TORQUAY | JAN JUC | BELLBRAE | LORNE

Linking **you** with a **property** you'll **love**



Links PROPERTY

Linking **people** with **property**

Our **story** (it's a **love** story)

Real Estate **Sales** and **Rentals**, **Torquay**, **Jan Juc, Bellbrae** and **Lorne**



Links PROPERTY
Linking **people** with **property**

Lynne Hayden
Director and Licensed Estate Agent
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Suzy Jones
Licensed Estate Agent
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You're on a moving mission – to sell, to buy, to rent or to lease a property in our beautiful Surf Coast region. You know what you want. It's anchored in lifestyle, wellbeing, sound investment or sales success.

Your buying sights are set on Torquay, Jan Juc, Bellbrae or Lorne and your sales expectations are high. Us, too. We're on a mission to link people with property. Not just any property. Only the right property will do. The home you fall in love with… and stay in love with for all the truest reasons. The home that will bring pleasure and positivity, no matter what your age or stage of life. The investment or holiday property that rewards you in all the best ways. The rental that doesn't feel like a rental.

At Links Property we build on decades of collective experience in real estate marketing and sales. But it's more than just experience, it's also understanding that every real estate transaction profoundly changes the lives of all those involved. The significance of your home purchase or sale is at the heart of everything that we do.

We provide complete property services. Home sales, land sales and property management are our specialty. We reach the towns of Torquay, Bellbrae, Lorne and the village Jan Juc. This is our community; it's where we know the market and are deeply connected.

Our talented team is committed to every step of the real estate journey with you. Their authenticity and passion for real estate is our strength. From managing expectations, whether in person or virtual, to being a resource in the local industry, we aim to make your experience enjoyable.

…At Links Property we love what we do. Linking you with a property you'll love.



Why **Links** Property?

We are a **progressive**, technology-powered agency contending a **fresh approach** to marketing your **home** for sale.



We are a **unique boutique agency** listing a limited number of properties per year.



Communication is our priority. We understand the importance of **connecting with our clients**. We keep you fully informed throughout your real estate journey. We speak to the market with powerful online database, promotion and communication strategies.



We build lasting relationships with our clients and enjoy a strong rapport with our industry colleagues and the broader Surf Coast community.



We achieve results. Our seasoned sales team are dedicated to selling your property and achieving a sales result beyond your expectations. You can **list your home with confidence.**



With an arsenal of creative support, talented home stagers, writers and accomplished photographers, **your property will shine** amongst the competition. We astutely communicate your home's individual story.



With a thorough understanding how buyers shop for real estate, we **focus on tailored sales campaigns** where smart marketing spend brings you the best return. We specialise in high-end digital and print marketing campaigns.

We **manage an active rent roll** of **180-plus** properties.





One of the **top three performing** real estate agents for sales results and new listings in the Surf Coast region.



We are a SOHO office (Satellite office Home office). We spend your vendor paid marketing money where it counts online to get you the **best possible result.**









The award-winning **Links Property** team

A **female** approach

Our all-female team knows how it feels to fall in love with a home, a location, a view, a lifestyle, a new opportunity.

Our wholehearted, attentive approach to home sales, land sales and property management is professional, meticulous, candid… and always flavoured with the understanding that how you 'feel' about a home eclipses all else.

Women communicate in a highly influential way about property, the home atmosphere and functionality. We understand how a home must meet your lifestyle demands. We know what buyers want from the thrill of architecture to the excitement of high tech. We recognise the home buying process is more emotional for some buyers and others more rational.

For practical reasons, women are the ultimate key decision-makers when it comes to purchasing a home. So, it makes perfect sense to have women represent you and your property in the marketplace. Women love dealing with women when seeking out their real estate dream.

Our intuitive approach matters even more in neighbourhoods like Torquay, Jan Juc, Bellbrae and Lorne, where families, empty nesters, couples and singles thrive and everything is about the lifestyle.

Need to know about schools and kindergartens, family healthcare, walking trails, coffee and cafés, shopping, beaches, sports and community groups or business hubs? We won't hold back on our favourite haunts and intimate local knowledge. We live and breathe the lifestyle here and we love sharing every aspect of it with you. Just try and stop us.

