



Selling your home with

## Scott Banister-Jones



"I just want to let you know how highly I would recommend Scott to sell your property. If you want results and your property marketed the way it should be, then Scott is the person to list with. I had my property with a well known real estate agent on and off the market for 2 and a half years, with no results and lots of empty promises and no follow-ups if someone was interested. I gave my property to Scott to sell. He marketed it well, got people interested and sold it with only one home open!!! I couldn't believe it. Not only that, Scott kept me in the loop the whole time so I knew what was going on. Scott was honest and very easy to deal with. He is so keen and eager to work for you and get results; I really can't recommend him enough! If you want your property sold Scott is the man for the job."

*R Temporini (2009)*

**Feel free to contact me at any time:**

**Scott Banister-Jones**

**0438 933 6345**

**[scott@scottbj.com.au](mailto:scott@scottbj.com.au)**



PROPERTIES

## LET ME HELP YOU

### My Aim

My aim is to provide you with the **ultimate in customer service**.

Whether your goal is for a quick and efficient sale or the highest price possible, my goal is to ensure that you would gladly recommend me to your friends and colleagues.

### My Values

Honesty and Integrity: I will be straight forward and truthful with you at all times. Your complete trust in me is essential.

Never compromise: Your satisfaction is my ultimate aim and I will not compromise on any aspect.

Everything is possible: Anything can be achieved.

Exceed expectations: Providing a service and result that is beyond your expectations.

### Doing Things Differently

My strategy is to do what the other agents won't. Whether this means contacting editors of Newspapers to get free write ups on your property or contacting every owner in and around your street with a personal letter informing them of the sale. Just listing a property for sale and going through the motions is not an option. Your property may suit a range of buyers. I will tailor a marketing package to attract all buyers not just the obvious.

### A bit about myself



After migrating from South Africa to Perth as a child I was formally educated at Scotch College. I lived in Belgium for a year on a student exchange program which allowed me to expand my cultural awareness and knowledge of the wider world. Since returning I have completed a Bachelor of Science at the University of WA where I managed to purchase my first property whilst studying and holding down numerous jobs. I have since completed a degree in property where I gained out-standing marks and was nominated for the vocational student of the year award. Honesty and integrity are the key aspects I pride myself on. I am dedicated to bringing the ultimate in customer satisfaction to my clients. Knowledge of the market and unrestricted enthusiasm ensure I will exceed all expectations. Since starting in Real Estate I have been grateful to be rewarded with two nominations in the Real Estate Institute of Western Australia's "Top Rookies" and have been lucky enough to be rewarded with entry into the \$2,000,000 club. In September 2009 I opened Scott BJ Properties and have never

looked back. When I'm not working you will most often find me running, cycling, playing tennis or down at the beach with my surf lifesaving club.

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PROPERTIES

As part of my service to my clients, I provide regular updates on the market value of their property. If you are looking at selling or would just like an update on your property, please let me know. This is a free service I am happy to provide and there is absolutely no obligation to sell your property.

If you are considering selling some of the key aspects I can offer as a boutique company are:

- **One on one service and commitment:** I try to maintain only a small number of listings. This means I can properly service each property and give you the best service possible.
- **Low cost:** I am able to keep my overheads and costs down. This means I can pass on the savings to you.
- **6 international websites:** By focusing the majority of my marketing on the web I not only attract the largest number of buyers to your property but minimize costs associated with press advertising.
- **Large buyer's database:** Your property will be directly marketed to my database of over 1000 qualified buyers.
- **Immediate conjunctual arrangements:** I will conjunct with all other agents immediately. This means every agent in WA (and Australia) can introduce their buyers to your property. Why just list with one agent when you can have every agent selling your property?
- **Effective negotiation techniques:** I have sold a number of properties recently. All have sold for, or above the asking price. Most with multiple offers. This is my aim for all my clients
- **Straight forward:** My promise to you (and all my clients) is complete and utter honesty. You may not like what I say, but I'm going to be up-front. No matter what.

## Charity begins at home

To have a million-dollar-plus property as your first listing is one thing, but it is another to give half the commission to charity.

But that is what Gordon Davies Real Estate rookie Scott Banister-Jones plans to do once he sells his mum's \$1.85 million Crawley apartment.

The luxury apartment has Swan River views from almost every room.

The 22-year-old says he will give the money to the Cancer Foundation.

"My grandma passed away a few months ago from cancer, so that is why I have

chosen the foundation," he says. "I wanted to do this as I am just glad to be able to give something back."

Scott, who has been in the industry for six months and is completing a diploma in property at TAFE, said his mother, an interior designer, was so confident he would sell the apartment that she left for Europe the day after signing it over.

"I have door-knocked everyone in the complex and had a private viewing, am planning on getting some editorial and have Gordon Davies mentoring me," Scott says.

