

HUGO ALEXANDER

PROPERTY GROUP



SOLD FOR MORE

SUCCESS STORIES

A collection of inspiring success stories from
Hugo Alexander Property Group Clients.

By Adam Nobel

PRAISE FOR ADAM

“Super successful people, and clearly Adam is in his field, don't leave things to chance.
They have processes and systems so their results are reproducible.

I got to to know Adam really well. I've seen the integrity that this man has got.
I'm impressed that over the last 11 years he's ranked amongst the top 1% of agents across Australia.”



MICHAEL YARDNEY

*Australia's leading expert in wealth creation. Best selling author of 8 books.
Sky News commentator. Host of Property update, awarded world's number
one property podcast.*

Michael Yardney's
propertyupdate.com.au
Success, Property Investment, Money & You



“Adam and the team at Hugo Alexander are consummate professionals.
Most importantly, their results are second to none. I trust them emphatically
with all guidance in selling any of my properties.”



MIKE REID

*Director and Co-Founder of Dent Global. BRW 9th Fastest Smart Company (2014).
Leading growth hacker for seven figure businesses in Australia, Asia, UK and US.*



“Adam and his team have been a breath of fresh air to deal with. I've been blown away by his knowledge
and unique processes when it comes to selling houses. It's nice to know there are agents that
genuinely care about their clients and go above and beyond. Adam exemplifies this!
I highly recommend Adam Nobel and his team. Do yourself a favor and talk to Hugo Alexander
if you want to sell your home for best price. It's a great experience.”



TANYA WILLIAMS

International best selling author. Keynote speaker. CEO of Digital Conversations.



“Adam Nobel is the real deal. He is passionate about the industry and clearly wants the best for his clients. Adam’s approach is fair, ethical and based on decades of experience.”



VALERIE KHOO

National Director of the Australian Writers' Centre. International best-selling author.



“Adam Nobel is an exceptional agent. He has an almost unheard of sales success rate of over 95%, having an average of just 14 days on market. That takes 14 days to turn a property over. Quite incredible. 70% of those properties sold have actually achieved the highest price in either that building or suburb.

How I found you, quite some time ago, was that I actually asked a few agents who I know, who they believed would be the best agent in Brisbane to sell their home and your name came up twice. That's actually how I found you. I think agent-to-agent that's a pretty good endorsement. Just thought I'd share that story. I think some folks can probably benefit from that.”



KEVIN TURNER

CEO, Executive Producer and Host of Real Estate Talk on 4BC and Real Estate Uncut. Queensland's most trusted and respected opinion in Real Estate. One of Australia's favourite property entrepreneurs and most prolific media producers. 4BC Real Estate Talk, 2014



ABOUT ADAM NOBEL

CEO HUGO ALEXANDER PROPERTY GROUP



EXPERTISE

- Prestige Real Estate Sales
- Negotiation
- Digital Marketing
- Consumer Psychology
- Risk Mitigation
- Property Research
- Intrinsic value enhancement methods
- Intergenerational Wealth Creation.



POSITIONS

- Principal of Hugo Alexander Property Group
- Chairman of Real Estate Reform Queensland
- 4101 Business & Community Editor.



EDUCATION

- Master of Business (QUT) Majoring In Consumer Psychology
- Graduate Diploma in Advertising (QUT)
- Bachelor of International Business (Griffith University)
- Diploma in Property (PRET).

Hello and thanks for joining me here. I'm thrilled to be able to share with you more about my business and how I have helped hundreds of clients smoothly transition to the next phase of their life with more certainty, less stress, and maximum profit when selling their home.

What makes us unique is that we have sold 325 out of 329 properties that we've listed for sale, and we've negotiated over \$35,000,000 above our clients asking price or reserve price at auction, all with an average of just 30 days on market. These results put us in the top 1% of agents nationally for sales success rate and average days on market (2007-2018).

In my 12 years experience of selling over 300 homes, I've been invited to share my knowledge and expertise on national media such as ABC television, The Australian, Courier Mail, 4BC, Domain, and others.

Over this time I have found that there are four core problems people experience when finding the right agent to sell their home:

4 CORE PROBLEMS

1

YOU'RE NOT ABLE TO SELL YOUR PROPERTY.

This means you're stuck where you are and literally can't move on. You need to decide whether you stick with your current agent, lower your price, spend thousands again on another agent without any certainty of a better outcome, or simply put on hold your plans for the future and take your property off the market.

2

YOU SELL YOUR PROPERTY FOR A LOWER PRICE THAN IT'S WORTH.

The last thing you want to do is give your property away. Underselling could cost you tens or even hundreds of thousands of dollars.

3

YOU DON'T TRUST YOUR AGENT.

If your agent is more interested in a deal rather than the best deal for you, this can cost you tens or even hundreds of thousands of dollars and you could also end up with terms and conditions you simply aren't happy with.






4

YOU DON'T KNOW HOW LONG IT WILL TAKE TO SELL YOUR HOME.

The biggest cause of stress and anxiety is uncertainty. The longer it takes to sell, the less control you have and greater uncertainty you feel. In the end, the stress and toll it takes can leave you feeling resigned and jaded about selling in the first place.

SOLD FOR MORE™

Since 2007 I've continuously analysed the formula of what works and what doesn't when selling real estate in Australia. Through data analysis, meeting with hundreds of agents and property owners, experience at more than 150 auctions and spending close to \$500,000 on research, training and development; I have developed a selling process that tackles the four core problems, and year on year since 2007, delivers a 98% success rate for my clients. I call it the Sold For More™ Method and it has 5 steps:

1		AGENT <p>You need an agent that is a master in creating a competitive environment, in value creation and in consumer behaviour. They must demonstrate exceptional negotiating skills and advertising experience, and a precise understanding of how to best present homes. They must also have a high tech approach, low average days on market and an extremely high listing to sales success rate in both private treaty and auction selling methods.</p>
2		PRESENTATION <p>You need to know if your current presentation could be costing you money and what precisely should be changed to create at least a three times return on your investment. You need to know the precise formula for furniture positioning, lighting, styling, enhancing the best features of your property, and the best time of day for inspections.</p>
3		PRICING & SALES METHOD <p>You need an agent who consistently sells above asking price or reserve in both auction and private treaty selling methods. Concepts like your pricing strategy, sale method, the endowment effect and positive and negative pricing are all factors your agent needs to understand intimately to get the best possible sale price, terms and conditions.</p>
4		ADVERTISING <p>Today, it's no longer possible (or economical) to rely solely on traditional advertising methods like newspapers, signboards, direct mail and letterbox dropping. You must build a sophisticated multi-platform advertising campaign using traditional methods as well as digital media, consumer channels like Facebook and Instagram, leverage cutting edge communication technology such as data acquisition, analysis and chatbots to frequently 'touch' potential buyers in order to achieve a superior sales result.</p>
5		NEGOTIATION <p>You need a clever, strategic, ethical, and strong negotiator on your side; a negotiator with research that others don't have. You need an agent who can single handedly increase the value of your property by powerfully listening, knowing which questions to ask, and how to push buyers to their limit without them walking away. You need an expert in creating urgency, competition, opportunity, gain, fear of loss, reward, or whatever is needed pending each buyers individual's situation and emotional values.</p>

CASE STUDIES

At the core of what I believe is that people are fed up of the typical real estate agent that has given the industry a poor reputation. Property sellers deserve better skilled agents with better values, far more transparency, more care and respect, and regular communication with updates as they happen.

I named my company after my two sons Hugo and Alexander because to me all children represent honesty, genuineness and fun in its purest form. That's what our brand stands for. The leadership, care and responsibility that children bring out in us as parents is also what our brand and culture stands for.

I believe today is the age of authentic connection and human relationships & I want your connection with Hugo Alexander Property Group to be the most human experience you've ever had with a company, let alone a real estate agency.



Hyper-Local Knowledge And Advanced Selling Method Landed \$330,000 More Than Previous Agent's Highest Offer

Our private database, an improved campaign, and in-depth knowledge of Highgate Hill allowed us to achieve a sale \$80,000 above the reserve



Property:	40 Brydon Street, Highgate Hill
Reserve:	\$1,350,000
Sold Price:	\$1,430,000
Time on market:	28 Days
Amount negotiated above reserve:	\$80,000

I saw that this property advertised for auction with arguably Brisbane's highest-profile agent. The property had no bidders and was passed in. They then received an offer of

"Looking back, I'm still amazed at how you joined Mr Singh and us together in closing the deal – we were lukewarm initially but were pursued by you professionally. You should be proud of your achievement – your results tell the story. All the best!"

Buyer GRACE MIN, HIGHGATE HILL

\$1,100,000 which the owner said he was pressured to take. The owners had spent over \$20,000 on advertising and were frustrated and upset about not getting a result.

The owners first approached me after I listed and sold a property in the same street for a new street record by \$200,000. I felt the property was worth around \$1,400,000. They were delighted to hear that and they signed me up straight away.

We implemented a strategy with beautiful photos, better copy, and a bold strategy, all within a week and

for a tenth of the cost that the other agent charged. We immediately had several strong offers and within three weeks I had negotiated one buyer up to \$1,400,000. Principals from local agencies had said to me that there would never be a sale of over \$1,000,000 in Brydon Street. I then made a sale in the street at \$1,200,000 and another at \$1,400,000.

