



**novak
sales
strategy**

your proven path to selling

N□VAK



THE novak difference

Highly awarded agent, Mark Novak, established The Novak Agency (now known as Novak Properties) 20 years ago at the age of 23.

Today, Novak Properties is one of the country's largest, independently owned agencies and the climb is constant and never ending.

Novak Properties, previously known as The Novak Agency did not come about without its own set of challenges. Mark Novak had an impressive track record of real estate sales for an agency in Freshwater.

At the age of just 21, Mark held the title for NSW's top salesperson (dollar and value), in a major franchise group across a network of 700 salespeople nationally. He was the youngest ever to hold this title and made the profitable decision to purchase a large property management share of the agency he was working with.

Overnight, Mark made the drastic decision, with the support of his silent shareholders, to move the property management business from Freshwater and run it independently in Dee Why, where he would manage and run his own agency.

Within a matter of days, premises were sought, files were packed, computer systems were set up and staff were employed and The Novak Agency was born - a real estate agency that was to be unlike any other the industry had ever seen.

real estate that doesn't wait...

	novak	industry average
Getting your property to market	24 hours	2 weeks
Property photos	24 hours	5 days
Property sold	2 weeks	42 days
Property leased	7 days	30 days
Contract reviewed	24 hours	Several days
Financial pre-approval	3-5 days	Up to 3 months
Responding to enquiries	10 minutes or less	24-48 hours (if at all)
Hear back from an offer	Same day (reliant on vendor)	Several days
Rental application processing	Same day (reliant on third party)	24-48 hours
Signing contract with cooling off period	3 hours	Several days
Signing contract unconditional	24-48 hours	Several days
Bank valuation	48-72 hours	1 week

twelve agents working for you



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BEHIND THE SCENES, MAKING YOUR **property shine**



NIKKI ELLIOTT
PHOTO/VIDEO
0488 053 888



BARNABAS IMRE
PHOTOGRAPHY
0456 666 496



LISA GLYNN
GRAPHIC DESIGN
0425 347 3931



TIFFANI STANKOVIC
MEDIA/SALES SUPPORT
0421 021 522



ELORA JOLIFFE
MEDIA/SALES SUPPORT
0400 011 122

your property comparisons and market trends

we will provide you with comparable properties



A406/5 Mooramba Road

Dee Why NSW 2099

1 1 1 1 Land: 69m² -

Price / m² -

Year built -

Distance 0.1km

Property type Unit

\$582,000

Last sold 01 Jun 2023

1 days on site



605/5 Mooramba Road

Dee Why NSW 2099

1 1 1 1 Land: 50m² -

Price / m² -

Year built -

Distance 0.1km

Property type Unit

\$617,000

Last sold 20 Sep 2023

6 days on site



305/23-29 Pacific Parade

Dee Why NSW 2099

1 1 1 1 Land: 2733m² Floor: 78m²

Price / m² \$8,653

Year built -

Distance 0.2km

Property type Unit

\$675,000

Last sold 22 Sep 2023

16 days on site



5004/10 Sturdee Parade

Dee Why NSW 2099

1 1 1 1 Land: 9947m² -

Price / m² -

Year built -

Distance 0.2km

Property type Unit

\$695,000

Last sold 20 Jun 2023

54 days on site



**learn more about these
properties and market
insights.**

SIMPLY SCAN QR TO VIEW

what's my property worth?

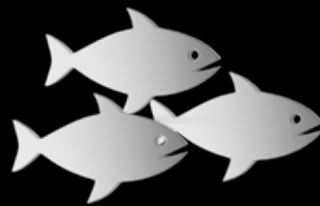
We will provide a **realistic estimate of the sale price** for your property, based on **current market trends, recent sales data**, and the **unique features of your home**.

This range will give you a clear expectation of what you can realistically achieve in today's market.

