

THE BEST JOURNEY
always takes us HOME



MAKING THE RIGHT CHOICES

The Roberts Real Estate Advantage - Seller's Handbook

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In safe hands

What started as a family-owned business in 1865 has now grown to a network of offices uniquely positioned to provide the finest real estate services across Tasmania.

With local knowledge that's unrivalled, our team of experienced real estate professionals will work closely with you to achieve a result that exceeds your expectations.

We've learnt a lot over 150 years and are driven by a desire to always be a step ahead when it comes to marketing, service and support. This is reflected in our innovative approach to all facets of the real estate process and our commitment to developing strong relationships built on honesty and trust.



Why Roberts?

Although Roberts Limited has been involved in the transaction of property from its inception, it was in 1979 Roberts Real Estate was formally constituted with a full-fledged entry into residential property sales and property management. During this time we have been involved in the transaction of tens of thousands of properties and have built a property management business currently entrusted with the management of some 2,500 rental properties statewide.

We value you. We understand that every customer contact is an opportunity to win your support and we constantly strive to delight you.

We value performance, accountability and reliability. Our people deliver on their promises and take responsibility for fulfilling their commitments. We are proud of our heritage, founded on integrity, ethics and respect.

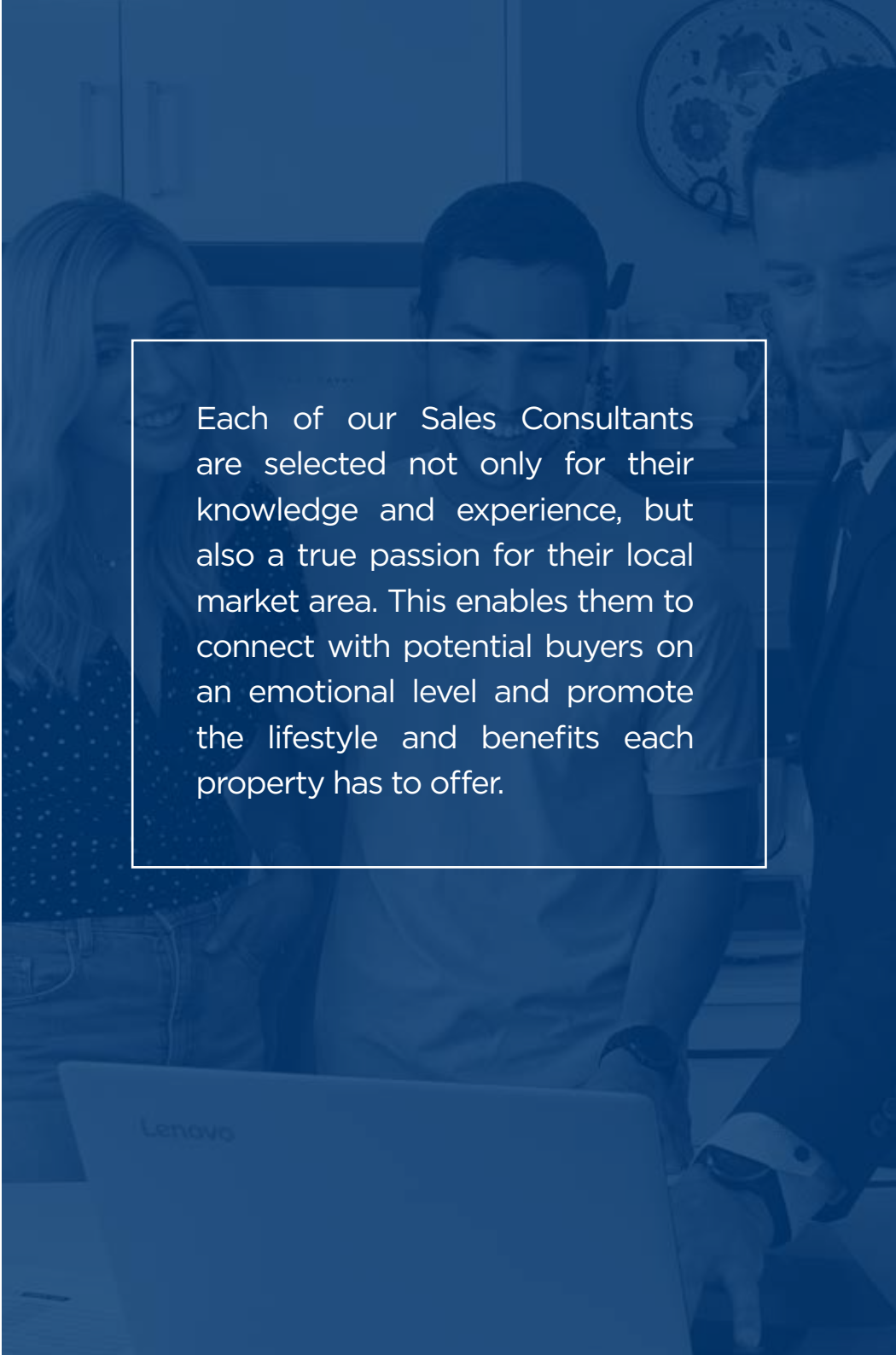


Sales success

Every property is unique. Your dedicated Sales Consultant looks forward to discussing all aspects of your property together with your aspirations. This allows us to fully understand your property, plans and timeframes.

It is our responsibility to communicate efficiently with you to provide insight on current market trends, enquiries, current status and discuss with you the recommended approach to market.

Ultimately, we know that the primary goal in selling your property is to achieve the maximum price in the optimum time! Your Sales Consultant is an expert in their local market and has access to the most current statistics and data. This enables them to provide you with accurate advice on relevant sales to assist you in setting a well-informed asking price for your property and method of sale.



Each of our Sales Consultants are selected not only for their knowledge and experience, but also a true passion for their local market area. This enables them to connect with potential buyers on an emotional level and promote the lifestyle and benefits each property has to offer.



Finding Your Buyer

Our corporate structure along with our local strength provides us with a unique facility to gather and distribute information, identify genuine buyers and negotiate successful sales transactions.

We conduct research and analyse our buyers' behaviours through observing the local market and understanding key industry trends. With years of expert knowledge, we are able to tailor a property campaign to attract strong competition.

