

# CAMERON

REAL ESTATE



When Only the best will do...







Colin Cameron



Sunshine Coast Property Specialist /  
Principal

Momo Cameron



Marketing Director / Sales Consultant

T H E T E A M

Tinee Mckendry



Professional Interior Designer /  
Staging Expert

Anthony Kaarsberg



Professional Videographer

# CAMERON

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## REAL ESTATE

### About Us

Colin & Momo Cameron of Cameron Real Estate are bringing a fresh new approach to the real estate industry, looking to shake things up with a bespoke and personalised touch to real estate service, sales and marketing.

The young and energetic couple is hungry to show the North Coast area its new way to tackle real estate marketing via the power of social media platforms and mobile devices. They believe the difference between a good price and a great price when selling your home is the agent truly showing professionalism in all their fields of expertise, being negotiation, marketing, sales and market knowledge.

Colin and Momo moved with their family to the Sunshine Coast in 2015 to open and run their own hospitality business in Maroochydore. Since then, they have been happily living in Twin Waters, and have integrated themselves into every aspect of the community, which spurred their passion for serving the area's real estate industry.

Their passion for the community and the area they live in is integral to the approach of Cameron Real Estate, as it ensures they believe in their message of strong and professional customer service, as well as their commitment to understanding the intricacies of the local area.

Before Cameron Real Estate, Colin was a key player in the world of financial advice and insurance. From 2009 until his move to the coast, he had spent his time working with some of Australia's largest banking and insurance institutions, where he gained a significant amount of acclaim. Among a number of other accomplishments, he was nominated for Young Financial Advisor of the Year Australia 2014



for excellence in Sales and Marketing and has carried over his desire for achievement into the world of real estate.

Momo has been active in the Marketing and Real Estate Development industries since 2010, working closely with one of the world's largest real estate development companies. Momo has also been involved with online marketing and sales specialising in social media marketing, which primarily involved engaging with markets here in Australia and abroad. Her sales expertise and deep knowledge of marketing make her a perfect exponent of impeccable customer service.

Together, they are extremely passionate about sharing their expertise and wealth of knowledge about the property market with potential investors, current home occupiers and property developers. Their skill set and desire for success colour everything that Cameron Real Estate stands for. Their impeccable customer service firmly establishes them as the owners of the best real estate agency on the Sunshine Coast!

Colin & Momo are very happy and proud to be part of the Sunshine Coast Community and aim to continue their success in the industry. We hope you are ready to join us and start your property journey today!

**M 0458 446 082**

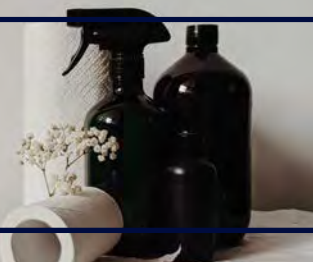
**[E colin@cameron-realestate.com.au](mailto:colin@cameron-realestate.com.au)**

**[W www.cameron-realestate.com.au](http://www.cameron-realestate.com.au)**

# THE STEPS

When it comes to selling your home we've got you, every single step of the way. Here's a general breakdown of the process and what you can expect.

1



## GET IT READY

Make repairs and updates and give your home a thorough cleaning so it shows well.

## SET THE PRICE

We will review comparable listings together and arrive at a price you feel comfortable with.

2



3



## STAGE IT

Staging your home may be necessary to get you the largest return. We'll walk you through everything!

## TAKE PHOTOS, VIDEO & VIRTUAL TOUR

Our team will make your home look its best!

4



## CREATE MATERIALS

We'll have our in-house graphic designer create everything we need to market your home!



6



## LIST IT & SHOW IT

This is often the hardest part as your home has to remain presentable and in tip top shape every day.

