







## WHAT IS LOCATION?

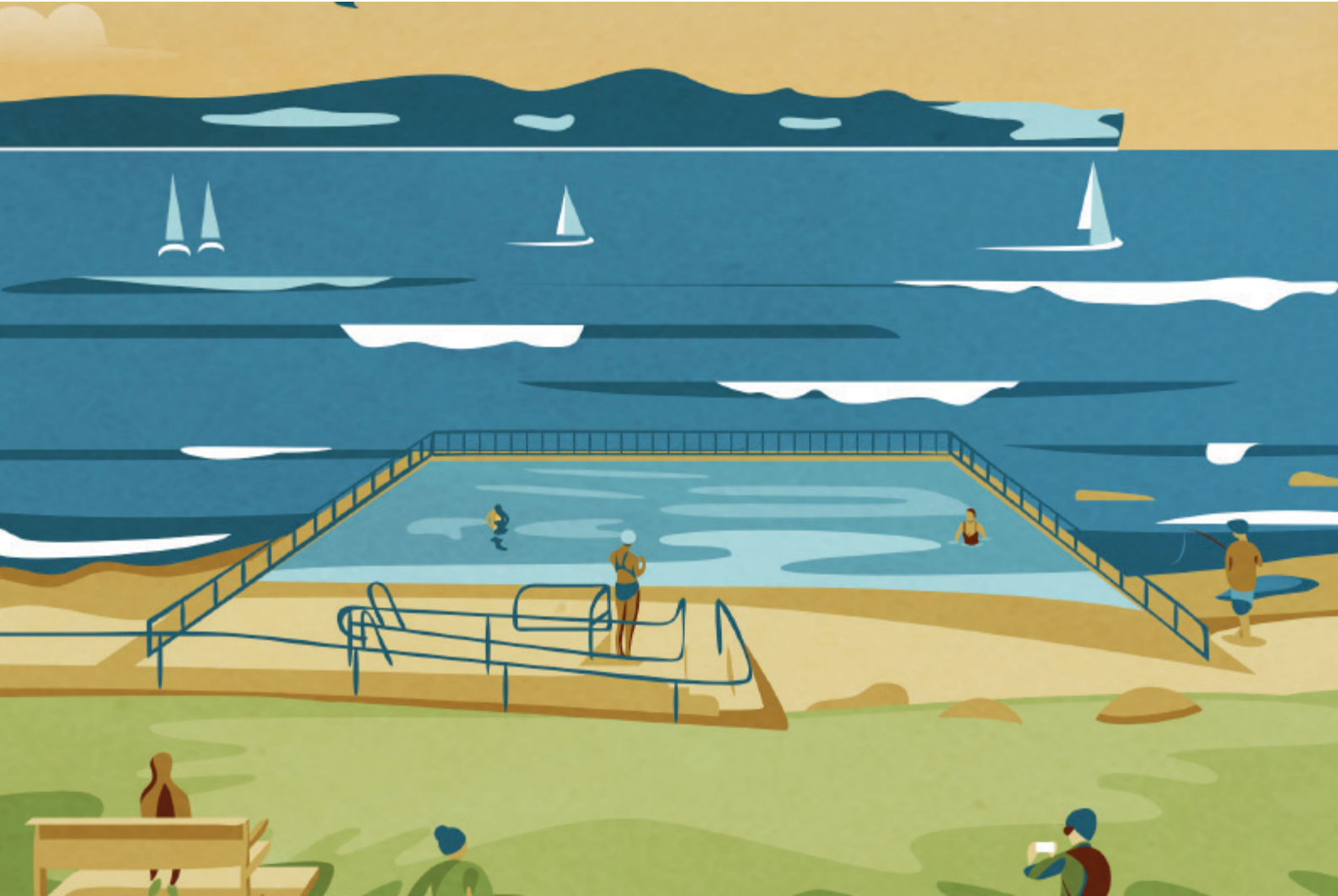
**LOCATION Real Estate Sales & Consulting** is a specialised property sales, consulting and buyers' agent service, based in the Sutherland Shire.

