



CREATE
real estate

A BETTER AGENT. A BETTER EXPERIENCE.

FOR SELLERS



UNSURPASSED KNOWLEDGE. LOCAL EXPERTISE.

You can't overestimate the influence of a real estate professional when you're selling your home. The best agents make all the difference in terms of how quickly your home sells, getting you the best return, and making the entire process successful.

That's why we devote our resources to making our agents the absolute best in the business (instead of marketing our company on billboards and bus stop benches). We're continually educating and learning, innovating our marketing, and coming up with new ways to sell your home for more money in less time.

We invest in our agents because we're invested in you, our clients.

Our soul focus is you.

With Create you get a better agent, a better approach, and an overall experienced. **VALUED.**



BETTER IN EVERY WAY, STATISTICALLY SPEAKING.

Our numbers speak for us. Our listings are on the market for far fewer days than other companies, which puts our clients in command.

As a result, we maintain stronger negotiating power - keeping the deal on track through close.

\$11,000 more cash in your pocket.

For a home that's listed \$500,000 with Create what you get. On average, we get 2.2% more for our clients on the sold-to-list price ratio than other companies.

100% sold-to-list price.

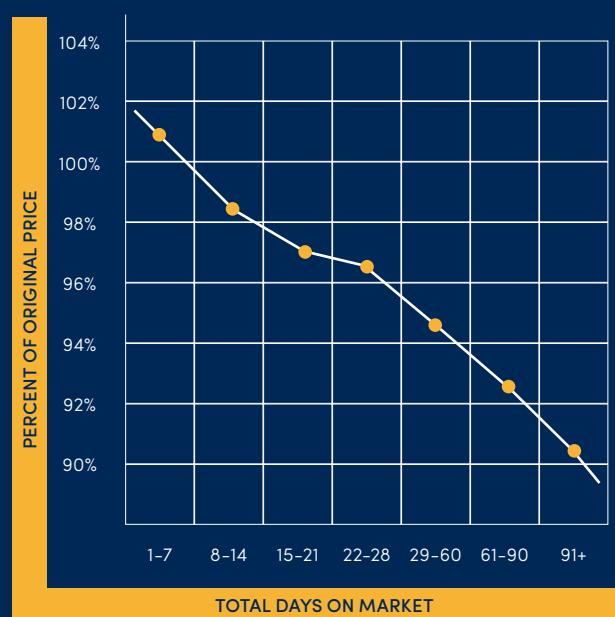
On average, we get the full asking price for all our listings. Other companies can't say the same.



KNOWING YOUR NEIGHBOURHOOD KNOWING YOUR PRICE.

Every neighbourhood is unique and we know the nuances. Only an experienced, local agent will recognize how each nuance can affect property value. Like a busy street. Or a potential zoning change. Or new construction down the block set to break ground next month.