## REVIEW OFFERS

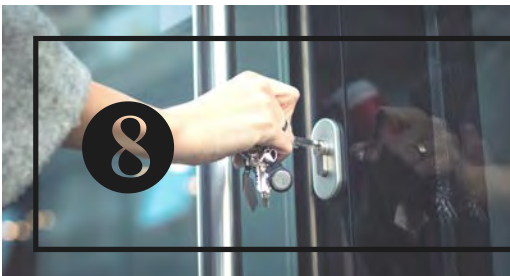
We will negotiate on your behalf and review all offers with you. Then look after everything and see the sale through to settlement



8

## SETTLEMENT DAY

Your conveyancer will handle everything, we will handle the key hand over and the cheques will be exchanged electronically!







# Key To Selling Your Home

Statistics show that you have less than 3 seconds to capture the attention of potential buyer, so high quality, broad reaching promotion of your property is essential.

A tailored and bespoke marketing campaign is essential in delivering your property to as many buyers as possible across as many media channels as possible.

Here are examples of some of the media outlets we use



## Be seen at the top of the search results

The premiere way to showcase your property, with the largest listing at the top of the search results, above all Highlight listings.



Offers Over \$1,370,000 Considered  
123 Somewhere St, North Coast

3 2 2 170 m<sup>2</sup> House

**Premiere listing**

- Priority in the search results
- Listing size
- Rotates to the top of the search results: 15 days
- Image carousel
- Property information at the top of the property page for improved search engine results
- Auction and inspection times

### How your property benefits from a Premiere listing

Your property's position in the search results can make a huge difference. In fact, 62% of people don't look beyond the first page.<sup>1</sup> Placing your property at the top with a Premiere listing offers a number of impressive results:

- 4.5x** Number of enquiries compared with a Standard listing<sup>2</sup>
- 3.8x** Number of views compared with a Standard listing<sup>2</sup>
- 3.4x** Number of times seen in the search results compared with a Standard listing<sup>2</sup>

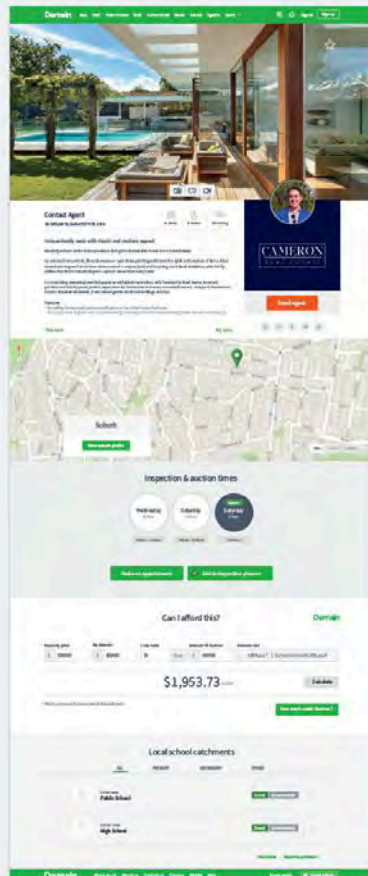
# Domain

### YOUR LISTING FEATURES



**5X** MORE ENQUIRIES<sup>1</sup>  
**5X** MORE VIEWS<sup>1</sup>

- ✓ PREMIUM POSITION IN SEARCH RESULTS
- ✓ FULL-WIDTH HERO IMAGE WITH CAROUSEL
- ✓ UNLIMITED PHOTOS & FLOORPLAN
- ✓ 360 & STANDARD VIDEO
- ✓ EASY ENQUIRY
- ✓ SCHOOL CATCHMENT ZONES
- ✓ SHORTLIST & SHARE
- ✓ INTERACTIVE GOOGLE MAP
- ✓ SUBURB PROFILE
- ✓ INSPECTION PLANNER
- ✓ DOMAIN CHECK-IN & CHAT\*



## Realestate.com.au & Domain.com.au

Over 12 million Australians visited realestate.com.au & Domain in December 2020.<sup>1</sup>

Australians from every life stage need property and when they do, they visit realestate.com.au & Domain

Reach Australia's largest audience of buyers through these two powerful sites.