I had a buyer on my books that I knew would love the property so I invited her and her husband to Brydon Street. It took six inspections and lengthy negotiations that went on for a week before everyone's needs were satisfied. We sold the property for \$1,430,000. That's \$330,000 more than the best offer from the previous agent's campaign.

"Dear Adam, my family and I are very grateful for all your hard work and for helping us. We experienced a lot of stress and expense with our previous agent whereas with you we always felt confident. Your marketing expertise was spot on, and you got us what we wanted with very minimal cost or time. We are very happy to have had you as our agent and can strongly recommend you to anyone thinking of selling."

Seller K. SINGH.

Style & Presentation Tweaks Create Spectacular Demand & A Huge Sale Price

Furnishing the second living area and outdoor setting attracted a host of buyers and netted a sale \$120,000 above the reserve



Property:	15 Carrington Street, Paddington
Reserve:	\$1,100,000
Sold Price:	\$1,220,000
Time on market:	30 Days
Amount negotiated above reserve:	\$120,000

15 Carrington Street was one of the most fiercely contested auctions I have ever had the pleasure of running. David and Helen wanted to sell their property and move to New South Wales to be closer to their elderly parents. Their wish price was 1.1m, but given recent appraisals and performance in the area, it seemed like a stretch.

I immediately saw potential in the property and identified several key areas we needed to focus on. The presentation of the home upstairs was nice but downstairs was lacking. It needed to be furnished to show that it could be a second living area, rather than a storage area.

The property also had no real backyard, so we needed to furnish

the minimal outdoor areas with a couch and a table and chairs to show that it could support outdoor living. I also had to ask the owner to remove animal heads that he had collected as hunting trophies, as I knew this would hurt the sale of the property.

We chose to auction the property to give us the best chance of reaching the client's wish price. On the day of the auction, we had five registered bidders and a crowd of close to 100 people watching. Our owners set the reserve at \$1,100,000 hoping for the best.

We had an opening bid of \$900,000 and it then went bid for bid between two buyers until we reached the reserve of \$1,100,000. We then

went from \$25,000 bids to \$10,000 bids, then to \$5000 bids and then all way the down to \$2000 and \$1000 bids. It was an amazing auction and every time it looked like it was over and we were down the to the final call from the auctioneer, we got another bid. We finally sold under the hammer for \$1,220,000.

David and Helen were able to move to NSW and be close to family with a whopping \$120,000 more than they thought they would achieve if things went perfectly. Our buyers Ginesse and Craig had strong competition on the day but did extremely well to knock out the competition and secure themselves a beautiful family home that will deliver them excellent capital growth and enjoyment for decades to come.

"Adam is very personable. He was very professional but also likeable which is important but hard to find in a real estate agent. He was there for the long ride, and he has followed up after the sale with phone calls and will keep following up every year with an appraisal of our property. I would recommend him for an honest and thorough agent if you are selling."

CRAIG and GINESSE JOHNSTON

Owners Ready To Accept \$900,000 Offer, Negotiations Continue & Property Sells For \$1,100,000 Before Auction Day

Patient negotiation & urgency allowed us to secure a huge sale that greatly exceeded our client's expectations



Property:	35 Daventry Street, West End
Reserve:	\$900,000
Sold Price:	\$1,100,000
Time on market:	17 Days
Amount negotiated above reserve:	\$200,000

Ron and Denise, the owners of this property, spoke to several local agents and narrowed it down to myself and another agent. Every other agent felt their home was worth between \$800,000 to \$900,000. RP data, Australia's largest property information provider, stated with high confidence that they felt the property was worth \$800,000.

I asked the owners not to get attached to a number, as it is an agent's process, marketing skills, overall capabilities, values, and communication skills that make the difference. I told them that I felt anything was possible if we created a competitive environment and then showed them how the Sold For More™ method would achieve a great result.

I recommended they take the property to auction because of its age and uniqueness. I also felt an end date would create greater urgency. I had many buyers for character homes on my database, so I sent an email out to all prospective buyers and started working the phones.

We had 25 groups through at our first open home. We received two offers in writing at \$800,000 which I negotiated up to \$900,000. Ron wanted to take the offer because his preference was to sell before auction day. I explained to him that I felt we could get more given the amount of interest we had in the property.

It was clear this property wasn't going to make it to auction and that we were essentially having a closed-

door auction before the auction. I negotiated three further offers from three separate buyers. All of the offers started between \$800,000 and \$900,000, while one started at \$1,000,000.

I presented all offers to the owner and they agreed to take the \$1,000,000. I commented that we had the absolute perfect storm for a brilliant auction given that we would have a minimum of five registered bidders. I got the all clear to continue negotiations.

The buyers needed overnight to think about whether they would offer more. We conducted our second Saturday open home the next day and the buyers attended. They stuck around after the open home finished and we started negotiating again, before agreeing on a price of \$1,100,000.

The owners accepted a cash unconditional contract of \$1,100,000 and were now able to live out their retirement on acreage at the Sunshine Coast with an extra \$200,000 more than they wanted to accept.

"We were very satisfied with our house sale due largely to Adam's great skills and professionalism. He kept us well informed throughout the process and guided us every step of the way, always with a smile! Our sincere thanks to him and his team."

RON & DENISE SHERWOOD

Frustrated Owners Rescued With Sale \$100,000 Above Reserve In Just 2 Weeks

Owners picked the wrong agent and their property went stale. With improved styling and an effective strategy, we sold the property in two weeks for \$1,400,000



Property:	20/10 Lower River Terrace, South Brisbane
Reserve:	\$1,300,000
Sold Price:	\$1,400,000
Time on market:	14 Days
Amount negotiated above reserve:	\$100,000

This stunning property had just been withdrawn from the market after it had failed to get a bidder at the auction. It then went stale after several weeks of being advertised due to the former agent's outdated pricing strategy. Adding insult to injury, the sellers had spent tens of thousands of dollars on a large courier mail campaign.

After the failed auction, the previous agent priced the home at \$1,500,000 and it received one offer of \$1,100,000. There were no further offers. I felt the property needed a fresh approach in terms of styling, photography, and pricing. Once appointed, at no cost to the seller, I repositioned their existing furniture, removed rugs, and brought in some flowers and fruit to add a bit of colour.

When the photos were taken the property looked even better than before. The emphasis was now on the views rather than the furniture. Our pricing strategy was Low to Mid \$1,000,000's, but the sellers were clear that \$1,300,000 was their price. They had concerns about my pricing strategy due to the word 'low'. I explained to them that pricing the property above what they wanted had failed and rather than coming down in price (negative selling) I wanted them to back me in as a skilled negotiator to get the price up to what they wanted (positive selling).

A week into the campaign a buyer attended the open home and fell in love with the property. It wasn't until their second inspection that they realised that they had been through the property before. The styling and

photography improvements had such an impact that they literally didn't recognise the property. Their initial offer was \$1,000,000 and over the space of one week, and after roughly twenty trips to their home, I got them up to \$1,400,000.

My seller's faith in real estate agents was restored and they have been my number one referer throughout my career. We celebrated together with an Irish whisky. I changed the client's presentation, pricing strategy, sales method, advertising, and negotiated in a very different manner. The result was \$300,000 more than the previous agent's highest offer.

They buyers commented that I got every dollar out of them during the negotiation and they appointed me to sell their house in Highgate Hill. It was a pleasure.

'I am pleased to testify to the experience and excellent character of Adam Nobel. Adam has been involved in the selling of units here at South Bank Apartments for the past few years.

Over that period I found Adam to be caring in his approach, honest, have excellent presentation, affordable advertising, and above all he has always worked within the given time frame to achieve the required result.

As manager, I would highly recommend Adam to anyone who needs his services.'

G.A. HALLINAN.

Property Sold In 19 Days For \$245,000 More Than Owners Paid For It 1 Year Earlier

Stunning photos, excellent copy, & a unique strategy allowed us to greatly exceed the previous sale price despite short holding time



Property:	29 Dale Street, Coorparoo
Reserve:	\$1,100,000
Sold Price:	\$1,240,000
Time on market:	28 Days
Amount negotiated above reserve:	\$140,000

Greg and Sue, the owners of this property, had purchased the home for \$995,000 after it had been on the market with two very high profile agents. The property was on the market for 208 days after a failed

auction campaign and then was advertised for offers over \$990,000. They purchased it for \$995,000. A year later they phoned me and said they decided house living wasn't for them and that they also wanted to go and live in Paris for a few years.

Greg and Sue felt that if they could get what they paid for the home, and cover my commission and stamp duty from the purchase, that they would be more than happy. This would be a challenge given

the market had not gone up since they purchased the property. Other high profile agents had also already attempted to sell the property and failed.

We were on the market using my Sold For More™ methodology; a method that has had a 98% success rate for my clients. One of the key components of this methodology is the agent's research skills and fact-finding ability. This skillset is essential for justifying a higher price. After doing my research on this property I was perplexed as to why it took so long for other agents to sell and why they couldn't get more.

I suggested a "low to mid" pricing strategy. After the second open home, we found a couple who loved the property and they made an offer of \$1,000,000. Over the next five days, I negotiated the price up to \$1,240,000. It wasn't easy, and there were moments where a lot of work was required to keep everything moving forward. The outcome remains one of the highlights of my career.