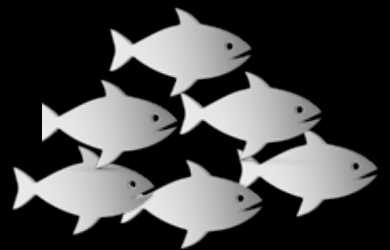
**the lower
the guide,
the larger
the buyer
pool...**



higher end
of range



mid range



lower end
of range

private treaty or auction?

Your agent will provide expert guidance on whether it's best to sell your property through private treaty or auction. They will assess the market conditions and your specific circumstances to help you make an informed decision on the most effective selling method to achieve the best results.



**What's the difference between
Private Treaty and Auction?**

we sell it

plan A

**\$0 marketing.
the pre-market strategy
we're famous for.**

**70%
success
rate**

- Signboard
- 5 property photos
- Social Media property tile
- Raw social media walk through video
- A5 property brochure
- Full page in "The List" Magazine
- Custom copywriting for your listing
- Advertising on novak.com.au
- Property e-newsletter
- Virtual furniture styling if required

TOTAL INVESTMENT \$0

+ add on

**Domain advertising
(valued at \$1500).....\$500**

Pay upfront or on property settlement



5 property photos



pre-market signboard



property walk through video



virtual furniture styling if required



property brochure



advertising in 'the list' magazine



social media property tile

your way

plan B includes everything in plan A + more

let's choose what's right for you:

- | | |
|---|--------|
| • Professional photography | \$ 950 |
| • Virtual furniture (per room) | \$ 100 |
| • Realestate.com.au (60 day Premier)
(Manly to Warriewood) | \$3399 |
| • Realestate.com.au (60 day Premier)
(Mona Vale to Palm Beach) | \$3559 |
| • Domain Platinum (up to \$1,000,000) | \$4510 |
| • Domain Platinum (between \$1m and \$2,499,999) | \$6160 |
| • Domain Platinum (\$2.5m+) | \$7315 |
| • Novak feature-rich floorplan | \$ 250 |
| • Property signboard (picture board) | \$ 450 |
| • Fully designed marketing campaign | |
| • Auctioneer
(Vic Lorusso) | \$1375 |
| • Domain advertising
(Pay upfront or on settlement) | \$500 |



property signboard



photography and virtual furniture



listing on
realestate.com.au

TOTAL INVESTMENT \$ _____

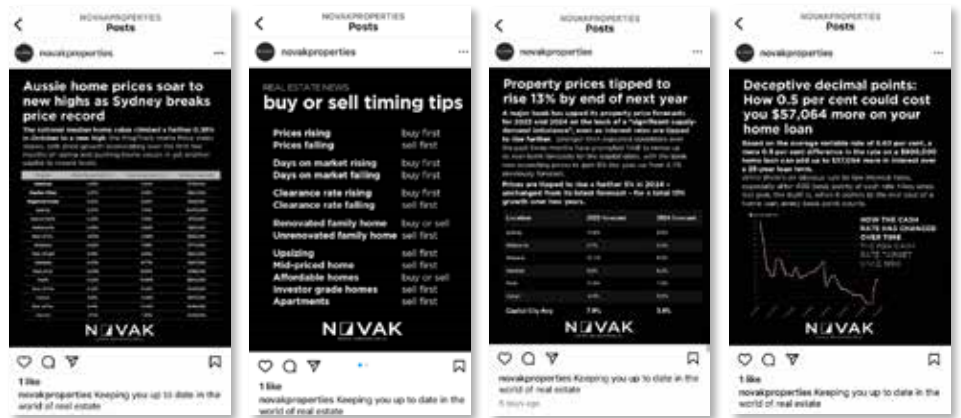
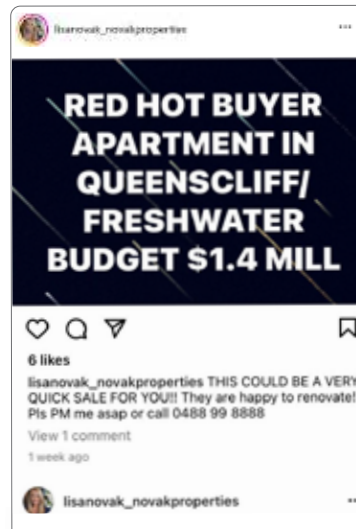
OTHER AGENCY FLOORPLANS