### Premiere & Platinum listing

The Premiere & Platinum is the way to showcase your property, with the largest listing at the top of the search results, above all other listings. Its Property Details Page is also the most engaging, with large, magazine-style images and property information conveniently featured at the top. When listing with Cameron Real Estate, we don't just stop at realestate.com.au or Domain, we also list your property with another 20 sites for no extra cost, giving you the ultimate exposure needed when selling your property.



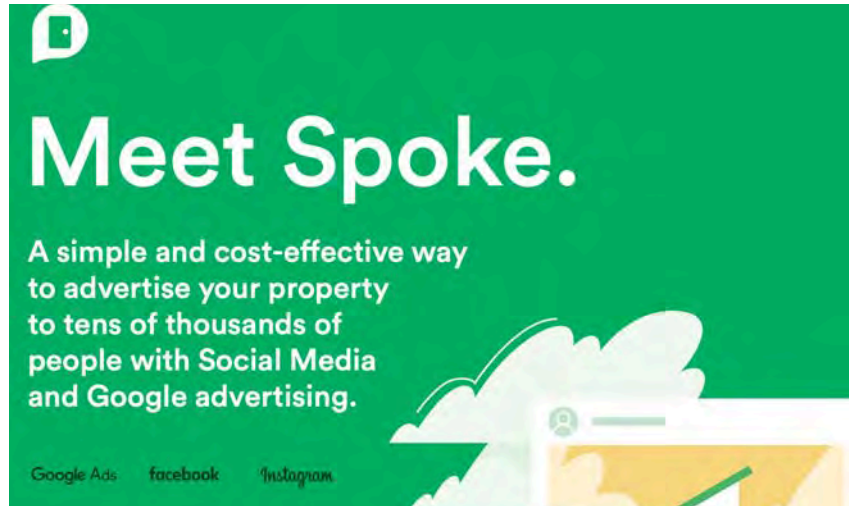
# Social Media Advertising - Your Secret Weapon

Over 75% of people on the planet have a smart phone or computer equalling over 4 billion devices

Of that most people spend around 5-6 hours a week on their phone

And 2.5hrs of that time is spent on social media

Social media is packed full of data. Where we like to eat, drink, relax, and unwind is all reflected in the pages we like, the content we engage with, and the images we share. We advocate the causes that we care about, tell our friends when we're newly single and ready to mingle, or are ready to tie the knot.



**Meet Spoke.**  
A simple and cost-effective way to advertise your property to tens of thousands of people with Social Media and Google advertising.

Google Ads   facebook   Instagram

Social media is even used to boost their professional and public profiles. Social media holds a lot of audience insights that we can tap into. We can target your audience with

**Most buyers browse the web for 5.5 hours every single day – but they only spend 8.4 minutes on property websites. The rest of time, they're scrolling through social media and searching the web.**



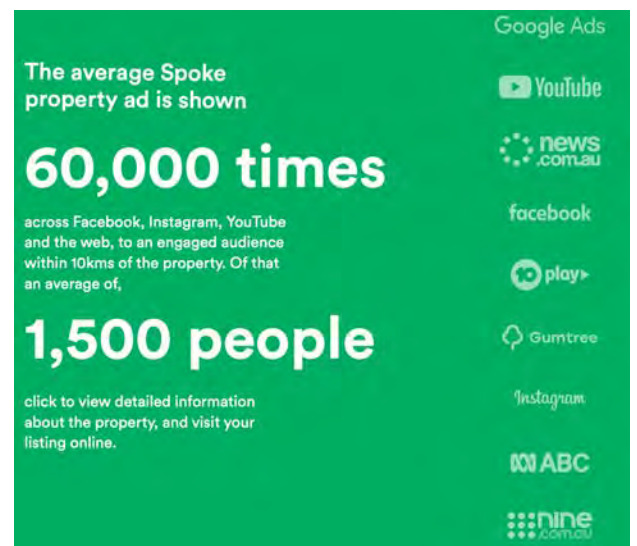
**Advertise only on the portals, and you're missing buyers 98% of the time they're online.**

social networking but is also a great way of digitally advertise your property.