Greg and Sue were now able to head off to Europe, with \$240,000 more than they anticipated and in just 19 days.

"We still don't know how you managed to do it. Well done and thank you for all your hard work."

G. CARELESS

Urgent Sale Achieved In Less Than 4 Weeks For \$60,000 Above Wish Price

Our use of virtual furniture and a high-exposure advertising campaign allowed us to achieve a sale price of more than \$50,000 above what other agents quoted



Property:	1/22 Middle Street, Highgate Hill
Reserve:	\$620,000
Sold Price:	\$670,00
Time on market:	10 Days
Amount negotiated above reserve:	\$50,000

The owner of this property, Gerard Reynolds, was needing to sell as quickly as possible for the maximum price possible. The maintenance costs of his townhouse were getting out of hand, and he was having trouble renting the property. He didn't want to spend any more money on repairs and was sick of his townhouse sitting vacant. Rather than outlay tens of thousands on repairs and renovations, he just wanted to sell and move on.

Gerard interviewed four agents, who all thought the property was worth between \$600,000 and \$620,000. I then met with Gerard, and despite the property being run down with

no furniture inside, I was confident we could achieve a sale price above \$620,000.

We had a limited marketing budget, so I created a low-cost, high-exposure advertising campaign and used virtual furniture to improve the property's online presence. Gerard wanted to sell quickly, so we chose auction as the sale method to create more urgency.

We had over 30 inspections in the first week and three potential buyers that loved the property quickly emerged. While negotiating with the third buyer, we reached a deal for the client's wish price of \$610,000 and the seller was ready to sign.

I asked for more time, as I identified that all buyers showed signs that they were still willing to negotiate. After further negotiation, we achieved a sale price of \$670,000 with who I felt was the right buyer - \$60,000 above the client's wish price.

'My neighbour referred me to Adam Nobel as a potential agent to effect the sale of my investment property situated in Middle St, Highgate Hill.

From the very first meeting, I was impressed with Adam's attitude, knowledge and confidence in attaining a sale price above my expectations.

I subsequently investigated and found Adam's credentials and personal performance to be most impressive.

As there was an urgency to sell the property, a four-week campaign was implemented to close with an auction.

Adam found a suitable buyer and the sale went unconditional before the auction date. I was more than satisfied with the eventual settlement price.

While Adam was not the cheapest quote for the sale of my townhouse, I was thoroughly satisfied with all other aspects of this sale.

Should anyone in the West End or Highgate Hill area need real estate assistance, I would recommend an early appointment with Adam Nobel.'

GERARD REYNOLDS

5th Agent In, Unique Approach Nets Sale \$175,000 More Than Last Advertised Price

Identifying the properties true value that four other agents ignored helped us sell this property for \$175,000 above the reserve



Property:	401 Wynnum North Road, Wynnum
Reserve:	\$975,000
Sold Price:	\$1,150,000
Time on market:	14 Days
Amount negotiated above reserve:	\$175,000

The owner of this property approached me after four failed campaigns with four different agents. Before agreeing to take on the listing, I first needed to understand why the property had not sold. Was there something wrong with the property? Was the owner being unrealistic? Or is it possible that mistakes were made with each of the previous agent's campaigns?

I started by interviewing the owner and inspecting his property. After inspecting the property I could see no reason why we couldn't achieve his wish price of \$975,000. I felt that if the owner was happy to try my Sold For More™ sales process that we could do even better.

Rather than looking to simply sell the home as a house on a big block of land I decided to spend time researching the likely value of subdividing the home into three lots and calculated the likely profit to the buyer. We advertised the price as

Low \$1,000,000's. The owner felt a buyer would come in under a million and he was fine with that as he would be happy to sell for \$950,000. I told him that our strategy was to sell above \$1,000,000.

Our buyer, John, was very attracted to the development potential of the site and was keen to make an offer. He had seen the sales history on RP data and said he wouldn't pay more than \$950,000. I told him all the mistakes that the previous agents had made are why it hadn't sold and that after I assessed the likely profit of subdividing that the seller wanted a higher price or he would do the subdivision himself. I negotiated John's offer from \$950,000 to \$1,150,000. This is \$200,000 more than the owner was happy to sell for just two months earlier.

After paying for four failed campaigns and feeling uncertain if the property would ever sell, this sale allowed my client to finally move on.

"After a very bad experience with a real estate agent on the Gold Coast, I was able to get onto a rental agent in Brisbane (Image Property Management's Shannon Davis).

It was recommended to me by Shannon that I contact Adam Nobel. After making the call and speaking with Adam I was very happy with his approach to my situation and he listened to the problems that I had with other agents in Queensland. He put my mind at ease.

I signed over my 2 acres of investment property at Wynnum to Adam in March. Adam regularly updated me with feedback from the Open Homes, and I received at least 2 phone calls per week from him or his assistant in the office. This was a lot more service than all the other agents I had engaged during the two and a half years when it was previously on the market. My property was unique because it was one of the last sub-dividable blocks in the bayside suburb of Wynnum.

From day one Adam's attitude was not that he couldn't sell it - the challenge for Adam was how he was going to break the record for a high sale in a suburb not so familiar to him. Adam sold my property for \$100,000 over the advertised price which I had tried to achieve with several other agents previous to him. Because the market in Brisbane had been down for so long it was great that he got top money for us as we live in Sydney.

Overall my experience with Adam Nobel was second to none.

Thank you again, Adam, for your professionalism."

GRAHAM and DONNA SPENCER

Strategic & Patient Negotiation Leads To Sale \$80,000 Above Reserve

Contacting all 95 buyers and putting hours into negotiation helped the owners of this property fund their retirement



Property:	27 Hove Street, Highgate Hill
Reserve:	\$750,000
Sold Price:	\$830,000
Time on market:	26 Days
Amount negotiated above reserve:	\$80,000

The sellers were a beautiful couple that had been married for over 50 years. They were hoping to achieve \$720,000 and had a wish price of \$750,000. From all the agents they spoke to, \$750,000 was the highest price they were quoted. I took this two bedroom house in Highgate Hill to auction because I knew it would have a lot of competition and that a perfectly run auction would lead to a premium price.

We had an offer of \$720,000 within the first week. The sellers wanted to accept the offer but I advised them to hold steady. I then came back with another offer; this time for \$750,000. Again they wanted to

take it and again I advised them to let me get back to work and keep trying for more.

Two days later I returned with \$760,000. The owners were ecstatic and again said they wanted to take the offer but I still felt we could get more. I spent the next day, night, and following morning calling every one of the 95 buyers that came through and gave them a final chance to make an offer or up their existing offer.

I negotiated for another three days and got the offer up to \$830,000. My clients, who are using 100% of this money to fund their retirement, were in tears and embraced me with a long and beautiful hug. It was

such a good feeling to have such a positive impact during such an important step in their life.

"We met Adam when he came to discuss selling our house at Hove Street in Highgate Hill. We were immediately impressed with his knowledge of similar houses in the area and what he considered to be a realistic price for ours. We decided to go with an auction and it was action right from the beginning. He immediately arranged photos of the house and everything necessary for advertising.

He held open houses – and with the extensive advertising he had done we had excellent attendances of every open house. He kept us up to date with all the results from the open houses and people making enquiries about the house and was always available to us if we needed to speak to him.

Towards the lead up to the auction he kept following up with all the interested parties and because of this, we obtained a sale price for the house well over and above what we expected just before the auction. We really enjoyed his friendship during the period of the auction and would highly recommend him to potential sellers because of both his energy, experience, morals and honesty."

VICKI and JOHN OVEREND

Property Sold For \$201,000 More Than Purchase Price 1 Year Earlier

Our technical knowledge of upgrades in the area and strategic marketing campaign allowed us to sell for a huge price while other properties in the area remained unsold



Property:	44 Laidlaw Parade, East Brisbane
Reserve:	\$950,000
Sold Price:	\$951,000
Time on market:	30 Days
Amount negotiated above reserve:	\$1,000

At the time of being appointed to sell this home, there were five properties in Laidlaw Parade on the market. All had been on the market for an extremely long time. The reason for this was that the street backs directly on to the Wynnum Road upgrade which has turned the immediate area into a construction site.

After speaking with other agents and owners in the area, it was clear that they weren't making buyers aware of how much better the area would be once the upgrade was complete. I believe the reason we were the only agency to sell and sell extremely well in this street is that I was able to communicate those benefits with buyers. I spent over 20 hours understanding the precise details of the plans so that we could use it as a selling point.

The owners had purchased the property for \$750,000 in February 2017. They had plans to turn it into a three storey house. After a building approval fell through, they decided to sell. I was appointed to help them get their money back so they could move on. This would not be an easy task as prices had not risen and the construction site had opened since they purchased.

Rather than sell the existing run-down home we decided to market

the property as a project and had artist impressions designed as well as a walk through floor plan. Our advertising also included drone photography and the copy emphasised the amazing lifestyle on offer.

I ran targeted Facebook advertising and a direct mail campaign which was delivered to all riverfront houses and apartments within 3 kms of the home, and properties around the nearby private schools.

We took the property to auction and had strong interest from several parties both locally and overseas. There were long emails and discussions via skype occurring every day with two buyers from abroad.