…women communicate in a highly influential way about property the home atmosphere and functionality…



< The team (back row, left to right): Louise, Kim, Karen & Suzy, (front, left to right) Lynne & Josie

Lynne Hayden

– Director and Licensed Estate Agent



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Lynne is the driving force behind the Links Property - the mover and shaker who founded the locally owned, full-service agency and continues to shape its progressive direction.

Lynne is a multi-tasker, an avid networker and a savvy business women who knows how to make things happen. She was raised in a family of doers and married into strong real estate lineage. The natural path for her was to carve a career and an enterprise selling and managing property in her favourite seaside corner of the world.

Lynne is a champion of the coastal lifestyle and exudes Surf Coast sensibility. She chooses to raise her family in Torquay. A licensed agent, with a B.Bus public relations, and Ass. Dip. in IT, Lynne's 15+ years in the industry, means she understands the value of coastal property and rates Torquay and Jan Juc as a strategic lifestyle investment.

Lively and sociable, Lynne is prone to laughter. Her favourite aspect of work (which she doesn't really consider work) is being part of the rich emotional journey people embark on when they buy or sell property.

> Nothing beats the thrill of having an overjoyed vendor and a blissful buyer. It's magical.

Suzy Jones

– Licensed Estate Agent



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Suzy is thrilled to have translated a life-long passion for property into a rewarding career.

Previously she worked in both the Leisure & Community and Planning & Environment Units of the Surf Coast Shire, where she stockpiled know-how on local infrastructure, Building Regulations and Subdivisions. Ready for a new challenge, Suzy established Coast Retreats in 2007. A boutique holiday rental booking service for luxury coastal homes. The following year she joined Links Property as Sales and Leasing Consultant.

Suzy loves communicating with people and building authentic, long-lasting relationships. She is highly skilled in creating property marketing opportunities for 'win-win' outcomes. Her simple personal mantra echos the sentiment 'Do what you do and do it well'. Owning property on the Surf Coast provides Suzy with a valuable personal perspective on property investment. She shares her experience and knowledge enthusiastically with her clients.

Like many local residents, Suzy was a sea-changer moving from Melbourne to Torquay in 2000. Entrenched in the local community, Suzy and her family enjoy the best of the Surf Coast with appreciation and gusto.

> Our clients entrust me with the sale of their home and I thrive on navigating them through the sales journey.

Josie Currell

– Sales and Leasing Consultant



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Josie Currell knows the Surf Coast. Born and raised along the Great Ocean Road in Lorne and Aireys Inlet, Josie is deeply connected to our region and truly loves where she lives.

Entrenched in the local community, Josie is living the dream lifestyle her clients are seeking. She never regrets her choice to choose home to raise her own family. You can find Josie enjoying time with her teenage kids and partner, beach walks and listening and playing her favourite music. She is eager to impart her wealth of local knowledge to help you connect to this coast.

With her can-do attitude, Josie strives to provide creative and tailored marketing for your property. Her valuable role to improve property marketing solutions and processes makes the home buying and selling experience as enjoyable as possible for our clients.

Josie's real estate experience means she understands that the journey of buying a property can be very stressful and sometimes a little overwhelming. She knows that life can be very busy so excellent communication is essential. Striving to fulfill the needs of our clients and achieve the very best outcomes for our agency is her priority.

> Celebrating 10+ years in the industry, I'm excited to have joined the all female team.

Louise Venter

– Property Manager



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lventer@linksproperty.com.au

Louise is a highly self motivated and energised individual who provides honest, caring and exceptional service. She always takes that extra step to help you achieve your Real Estate dreams!

Louise treats people the way she would like to be treated. Her positive ‘can do’ attitude enables her to build rapport with people from all walks of life. Her ability to communicate, listen and give the best professional advice based on each of her client’s individual needs are just a few of her many fantastic qualities. Louise has enjoyed many years of success in the property market.

Having lived in Torquay since 2005, Louise’s love and extensive knowledge for the area grows stronger every year. She is always keen to share the benefits of the Surf Coast lifestyle with her clients.

I’m passionate about your investment - I’ll find the perfect tenant for your property.

Why **linksproperty**.com.au?

We are living in a **digital world** and we are the **digital girls**



Online is where our market is most active. 87% + of buyers are using the internet to search for property. People are actively seeking a house to rent, or a house to buy firstly online, using multiple devices, around the clock.

We embrace powerful online marketing strategies to connect with clients, prospective buyers, tenants and investors when and where it counts. Choosing to sell your home with an online presence, your marketing money is well spent.