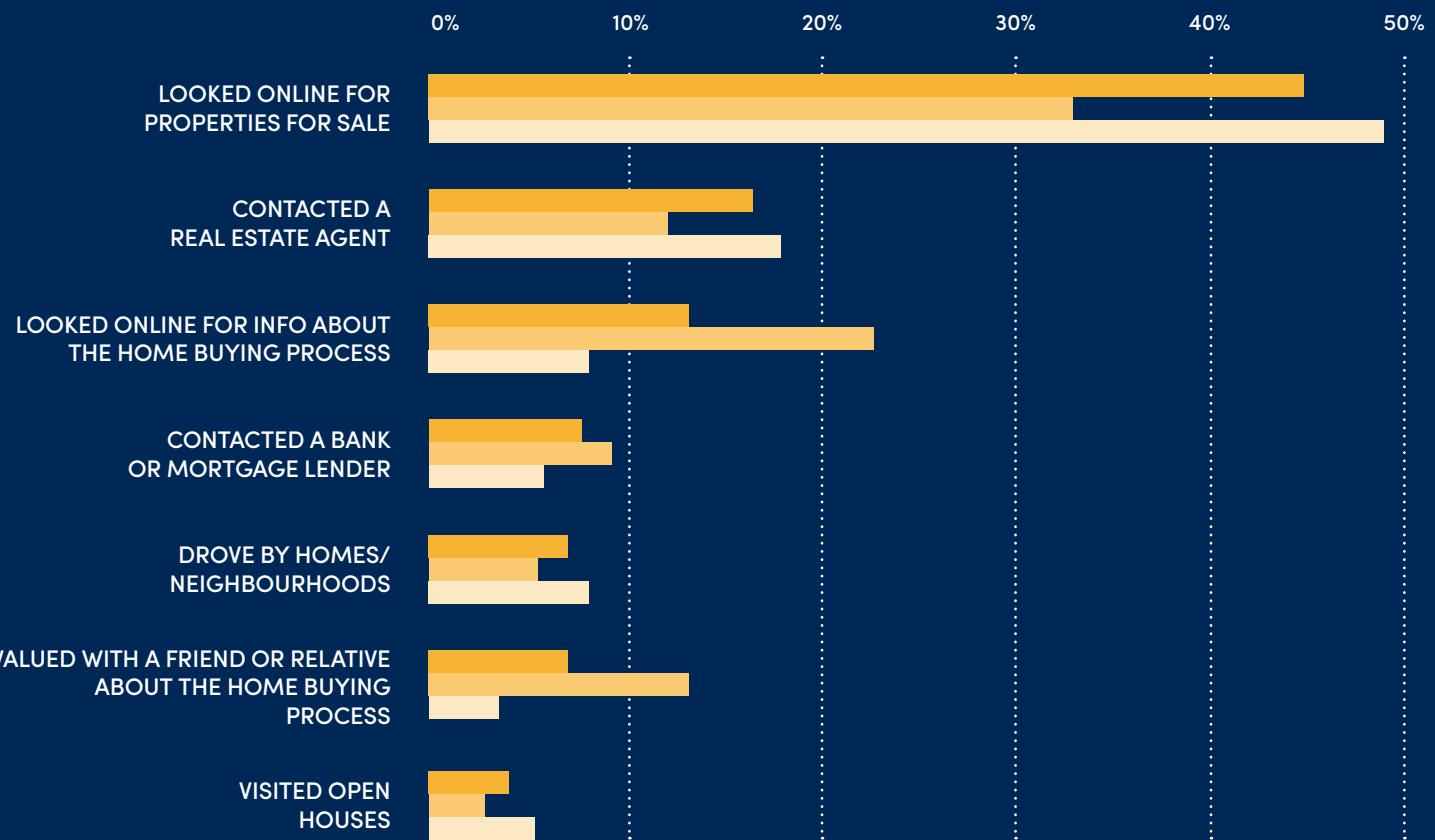
Having this level of granular insight into each neighbourhood is crucial to pricing your home correctly. And pricing your home correctly is crucial to getting you the highest price in the shortest amount of time.