We had two bidders on the day of the auction and sold the property cash unconditional, under the hammer in just 26 days on market for \$201,000 more than my clients purchased the property for 13 months earlier. This was a hugely successful outcome and due to the level of technical attention and communication required, one of the most pleasing results I have been a part of.

"Adam delivered on everything he committed to and kept me up to date every step of the way. I felt he had a genuine interest in us and our property. His whole team were a pleasure to deal with and worked very hard throughout the campaign. I will definitely use Adam again."

MICHAEL HARRISON

New Record Sale Price Allows Owner To Buy 2 New Properties

A strategic marketing plan and unique positioning allowed us to sell this townhouse for a record price of \$900,000



Property:	1/36 St James Street, Highgate Hill
Reserve:	\$850,000
Sold Price:	\$900,000
Time on Market:	30 Days
Amount negotiated above reserve:	\$50,000

Paul Pryor, the owner of this Highgate Hill property, was keen to sell so that he could buy a property in Vietnam while also downsizing to a smaller home in Brisbane. To achieve this, Paul needed to sell his property for no less than \$800,000. Paul was worried about falling property prices in Brisbane but had his hopes set on the aforementioned sale price.

There were no townhouse sales above \$750,000 in the area for the past two years, and Paul's neighbour's townhouse, which was fully-renovated, had recently sold for just \$750,000. We decided to take price out of the equation by choosing auction as the sale method. Our team strategically

marketed the property as a home rather than a townhouse, which allowed us to separate the property from comparable sales.

Our advertising campaign, which included reaching out to potential buyers from our database and sending exclusive invitations to residents in the area, quickly generated interest. We were flooded with phone and email enquiries and had a minimum of 11 groups through the property every week. A further 30 groups came through during the auction.

On the final day of the campaign, we had four registered bidders. We also had three other groups attend the auction hoping that

the property would be passed in. There was fierce bidding between three of the four groups, and then all bidding stopped at \$800,000. From there, we negotiated with our eventual buyer, talking them up from \$800,000 to \$900,000, before selling the property under the hammer for \$900,000.

The record sale price of \$900,000 allowed Paul to downsize smoothly to a Brisbane apartment and purchase a beachside apartment in Vietnam.

"I met Adam 2 years ago when he did an appraisal and offered ideas on how to complete the renovations and redecorating that was in progress. In mid-2018, I decided to sell my 20-year-old Townhouse in Highgate Hill, Brisbane, so I approached Adam again.

There was no hesitation to enlist Adam's help; aided by his associate Trent. I felt part of the team and I was confident Adam would act professionally for all stakeholders. An Auction Marketing plan of just 3 and a half weeks brought very sound results.

My buyer's and their legal representation were assisted pre and post-sale. We have nothing but respect and joy from our experience with Adam and his team."

PAUL PRYOR

Owner Desperate To Be Debt Free Walks Away With \$50,000 Above Reserve

Free advertising to my private database netted a sale \$80,000 above the property's valuation



Property:	2/65 Orleigh Terrace, West end
Reserve:	\$500,000
Sold Price:	\$550,000
Time on market:	11 Days
Amount negotiated above reserve:	\$50,000

This is a sale that really warms my heart every time I think about it. Lyn, the owner of this property, bought elsewhere with the intention of downsizing and becoming debt free. She needed to sell her property for \$500,000 to avoid taking out a loan. Lyn then got her property valued, and it came in at \$470,000. She began to panic. She didn't know where she was going to come up with the extra \$30,000.

I felt I had several potential buyers that would be interested, so I offered to send a notice to my database at no cost to Lyn. If that didn't bring a contract above \$500,000, we would then need to consider launching a marketing campaign.

I got a huge response from the 'Coming Soon' section of my newsletter and booked in eight inspections over three days. Over

the next few days, I received multiple offers. Every offer was in the mid-to-high \$400,000's - just like her valuation.

However, we had enough interested buyers to negotiate up to the target of \$500,000. After 24 hours of negotiating, I got one buyer to increase their offer up to \$550,000. When I told Lyn the great news she cried in my arms. She was so relieved and happy with the result. 7 days later we were sold for \$50,000 more than Lyn needed, all without any expense to her.

It's moments like these that my team and I feel very grateful for the opportunity to be able to make a positive difference for our clients and minimise their stress.

"Adam Nobel shows a level of integrity that I admire. His professionalism, skills, and knowledge are evident in his approach and he is a great communicator. Adam was committed to the sale of my property and worked so very hard that the sale price exceeded my expectations. I have much to thank him for."

LYN HIVES

Apartment Sold For \$70,000 Above Reserve In Over-Supplied Unit Market

Finding the perfect buyer, listening to their needs, and eliminating all barriers allowed us to achieve a huge sale price



Property:	3/133 Dornoch Terrace Highgate Hill
Reserve:	\$800,000
Sold Price:	\$870,000
Time on market:	30 Days
Amount negotiated above reserve:	\$70,000

Fortch and Colleen needed to sell their unit because they needed more room for their kids. They were also extremely concerned about the state of the unit market. They paid \$840,000 for their unit in September 2015 after it had been for sale for 114 days. They noticed that 3-bed apartments in the area had been selling for anywhere between \$50,000 to \$200,000 less than their purchase price within the past 10 years. They were quite concerned and simply wanted to minimise their losses.

They came to me saying that if they could get what they paid for the unit they would be extremely happy. As long they sold at or above \$800,000 they would be moving on. We decided to take the property to auction as the average time on market for apartments was six months and prices advertised online were dropping every week. Urgency, an end date, and the property being judged on its merits, rather than on price, were some of the campaign objectives that an auction would achieve.

"From the outset of our experience, Adam was an excellent communicator, with an honest opinion of where our property sat in the market. He was always sharing feedback from potential buyers. He was very approachable for any concerns or queries we had during the process and ultimately secured a great result for our sale"

Seller FORTCH PEZZANO

In the very last week of the campaign, I was contacted by David and Susan. They told me they liked the property but it was too soon for them to purchase. They said they might take a look if it was passed in. I encouraged them to come and have a look that day and they did. We spoke for an hour that day and talked through precisely what was stopping from them being able to bid. We then did another inspection the next day and another one the day after that. We spoke daily and together eliminated all barriers.

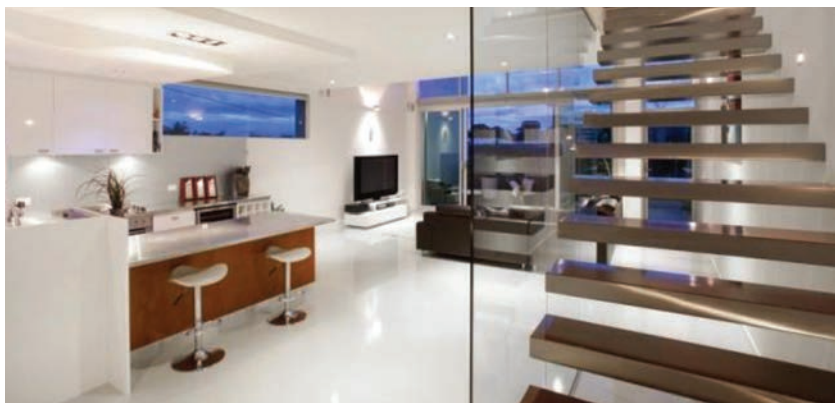
On the day of the auction, the bidding stopped at the reserve of \$800,000. We then moved to a private room with David & Susan and negotiated the price up to \$870,000. The urgency of the auction made David and Susan offer their very best as they loved the property and didn't want to see it sold post auction to another buyer.

"We saw the property advertised only a week before the auction. Adam arranged three inspections before auction day and negotiated terms for us with the vendor. After the auction, Adam continued to assist us in communication with the vendor and arranged another inspection on our behalf before settlement. It is rare to find an agent who continues to be of assistance after a contract is negotiated. Adam was extremely obliging. I would recommend him."

Buyers DAVID & SUSAN COPLAND

Property Sold To Our Private Database After Owner's Open Listing Experiment Fails

No agent was able to sell this open listing. We stepped in and listened to our buyer's needs, breaking the sale record for a townhouse in West End.



Property:	3/380 Montague Road, West End
Reserve:	\$1,100,000
Sold Price:	\$1,130,000
Time on market:	14 Days
Amount negotiated above reserve:	\$30,000

The owner of this property, Manuel, had taken it to auction where bidding reached \$1,000,000. After a few weeks with no further interest, the owner contacted every agent in Brisbane and made the property an open listing. After this expensive failed campaign the owner was feeling burnt out and didn't want to pay any more money for marketing without a guarantee.

Several agents had already paid for full online marketing campaigns with their own money and failed. Manuel gave me an opportunity to bring any buyers through, as he was keeping

the listing open. This would be the first and last time that I agreed to do an open listing.

I reached out to my database, advertising the property in my newsletter and calling all prospective buyers. I immediately got a response took three buyers through the next day. One of the three buyers had previously bid to \$1,000,000. However, the previous agent did not listen to their needs and was extremely unhelpful. They gave up on the property because they didn't want to deal with the agent any more.

The next day I had five private inspections booked in. Every time I held an inspection, a different agent was showing someone through. It was a competitive environment. After the second inspection with my hot buyers, they committed to an offer of \$1,000,000. I then negotiated the offer up to \$1,050,000. My client made it clear that \$1,100,000 was his moving on price and that he wouldn't sell below that price.