Our active database is carefully compiled and qualified for matching and connecting with prospective and active buyers. We make effective use of the latest technology and systems to not only reach our markets but also to understand clients through data analytics and insights. Our strong database gives you confidence that we can suitably target your property listing.

We connect with e-newsletters and email marketing campaigns. Using a targeted strategy we utilise our database to communicate the story of your home to attract potential buyers with creative e-newsletters and segmented email marketing.

Using Social Media provides the opportunity for us to connect and interact with sellers and buyers in innovative and creative ways. This one way data base is a visual platform with the potential to reach thousands of prospective buyers.

A well planned and tailored online plus offline (traditional) sales and marketing strategy will increase the chances of reaching more potential buyers and achieve sales success. We know that even traditional real estate marketing strategies can be executed with a refreshing angle.







...online is just the beginning!
We find your buyer...


Links
PROPERTY
Even during the lock down
our numbers remain strong
and we were able to achieve
another outstanding result!
34 Days on Market
27 Inspections
4 Offers
SOLD
THE DIGITAL GIRLS IN A DIGITAL WORLD


Links
PROPERTY
59 Bristol Road
Torquay
4 SOLD
1 LEFT
For sale
A True Lifestyle Offering


Links
PROPERTY
1 Day
1 Open
1 Buyer
1 Record
SOLD
THE DIGITAL GIRLS IN A DIGITAL WORLD
Lynne Hayden
Suzy Jones

Vendors, Buyers & Landlords

What they're **saying** about **us**

A dream...

Thank you Lynne. You and your team definitely made owning an investment property remote from where we live a dream. Please pass on our thanks and best wishes to all your staff that we have worked with over the last eight plus years.

Landlord | Torquay, Vic 3228

Brilliant selling price...

Lynne and the ladies at Links Property are brilliant. Lynne's knowledge of the local property market and marketing strategies kept our property in the best position to achieve a brilliant selling price. They are an absolute delight to deal with and keep you well informed with updates, as well as being easily contactable.

I have used Links Property in the past and wouldn't hesitate to use them again.

Vendor | Torquay, Vic 3228

Expertise and knowledge....

I purchased my new home from Suzy with the confidence that this was the perfect home in the right place at the right time. Taking in consideration Suzy and Links's expertise and knowledge with Torquay and the Surf Coast, I had no hesitations at all with my purchase. Cheerful and prompt responses every time.

Thanks Suzy and Links.

Buyer | Torquay, Vic 3228

A positive experience...

We knew from the first meeting the Links ladies were going to be the perfect fit. Their knowledge and work ethic coupled with their enthusiasm and genuine positivity were standout qualities. Lynne's communication was spot on, and, made the whole process a positive experience. We would 100% engage Lynne and Links again and wholeheartedly recommend them!

Thanks so much ladies.

Vendor | Torquay, Vic 3228

Genuine care and professionalism...

My husband & I could not have been more impressed and thrilled with our experience with Lynne & Suzy at Links Property. The entire process from our initial meeting through to the sale of our home was absolutely perfect. I can't thank them enough for the enthusiasm, genuine care and professionalism they showed us from beginning to end.

Thanks again Links Property!

Vendor | Torquay, Vic 3228

In tune with the market...

Suzy was fantastic to deal with. She was very transparent in the expectations of her vendor but also very in tune with where the market is at.

Highly recommend you to deal with Suzy.

Vendor | Torquay, Vic 3228

Property Sales

A tailored approach





Understanding how buyers shop for real estate, we focus on tailored sales campaigns where the marketing spend brings the bwest return for our vendors.

You may choose to sell your home with our complete marketing packages or just selected strategies.

We will sell your home with a smart approach to suit your needs.

Our **Marketing** packages

Package **1**

Professional photography
(excluding land listings)

Professionally written content

Streetside for sale signboards
(option to be illuminated)

Digital property flyer
(includes floor plan)

Property listing online:
www.linksproperty.com.au

Real estate portals premiere property listing:
www.realestate.com.au / www.domain.com.au

Social Media Advertising:
Sponsored Instagram posts - your ad will appear in people's Feed, Stories and their Explore tab.

Links Property E-Newsletter:
Email marketing campaign

Home Staging:
Style your home to sell*

Allows prospective buyers to visualise the property as their future home.

Will boost your final sales price and maximise your range of buyers.