Our philosophy as bespoke real estate specialists is to understand that every property situation is unique and should be guaranteed an individual focus to realise the best possible result.

From budget investment properties and family homes to prestige penthouses and waterfront estates, a superior standard of innovative project marketing and effective 'off the plan' development sales, we have the skill and experience to advantage our clients in any marketplace.

We are committed to an unrivalled level of personalised service, acute attention to detail and providing a premium, rewarding experience for every one of our clients. We represent each with appreciation, respect, professionalism, enthusiasm, experience and integrity.

**LOCATION Real Estate Sales & Consulting** is a member of the Real Estate Institute of NSW (REINSW) and a proud supporter of the Cancer Council of NSW, Alzheimer's Australia Dementia Research Foundation & Sutherland Shire Family Services 'Unlock' program for families & children impacted by Domestic Violence.



## WHY USE LOCATION?

We're a family owned and operated local business, based on professional standards and personalised service - we have an attitude of appreciation, not entitlement.

We have a proven track record of consistently securing record sales results for all types of properties, from budget investment units to prestige waterfront homes, in addition to maintaining a top auction clearance rate. We're skilled in all methods of sale (auction, private treaty, tender and 'off market'), so if you have a preference for one method rather than another, we are confident, capable and enthusiastic in that particular approach.

We are committed to keeping you updated throughout the sale process via regular phone calls, emails, buyer feedback and detailed activity reports, so any decisions you make will always be fully informed. Selling can be an emotional, stressful time, but with our experience and empathy, we can make it as smooth and stress free as possible.

Our prime office position at 350 Kingsway, Caringbah is well utilised by high impact LCD active window displays, ensuring superior listing exposure for every one of our vendors. We employ the best systems and technology available to enhance our ability to deliver premium results, through innovative marketing, clear communication and productive negotiation.

Our tailor made marketing campaigns deliver value and maximise sale price - the focus is on each property we represent, not on the promotion of our agency.



# WHO IS MICHAEL LARKINGS?

Equipped with an academic/ educational (B.A. Dip.Ed.), creative marketing, business administration and management background, Michael Larkings has been the recipient of numerous real estate awards since 2001, earning both the respect of his peers and widespread recognition in the top echelon of licensed real estate agents throughout the Sutherland Shire and beyond, regularly setting new street, suburb and area sales records to emphasize his credentials.

While acknowledging the value of a professional attitude, effective marketing, clear communication and skilled negotiation in maximizing the sale price of any property, Michael has never lost sight of the fact that Real Estate is a 'people' business. It is his ability to work with people and develop relationships of trust with both vendors and purchasers which has earned him resounding endorsements from all those who have been in contact with him.

As managing director of LOCATION Real Estate Sales & Consulting, Michael is committed to a standard that is exceptional in everything he does. His numerous testimonials and the substantial ongoing repeat and referral proportion of his business reflect the satisfaction of many whose expectations for service, performance and results were not only met, but exceeded.



# WHO IS RHIFF LARKINGS?

With his youthful enthusiasm and a confident yet affable nature, Rhiff Larkings is committed to helping each of his clients achieve their unique property goals through his meticulous attention to detail, constant communication, comprehensive market knowledge and an innate desire to go 'above and beyond'.

A licensed real estate agent with a vast range of experience in the marketing, management and entertainment fields, he strives to create long term relationships with his clients, built on trust and transparency. Highly skilled in managing the emotional process, Rhiff understands that navigating the property market can often be daunting and he is continually working to minimise his clients' stress while maximising their result.

An intelligent negotiator who is well versed in the marketing techniques required to elevate any property above its competition, Rhiff is a hard working, conscientious and trustworthy professional. With a personal passion for real estate, design and architecture, he is a results driven agent who is dedicated to offering an unrivalled property experience to each and every one of his clients.