Scott Banister-Jones  
Picture: Stewart Allen



## Giving Back to the Community

During my career in the Real Estate industry I have endeavored to give back to the community that has supported me.

If you are interested in helping me donate to a charitable organization, I would be happy to discuss this with you



"On behalf of our management committee and members may I extend to you our most grateful thanks for your very generous donation of \$1,000"

Ric Roberts, President; Port Bouvard Surf Sport & Life Saving Club

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PROPERTIES

## Marketing your home

**Internet Exposure:** Your property will feature on Western Australia's most prominent Real Estate internet sites. I will endeavor to update your property with a new angle every few weeks to ensure it stays "fresh" on the market.

**Feature Property:** Your property will stand out above the rest as it will appear at the top of the list of searched properties on [www.realestate.com](http://www.realestate.com)

**E-brochure:** direct emails to buyers who have searched on the internet for a property in your area and price range.

**Professional photography and video:** Pictures paint a thousand words. Quality photographs create the most impact so I employ professional photographers to ensure your property looks a Million dollars.

**For sale sign:** Our distinctive photo signboard will be placed on your property within 72 hours of listing.

**The West Australian and Sunday Times:** Your property can be advertised in either one or both of these publications throughout the marketing campaign.

**Community Newspaper Group and the Post Newspapers:** The Guardian Express, the Western Suburbs Weekly and the Post Newspapers reach households in and around your local area. Your property can feature in our full page colour advert.

**Buyers ledger:** We maintain a large database of all purchasers enquires. Your property will be marketed to the entire database in our office.

**Editorials:** Through strong contacts within the national and local newspapers I have been successful in obtaining several feature editorial write ups (see case study).

**Letterbox drops:** I will immediately contact the residents in the surrounding streets to inform them about the sale of your property. Statistics say over 75% of Buyers live or have lived in the vicinity, often these people know of others who want to move into the area.

**Personal letters to Investors:** I will send personalized letters to owners of properties in the neighbourhood who may wish to purchase another investment property.

**Home opens:** I personally conduct home opens and can arrange a suitable time to promote your property.

**Immediate conjunctional arrangements with all other agents:** Every agent in Perth will be able to introduce their buyers to your property.



PROPERTIES  
Case study

## 43 West Parade, Perth

- Sunday Times Editorial
- Feature property on all the major real estate websites
- Quality brochures personally delivered to all prospective buyers and plastered to neighbourhood shop windows and notice boards.
- Professional photography
- Letterbox drop
- Personalised letters to absentee owners
- West Australian adverts
- 2 free editorials in local newspapers
- Editorial in The Weekend Australian magazine
- Property Gallery advert in the guardian and Western Suburbs Weekly
- Display advert in the guardian and Western Suburbs Weekly
- Picture signboard

## The WSW Editorial

**property**

**An inner city charmer**

By AMY HENDERSON

RENOVATIONS to this Perth character house make it a charming inner city residence. It is close to Beaufort Street and all the amenities of the CBD. High ceilings, polished floorboards and architectural features in most rooms. An extension at the rear of the house includes a kitchen and living area with polished floorboards that blend in with the original rooms. The new kitchen has a walk-in pantry, stone benchtops, framed glass cabinets and stainless steel appliances including a dishwasher. Timber framed glass doors along the rear wall open the area to the backyard, with a paved area sheltered by a pergola.

A long hallway divides the rooms at the front of the house, including two bedrooms, a bathroom and a formal lounge. Storage space and a recess with laundry facilities are in the hallway. Both bedrooms have decorative ceiling roses and picture rails, while one has a built-in wardrobe, ceiling fan and semi-enclosed access to the bathroom. The formal lounge has a fireplace and a one-point, decorated ceiling with picture rails and picture rails. A grand entrance with low parking at the front of the property and a double garage with a roller door has access to a rear laneway. To view 43 West Parade in Perth, contact Scott Banister-Jones of Property People on 9208 9336. It is priced from \$590,000.

## The Display Advert (WSW)

## Sunday Times Editorial



**PERTH** From \$590,000

43 West Pde

Renovated and extended character house with french doors opening to north-facing rear courtyard, high ceilings, polished floorboards, modern kitchen with stone benchtops and Blanco appliances.

Agent: Scott Banister-Jones 0438 933 634, Perth Property People 9208 1999

**STUNNING CHARACTER QUIET STREET**

Sensationally renovated and extended 2 bed, 1 bath character home. French doors to a north facing rear courtyard. High ceilings. Polished floorboards. Modern kitchen with stone benches, O/P living/dining, spacious formal lounge. Airconditioning & gas heating. Sealed ROW to an undercover lockup garage. Walking distance to Beaufort Street & East Perth.