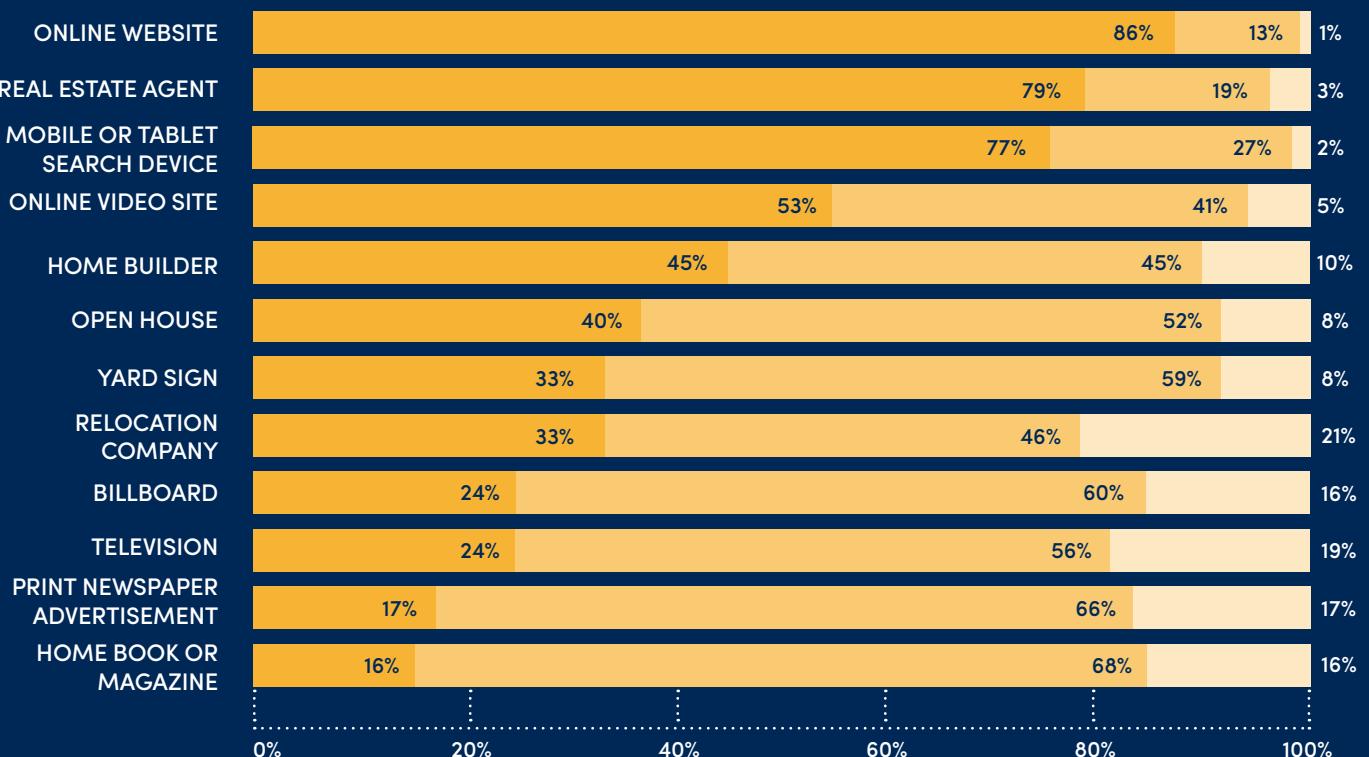
WHERE DO BUYERS FIND THE HOME THEY PURCHASE?

A successful sale is based on understanding the buyer. Your Create agent understands how to market your home based on the knowledge of where buyers come from and will create a comprehensive marketing plan to fit your needs and your home.

FIRST STEP TAKEN IN BUYING PROCESS



USEFULNESS OF INFO SOURCES



A BETTER APPROACH



FIRST IMPRESSIONS MATTER.

What is the first thing a buyer will see/smell/hear/feel when they open your front door? They may not be consciously aware of it, but on some level, they have already made a decision about whether or not "this feels like home" before they're off the welcome mat. At Create we make sure your home is 100% ready before it goes on the market to ensure it sells quickly and for the highest price.

Our approach includes:

- ✓ Staging
- ✓ Market Shine
- ✓ Photography
- ✓ Exposure



STAGING.

Expert interior designers get your home ready for magazine-quality photos so buyers can imagine your home as their new home, whether they're looking in person or online.

ON AVERAGE, STAGED HOME SELL

2 X FASTER AND FOR UP TO 10% MORE

77% OF BUYERS SAY A STAGED HOME IS EASIER
TO IMAGINE AS THEIR FUTURE HOME.



MARKET SHINE.

Our professional cleaning team cleans your home corner to corner and floor to ceiling so it's photo-ready and shines among the competition both in person and online.



PHOTOGRAPHY & FLOORPLANS.

We use a superior photo capturing and processing technique so your home stands out from the competition like a beacon of hope for buyers. Without photos, or with poor-quality photos, potential buyers are less likely to attend an open house or schedule a showing.

A licensed appraiser measures every room to get a verified square footage and exact specifications for better comps, transparency, pricing, and for buyers to be able to remember the layout of your home and plan.

**OVER 90% OF POTENTIAL BUYERS START
THEIR SEARCH ONLINE**



ONLINE EXPOSURE.

Our industry-leading website and expertly planned and deployed online marketing campaigns make searching for your home not much of a search at all.