Social media's power is commendable as you get to reach a large number of people within seconds of posting an ad, helping you reduce your costs, and making your ads reach out to your potential audience through these social media advertisements.

compelling ads based on their location, job role, relationship status, lifestyle interests, and more. It goes deeper than that too. With professional expertise and powerful software, we can also analyse customers who are already interested in your property, then place your ads in front of more people who are just like them.

Social media has become the most influential and important virtual space where the platform is not only used for



**The average Spoke property ad is shown 60,000 times**  
across Facebook, Instagram, YouTube and the web, to an engaged audience within 10kms of the property. Of that an average of,

**1,500 people**  
click to view detailed information about the property, and visit your listing online.

Google Ads  
YouTube  
news.com.au  
facebook  
play  
Gumtree  
Instagram  
ABC  
nine.com.au

# Photography

They say a picture tells a thousand words, and it doesn't change when it's your house taking centre stage.

Property photography company Top Snap asked 600 Australian real estate agents about how they market properties, and a whopping 99% said nothing beats good photography. It's something most of us know instinctively, whether we've been browsing for homes, proudly showing off our own for sale, or just admiring and dreaming.

Good looking images show off a home and entice us to look more closely.

One respondent commented "Professional photography is 100% essential to marketing any home, at any price range in any location. I will not put a home on the market without the highest quality photography. It attracts more buyers and therefore a higher sale price for our owners."

Another highlighted that great images are synonymous with professional property sales "Good photography can be the difference between a purchaser opening a web link or moving on to the next. Additionally, the way an office markets property directly reflects their professionalism to the public."

## Floor Plan

Did you know that 98% of buyers look at floor plans but most agents don't use them!

The floor plan assists a potential buyer to decide whether a property is right for them prior to inspecting. At Cameron Real Estate, we know floor plans are essential in attracting the right buyer.





# Videography

Did you know that listing with Video attract 85% more hits than those with pictures alone?

While photos will always be a must-have in residential real estate, there are times when photos alone aren't enough. There are times when prospective buyers need to see a little more...



The beauty of real estate video (aka virtual tour) is that it shows the things photos struggle to convey – especially when coupled with music. Not just layout and relative size, but lifestyle and feelings. Videos bring listings to life – your audience will get the sense they're actually walking through the property, which makes it more real and amplifies emotional attachment, thereby increasing their sense of urgency and emotional attachment.

## 3D Virtual Tour

House-hunting can be a gruelling, time-consuming process – attending countless open for inspections only to realise half of the homes weren't what you were looking for.

What if you could weed the genuine buyer from the bad before even conducting an open home.

