



# 43 PALM BEACH ROAD

Palm Beach



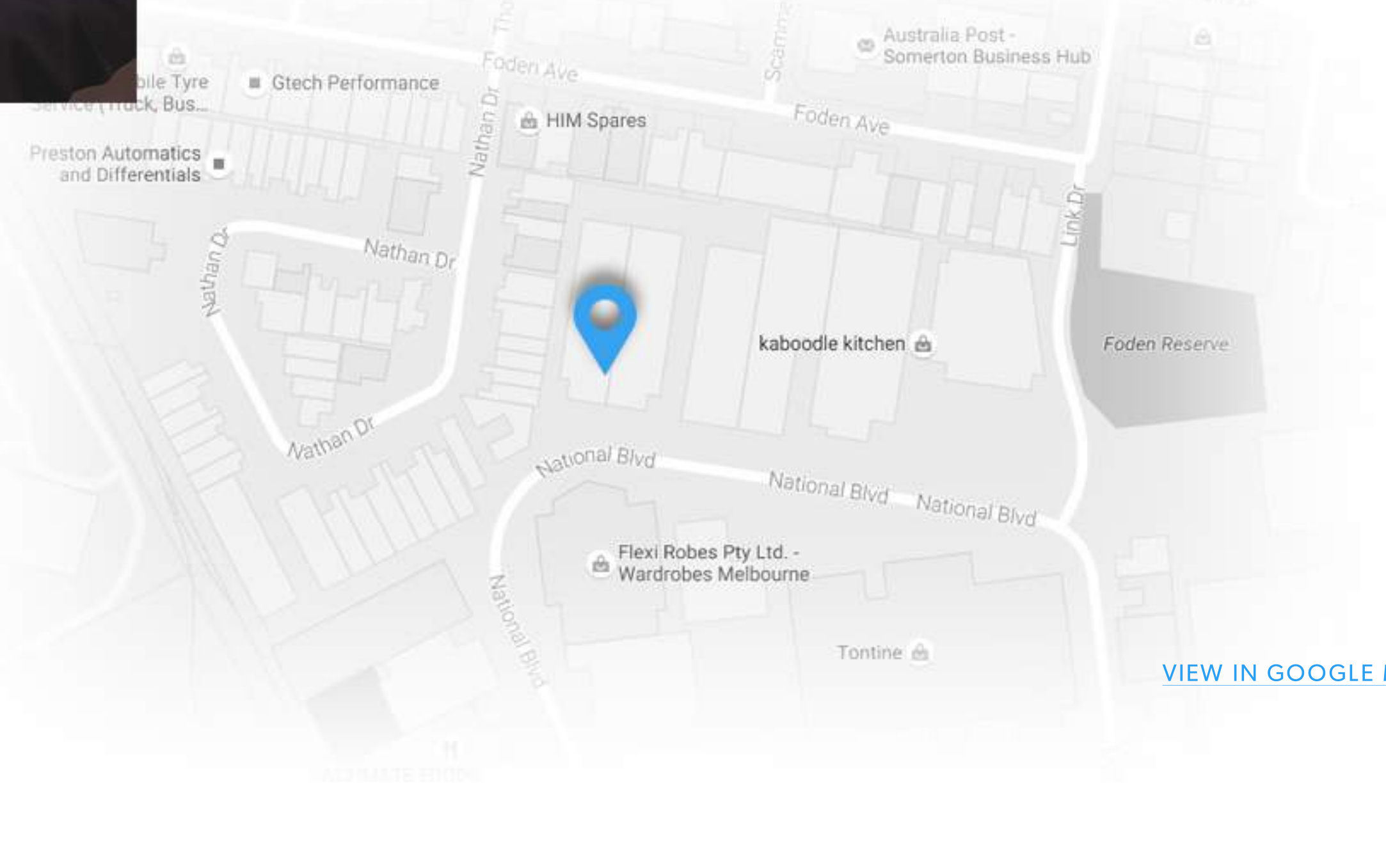
## OUR PROPOSAL

Thank you for the opportunity to present you with our proposal to sell your home at 43 Palm Beach Road. We are excited to share with you our plans for a successful campaign. Your proposal is carefully considered and highly customized. We have outlined the important details about your property and similar sales in the area to help to form an opinion about sales value. We have also provided you with case studies to demonstrate the potential return on investment by implementing our sales strategy and a timeline to work towards.