More online exposure means views, more calls, more requests – which result in more showings.

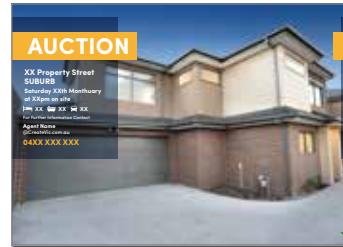
We maximize your home's online exposure through:

- ✓ Createvic.com.au
- ✓ Facebook
- ✓ Realestate.com.au
- ✓ Twitter
- ✓ Domain.com.au
- ✓ Instagram
- ✓ Homely.com.au
- ✓ E-Flyers
- ✓ Fun.com (China)
- ✓ Virtual Tours
- ✓ We Chat

MARKETING MATERIALS & OPEN HOUSES

Bold, branded brochures and flyers. A stand-out sign. A Create team ready to host your Open House for more exposure.

Our in-house advertising team producing award-winning, attention-grabbing design and messaging customized for each home.



A BETTER EXPERIENCE



Inspections are a critical stage in the process of selling your home. Often, a list of issues will arise and the buyer will respond with a lengthy list of repairs. We help you navigate through inspection so you feel confident you're selling a home that is safe and prepared for buyers to move in, while not getting hung up on the small stuff.

Create agents take hundreds of hours of classes, many of which teach the art of negotiation. Negotiations happen at every stage of the deal; when we get the offer and go under contract, when there are appraisal discrepancies, loan approval delays, or a long list of inspection items; and when it's time to take possession of the home.

It's all up for negotiation and nobody is better at keeping the deal together all the way through closing than we are.



CONTRACT TO CLOSING.

Throughout the selling process, you'll experience clear and consistent communication from your Create Agent.

We keep you well informed about deadlines, feedback from showings, inspection results, buyers requests and offers, and so much more.

We are your guide, your confidant, and your shoulder to lean on.



IF THE NUMBERS DON'T SPEAK VOLUMES, THE PEOPLE DO.

We're proud to have the best clients on the planet.
We treat them as such, and they show us gratitude -with referrals.

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Thank you to Create Real Estate! My parents sold there house of 35yrs and I couldn't be happier they were guided and were in good hands with good people!
Thanks for everything and for making selling their home as stress free as possible for my mum and dad!

- Belinda Zorzi

Was in the process of finding our first rental property and the team here were really helpful and friendly. I would really recommend Steve and his team to look after you.

- Mac Tuia

We are proud to work in Partnership with Create Vic Real Estate in helping the local community. We truly appreciate your support.

- Erin Hunter

In the process of renting my place out, excellent communication and great honesty. Highly recommend dealing with Steven and Mai. Very professional at what they do.

- Danny Vo

Such a friendly and helpful agency, highly recommend and am very satisfied with the quality of service and assistance I received

- Toni Fatafehi

After searching for several weeks. This is hands down the best agency. Fantastic service! Thank you. Highly recommended! Deserves 10 stars!

- Dion Prasad

Exceptional service, Steven Tabban is the hardest working agent I know, best in the business

- Cheshire Fili

The team is very friendly and hard-working. Great company that I highly recommend.

- Erica Yang

As soon as you walk into the office you are greeted with a smile and professionalism from a great team. Not only do they offer a personal yet professional experience they are also happy to share there advice in any questions. Thank you to an amazing team.

- Luke Surace

I know my properties are in good hands with the rental team at create. I am constantly getting updates on my properties with rent increase, inspections and always get a returned call within an hour or so. Very happy thank you

- Sarah Patterson

Bought my first house through these guys and they were fantastic! So simple and easy to deal with. Highly recommend

- Luke Miller

Phenomenal Real Estate Agency. They go above and beyond in the service of their clients.

- Tyler Sandiford



SALES RECORD.

Our track record and reach across the city means eager buyers are already tracking with us because we're so often the agents bringing the most desirable properties to market. As soon as we have signed listing agreement on file, we begin making phone calls and working our way down interest lists for specific real estate properties and neighbourhoods. Offering opportunities to buyers off-market creates the perception of scarcity, low turnover and competitive desirability.