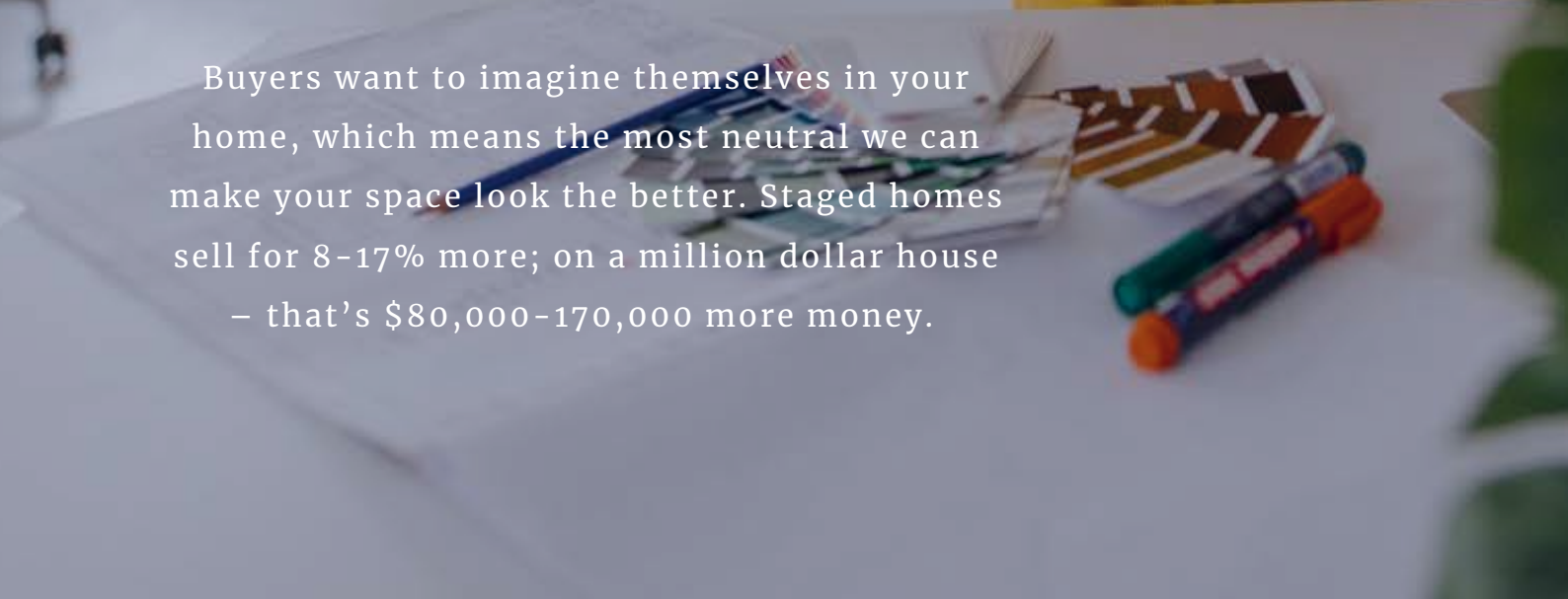
With 3D walk-throughs for listings, buyers can explore the inside of your home without stepping outside their front door. Data from realestate.com.au shows people looking for new homes are spending 52% longer on Project Profiles with 3D tours than those without.



So, what's all the fuss about? The 3D technology allows buyer to get a deeper understanding of the layout, size and interior design of a home before they head out. By getting a realistic view of the property – on their own time – buyers can work out whether or not it's worth visiting on the weekend.

A woman with dark hair in a bun, wearing glasses and a yellow t-shirt, is seen from the back, holding a smartphone to take a photo of a bright, modern living room. The room features a light-colored sofa, a dining table with chairs, and large windows. The scene is well-lit and staged for photography.

## THE STAGING

A close-up view of a white desk with various design tools. There are several pens, markers, and a color palette with various shades of brown and beige. The background is slightly blurred, showing a green plant.

Buyers want to imagine themselves in your home, which means the most neutral we can make your space look the better. Staged homes sell for 8-17% more; on a million dollar house – that's \$80,000-170,000 more money.



## Staging

Home staging has become a "must do". Some 77% of buyer's said home staging makes it easier for to visualise the property their future home. Staged homes sell faster and for more money than those that are un-staged, according to industry analysis.