Over the next three days, I took the buyers through the home for a further two inspections. One during the day and one at night. Each time we negotiated on price. The sale concluded with a price of \$1,130,000. The difference in this sale was that I had a larger and more active database than my competitors. I was also fortunate enough to have great relationships and credibility with buyers so their preference was to work with us exclusively.

"You will be the only agent I speak to about selling the next one."

M. VARITIMOS

Tenants Trash Property, Repaired & Sold In 30 Days

The owner enjoyed a stress-free experience, handing us the keys only to return on auction day to see his repaired property sold



Property:	10/133 Dornoch Terrace, Highgate Hill
Reserve:	\$840,000
Sold Price:	\$840,000
Time on market:	30 Days
Amount negotiated above reserve:	Reserve reached.

Lou and Diana had the tenants from hell. When I met them, the tenants had just been evicted and a court case was looking likely. The property was trashed, there were holes in the walls, and Lou and Diana were stressed. The benefits of owning an investment property were no longer worth the hassle, so they wanted to sell for at least \$800,000.

Lou handed me the keys and asked me to take care of everything. My trusty handyman (Bu the 4101 Handyman) took care of all the

repairs, painting and removal of damaged items. My stylist then organised a quote for the installation of hired furniture. The property looked amazing and was now ready for photography.

We ran a four-week auction campaign at a time when there was a significant oversupply of apartments in the street and suburb. There was an apartment for sale in the same building, several next door, and a few across the street.

I believe one of the reasons my clients achieve great results at auction is because I have one-on-one buyer meetings with every single prospective buyer. It's during these meetings that I'm able to understand the needs of every buyer fully. I can then isolate any issues and provide them with as much tailored information as possible.

The buyer on this occasion felt that they didn't have enough time to show their family and friends the property and they thought that everything was happening too soon. I felt that their opportunity to secure a property like this may not occur again I did whatever I could to make sure they would come to the auction.

We ended up doing several inspections at 7:30PM that week and spoke or saw each other every day during the last week leading up to the auction. I called them on Friday and they said they would watch but not bid. By the end of a 30-minute conversation, they agreed to come and bid. The next day we sold them the property at auction for \$840,000.

Sure enough, there hasn't been an apartment like this one come up for sale, so they were wise to move quickly.

No Marketing Expense, No Open Homes, No Extra Stress

We Achieved The Best Possible Outcome From An Awful Situation, Helping Our Grieving Client Downsize With Certainty And \$80,000 More Towards A New Beginning.



Property:	76/10 Lower River Terrace, South Brisbane
Reserve:	\$850,000
Sold Price:	\$930,000
Time on market:	7 days
Amount negotiated above reserve:	\$80,000

It was determined that a full-blown campaign with open homes would be a stressful and emotional experience for Claire, so I immediately began to look for a buyer from my personal database. Without any photo's or any marketing, 48 hours later I had arranged multiple inspections and within four days I had three written offers.

Over the next few days, I negotiated an offer from \$825,000 up to \$930,000. I also negotiated the removal of a finance clause and cooling off period to ensure the process would be smooth and deliver certainty for Claire. This remains the highest price achieved for a two bedroom unit in the suburb and perhaps will for many years to come.

After her partner passed away, my client Claire wanted a fresh start. It was an awful time and she wanted to downsize to something more affordable while avoiding as much stress as possible. Achieving a sale price at or above \$850,000 would be a great result.

Funds were low for a marketing campaign, but I was confident I could help Claire achieve her wish price of \$850,000. I had set the suburb record for a two-bedroom unit in 2009 when I sold a unit for \$911,000 on a higher floor.

I really am so grateful for the amazing job that you have done. Thank you so much. Wishing you and your family all the very best for the future."

CLAIRE B.

Sold For More™ Method Turns Previous Agent's Failed Campaign Into \$1,200,000 Sale

We identified the previous agent's mistakes, implemented an improved strategy, and sold the home for \$1.2 Million within one



Property:	11 Beattie Street, West End
Reserve:	\$1,200,000
Sold Price:	\$1,200,000
Time on market:	6 Days
Amount negotiated above reserve:	Reserve reached.

I saw this beautiful property come on to the market with a high profile agent. He took the property to auction and wasn't able to produce a bidder. He then had it on the market for over two months without an offer. I was on a selling streak in the area, having sold 8 houses within days, and I felt confident I had a buyer for this immaculate property.

I wrote the owner a letter explaining the amount of interest I was receiving from properties that I was selling as a result of the Sold For More™ method. They were understandably frustrated at the lack of interest in their home, especially given that it was a beautiful home in a great location with high quality fixtures and fittings.

I was very confident that we could achieve between \$1,100,000 to \$1,200,000 and get them on their way to the US. It was clear that their photos were not of a standard that would attract a premium price. Their copy didn't highlight the major benefits of the home or the area, and they needed to improve their presentation.

We soon got an offer of \$1,000,000. While I was negotiating with the buyer I received a phone call from a couple from Adelaide who told me they were in Brisbane for 48 hours and that they were looking to buy a house in Paddington. The house I was selling in Paddington was already under

contract and unconditional so I told them about our house in West End. They said that they knew nothing about West End but after looking at the photos that I texted her while on the phone she agreed that it looked like a beautiful home and she was happy for me to take her on a tour of the area.

I picked her up from her hotel and began my tour in Southbank. I showed her all the main hot spots of Southbank, including private schools in the area, hospitals, train stations, the brilliant businesses in West End, Orleigh Park, the markets, the city cat stop, the green bridge to UQ and the city buzz stops.

That day she made an offer of \$1,100,000 which I negotiated up to \$1,200,000 and we sold the property that day. My clients were now able to pack their bags and achieve their goal of moving to America.

"After working with Adam on the sale of our much loved home, I can highly recommend him to get the job done in selling your property in an efficiently and professionally.

Adam's personality leans itself to helping the process be less stressful but yet, very informed and educated. My husband and I found him very personable and happy to stay on a little longer for a chat after our business talks were done. He took the time to build not only a professional relationship but also a personal one, which hasn't been the case with other agents.

He communicated with us through emails and phone calls daily and was accessible whenever we had a random question to ask. This didn't stop after he sold our home either as he still stayed in contact with us and didn't cut and run. As for efficiency, he gets 10 out of 10 for that. His quick response in things like organising a photo shoot and having the great sign up and placing on the internet was amazing.

We can say without hesitation, you'll be guaranteed to achieve the results you want of selling your home quickly and proficiently, saving you all those over the top advertising fees so don't hold back – give him a call today!"

C & G WINDLE

Sold For \$140,000 Above Reserve Despite Downfalling Unit Market

Constant communication with our database of riverfront buyers produced a bidding war for the ages



Property:	16/72 Sandford Street, St Lucia
Reserve:	\$700,000
Sold Price:	\$840,000
Time on market:	30 Days
Amount negotiated above reserve:	\$140,000

Brad and Lesley, the sellers of this property, previously bought it from me at auction. They were in a bidding war with seven other registered bidders when they purchased the property, so they had paid top dollar. This coupled with a declining unit market meant their unit had not gone up in value since they purchased.

Four years later, they no longer needed the unit and were concerned about holding on to an asset with declining value. The unit market was in decline and prices for units had dropped throughout Brisbane by anywhere from 5% to 20% depending on the area and type of unit.

Brad and Lesley spent close to \$50,000 on renovations and were

hoping to achieve high \$600,000's to \$700,000. Given the decline in the market, they were hoping to break even and simply move on. At the time there was another unit on the market in the building that had been on sale for 6 months.

I organised my stylist to dress the property. This took attention away from the amount of work it needed. I auctioned the property to create a highly competitive environment and give ourselves the best chance of breaking even.

I started calling my riverfront buyers. I have a database of over 1000 apartment buyers that specifically only buy riverfront units and a further 500 that only buy riverfront units that are north or north-east

facing. This generated a total of 15 inspections from buyers that specifically came from my database. In addition, we had 46 inspections, 5062 views online, and 5 registered bidders on the day of the auction.

We spoke to all five bidders every day leading up to the auction. In the end, it got down to two buyers who bid against each other 21 times. Yes, 21 times! The eventual sale price was \$840,000. If we had not spoken to each of our buyers every day, neither of these two bidders would have registered.

If not for our process of daily communication with buyers, and asking better questions more often, we would have had 3 bidders and only just exceeded the reserve of \$700,000. The extra work and our process delivered an extra \$140,000.

"Adam is a pleasure to deal with and worked extremely hard to get the best possible outcome for us. He was always available when we needed to contact him and we were kept well informed about all aspects and developments relating to the sale. I would recommend Adam to anyone seeking a competent and trustworthy agent. I wouldn't use anyone else in Brisbane."

BRADLEY & LESLEY TATZENKO

Creating Urgency Netted A Sale \$50,000 Above Owner's Wish Price In Less Than A Week

Our strategic decision to choose auction paid off, with buyers making an immediate offer to avoid competing on auction day



Property:	28 Sussex Street, West End
Reserve:	\$1,400,000
Sold Price:	\$1,450,000
Time on market:	6 Days
Amount negotiated above reserve:	\$50,000

After 20 years of calling 28 Sussex Street home, Kym and Lyn decided it was time to downsize. They wanted a premium price for their premium home. They were initially hesitant to proceed with an auction, but I sold them on the benefits - no price ceiling, a cash unconditional contract, greater urgency and a firm end date.

