

Waterman Waterman



SOLD



Seller Advocate
Protecting Sellers





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Introducing Chris Waterman



Chris Waterman is the principal of Waterman & Waterman.

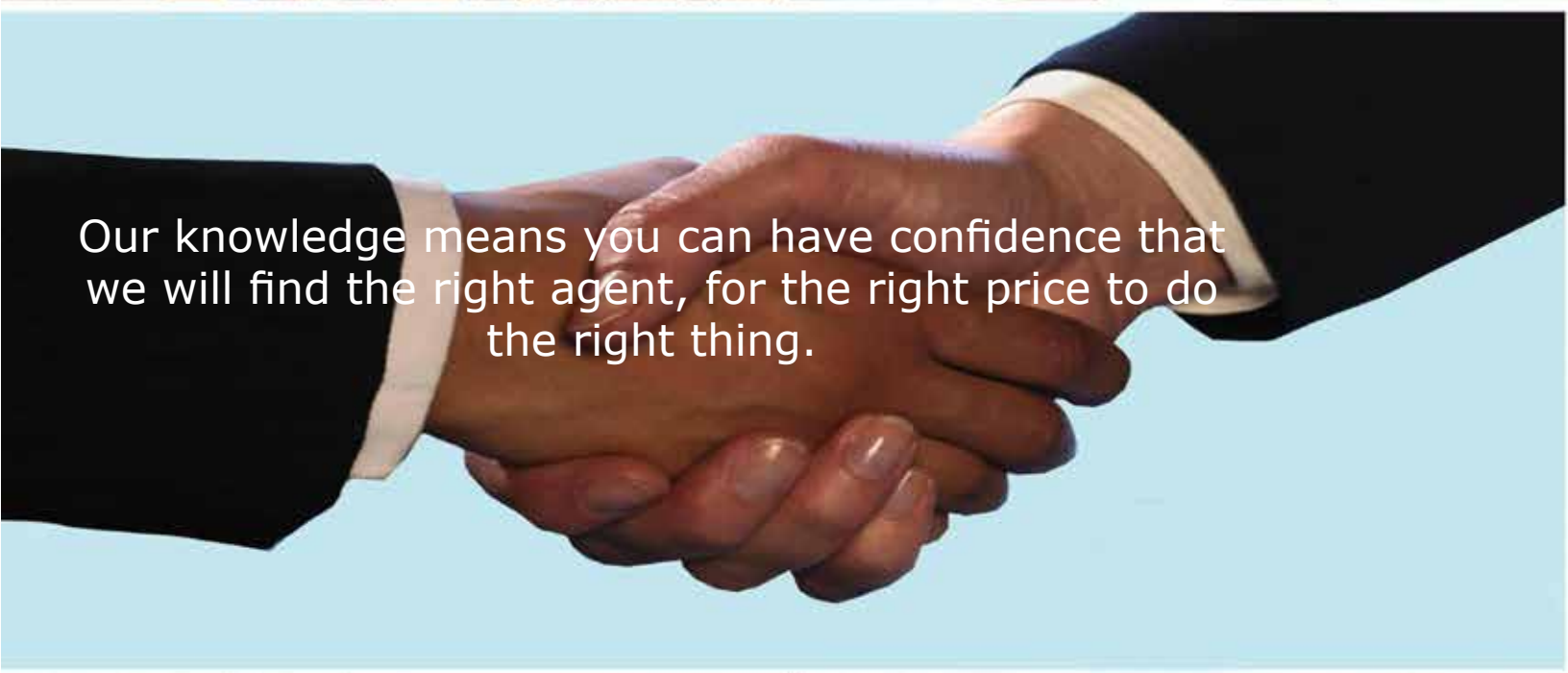
With more than 30 years real estate and managerial experience in South Australia and the Northern Territory, Chris established the company in response to a real need.

Over those years, he has found that homebuyers and property investors benefit from expert independent advice.

Chris's experience gives him an intimate knowledge of buying, selling and negotiating all types of real estate.

Chris is a fully registered land agent and auctioneer, member of the Real Estate Institute of South Australia, member of the Society of Auctioneers and Appraisers of South Australia, member of the Real Estate Buyer Agents Association, an acknowledged real estate trainer and educator and an associate of the Real Estate Institute of Australia.

Chris enjoys a balance in life, with horse racing and syndication, wine, cooking, football and cricket in his leisure time.





“Free advice for the right price”

An essential element of our Buyer Agency core business is our balanced and impartial property advice. Many clients seek that unbiased opinion when contemplating selling a property.

Consequently, we have developed our Seller Advocacy product to guide our clients through the process. The growing number of interstate and overseas investors, along with retirees with local real estate portfolios, can take advantage of our service. So too can those who want the selling process independently managed for them.

Whether the client lacks confidence, is unwilling to deal with a real estate agent, finds choosing an agent difficult, or simply wants the hassle taken out of selling, Waterman & Waterman can help.