We respect that this is your property, so we are open to any suggestions that you may have in relation to the sales campaign. To proceed simply click "Accept" and we will organize the rest.

We hope you enjoy reviewing our proposal as much as we did preparing it for you.

Jake Cooper,  
Senior Agent,  
PB Realty



[VIEW IN GOOGLE MAPS](#)

## IMPORTANT PROPERTY INFORMATION

Bedrooms	6
Bathrooms	4
Car Spaces	4
Land Size	402 m2
Building Area	253 m2
House Type	One storey / Lowset
Council Area	Northern Beaches.
Year Built	2015
Zone	Low Density Residential
Property Type	House

## PALM BEACH REALTY CONNECTING PEOPLE WITH NEW HOMES SINCE 2010



## PREVIOUS SALES IN THIS NEIGHBORHOOD



**174 OCEAN ROAD**  
Bedroom 6, Bathroom 2, Parking 4  
Sold on 23 Aug 2016  
\$1,890,000



**110 BEACH ROAD**  
Bedroom 5, Bathroom 2, Parking 2  
Sold on 5 Apr 2016  
\$1,930,000



**37 SUNRISE ROAD**  
Bedroom 3, Bathroom 2, Parking 1  
Sold on 26 Nov 2016  
\$1,970,000



**10 PACIFIC ROAD**  
Bedroom 6, Bathroom 3, Parking 3  
Sold on 16 Dec 2016  
\$2,330,000



**95 WARATAH ROAD**  
Bedroom 8, Bathroom 4, Parking 2  
Sold on 22 Jun 2016  
\$1,840,000



**6 NORTHVIEW ROAD**  
Bedroom 6, Bathroom 3, Parking 4  
Sold on 11 May 2016  
\$2,500,000

## CASE STUDIES

### 174 OCEAN ROAD

Palm Beach

Price Guide	\$1,800,000
Sold Price	\$2,110,000
Days on market	17
SALES STRATEGY	
Marketing	\$10,000
Styling	\$6,600
Landscaping	\$2,500
Renovations	\$5,000
Other	\$3,500
Sales Strategy TOTAL	
\$27,6000	
TOTAL PROFIT	\$310,00
RETURN ON INVESTMENT	11X



[VIEW ALL 18 PHOTOS](#)

