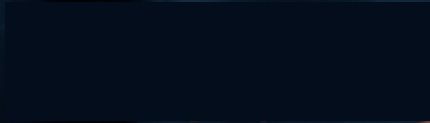


SELLER CHECKLIST



— DOWNLOAD HERE —
SELL YOUR HOUSE AT THE BEST PRICE!





**WE CREATE UNIQUE
DIGITAL EXPERIENCES
THAT MATTER**



**TOP TEAM IN
HUTTONS ASIA
PTE LTD**

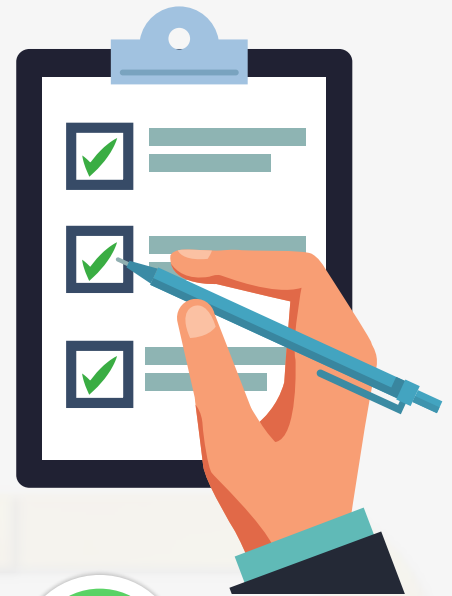
CONTENT

- 1. FULL CONSULTATION
WITH ASSET PLANNING** *pg 3-5*
- 2. HOME VALUATION** *pg 6*
- 3. PHOTO TAKING
& VIRTUAL STAGING** *pg 7-8*
- 4. 3D & 360° TOURS** *pg 9*
- 5. MARKETING PLATFORMS** *pg 10*
- 6. HOUSE VIEWING** *pg 11*

1

COMPREHENSIVE

Consultation



Secure Your Free Personalised Consultation

We believe in working with the end objective in mind. The first step is to have an initial meeting to discuss primary and secondary objectives.

Once the objectives are defined, we will work out your next move; from planning out every detail of the finances, to nailing down the next best buy, working out a smooth transition timeline and having an exit plan. We will formulate a proposal to achieve them in the most cost-effective way.

We'll wrap up by inspecting the unit and understanding its strengths so we can highlight these in the marketing.

1 Comprehensive Consultation

Learn how to make the most out of your wealth with our asset wealth management portfolio tailored for you.



PAGE | 04

ASSET WEALTH MANAGEMENT

PROPERTY PORTFOLIO: SENGKANG GRAND RESIDENCES

Purchaser Name	: WENHUA		
Price	: \$1,100,000		
After Purchase			
Option Fee (5%)	: \$55,000	Interest	: 2.1%
Down Payment (20%)	: \$220,000	Loan Tenure	: 30
Stamp Duty	: \$28,600	CPF Contribution (OA)	: \$980
ABSD	: NIL	Rental	: \$2,600
Loan Shortfall	: NIL	Balance Cash	: \$40,867
Cash Shortfall	: NIL	Balance CPF	: NIL

Timeline	Progressive Work	Payment Schedule	Balance CPF & Cash
1st Year	Completion of foundation work (10%)	5% Cash/ CPF: \$55,000	Cash: \$40,867
		5% Loan : \$206/ mnth	CPF: \$9,487
2nd Year	Completion of reinforcement concrete framework (10%)	\$618/ mnth	Cash: \$40,867
			CPF: \$13,109
3rd Year	Completion of reinforcement wall, ceiling, door, wiring and carpark	\$1,442/ mnth	Cash: \$34,599
			CPF: \$13,109
4th Year	Temporary Occupation Permit or Statutory Completion (25%)	\$2,472/ mnth	Cash: \$47,168
			CPF: \$13,109
5th Year	On Completion Date (15%)	\$3,090/ mnth	Cash: \$52,318
			CPF: \$13,109



Total Asset Increment

to \$1,100,000

1

COMPREHENSIVE Consultation

Plan Your Exit Strategy

Real estate investing is a long-term commitment, but a day will come when you'll need to decide how you'll exit the investment.


Having a real estate exit strategy will help you maximise the total return on your investment when that time comes. When you invest in income-generating real estate, you receive a return on your money. At some point, however, you may want to get your money back out of it - hopefully with some additional equity and a capital gain. We will develop an exit strategy for you to make this happen.