**REAL ESTATE AGENTS  
OFTEN TALK ABOUT  
THEMSELVES...**

**...OUR CLIENTS  
DO IT FOR US**





## 139 HOLT ROAD TAREN POINT

When you engage LOCATION Real Estate Sales & Consulting to market and sell your property you definitely won't be disappointed. Michael & Rhiff were wonderful!

They over-delivered on every promise... from helping me getting my house ready for marketing, to managing my stress levels with regular contact and keeping me informed throughout the campaign, to planning and getting a great result at auction.

I already knew Michael's care, skill & capabilities as an agent from family members of mine who had sold properties through him and given similar 'rave reviews', but now with Rhiff, his son on board, I can honestly say he has much more to offer all his clients.

As a family owned and operated business, I also really appreciated that little bit of extra personal attention that LOCATION brings, with Samantha's involvement at Open Houses, administration and 'holding my hand' on auction night. I cannot emphasize enough the quality of service and personal attention the whole family gave to me. They all went above and beyond as far as I'm concerned and we have become true friends.

I know that real estate agents often have a bad name, but I believe LOCATION deserves to change that and in my opinion, they surely will. If you're considering selling your property and you want to be sure of getting the best result with the least amount of stress, you really need to contact LOCATION!

**di scott**  
0417 650 130





## 31 LYNCH AVENUE CARINGBAH SOUTH

*“Michael & Rhiff, thanks for a fantastic campaign - we've now achieved record prices on two of our properties!”*

**grant & meagan taylor**  
0434 224 311



## 77 PARTHENIA STREET DOLANS BAY

*“We thank LOCATION for their amazing work and the 5 star service that we experienced”*

**ivana ticinovic**  
0424 993 031





## 48 COOPERNOK AVENUE GYMEA BAY

*“As an agent, Michael is first class...  
we felt we'd finally found the 'right one'”*

**rod & susy betts**  
0488 853 887



## 23-25 CHESTER STREET SYLVANIA

*“I am still amazed by how knowledgeable  
Michael is and how much detail and  
effort he puts into each deal”*

**miranda wong**  
0401 678 758





## 2 VAUDAN STREET KOGARAH BAY

*“ Michael & Rhiff worked very hard to achieve the fantastic result we obtained at auction ”*

**cathy reynolds**  
0401 908 303



## 8 NORTH WEST ARM ROAD GYMEA

*“ Michael & Rhiff go above and beyond. I could not have asked for much more! ”*

**john nguyen**  
0404 835 646





**19 VENTURA AVENUE MIRANDA**

*“Knowledge of the local market is second to none.. amazing service and willing to go the extra mile for clients!”*

**megan holmes**  
0410 642 454



**39A CARINGBAH ROAD CARINGBAH SOUTH**

*“Michael and his LOCATION team come with our highest recommendation”*

**wayne & michelle druery**  
0412 424 711

# METHODS OF SALE

We are experienced and skilled in various methods of sale to help you achieve a premium result in your desired time frame. While we may suggest a particular method of sale to optimise your outcome, we are happy to personalise the process using the method with which you are most comfortable. Our three most popular are:-

## AUCTION

A set marketing time frame of around four weeks culminating in a public auction creates a sense of urgency, competitive bidding and has no ceiling price. As a method of sale it also offers the advantage of using the 'process' (that is, defining a time frame on the marketing and taking price out of the equation) rather than just the actual auction event. This means that genuinely interested buyers have an opportunity to 'tempt' you to sell to them prior to auction (at a price that would be around what you'd hope to get at auction or more) within that time frame.



## PRIVATE TREATY

This is the traditional 'For sale' method, when the property is advertised publicly with a set price (or set price range) or, in some cases, no price at all. It's crucial that the property is priced correctly; overpricing your property might well help the competition (other sellers in the marketplace) sell their properties. This could mean that your property sits on the market longer than it should. When a property remains unsold after a longer than normal time on the market, some buyers think "there must be something wrong with it" (aside from price) and they may not even consider it.