Package **2**

Professional photography
(excluding land listings)

Professionally written content

Streetside for sale signboards

Digital property flyer
(includes floor plan)

Property listing online:
www.linksproperty.com.au

Real estate portals premiere property listing:
www.realestate.com.au / www.domain.com.au

Social Media Advertising:
Facebook cover photo carousel, advertising or boosted post.
Instagram stories, posts and Twitter posts.

Print Media:
Surf Coast Times Newspaper
6 x half page colour advertisements

Links Property E-Newsletter:
Email marketing campaign

Package **3**

Professional photography
(excluding land listings)

Professionally written content

Streetside for sale signboards

Digital property flyer
(includes floor plan)

Property listing online:
www.linksproperty.com.au

Real estate portals premiere property listing:
www.realestate.com.au / www.domain.com.au

Social Media Advertising:
Facebook, Instagram and Twitter posts. Facebook cover photo carousel. Instagram stories

Print Media:
Surf Coast Times Newspaper
5 x half page colour advertisements or 4 x full page colour advertisements

Links Property E-Newsletter:
Email marketing campaign

Professional Property Video:
Video length 60 sec - 2min. Experienced voice over and property drone footage

**Optional*

Preparing to **sell** checklist - the **top 10**

1. Deciding to sell

Consider what is happening in the market place and what's best for your situation - should you buy before you sell or wait? Carefully weigh up the reasons why you have decided to put your property on the market.

2. Choose **Links Property** as your agent

We will take charge of all your sales needs, from the sales and marketing campaign through to explaining and completing the legal requirements of selling your property. We will also appraise you property and provide you with a comparative market analysis using the latest data and statistics.

3. How to sell - our plan

We will tailor a sales and marketing plan for listing and selling your property - This may include whether you want to conduct open weekends or by appointment only, silent auction, sell off-market or ask for offers.

4. Selling price and your inclusions

Links Property comprehensively evaluate your property. We will assess the location, size, age, condition and any extra special property features (if any).

5. Signing up with Links Property

A legally binding contract will detail our commission, the estimated sale price, contract duration and all costs.

...congratulations, you have now sold your home…

6. Prepare the contract of sale and Section 32

These will include all of the details prospective purchasers will need, from details of the owners, title, all conditions of sale and what's included in the sale. Zoning certificates and sewer diagrams are prepared by your solicitor or conveyancer.

7. Marketing your property

We will execute the tailored sales campaign where the marketing spend brings the best return. Links Property will co-ordinate all photography, copywriting, home staging and video for print and online. Sales boards will be created and installed. We also work with you to prepare your home for inspection and arrange suitable open times and days.

8. Sale, negotiation and terms

Links Property will be the mediators between you and the prospective buyer. We aim to reach a mutually acceptable price. Once the price and terms are agreed upon by both parties, your conveyancer will begin preparing the final contract documents and the buyer will pay a deposit.

9. Under contract

Prior to settlement, both the sellers and buyer's lawyers and financial institutions will work out the details of the sale to ensure both parties meet all legal and financial requirements.

10. Settlement day

All according to plan, you will relinquish the keys and legal rights to your property in exchange for the balance of payment from the buyer or their financial institution.

Property Management

We'll **manage** your property so you can do **more** of what you **love**

Marketing

Photography:

External and internal $0

Signage:

Streetside for lease signboards 600mm x 900mm $0

Property listing online:

www.linksproperty.com.au | www.realestate.com.au | www.domain.com.au $150

Social Media Advertising:

Facebook, Instagram and Twitter posts. Facebook photo carousel. Instagram stories $0

Fee Structure

Letting Fee:

Two weeks Calendar rent

Agent Commission:

8% including GST

Management Fee:

8% ongoing

Letting Fee

Our two week letting fee includes rental appraisal, finding and qualifying the right tenant, tenancy agreement, bond lodgement, condition report, renters rights and other leasing essentials. In addition, we also add value by ensuring a seamless introduction for the tenant into the property and neighbourhood.

Agent Commission

Payable on signing of lease.

Management Fee (ongoing)

We offer rental property owners a competitive ongoing management fee of 8% (including GST). There are NO hidden charges such as postage.
We will provide you with a monthly statement noting your monthly rental income minus any outgoings such as possible maintenance costs.

...We focus on providing great service to you and your tenant…

Links PROPERTY

Linking **people** with **property**

T/A Links Property Torquay

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