Have you ever wondered who decides how much a property cost?

Property Valuation

Here are the results of your property valuation search with recent sales transactions in the neighbourhood. Searched property valued (indicative) at

 \$1,540,000	Apartment/ Condominium/ Executive Condominium 1033 sqft (Floor area) #03-***, 235 UPPER PAYA LEBAR ROAD (BOTANIQUE AT BARTLEY 533868)
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Recent sales in the neighbourhood transacted at:

<p>223 Upper Paya Lebar Road (BOTANIQUE AT BARTLEY 533874)</p> <p>\$1,600,000 (\$1,376 psf)</p> <p>Sold on 30/03/2020</p> <p>Apartment/ Condominium/ Executive Condominium 1162 sqft</p> <p>Floor Level 17</p>	<p>221 Upper Paya Lebar Road (BOTANIQUE AT BARTLEY 533875)</p> <p>\$1,150,000 (\$1,548 psf)</p> <p>Sold on 23/02/2020</p> <p>Apartment/ Condominium/ Executive Condominium 742 sqft</p> <p>Floor Level 15</p>
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There are different ways of getting your property valued. We will share with you what are some of the important things you need to know about property valuations. Marketing too low, and you're shortchanging yourself. Too high, and you're just helping your neighbours sell their unit.

We will conduct a research on the competition in the area, what are currently on the market and what recent transactions were like. This will give us the best guidelines on your ideal asking price.

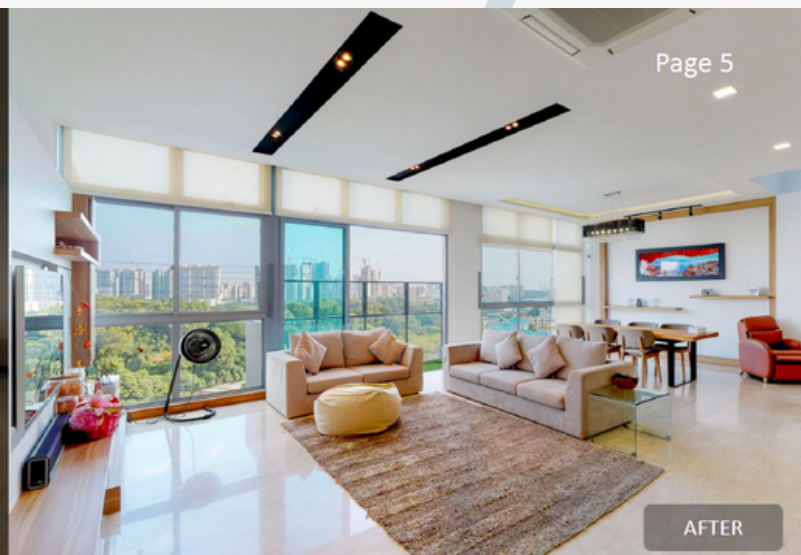
HOME 2 Valuation

3 PROFESSIONAL Photo Taking



When selling your home, you only have ONE chance to make a good first impression.

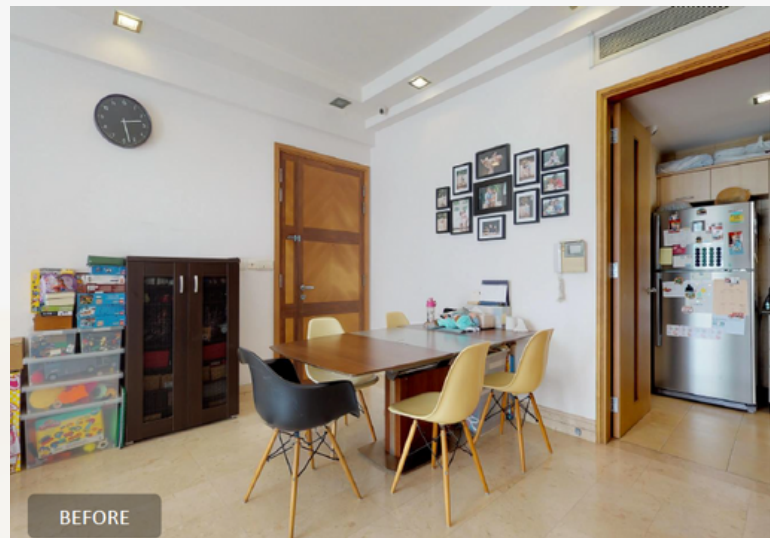
Get complimentary professional touches to your 2D photos. Stand out among other listings and attract the attention of potential buyers.