Benefits of using Waterman & Waterman as a seller’s advocate include:

- Time saved. Ideal for busy individuals. No conducting market research on property value.
- Emotional strain removed. No dealing directly with demanding real estate agents.
- Financial gain. An independent and experienced advocate ensures the real estate agent meets all the terms and commitments.
- Intimate knowledge of local real estate agencies. The properties they specialise in, and their marketing tactics.
- The transaction is completed on the client’s terms.

Waterman & Waterman provides these services for sellers:

- Property inspection.
- Target market selection.
- Sale method advice.
- Client budget and desired campaign duration.
- Selection of the real estate agency, interviewing the agent and showing the property.
- Negotiation of agent commission and sale price.



With **Waterman & Waterman**
selling your property is easy
wherever you are
whatever special needs you may have

Real Peace of Mind

It may seem unusual to hire someone else to deal with the real estate agent who is selling your home. But it is becoming increasingly popular. This service can be helpful, and not only for the time-poor. A seller advocate can really give you peace of mind.

By helping you through every step of the selling process, the seller advocate ensures you get the best price for the process. The seller advocate assesses your property's worth, selects an appropriate target market and advises on the sale method. The advocate then interviews and selects an agent based on your requirements. This ensures that your budget is not exceeded, and that your expectations are met. The seller advocate can negotiate the agent's fee and sale price.

This service greatly reduces the contact between the seller and the real estate agent. A seller advocate can ensure that the property's set price is attained and that there are no nasty, unexpected surprises at any stage.

You can be sure that someone is REALLY working for you.

The seller advocate's fee is actually a percentage taken from the real estate agent's fee. There is no direct cost to the seller.

Sometimes there are 'sticky' situations, where selling is difficult and agreement between the parties isn't easy. A seller advocate can allow the property to be sold with minimal hassle.

A seller advocate can remove a great deal of the stress from selling.

We are on your side!



Have the confidence to know
that your home is in good hands...



Seller Advocacy - What We Do

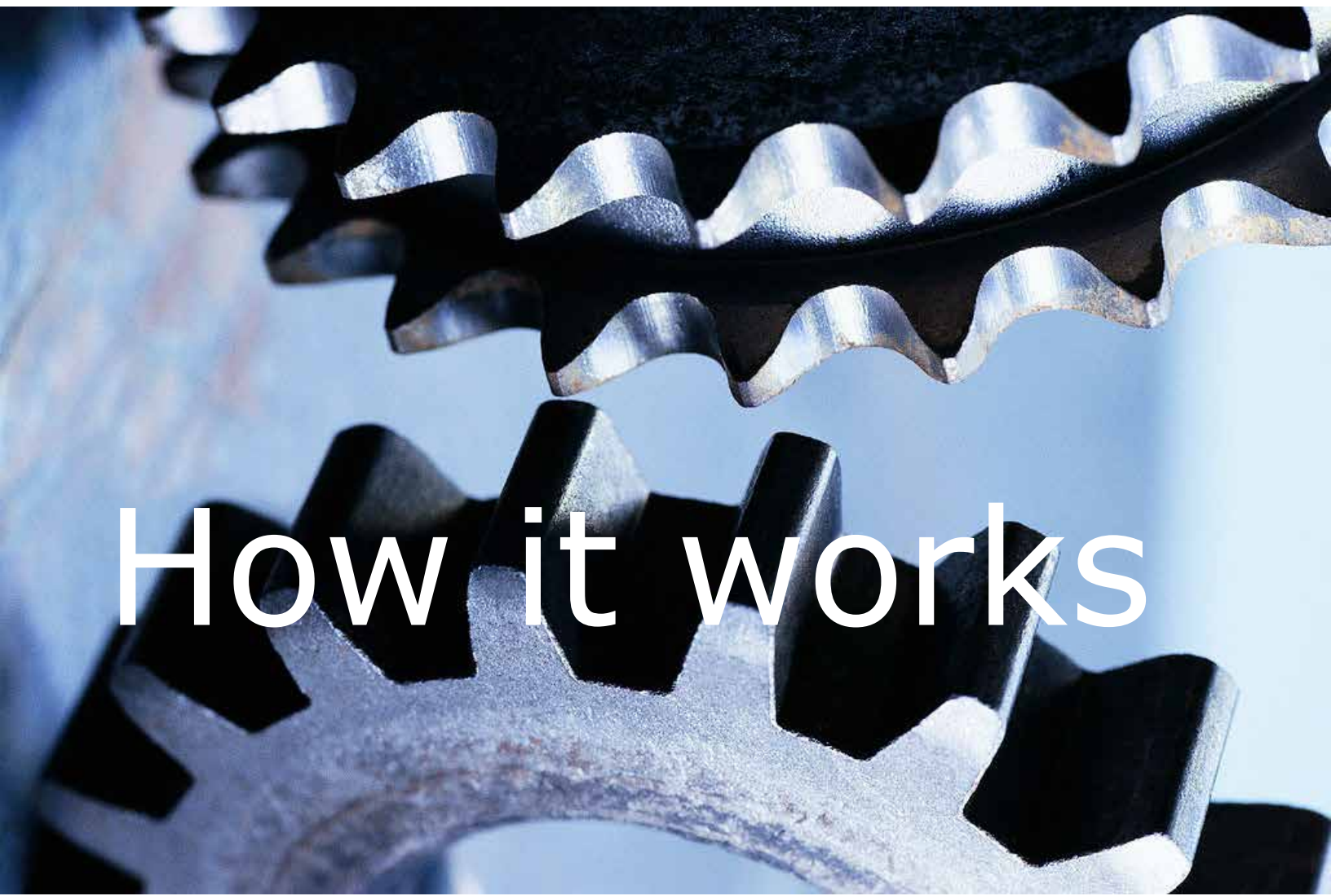
Selling the family home or an investment property might happen only once or twice in a lifetime. So when the time comes, you might not be up to date with the many processes involved. When choosing a real estate agent, you can be given confusing and sometimes conflicting advice.