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**Scott BJ**  
PROPERTIES

**voice estate**

**Heart and soul**

THE heart and soul of this 1930s character house is its location. The house is a true gem, with a north-facing rear courtyard, high ceilings, polished floorboards, modern kitchen with stone benchtops and Blanco appliances.

Renovated and extended character house with french doors opening to north-facing rear courtyard, high ceilings, polished floorboards, modern kitchen with stone benchtops and Blanco appliances.

Agent: Scott Banister-Jones 0438 933 634, Perth Property People 9208 1999

## The Voice Editorial

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PROPERTIES

## Happy Customers

Read what some satisfied clients have to say

"The service that you offered was more than we expected and most certainly above and beyond what traditional real estate firms offer. Your age is a credit to you given your extensive knowledge of online advertising, which is a huge advantage given the online world we now live in." Your honesty and genuine friendship was unmatched by any rep that we came across during the time we took to search for another property and sell our own.

Your honesty and relation management impressed me from the beginning and continues to, which is why I rate you above the rest. How you find the time to stay in contact all of the time amazes me. Cards, letters, calls, etc. You became more of a trusted friend than a business I was dealing with."

*D Cornish (2009)*

"Scott Banister-Jones is a truly professional and honest Real Estate Agent. He was given the responsibility to sell my West Perth property. In our first meeting he produced an outline of his marketing ideas. It was a most impressive, clever and a well thought out marketing strategy. Within one month he had closed sale of my property. This property had been on the market for six months previously to no avail. Scott kept in touch with me each week, confirming his professionalism and dedication to his work. I would recommend Scott Banister-Jones to any person who is considering putting their property on the market."

*G Theseira (2009)*

"I will definitely recommend you for anyone looking at selling or buying as you keen interest has impressed me especially compared to the real estate agent I have been dealing with!!"

*M Stone (2009)*

"I found him (Scott) to be extremely diligent and competent. He has initiative and drive, without being pushy. He did a lot of research for me and nothing I asked of him was too much trouble."

*S Dardis (2007)*

"I can highly recommend Scott. He is incredibly hard working and enthusiastic, always going the extra mile to provide the best service possible. He has excellent communication skills and provides exceptional customer service. I would not hesitate to utilize Scott again in the future."

*J Kain (2008)*

"I found Scott to always be professional and a pleasure to deal with. As this was my first time purchasing property he provided me with all the relevant information, had helpful advice throughout the process and provided me with checklist to help the process"

*J Swqn (2008)*

"I would definitely refer you to anyone thinking of selling. I respect your helpful, friendly, non-pushy style. It was refreshing meeting an agent with these attributes and would like to see you succeed. "

*N Rowle (2008)*

"Could you please accept our thanks. Nothing was too much trouble for you and your patience, personal presentation and professionalism was exceptional. Your great attitude made the whole process a smooth one and we would not hesitate in recommending your services to any of your clients."

*Mrs & Mr Fischer (2009)*

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PROPERTIES

## Not just listing for sale and waiting for buyers to come

### Week 1

- Professional Photographs/video
- Sign board
- Letter to surrounding neighbourhood
- Email/SMS/Phone call to database
- Brochures produced
- Flyers developed and distributed to neighbourhood
- Request for editorials from local and national newspapers
- MEET WITH OWNERS TO DISCUSS THE SALE

### Week 2

- Uploaded to websites as feature property – “Coming Soon”
- Introduce qualified buyers by appointment (indication on price)
- Send vendor update
- Picture advert in local newspaper
- Open Home
- MEET WITH OWNERS TO DISCUSS THE SALE

### Week 3

- Send vendor update
- Contact buyers from previous weeks viewing
- Alter Websites “First Week Offered: Home Open...”
- Contact editors for another editorial
- Open Home
- MEET WITH OWNERS TO DISCUSS THE SALE

### Week 4

- Send vendor update
- Contact buyers from previous weeks viewing
- Alter Websites - “New listing: Home Open...”
- Open Home
- MEET WITH OWNERS TO DISCUSS THE SALE

### Week 5

- Change up online/print advertising to ensure a “fresh” look
- Send vendor update
- Contact buyers from previous weeks viewing
- Open Home
- MEET WITH OWNERS TO DISCUSS THE SALE AND POSSIBLE PRICE ADJUSTMENT.

### Week 6 on until sale

- Continue until property is sold



## Client Service Guarantee

I appreciate the opportunity to be of assistance to you by providing the very best in local real estate service.

It is a statutory requirement for us to have a signed agreement between yourselves and our company for a stipulated period of time.

I am committed and passionate about offering the very best service to you that I can confirm the following:

**If at any point during the listing contract you are unhappy with my service and this is not promptly remedied to your satisfaction, you may terminate the contract immediately.**

**This gives you peace of mind...  
And this is my guarantee to you.**

**Scott Banister-Jones**