



SELLER'S GUIDE





MAXIMISE YOUR SALE

Flat Fee Realty, licensed under the REA 2008, provides all the services of a traditional real estate agency—at a fraction of the cost.

For a flat fee, starting from \$14,995 + GST (excluding marketing), we handle all aspects of the sales process, taking the stress out of selling, while saving you thousands with our market-leading flat fee model.

This comprehensive service gives you peace of mind from start to finish, helping you achieve the best possible price for your home.

ABOUT US



Andrew Wells | Director
LICENSED AGENT REA 2008

THE FOUNDER & DIRECTOR

Andrew began his real estate career in 2010 with remarkable success, earning "Rookie of the Year" at Lugtons Real Estate.

In his first year, he quickly established himself, ranking among the top 15 salespeople. He then gained valuable experience as a Buyer Specialist, working alongside Ray White's top-performing agent.

This role broadened his expertise, leading to his success in real estate, sales and customer-focused roles. With his deep industry knowledge and experience with buyers and sellers, Andrew saw an opportunity to offer property owners more control over their sales process while saving them money.

This vision led to the creation of Flat Fee Realty, allowing clients to keep more of their profits for future property ventures. Andrew's business insight is strengthened by his time as a Business Banking Manager at the Bank of New Zealand, where he developed a strong understanding of the financial side of property transactions.

Clients consistently describe Andrew as "highly skilled," "well-informed," "easy to work with," and someone who "delivers exceptional results."

Committed to staying informed on legislation, market trends, and the intricacies of the sales process, Andrew ensures that every client receives the best possible service, driven by his passion for achieving outstanding results.

THE AUCTIONEER

Since 2005, David has been a trusted partner to buyers and sellers in real estate.

Starting as a dedicated salesperson and evolving into a strategic leadership role has made him an industry authority. Drawing from years of hands-on experience, David has provided invaluable guidance to thousands of salespeople and agencies across New Zealand and Australia, helping them elevate their businesses through his renowned training, coaching, and Auction expertise.

Known for his passion for empowering others, David is committed to helping clients and colleagues achieve their real estate goals.

Based on Waiheke Island, David enjoys life by the beach with his wife and two children, savouring the island's renowned vineyards and landscapes whenever he's not leading Auctions or driving real estate success.



David Palfreyman
Auctioneer



HOW FLAT FEE REALTY WORKS

Flat Fee Realty's offering simplifies the process by taking the stress and cost out of selling compared to a traditional agency.

With our three price tiers, you can easily calculate your commission, knowing exactly how much you'll have after selling at your desired price.

Sales under \$750,000

\$14,995+gst

Sales between \$751,000 - \$1,100,000

\$19,995+gst

Sales between \$1,101,000 - \$1,500,000

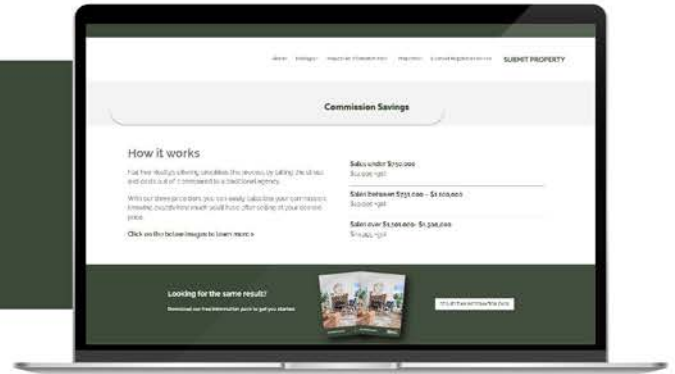
\$24,995+gst

COMMISSION CALCULATOR

Real Estate Commission Calculator		Sales between \$751,000 - \$1,100,000			
Real Estate Company	Admin Fee	Commission Fee	GST	Total Fees Inc. GST	Fee Rank
Flat Fee Realty		\$19,995.00	\$2,999.25	\$22,994.25	1
Barfoot & Thompson Residential		\$27,850.00	\$4,177.50	\$32,027.50	5
RE/MAX		\$29,000.00	\$4,350.00	\$33,350.00	6
Barfoot & Thompson Rural		\$29,800.00	\$4,470.00	\$34,270.00	7
Unlimited Potential		\$31,250.00	\$4,687.50	\$35,937.50	8
Professionals		\$31,800.00	\$4,770.00	\$36,570.00	9
Harcourts		\$31,850.00	\$4,777.50	\$36,627.50	10
Century 21		\$32,100.00	\$4,815.00	\$36,915.00	11
LJ Hooker		\$32,100.00	\$4,815.00	\$36,915.00	11
Ray White		\$32,100.00	\$4,815.00	\$36,915.00	11
Bayleys		\$36,800.00	\$5,520.00	\$42,320.00	14

(Real Estate commission data from <https://calculate.co.nz/>)

MEDIA PLATFORMS



We understand that online property portals are the first places potential buyers look when searching for a new home. Due to this, we list our properties across all major New Zealand property websites for maximum exposure and to help maximise your sale price.



homes.co.nz



realestate.co.nz



OneRoof



trademe property



MARKETING PACKAGE

Our marketing package covers various advertising mediums, which means buyers are more likely to encounter your advertising, whatever their preferred media. Another advantage of our Flat Fee Realty marketing package is our strong social media presence, which adds to your property's exposure.



flat fee.
MARKETING PACKAGE
\$2,495

- ✔ Featured on Nz's top Real Estate sites
Homes, One Roof, Real Estate and Trademe Property
- ✔ Professional Photographs
- ✔ 3D Interactive Floor Plan
- ✔ Walk Through Video
- ✔ Large Photo Sign Board





EXCLUSIVE EFFORTLESS ENTERTAINING

From 10 beds to 10 baths, this property is a dream. It's all here. Close the door to a world of luxury. About the property.