During the first week, I had multiple private inspections from several red hot buyers. This property is a stunner and our photographs and advertising did the property its well-deserved justice. After my

second private inspection, an offer came in at \$1,300,000. The buyers loved the property and didn't want to wait until the Saturday where they could potentially lose it to another buyer.

Over several visits between buyer and seller over 48 hours, I negotiated the buyers up to \$1,450,000 with a cash unconditional offer and also had them waive the cooling off period. The owners were extremely pleased with the price and the speed of the sale. They very wisely acknowledged that is not how long their property

has been on the market, but rather how long the right buyer has been in the market that determined their premium price.

The increased competition and urgency that an auction generates allowed us to achieve the best price from the market. This sale was the highest price in West End for eleven of the twelve months of the year and allowed our clients to transition smoothly into their new unit.

"We engaged Adam after interviewing several agents to sell our home of 20 years in West End. Adam worked hard to ensure we had a marketing campaign to suit the property and made marketing recommendations based on the popularity of properties in the area. Unlike other agents, he suggested a modest print media campaign supported by a strong internet presence. This, accompanied by a brochure letterbox drop campaign, an editorial, and excellent professional photography, ensured the property was well presented. The sale of the home was made at our anticipated price before the first open house inspection - a testament to Adam's professional approach."

KYM & LYN MCDUGALL

Persistent Negotiation Leads To Highest Apartment Price At Stradbroke Tower In 8 Years

Patiently searching for the right buyer and hours of negotiating allowed us to achieve a remarkable record-breaking sale price



"Thank you Adam for selling my property so well and so quickly. You've done a really great job. It's an excellent price."

W. BOYD

Property:	28/2 Goodwin Street, Kangaroo Point
Reserve:	\$1,150,000
Sold Price:	\$1,150,000
Time on market:	37 Days
Amount negotiated above reserve:	Reserve reached

Warren, the owner of this property, was relocating to Western Australia and needed to sell. His target to support his relocation was \$1,150,000, but the apartment had not risen in value since it was purchased for \$925,000. Fully

renovated units on higher levels were selling for just \$1,000,000, so achieving Warren's wish price presented quite a challenge.

Warren had tried to sell the unit with two other agents previously but wasn't able to achieve the price

he wanted. We took the property to auction and had a huge crowd of over 30 buyers and neighbours. There was strong bidding from one buyer, but it wasn't enough to sell the property.

We continued to market the property until we found the perfect buyer. She initially made an offer of \$950,000, and over the space of one week, we negotiated the price to \$1,150,000. The negotiation went across the world with lots of speaking between the buyer and her husband in Saudi Arabia.

Of the 5 steps of the Sold For More™ methodology, negotiation was integral during this sale because of the intensity of emotions involved. It was great that we managed to keep everyone happy and get our client to Perth. The reward was huge, selling the property for \$150,000 more than comparable sales suggested we would achieve.

Private Database Produces Perfect Buyer & A Record Townhouse Sale Price

Our unique approach and network of contacts allowed us to sell this property for **\$120,000** above the client's wish price



Property:	29a Sussex Street, Highgate Hill
Reserve:	\$1,110,000
Sold Price:	\$1,200,000
Time on market:	47 Days
Amount negotiated above reserve:	\$100,000

We took the property to auction and had interest but not at the level required for my owners to move on happily. Therefore, we passed the property in and tried a new strategy. We decided to advertise the property as low \$1,000,000's, attempting to break another sale price record.

There had only been one sale of a townhouse in the area for the money my clients wanted, but the good news was that I was the agent that sold it and I still had buyers in that range for that type of property. Our low \$1,000,000's strategy worked and we found our buyers within days of the auction. They made an offer of \$1,000,000 and over three days of negotiations, we sold the property for \$1,200,000. This was, and I believe still is, the highest price ever recorded for a townhouse in the area.

After breaking the record for the highest selling price for a house in West End that year I was appointed to sell this townhouse in the same street. The owner's wish price was \$1,100,000, despite townhouses in the area typically selling for \$600,000 to \$750,000

"Adam ensured the purchase of my new home was an enjoyable experience. He was readily available to answer questions and provide additional details about the property outside traditional business hours. This made it easy for me to buy the property while running a business, during a busy time in my personal life. He is a great communicator and showed professionalism in all of our dealings."

JACQUI WOODS

Buyer Emerges On Auction Day & Reserve Reached Despite Declining Market & Oversupply

Property sold on morning after auction day despite little interest during the campaign, demonstrating why you should never cancel an auction



Property:	33/32 Agnes Street, Albion
Reserve:	\$690,000
Sold Price:	\$690,000
Time on market:	31 Days
Amount negotiated above reserve:	Reserve reached

"There is an old saying that when the going gets tough the tough get going. We knew when we put our unit on the market that it would be difficult to sell given the current unit market in Brisbane. Enter Adam. Through his excellent marketing approach, his affable personality and sheer determination to achieve the best possible price for us, we achieved our goal. Adam comes with our highest recommendation and if and when we decide to either buy or sell another property, he will be our first point of call. Well done Adam and his team. Many thanks"

Seller BRETT & LEIGH HARROD

This case study is quite different from other case studies. It highlights the importance of running an auction until auction day, even if it doesn't look like you have a buyer.

At the time of selling this apartment, there were a significantly high number of apartments for sale in the immediate area. Many had been on the market only to be withdrawn because they couldn't find a buyer. Due to oversupply and inflated developer prices at

purchase, prices had dropped from 10% to 20% from what the owners had paid a decade earlier.

Despite this correction, there were still very few apartment buyers in this area. To make matters worse, the average time on market for other agents was over 6 months, with many properties approaching close to one year on the market.

We decided to go against the herd and auction the property. We had low numbers through the open home during our four-week auction campaign, with only one or two people showing any interest. Auction week arrived, and we had one "maybe" who eventually pulled out. Many agents in this situation would cancel the auction.

I called every phone number I could in the building and suburb in an attempt

to find a buyer. We also letterbox dropped auction invites to the entire suburb and other streets with river views in Newstead and New Farm.

The strategy paid off. We had a great turnout at the auction. One gentleman just came long to watch, but he liked the property so I encouraged him to register. He went on to bid to \$600,000. The property was passed in as we needed to be closer to \$700,000 to sell.

The buyers needed the night to discuss if they would come up any higher. The next morning we continued negotiations and concluded with a cash unconditional offer of \$690,000. We also negotiated the waiving of the cooling off period. My client's property was sold 24 hours after the auction with auction conditions. Never cancel an auction!

"Adam was a pleasure to deal with - he wasn't pushy, and he was straight forward when discussing the balance between buyer and seller expectations."

Buyer CHARLIE & LYN MCKENZIE

Private Database Buyer Leads To Another Record Sale After Days Of Negotiation

Achieving six record-breaking sales in Brydon Street allowed me to quickly find a buyer who had missed out on a previous sale



Property:	35 Brydon Street, Highgate Hill
Reserve:	\$1,400,000
Sold Price:	\$1,450,000
Time on market:	21 Days
Amount negotiated above reserve:	\$50,000

Davinia and David came to me after I had broken every highest price record in their suburb. Having sold the last six properties in the street, I had a deep understanding of the details of every property and every buyer. I knew the eventual buyer would have to pay top dollar to avoid missing out because every property that I sold had multiple bidders or multiple offers.

This beautiful property had incredible fixtures and fittings but sits on

smaller land than other properties at 300m². Within the first fortnight, I was negotiating with three families and two couples in writing.

Once again, the buyers came from my database. They had previously missed out on another property that I sold in Brydon Street in a multiple offer situation. We kept in touch regularly and I assured them that when I found another property that met their brief that I would call them immediately.

I organised several private inspections with them and a meeting with my broker. After several days of negotiation, they increased their initial offer of \$1,200,000 by a further \$250,000. We achieved \$1,450,000 in under 3 weeks on market.

"After following Adam's success in the area we decided to speak directly to some of the owners of properties that Adam had sold. We quickly felt assured that if anyone could achieve what we wanted, that it would be him. Adam's local area knowledge and database of current buyers were extremely impressive, as was his ability to maximise the sale price through clever negotiation. He always kept us up to date and was extremely calm and focused. He never pressured us and we were thoroughly impressed by his attention to detail and his unique selling style. He is definitely unlike any real estate agents we have met before. This is definitely a compliment to Adam."

D.PEARKE & S.WHITE

Powerful Facebook Chatbot Campaign Netted Sale \$125,000 Above Reserve

Our ability to position neighbouring renovations as a positive and modern marketing allowed to make a huge sale in a buyers market



Property:	37 Drake Street, West End
Reserve:	\$1,400,000
Sold Price:	\$1,525,000
Time on market:	30 Days
Amount negotiated above reserve:	\$125,000

I first met the owners of this beautiful property many years ago when they were looking for a home in West End. They decided to buy this 1905 cottage with a beautiful extension and made it even more stunning by adding a pool and other luxurious features.

The QLD Ballet, located next door to the property, were planning renovations. With a child who is homeschooled, they thought that if they could get a good price that they would downsize and sell before renovations started. They were

concerned that the works next door would negatively impact the sale price as a home across the street had recently sold for \$1,600,000, despite it apparently being valued at \$2,000,000.