Your potential buyers have in all likelihood started searching well in advance of your property coming to market. If they are genuine, they are already observing the market with a list of property requirements which suit their budget.

Our goal with our buyers is to create a relationship with your property that will maximise your sale price. The majority of active buyers inspect properties they are interested in within the first two weeks of being on the market. It is the ideal time to find premium buyers.

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Marketing Your Property

Roberts Real Estate is able to provide you with materials and strategies second to none. Our experience and knowledge of various options allows us to suggest the best promotional solutions.

We are also able to use our significant corporate advertising spend to your advantage to negotiate with our key suppliers across both print and electronic marketing platforms. This has enabled us to secure the best possible rates available in Tasmania.

Our marketing packages represent the most flexible and competitive in Tasmania and are tailored to provide your property with exposure to the broadest possible range of prospective purchasers.

Property inspections and open homes

First impressions count. We have a reputation for presenting your property to its fullest potential, drawing its features and making it stand out from the crowd. Put simply, our job is to create competitive interest in your property to maximise its sale price, and it is proven that well-presented homes can make a big difference!

Open Homes are usually conducted on a Saturday, but can be arranged at other times when necessary. When your home is open to the general public, your Sales Consultant will be at the property throughout the viewing to answer any questions and receive feedback.

Every time we conduct a buyer inspection we will provide timely updates on interest levels and feedback received, together with regular updates on progress between viewings.



Client services

Our values guide our actions in everything we do and outline who we aspire to be, as individuals and as a real estate agency. Rest assured when choosing Roberts Real Estate our team members will have your best interests at heart.

We understand the emotions and pressure that can sometimes affect individuals when selling and buying property and we are well versed to make the process as smooth and as enjoyable as possible. We also realise the importance of advice and guidance being provided in an accessible manner so that all parties have a clear understanding of the process involved and their obligations.

Everything we do is aimed at achieving the best result possible for you.



Our Promise

- Endeavour to provide you with the best possible sales result in the quickest possible time.
- Be diligent about getting feedback to you as soon as possible after every inspection of your property.
- Keep you abreast of marketing investments and initiatives and provide a fully collaborative approach.
- Remain alert to market activity and be proactive in using buyer activity to your advantage.
- Present all offers from genuine and qualified buyers in writing.
- Value your input at all times.





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