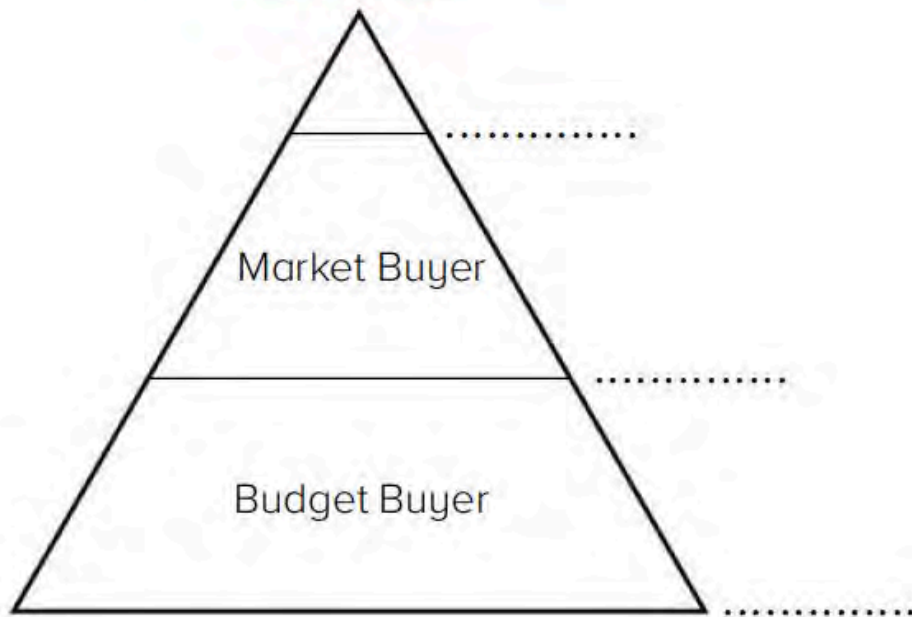
## Landscaping

If you're preparing to sell your home, it's easy to focus your efforts on your interior, and not so much the garden. It's a good idea to ask your us if landscaping will increase the value of your property. Freshly cut grass, a tidy garden and an impressive outdoor entertaining area can make the world of difference when selling your property. It'll make for better photography and therefore attract more prospective buyers to your inspections. If you'd like to take on bigger works we can help you find a professional who can plan your landscaping.





Heart Buyer



Notes

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# Testimonials

Having the privilege to work with Colin and Momo was an absolute delight. The level of professionalism, integrity and honesty that I experienced was brilliant. Highly recommend this power duo, especially if you want your property to be sold quickly and efficiently. Fantastic service, thank you guys.

**Warren, Marcoola (Seller)**

Colin has been incredibly helpful, professional and a pleasure to deal with. Always punctual, quick to return phone calls and never felt rushed or pressured. Highly recommended!

**Tim, Mt Coolum (Buyer)**

I had an exceptional experience with Colin. The level of professionalism, integrity and honesty that I experienced was brilliant. He truly cares about what you need and went above and beyond to make sure I had all the information required to make the right decision in selling my property. He was friendly, energetic and very professional. I would highly recommend him to anyone. Fantastic service, thank you.

**Shandre, Mt Coolum (Seller)**

Working with Cameron Real Estate Agency was an incredibly helpful and delightful experience. Colin and Momo were efficient and effective in responding to our queries, they went out of their way to ensure that processes flowed easily for us. The pair demonstrated awareness of our needs as property owners and were courteous to the fact that we had tenants. Their honesty, integrity and compassion led us to feeling confident in every decision made by the team. We are extremely grateful to them.

**Cameron & Erin, Pacific Paradise (Seller)**

Being the 10th property I've bought in my lifetime I have come across many agents. Colin stood out way above anyone else I've ever met. I am aware that he was actually employed by, and working for, the seller, but I cannot express how absolutely kind and helpful he was attending to our needs and questions. I have never come across such a genuine, honest real estate agent as Colin. I hope he will be the agent selling the next property I purchase too!

**Ronel, Mudjimba (Buyer)**

Colin puts a lot of thought and effort into his work With consideration for everyone involved Vendor tenants and potential buyers Accurate appraisal means a good result for all in a minimum amount of time

**Graeme, Mudjimba (Seller)**

Colin was great, he helped me understand the process for purchase and contracts. He kept in touch and informed me of progress. He was very supportive and helpful with sunset clause. I would recommend Colin to anyone new to buying.

