work out timeline

Work out sales strategy

Pre-sale Building
and pest?

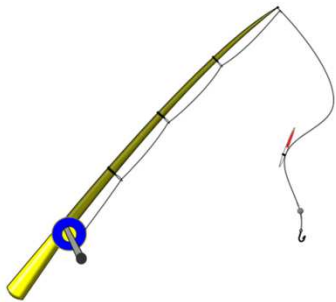
Photos, Videos,
Floor plan

On the market

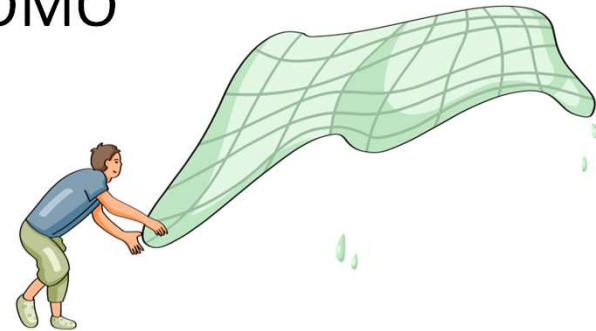
When should
you engage with
an agent?

Off Market vs On Market

Direct Marketing
Word of Mouth
Minimal Urgency



Broad Marketing
Many Avenues to many buyers
FOMO



Different Strategies

Private Treaty vs Auction



What **IS** the role of a real estate agent?

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- Marketing
- Negotiation
- Communication
- Service
- To act in the best interest of the seller
- Make a buyer feel comfortable

What **IS NOT** the role of a real estate agent?

What **IS NOT** the role of a real estate agent?

- Valuations
- Financial Advice
- To give the buyer a good deal

What are some of the red flags when choosing an agent?

- Appraisal Price
- We have a buyer
- # Listings / # Sales
- Suburb Records
- Auction strategy
- Reviews/Testimonials



Red Flags when buying

- Rental Estimate
- Nothing in writing
- EOI vs Contract
- Multiple Offers
- Auction strategy
- Dutch Auction / Fake offers



- Don't believe everything you're told
- Do your own Due Diligence
- Check sold properties nearby to compare yours
- Don't believe the price unless it's justified

Ask me anything.

Thank you



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