We ran a four-week auction campaign, holding open homes every Saturday and Tuesday evening. Every week we were inundated with phone calls, email enquiries, and more than a dozen inspections.

We also created a chatbot through Facebook Messenger and ran a highly targeted Facebook

campaign promoting the property within a 3km radius, targeting 35+ year olds within a particular psychographic segment. The result of this Facebook campaign was extremely powerful. It cost \$500 and generated over 17,000 views and 268 messages directed to me personally with questions about the property. Of these 268 messages, the property was then forwarded on and shared with a further 115 potential buyers.

On auction day, we had strong bidding from three families, all with teenage children. We managed to hit the reserve and go above it by \$125,000 through one-on-one negotiation with the buyer. I couldn't have asked for better clients throughout this campaign as they trusted myself and my team 100% and did everything we asked of them with speed, precision and a friendly smile.

"We have sold several properties over the years and by far Adam and Trent are the best in the business. We always knew that our best interests were paramount and would recommend Adam to anybody interested in selling a property with minimum stress and maximum gain."

TIM RYAN

Focusing On Perfect Presentation Achieved A Sale \$80,000 Above Owner's Expectations

Providing tenants with weekly paid-for cleaners and strategic furniture positioning helped us achieve a massive sale price



Property:	57 Lewis Street, Camp Hill
Reserve:	\$680,000
Sold Price:	\$760,000
Time on market:	13 Days
Amount negotiated above reserve:	\$80,000

This property belonged to one of my staff members. She was hoping for \$680,000 but would have settled for a price in the mid-\$600,000's.

We both agreed that an auction campaign would be the best method of sale for this property. Within one week of being on the market, I had

the perfect competitive environment and negotiated five written offers.

An immaculate presentation was imperative for this campaign, so I encouraged the owner to give the tenants a \$50 a week discount or pay for a cleaner to come each week so that we could keep the property

clean and tidy. I also ask them directly if we could move things around and then put them back, to get the very best photos we could.

I had one standout buyer so we took a calculated risk and negotiated the buyer to the point that had us at \$760,000, well above our reserve price. I then negotiated the removal of the finance clause, building inspection, and cooling off period clauses.

The property was sold cash unconditional within three days of the first open home. The extra money for my seller meant that she was able to move from working five days a week to two days a week.

"Hi Adam, I wanted to say how grateful I am of you for having assisted me with the sale of my investment property. I realise that although it was a fairly quick sale, it was by no means without a huge amount of effort and diligence on your behalf for which I am truly grateful. You are indeed a champion."

DOROTHY ACWORTH

Identifying & Targeting The Perfect Buyer Allowed Us To Achieve A Sale \$20,000 Above The Reserve

We followed up with other offers after the sale was reached to ensure we had the perfect buyer



Property:	64 Brook Street, Windsor
Reserve:	\$800,000
Sold Price:	\$820,000
Time on market:	12 Days
Amount negotiated above reserve:	\$20,000

I met the owners, Ewen and Shona, after selling several properties for some of their close friends. I was one of eight agents presenting, and Ewen was upfront about this with me. After listening to my ideas he and his wife were confident to go with me and within seven days of signing the paperwork we were online and ready to show buyers through.

Ewen said that all of the other agents quoted mid to high

\$700,000's but that he really wanted \$800,000. I decided to price the property using a range of High \$700,000's to low \$800,000's. After the first open house I had negotiated six written offers. They started between \$700,000 to \$750,000 and I managed to move two different parties up to the magic \$800,000 mark.

The sellers were over the moon and wanted to take the cleaner offer.

However, I recommended they wait as I felt one particular person was our buyer. She said her husband was in Japan but if we could wait until Monday that he would fly in immediately. I spoke to the sellers and they agreed to wait until Monday.

The husband arrived from Japan on Monday and I showed them both through the property. I then negotiated their offer up to \$820,000 and the property was sold. After my client was happy to sell, I conducted 14 private inspections over the weekend, at night, on Sunday, and again on Monday morning because I won't give my clients advice to take an offer unless I know we have the very most at that time, and that I have done everything I can to maximise their return.

"Stellar job Adam! My family and I are so happy and relieved now that the sale is complete. We look forward to the next chapter of our lives. I am stoked that you were my agent and I look forward to working with you again. Thanks for all your hard work".

EWEN WOOLMAR

Daily Skype Calls To Singapore Lead To Extra \$30,000 In Seller's Pocket

Supporting an international buyer with detailed information and constant contact allowed him to purchase the property with confidence



Property:	70 Duke Street, Kangaroo Point
Reserve:	\$800,000
Sold Price:	\$830,000
Time on market:	30 Days
Amount negotiated above reserve:	\$30,000

The owners of this property, Ken and Donna, wanted to downsize. They were hoping to sell for as close to \$800,000 as possible with minimal stress. We suggested that they auction the property and run a courier mail campaign. I felt that our buyer would be coming from New Farm or West End and would be looking for better value in Kangaroo Point.

Our campaign was hugely successful, with 15 to 20 groups through on every inspection. 21 buyers that came through said they were looking in different areas

and had not initially considered Kangaroo Point until they had seen our photos. Our buyer who was living in Singapore said he too was looking in New Farm initially.

On the day of the auction we had over 50 groups in attendance and 8 registered bidders. I had one-on-one auction preparation meetings with every buyer. There was one buyer in particular that I spoke to via Skype daily. He lived in Singapore and was extremely enthusiastic to know every single detail of the home, area, market, and property

in general. We organised for him to appoint one of my team as an authority to bid on his behalf and they would act as his eyes and ears while he was on the phone.

Our owners were sitting upstairs in the bedroom and had set the reserve at \$800,000. I wasn't aware of that as they handed the reserve form to our auctioneer while I was registering the eight bidders and trying to get more people to register. The auction then started and bidding kicked off at \$700,000 before stopping at \$760,000.

The last 10 minutes of the auction involved me on the phone to Adam, our buyer in Singapore, while 50 people were watching. Adam won the auction with a final bid at \$830,000 and secured himself an excellent property in a high-growth area.

"I purchased from Adam Nobel. At the time I was offshore in Singapore and his communication was great.

I successfully purchased sight unseen attending the auction on the phone. It was a great result and the property has been a good one. He has become my eyes and ears on the ground in Brisbane and someone who really knows what's happening in the Brisbane real estate market."

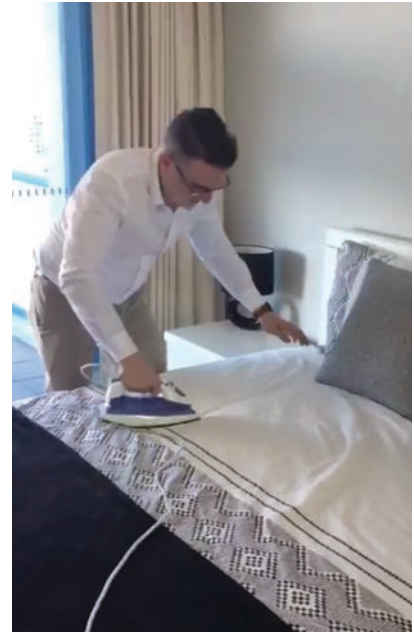
ADAM HAMPSON

16-Hour Day Of Negotiating Ends With A Sale \$201,000 Above The Purchase Price From 2 Years Ago

Styling and presentation tweaks, plus persistent negotiations netted a sale \$101,000 above the reserve



Property:	75/42 Ferry Street, Kangaroo Point
Reserve:	\$700,000
Sold Price:	\$801,000
Time on market:	30 Days
Amount negotiated above reserve:	\$101,000



I was the third agent appointed to sell this property. The previous agents had it for 249 days without an offer in writing. Warren, our owner, came to us saying that he wanted to move to Perth and wouldn't be able to until he sells this property and another in Goodwin Street. We were given the opportunity to sell both.

Warren bought the property for \$600,000 in October 2016. Since then, the market had stagnated, and prices had dropped due to the unit market being in oversupply, and media 'doom and gloom'.

The property was quite run down. The carpets needed replacing and all furniture inside needed to be removed as it was extremely worn and dated. As a service to the

owner, we paid for a removalist to dispose of most of the furniture. We then added some of our own furniture. I spent over \$500 on doona covers, pillows, throws and other decorations. We made it look as good as possible and had a lot of fun being part-time stylists.

We received an excellent offer within a week. Another week later, a second excellent offer came in. Negotiations with our buyers went on from first thing in the morning until 9:40 pm on the day of the sale. We met the buyer and seller at several locations throughout Brisbane while negotiating for a higher price. The negotiations took place in front of a supermarket, in a public car park, at the buyer's apartment, and finally in the lobby of

another building. It was certainly a memorable one.

The negotiation concluded when the offer had reached \$801,000. This was \$201,000 more than Warren paid for the unit just two years ago - a phenomenal outcome.

"Adam delivered as promised and made the whole experience as effortless as possible. His communication was regular and clear. After trying to sell a number of properties a number of times, it was nice for one to go through smoothly and for a price I was happy with."