**Melissa, Mt Coolum (Buyer)**

We are very appreciative of all the assistance & expertise Colin & his team provided for us. Due to my husband and I living in Central West Qld we had to trust Colin with his advice and wisdom in selling properties on the Sunshine Coast with the sale of our unit. We believe the stress on us was removed as we trusted his knowledge and ongoing updates along our journey towards the sale and finally settlement of this sale. We are thrilled we listened & trusted him as this was what occurred.

**Sharon & Ross, Marcoola (Seller)**

# SELLER'S CHECKLIST



## GENERAL MAINTENANCE

- Oil squeaky doors
- Tighten doorknobs
- Replace burned out lights
- Clean and repair windows
- Touch up chipped paint
- Repair cracked plaster
- Repair leaking taps and toilets



## HOME CLEANING

- Shampoo carpets
- Wash down walls
- Clean fireplace
- Clean fans and vents
- Clean and freshen bathrooms



## TIDY AND PREP

- Clean and tidy entrance
- Functional doorbell
- Polish door hardware
- Paint doors, railings, etc.  
(as necessary)



## CURB APPEAL

- Cut lawns
- Trim shrubs and lawns
- Weed and edge gardens
- Replace old mulch
- Clear walkway of leaves
- Repair gutters and eaves
- Touch up exterior paint



## EXTRA TOUCHES

- Be absent during showings
- Turn on all lights
- Light fireplace
- Open drapes in the day time
- Play quiet background music
- Keep pets outdoors



## ORGANIZATION

- Clear stairs and halls
- Store excess furniture
- Clear counters and stove
- Make closets neat and tidy



# SELLER'S CHECKLIST



## BATHROOMS

- Sanitise / air freshen
- Bath: clean thoroughly
- Tiles: clean grout / repair
- Mirrors: clean thoroughly
- Lights: repair / clean / replace
- Fan: clean / replace
- Accessories: remove shampoo toothpaste / brushes
- Taps: repair / clean
- Towels: replace / tidy



## Bedrooms

- Bedside tables: de-clutter
- Bed: fresh linen / tidy
- Mirrors: clean thoroughly
- Light switches: clean / repair
- Floor: tidy/clean/pick-up laundry
- Pictures: dust / straighten / set at eye level
- Cupboards: close / tidy



## KITCHEN

- Benches: clean / de-clutter
- Taps: repair / clean
- Oven: degrease / clean hotplates
- Oven door
- Fridge: clean exterior / remove exterior decorations
- Floor: clean thoroughly / sanitise
- Cupboards: declutter tops / tidy inside and out / clean
- Decorate: add bowl of a single fruit – apples or oranges / flowers



## Lounge

- Dust thoroughly
- De-clutter: remove magazines / personal memento / portable appliances
- Sofa: repair / replace / recover / throws or cushions
- Cupboards: clean / repair
- Cords: hide / tidy

# SELLER'S CHECKLIST



## OUTSIDE

- Gate: repair / paint / oil
- Fence: repair / paint / varnish
- Letter box: replace or straighten / paint
- Driveway: repair cracks / remove oil stains
- Lawn: weed / mow / edge / sweep leaves
- Garden: weed / edge / trim plants / mulch / remove dead plants
- Pot plants: introduce as a feature / clean / weed / prune
- Gutters: clean / repair / paint
- Eaves: remove cobwebs / clean / paint
- Roof: reseal / repair
- Garage: clean door / repair / paint / tidy interior
- Paving: weed / clean / repair
- Windows: replace damaged fly screens or panes / paint sills / clean glass
- Welcome mat: clean / replace
- Front door: paint / clean



## DINING

- Table: clean / polish
- Lights: repair / clean / replace shade / turn on
- Floor: vacuum thoroughly
- Decorations: de-clutter / simplify
- Music: create delicate peaceful mood





CAMERON

REAL ESTATE

Thank You...

Colin & Momo Cameron

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