You will need to ask yourself questions such as:

- Should I auction or sell with a fixed price?
- Has the agent over-quoted the sale price to get my business?
- How much is my property really worth?
- Am I paying the right sales commission?
- Do I really need to spend all that money on marketing?
- If I spend money on preparing my property for sale, will I get it back once it is sold?
- Should I have open inspections or private appointments?
- How long should I commit myself when signing agency agreements with a real estate agent?

With Waterman & Waterman at your side, these and many more questions can all be answered and managed by us. As independent property advisors, we will go through all of your options calmly and thoroughly.

Our intimate knowledge of all the local real estate agents in your area enables us to recommend who to use and - most of all - who not to use, when selling your property.



How it works



Advice

We will meet you at your property to ascertain your needs and the best strategy to achieve the highest possible price on the best terms and conditions. Once engaged, we will guide you through the entire selling process.

We will advise you on which sale method best suits, and on how to present the property to improve the sale price.

Investigation

These days, with all the media hype, knowing which agent to trust is becoming more and more difficult.

You have to ask:

- Are you paying the right fee?
- Is the price quoted correct?
- Has the agent bought your business by over quoting?
- Will the agent then beat you down when it's time to sell on auction day?
- Is the agent's business a member of the governing real estate body?
- Will the agent use unnecessary advertising?
- Does the agent receive kickbacks?
- Are the sales people experienced and skilled?
- Are open inspections adequately supervised?

We were experienced 'selling agents' before entering the consulting field. We recommend you use our intermediary consulting service to guide you around and over these obstacles.

Select

Once we have investigated, interviewed and collected sales estimates, we will meet to discuss which agent is the most likely to achieve a premium price for you.

We will:

- Negotiate professional fees on your behalf.
- Instruct your legal representation about documentation.
- Arrange convenient open inspection times.
- Provide peace of mind.
- Ensure the market price is reached.

We find the right agent for your property
and your situation.



Supervise

Waterman & Waterman provides the unique function of selecting and supervising the right agent to manage the sale of your property.

Waterman & Waterman is skilled at selecting the right agent in the right area. The agent will have a proven professional track record at achieving the best sale results for your type of property, be it residential, commercial or investment.

The local agent reports directly to us on property inspections and feedback.

We will require a minimum of two verbal and one written report from the agent each week.

Our experience means we can interpret the agent's raw information and ask for more. Then we chart an appropriate course of action on setting the reserve price and accepting offers before auction.

As our referral fee is taken directly from the selling agent's fees, you DO NOT pay any extra to have your sale supervised.

In effect you will have two agents working for you, for the price of one!


So why would you risk supervising the sale of your valuable asset on your own?

Success

The advantages of having Waterman & Waterman supervise the sale of your property are substantial.

We have what it takes to ensure:

- Your needs are best represented through the sales campaign.
- Clarification of information, which will enable you to make informed decisions. No real estate "waffle".
- You are guided through the selling process.
- The highest market price for your property is reached.

A man in a grey suit, blue shirt, and red tie is smiling broadly while shaking hands with a woman in a dark blue suit. The man has a name tag on his lapel and a black bag slung over his shoulder. The woman has long blonde hair. They are in a bright office environment with large windows in the background.

Two Agents for the Price of One
Why have it any other way?



Our Fees

How it all works:

- The normal selling commission applies to your real estate agent. You will **not pay any fee to Waterman & Waterman** for advice.
- The real estate agent will simply pay Waterman & Waterman a fee from **the commission earned, once the home is sold.**
- It is **common practice** in the real estate industry for **one agent to pay a referral fee to another.**
- If for any reason there is no sale, or you decide at any time not to sell, **no fee at all is payable to Waterman & Waterman.**

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