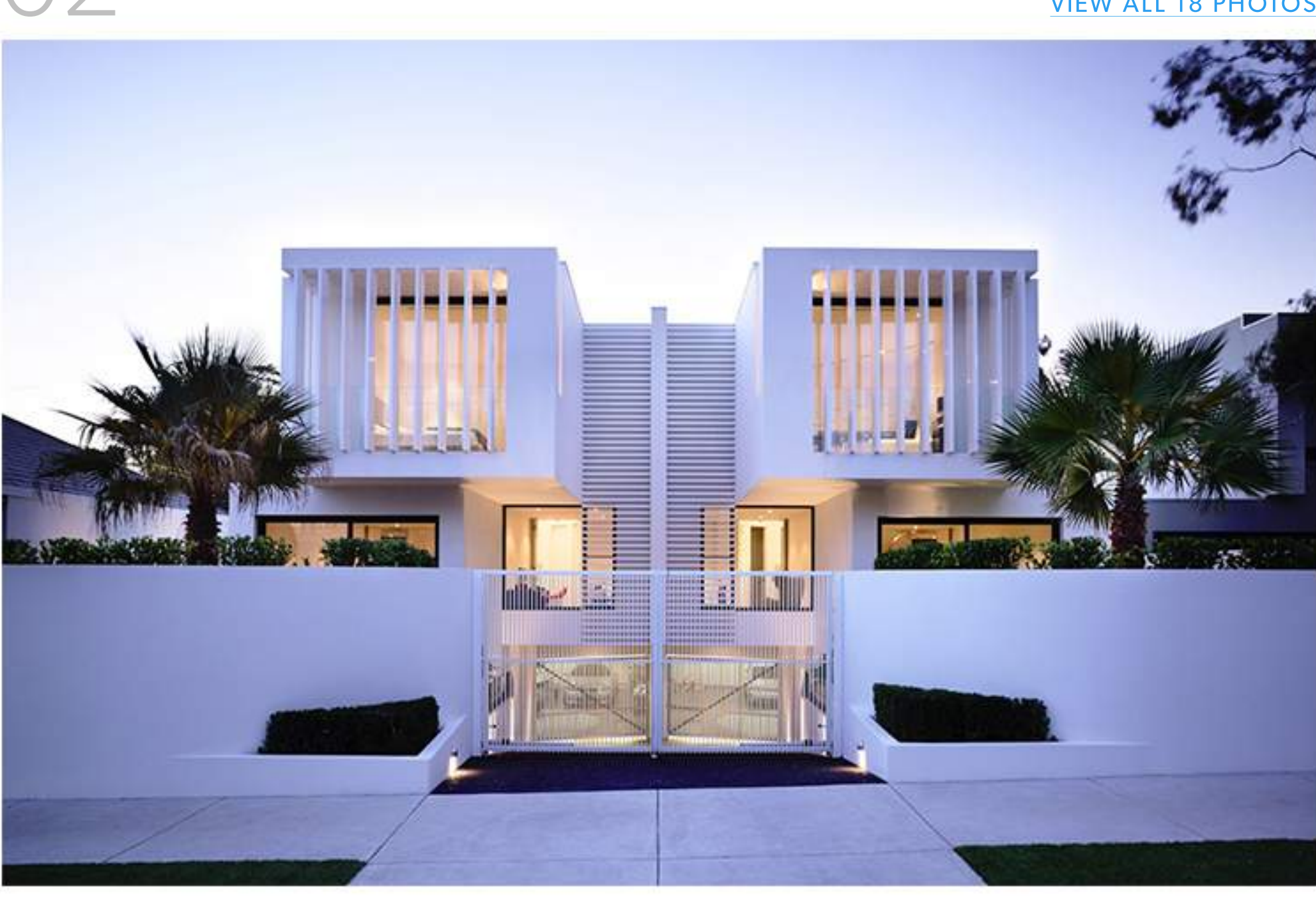
Few places are designed and built with such care, such inspiration and such beauty. A lush tropical garden is a welcoming entrance to the ingeniously designed floor plan that ensures abundant natural light, air cross flow and expansive beach and ocean views from almost every room. Interiors feature superior finishes and fittings sourced from around the globe. There is expansive use of natural stone, glass, recycled timbers and other textural elements that compliment the surrounding environment.

TESTIMONIAL "We had 17 bidders and sold the house for well over the reserve! Absolutely, without a doubt, Palm Beach Realty played a BIG part in that."

### 11 SPRING AVENUE

Palm Beach

Price Guide	\$2,000,000
Sold Price	\$2,380,000
Days on market	33
SALES STRATEGY	
Marketing	\$12,000
Styling	\$8,000
Painting	\$3,500
Other	\$5,200
Sales Strategy TOTAL	
\$28,7000	
TOTAL PROFIT	\$380,00
RETURN ON INVESTMENT	13X



[VIEW ALL 18 PHOTOS](#)