3 PROFESSIONAL Photo Taking

Book now to
create the
perfect first
impression.

See how home staging can decorate your unfurnished property or declutter it with temporary furniture and accessories. This demonstrates how to utilise the space and to entice buyers with an inviting environment. This is hassle-free and allows buyers to visualise the potential of the space.



BEFORE



AFTER



BEFORE

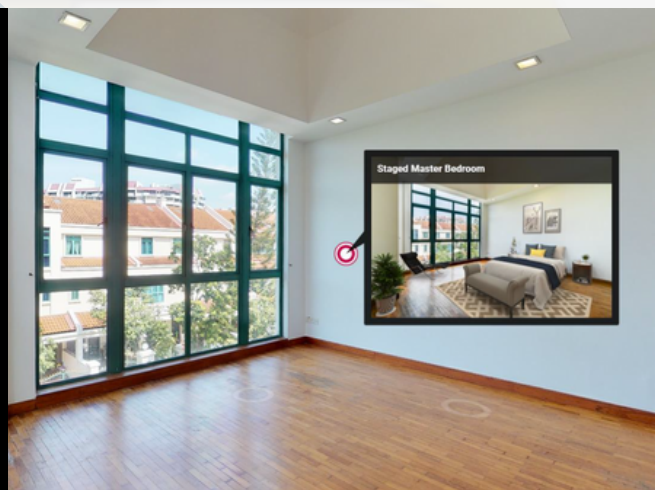


AFTER

4 TOURS 3D and 360°

JOIN THE BAND WAGON OF ADVANCED HOME SELLERS

Using 3D scanning technology to accurately capture the data of the actual unit, we provide your house a unique dollhouse view. It is interactive, easy-to-use and convenient (just sharing of a URL). This provides a 24/7 open house as buyers can view unit at their own pace.



Staging is also possible for 360° Tours.



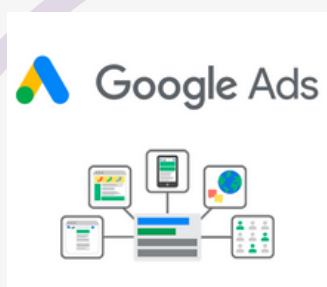
5 MARKETING Platforms



DISCOVER THE POWER OF ONLINE MEDIA

After preparing the professional photos and videos, it's time to advertise your home on several media platforms such as property portals (PropertyGuru, SRX, etc) as well as social media (Facebook, Instagram, etc). We will perform audience targeting and provide content writing services.

Last but not least, tap on our network of agents to spread the words and help your unit to gain as much exposure in order to sell it faster.



5 MARKETING Platforms



So should you sell higher or lower than past transacted price?

Common Practice | Price Skimming (High to Low)

Price skimming is a pricing strategy where the Agents sell the new, unit at the highest price, above the past transacted price, as they want to achieve high record transactions. Subsequently, reducing the price to tap remaining market segments, if the unit is left unsold for too long.

One of the biggest perks of a well-implemented skimming strategy is the ability to change your price as the market shifts. Starting off high, you can determine how price sensitive your buyers are and sell as many units as possible at the highest profit margin.

5

MARKETING Platforms



Why we Choose Market Penetration Strategy

Home owners usually tell their agents to market their homes at a high price, and some even market above past transacted prices. However, this method is proven ineffective as it narrows down the potential pool of buyers.

Our Strategy is Simple. We market our Sellers' Property lowest in the estate to capture all genuine buyers. And when high demand is generated in today's sellers' market, your price can automatically go up with some negotiations.

Listing Rank	Quality Score	Listing ID	Created On	Expires In	Reposted
After Page 3	100%	23962031	15 Apr 22	4 days	04 Jul
Top 2	100%	23962023	15 Apr 22	4 days	04 Jul

Metric	Value
Leads	13
Listing Views	1,019
Impressions	23,485

Metric	Value
Leads	55
Listing Views	3,018
Impressions	35,822

6 HOUSE Viewing



ACTION!

Come the day for potential buyers to view your house. Before that, you'll want everything - inside and outside of your house - to be looking clean and fresh.

We will arrange all interested buyers to view on one day. This will build up massive hype and interest to your unit. This is one way that helps us get many offers. We will handle it all, from coordinating viewings to negotiating for the best market price. All you will need to do is to sit back and wait for the best offer.