2 **2** **1** **2**

Andrew Webb | 021 732 7945 | 0800 395 534 | andrew@flatfeerealty.co.nz

View on Trademe #FFRE119 / flatfeerealty.co.nz





EXCLUSIVE EFFORTLESS ENTERTAINING

31 CAMBO PLACE MATAMATA

From 10 beds to 10 baths, this property is a dream. It's all here. Close the door to a world of luxury. About the property.

2 **2** **1** **2**

Andrew Webb | 021 732 7945 | 0800 395 534 | andrew@flatfeerealty.co.nz

View on Trademe #FFRE119 / flatfeerealty.co.nz



ONLINE AUCTION

Are you looking to maximise your sale price through Auction?

In conjunction with Apollo Auctions, Flat Fee is the market leader in online Auctions. We believe in and stand by this method so much that we will cover all related costs and make it the first method of sale for all our listings. An Auction is the premium marketing method for establishing the top market value for your home. Auctions can reduce the risk of underselling and bring you the best money the market will pay for your property. The competitive atmosphere of an Auction can encourage buyers to pay a little more than they might initially have planned, so the outcome may be even better than the seller expected. All our auctions are conducted by a licensed auctioneer from New Zealand's most prominent and well-respected auction house. The Auctioneer will work with you pre-, during and after the Auction to achieve your home's best possible sale price.

Advantages of Selling by Auction

- Buyers are prepared and make unconditional offers, eliminating the need for additional conditions.
- Ensures the property sells at actual market value, often achieving higher than expected prices.
- Accelerates the sale process with a focused 3-week campaign.
- Fosters competition among buyers, potentially increasing the final sale price.
- Provides certainty about the sale date, with the seller able to choose a convenient settlement date.
- Removes the seller from negotiations, entrusting them to a licensed auctioneer.
- Implements an extensive marketing strategy to enhance buyer interest and visibility through all available media.

SALES AND MARKETING STRATEGIES

Here are the commonly used sales strategies and a summary of the benefits and disadvantages of each.

AUCTION

- An auction is a fast paced, public sale with all buyers in one location
- The property is sold to the buyer with the highest bid after the sellers reserve price is met
- The reserve price enables you to set the lowest price you are willing to accept for the property
- The reserve price is confidential
- Buyers will receive an auction pack if they register the interest with your agent, and this will include a copy of the sales and purchase agreement and information about the property
- Auction day deadline is set which creates urgency among buyers
- The auction creates the conditions for buyer competition which can lead to a premium price
- You can still consider any offers before auction day as long as we are in accordance with the procedure for per-auction offers
- Customers are instructed to bid on an unconditional basis and settle by a set date unless agreed by you prior to auction
- You are in control as you set the reserve price

FIXED PRICE

- The property is listed with an advertised price
- The buyer knows the most you expect for the property and starting point with negotiation
- A buyer can make a conditional offer at any time when a property is being sold at an advertised price with no time limit
- If you support with a registered property valuation, it's easier for buyers to have confidence in price
- You will attract buyers looking for your price range
- Offers will normally be lower than the asking price
- If you set the price too high, you will generate less interest

PRICE BY NEGOTIATION

- Used when it is hard to estimate the price a property is likely to sell for.
- No asking price is set
- Prospective buyers make offers based on their perception of the market value of the property and the seller will negotiate with you on price
- Good for unique properties or properties with development potential
- Open to any buyers at any level
- Lower level of enquiry due to no price guide
- No way to qualify buyers prior to inspection

DEADLINE

- The property is marketed for a set period with an advertised end date
- The result of the deadline is private and confidential
- At deadline all the offers are presented to you to choose which offer you would like to work with.
You can reject, accept or negotiate further by making a counter offer
- All buyers are encouraged to 'put their best foot forward' as there might not be a chance to negotiate further, which can lead to a premium price and unconditional offers.
- Not suited to all properties and may generate lower buyer interest

SALES RECORD

Sales - Last 24 months

24 | **\$18M**

Sales - All time

138 | **\$76M**

SOLD

TRACK RECORD



SOLD

Dunedin, 28 Columba Avenue



SOLD

Hamilton, 31 Voight Avenue



SOLD

Otaki, 36b Lemon Street



SOLD

Matamata, 38 Nikau Place



SOLD

Waitara, 40 Hutchins Street



SOLD

Auckland, 54 Earnslaw Crescent



SOLD

Cambridge, 64 Bryce Street



SOLD

Taupiri, 65 Catley Road



SOLD

Oamaru, 66 Aln Street



SOLD

Te Awamutu, 913 Te Rahu Road



SOLD

Pukekohe, 995 Paerata Road



SOLD

Auckland, 1601 Great North Road



GET IN TOUCH

We'd love to hear from you, heres how you can reach us



sales@flatfeerealty.nz



0800 735 534



www.flatfeerealty.nz



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LICENSED NEGOTIATION SERVICES. The negotiation services are provided by a separate company, called Sell Assist Real Estate Limited, who is licensed pursuant to the REAA 2008 and is related to the Company. Negotiation services are subject to separate terms and conditions, which can be provided by the Company upon request. Negotiation services will be conducted by a licensed salesperson pursuant to the Real Estate Agents Act 2008.



For further information phone Andrew Wells, Director 027 728 7965

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