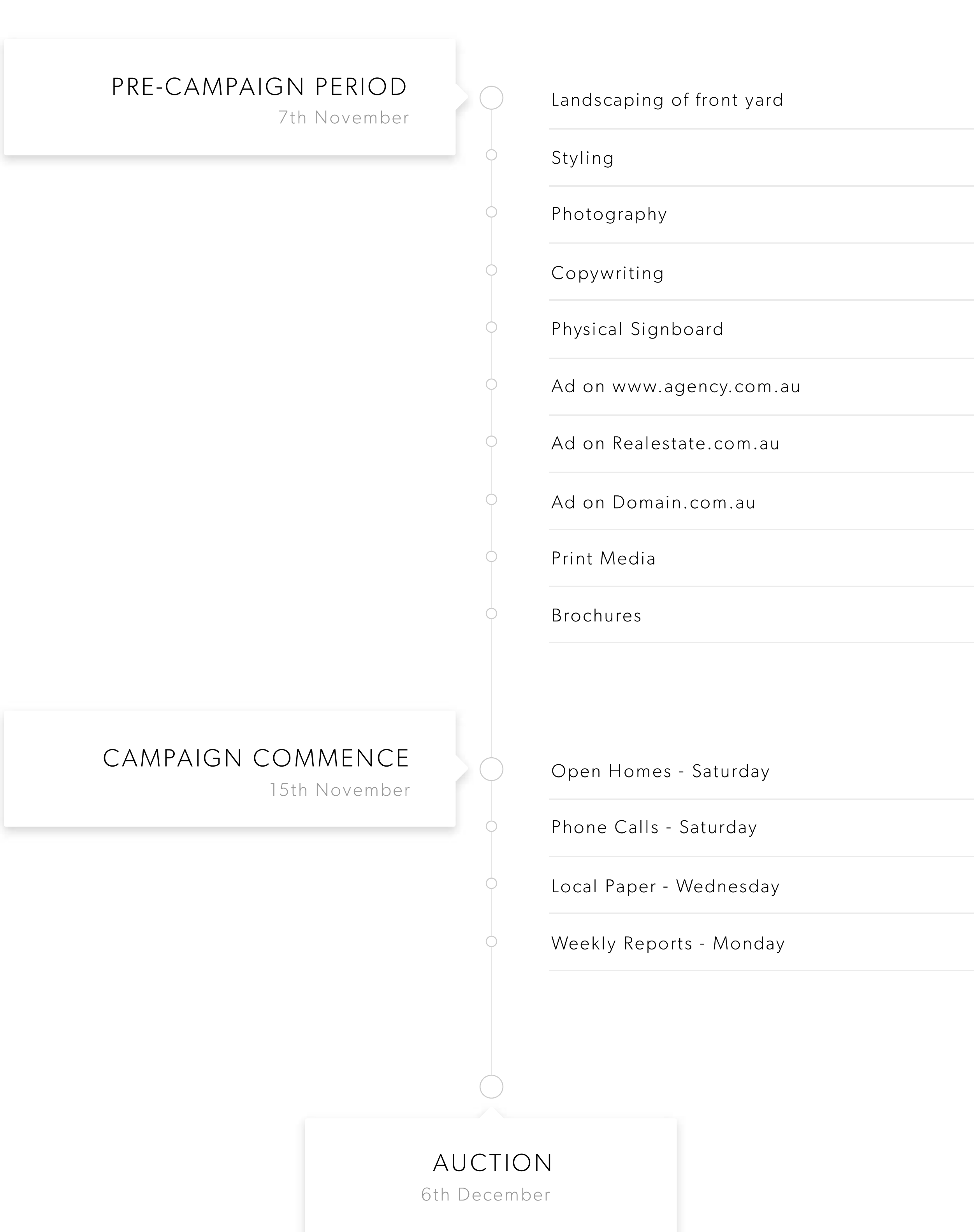
An award winning architectural contemporary design with the latest eco-design principals has produced this one of a kind landmark residence. Created by acclaimed architects, this truly luxurious, private retreat is sited to capture the commanding views and lifestyle of prestigious Palm Beach. Generous upstairs bedrooms include an entire level master retreat with sweeping views from its own balcony and separate access to the pool area.

TESTIMONIAL "We were extremely impressed with your dedication in selling our property. Thank you again for your efforts, we wouldn't hesitate to recommend you to anyone selling in the beaches area".

## PROPERTY ANALYSIS

43 Palm Beach road is an exceptionally desirable property in a beautiful beach side location. We are grateful at the opportunity to present to your our proposal and we would love the opportunity to partner with you on this journey. We have outlined below our sales strategy, timeline and associated costs. We are confident in helping you to find the right buyer and believe that the investment we have outlined below will yield you a high return, as we have demonstrated with similar case studies above.

## SALES STRATEGY AND TIMELINE



Landscaping of front yard	\$350	Ad on <a href="#">palmbeachrealty.com.au</a>	complimentary	Print Media	\$1500
Styling	\$4,500	Ad on <a href="#">realestate.com.au</a>	\$300	Brochures	\$500
Copywriting	\$350	Ad on <a href="#">domain.com.au</a>	\$300		
Physical Signboard	\$550				
TOTAL: \$8,350					

## COMMISSION STRUCTURE

We believe that the most effective method for optimising the sale price of your property is via an Auction campaign. We will require an exclusive agency agreement from acceptance of this proposal for a period of 60 days.

2.2% = \$48,400

## INDICATIVE SALES PRICE

\$2,100,000 - \$2,200,000

ACCEPT

Print PDF Version of this Proposal

by accepting this proposal you are also agreeing to our [Terms and Conditions](#)