W. BOYD.

Wallaby Captain Pockets \$11,500 Above Reserve Before Moving To France

Repairs, paint, furnishing, & a building & pest report helped us get the best possible result on auction day



Property:	78 Raff Avenue, Holland Park
Reserve:	\$750,000
Sold Price:	\$762,500
Time on market:	30 Days
Amount negotiated above reserve:	\$11,500

This auction is one of many sales we have completed with a bidder or owner on the phone in another country. Our client was Ben Mowen, a lovely man and former captain of the Australian Rugby Union team, the Wallabies. He, his wife Lauren and their two kids moved to France and it was time to sell their Brisbane home.

We conducted our Sold For More™ Price and Presentation review on the home and concluded that the property needed painting, repairs, and furnishing. Ben's brother, Eli, was extremely helpful, and after making the improvements the home looked refreshed and ready for photography.

The house wasn't in perfect condition, so we felt it would be best to have a pre-sale building and pest inspection done so we knew exactly what the issues were and could then also provide that report to any interested parties.

Throughout the campaign we had strong interest. On the day of the auction Ben was on the phone from the Pyrenees. Fifteen minutes before the very last open home a group came through while we were setting up. It was their first time through and they loved the home.

They asked if we had a building and pest report and proceeded to read it for 15 minutes. They registered and

opened the bidding at \$600,000. We needed \$750,000. We then had bids back and forth bid up to \$700,000. The auction then paused and all further negotiations took place away from the crowd. For 45 minutes we went back and forth in an intensive negotiation. Most of the crowd had now left. The last 15 minutes involved bid rises of \$500.

We ended up selling to the couple who had walked in for the first time just one hour earlier. If not for the pre-sale building and pest inspection it is unlikely these buyers would have registered, and paid above reserve.



"We were so pleased to meet an agent like Adam to look after the sale of our investment. He had come highly recommended but you never really know until you experience his work ethic and standards yourself. We rated his work and industry knowledge so highly, we are hoping he can help find us our next investment."

BEN MOWEN & LAUREN TRUSCOTT

Database Buyer Leads To Another Record Sale Price - \$100,000 Above Reserve

The owner needed to sell quickly, so we contacted our database and achieved a record price for the area



Property:	89/10 Lower River Terrace, South Brisbane
Reserve:	\$1,400,000
Sold Price:	\$1,500,000
Time on market:	7 Days
Amount negotiated above reserve:	\$100,000

The owner of this property needed to sell urgently. She had purchased another property and needed to sell to avoid taking out a bridging loan. The owner wanted \$1,400,000, which was the highest selling price in the street. I had made the previous highest sale a few years ago, but the prices in the area had stagnated since then.

The property was stunningly renovated with breathtaking views. I recommended advertising the

property via private treaty rather than auction and contacted my database of river and city view apartment buyers. Within a week I had shown 19 groups through the property and we attracted three very interested buyers.

The most interested buyer saw the property advertised on my weekly e-newsletter. She told her family about it and they flew in from China. I did a private inspection with them, and by the end of the day, we had

three offers. I negotiated with all parties and the successful buyer increased their offer by \$150,000. We were now at \$1,500,000.

I then negotiated the removal of a building and pest clause as well as a finance clause. The only condition was that it was subject to Foreign Investment Review Board approval. The buyers asked for 21 days. I told them that I had contacts that could do it within three days. Within 24 hours they were FIRB approved and two days after the first open home the property was sold.

Getting \$100,000 more for my client meant that she could fully furnish her new property with brand new luxury items and take a long overseas holiday. It was an amazing result to break a building and street record that no one came close to in 6 years. It remains today as the highest price in the building and street for a 3 bedroom unit.

"Adam, I couldn't be happier. Thank you for taking care of everything for me and the amazing price achieved".

P. HARDGRAVE

New Building And Suburb Record By \$150,000 Achieved With Sold For More™ Method

Targeting New Farm and Teneriffe buyers with an advertising campaign and letterbox drop allowed us to set a new Bowen Hills record



Property:	46/7 Boyd Street, Bowen Hills
Reserve:	\$950,000
Sold Price:	\$1,050,000
Time on market:	49 Days
Amount negotiated above reserve:	\$100,000

The owner's of this property wanted to sell as they no longer had a need for the property and didn't want to keep it as an investment property. They wanted to sell for \$950,000, which was more than what any other competitor had priced it at. We decided to take the property to auction and ran advertisements in the Courier Mail.

We knew that Bowen Hills wasn't an area that many people would initially look at as their first choice for a penthouse. Therefore, we decided to target buyers in New Farm, Teneriffe, and Hamilton, to show them how much more value for money they could get only a few kilometres away. We did a letterbox drop in these areas and potential buyers started to emerge.






Our strategy was successful, as the eventual buyer found the property from the Courier Mail advertisement, and was previously looking in New Farm and Teneriffe. The final sale price for the property was \$1,050,000 - \$150,000 more than what any other competitor had priced the property at and \$100,000 above reserve.

The final sale price of \$1,050,000 was also the new building and suburb record for a 3 bedroom unit, \$150,000 more than the previous record. This is yet another example of the Sold For More™ selling process working in any suburb.

"Dear Adam, Thank you for your efforts in guiding us to a terrific result. We are very pleased with the sale price and with your professional manner. Your communication and marketing execution was impeccable. We look forward to working with you again"

W & D BEATON

HOW WE CAN HELP

INDUSTRY LEADING RESEARCH		<p>We help buyers, sellers, landlords, and property developers with risk assessments, feasibility studies, and tailored research and advice that is utilised by major banks and leading valuation companies.</p> <p>We consistently achieve above comparable value for both rentals and sales because we have access to the most accurate and timely information, and we know how to use it to our clients advantage.</p> <p>Let us help you know whether it's a good time to buy, sell or rent, and whether your property is likely to go up or down in sale and rental value.</p>
EXPERT ADVICE		<p>Before starting my career in property, I worked on many successful advertising campaigns for national and global companies including Ansell, QUT, Dyson, Queensland Rail, and Target.</p> <p>I have applied these proven advertising strategies to the property industry, implementing campaigns that generate up to twenty times more engagement, reach, and frequency than our competitors who rely on traditional advertising methods.</p> <p>The success of the Sold For More™ Methodology has allowed me to build strong client relationships and a world-class team who have a genuine love of innovation, data, statistics, testing, and most importantly, results.</p> <p>We have won multiple State and National Awards, and I was recognised as the Number 1 Salesperson in Australia for the world's largest real estate franchise (Highest dollar value of sales, Oct 2011).</p>
MORE CERTAINTY		<p>Our process has delivered a 98% success rate every year since 2007, and we have achieved this for our clients with an average time on market of just 30 days.</p> <p>We believe that being unable to sell your home is the ultimate product failure, and we do everything we can for our clients to ensure this never happens.</p> <p>If we take care of you and your property, you will have a team of highly ambitious sales people fighting for your best interests so you can achieve a great sale price and smoothly transition to the next phase of your life.</p>
LESS STRESS		<p>Our average of 30 days on market - from putting a property online to it being unconditionally sold - puts us in the top 1% of agents nationally for fastest time on market. We have sold 325 out of 329 properties listed for sale, achieving close to a 100% success rate.</p> <p>We believe the key to minimising stress is clear, frequent, and open communication. We are committed to following through on every step of our process, and we never pressure our clients in any way. We always advise our clients to set their reserve or wish price where they are comfortable.</p>
A BETTER SELLING PRICE		<p>We have negotiated over \$35,000,000 above the reserve or asking price set by our clients using our Sold For More™ Methodology. Over the past 12 years we have broken countless highest price records for properties we have sold.</p> <p>Our biggest point of difference is the success stories of our clients. We have proven with our 5-step methodology that we can increase the intrinsic value of a client's property and raise the market value above what other agents and owners thought would be possible.</p>

NEXT STEPS

If you're curious to learn whether it's a good time to sell your property or even just to know how much your property is worth, can I encourage you to book in for a Sold For More™ Price and Presentation Review with either myself or one of my team. Unlike many other agents property reviews, we review a property based on a specific criteria around our proven sales methodology.

As part of this review, you will receive advice on how you can increase the value of your property, how to maintain and prepare your property for greater profits, and you will also receive a forecasted value of your home as well as what we feel it's worth right now.

In addition to that you will also receive an equity and cash flow risk assessment and learn of the number of properties approved to be built in your suburb over the next 12 months.

Taking the next step is easy - simply leave your contact details with us and one of our team will be in touch to take care of the rest.

All over Brisbane people are hearing about our clients selling for tens or even hundreds of thousands of dollars above what they thought was achievable. I'm honoured that Hugo Alexander is fast becoming known not just for what we do but for the success stories we're creating.

So if you want to be a part of this new lens on real estate, we would be happy to give your property a Sold For More™ Price & Presentation Review, ultimately leaving you feeling more confident and excited about your next move.



“We look forward to helping you smoothly transition to the next phase of your life with more certainty, less stress and a sale price that will leave you delighted.”



ADAM NOBEL

CEO Hugo Alexander Property Group

BOOK NOW FOR YOUR FREE STRATEGY SESSION.

These sessions allow us to view your home through the lens of our proven formula. We will then share with you the actionable steps required to maximise the value of your home.

M 0417 007 001

adam@hugoalexander.com.au

hugoalexander.com.au

Level 1, 82 Vulture Street | PO Box 5868 | West End QLD 4101

HUGO ALEXANDER
PROPERTY GROUP