## 'OFF MARKET'

When discretion is paramount, LOCATION can assist you in selling your property without exposing it publicly to the marketplace. We maintain an extensive list of active, qualified buyers at all price points and can help you achieve a great result with a minimum of fuss. Around 20% of our property sales are 'off-market' and this is often an effective method to engage with suitable, qualified buyers.



Even if the property is not sold with this method, it is an excellent way to acquire actual current buyer feedback to give you a more accurate understanding on price (that is, as an initial phase prior to marketing it as a Private Treaty or Auction sale). This means that when and if it's put on the market (advertised publicly), it's still 'fresh' to the market and priced correctly, so it represents good value to buyers and optimises your chances of a quick, successful sale.





## PREPARING FOR THE **SALES MARKET**

Through our years of industry experience, we've learnt that the best result always comes from the best preparation. As your property specialists, it's our job to not only help you achieve the absolute best price for your property but to also ensure that you find the process as stress free and rewarding as possible.

Selling your property is a valuable opportunity for wealth and profit, one which isn't always utilised to its full potential. In this modern day and age, a chance of tax-free gain is a rare one and should be fully exploited when available.

Typically, every dollar your home sells above its perceived market value is worth two dollars of your hard earned labour. If you achieve \$50,000 over reserve, that's comparable to \$100,000 pre-tax to get that \$50,000 in your hand.

You only have one chance to seize the profit on your property before the value passes onto the next owner!





## MAKING YOUR PROPERTY **STAND OUT**

Paired with property presentation, marketing plays an integral role in maximising the sales potential of your property by targeting and attracting the best buyers to it.

With Rhiff's design and marketing background, **LOCATION** is equipped to offer highly personalised marketing campaigns which are unrivalled by any other local agents.

An effective marketing campaign could add thousands, tens of thousands or in some cases, hundreds of thousands of dollars to the ultimate sale price of a property.

It should be viewed as an investment, rather than a cost, in ensuring we secure the absolute best outcome within an optimum time period, usually four weeks.

Marketing is the means by which we can locate, attract and capture the attention of the 'right buyers' for your property. It can create real desire around these buyers and a perception that, against its competition (other properties for sale in the marketplace), it is of superior value and potentially worth more.

From world class photography and videography to highly targeted social media advertising and outstanding graphic design, we employ a range of cutting edge technologies to increase buyer engagement, perception of value and give your property the representation in the marketplace that it deserves.

# THE STEPS TO SELLING YOUR PROPERTY

Selling your property can be a complex procedure but it doesn't have to be.

Whether it's the first time you've sold a property or the hundredth, we'll help make the process as smooth and stress-free as possible.

## PRIOR TO LISTING

- 1 Select your agent
- 2 Choose your method of sale
- 3 Sign an agency agreement
- 4 Select your marketing campaign
- 5 Arrange a contract of sale through your solicitor
- 6 Prepare your property for market



## ON THE MARKET

- 1 Soft launch (pre-market inspections)
- 2 Property introduced to public market
- 3 Buyer enquiries
- 4 Open for inspections
- 5 Weekly activity reports
- 6 Constant communication
- 7 Negotiation with buyers or auction



## SOLD!

- 1 Offer is accepted
- 2 Contracts exchanged (w/ cooling off) or; unconditional exchange with 66W or; sold unconditionally at auction
- 3 Cooling off period ends (the sale now becomes unconditional)
- 4 Settlement period begins



## SETTLEMENT

- 1 Pre-settlement inspection (within 3 days prior to settlement)
- 2 Move out
- 3 Settlement takes place
- 4 Receive funds from sale



**Thank you for inviting us into your home.**

We value the opportunity and regard the responsibility of looking after what is normally our clients' greatest asset as a privilege.

Our commitment to you is to deliver outstanding service at all times and ultimately, the best possible result for you.

Yours sincerely,



**Michael Larkings**  
Director | L.R.E.A. B.A. Dip.Ed.



**Rhiff Larkings**  
Partner | L.R.E.A.

  
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