NOVAK FEATURE-RICH FLOORPLAN



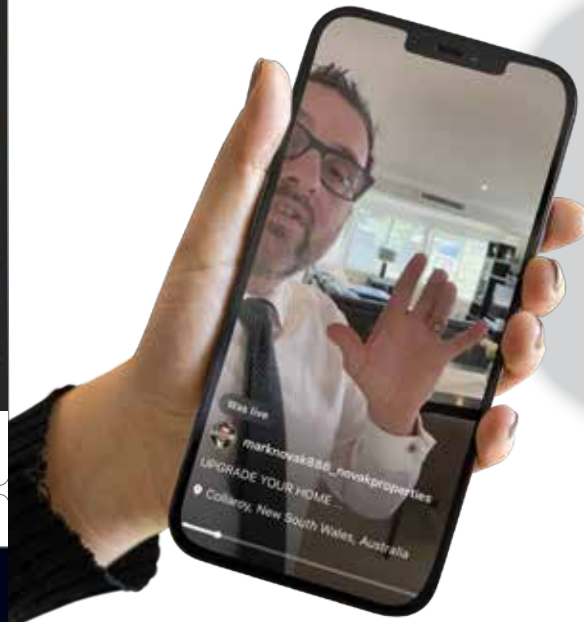
marketing material such as
DL brochures



content like no other agency - Novak socials are the go-to for literally thousands of property lovers wanting the latest real estate facts and figures. They're also seeing your property!

marketing like no one else.

CUSTOM SOCIAL POSTS SPECIFIC TO YOUR PROPERTY



social media leaders

Live, pre-market videos shared across our network of agents, presenting your property to 1000's of viewers.





professional property photos



pre-market signboards and picture boards

on the
market
within
24 hrs

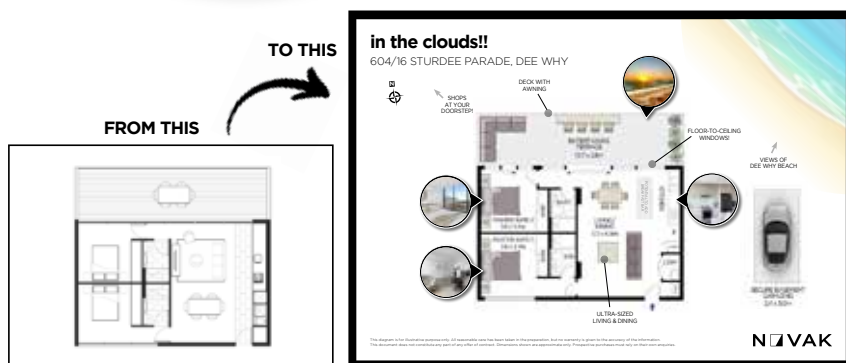


full page in 'the list' magazine

- A full page custom feature on your property.
- Showcasing great photos, custom floorplan, and important points about your property
- A QR code straight to your listing on novak.com.au where buyers can enjoy more detail about your property



DL brochures custom designed for your listing



feature-rich floorplans

- Floorplan includes property photos showcasing individual rooms
- Local features such as beaches, shops and transport added
- Text added to highlight property features
- The best floorplan you'll see to represent your property



virtual furniture

from this



to this

our 28 day selling timeline



DAY	✓	DETAILS
1		Authorise Agency Agreement via DocuSign
		Property key given to selling agent
		Payment made for marketing expenses (unless \$0 marketing strategy is being utilised)
		Solicitor details given to selling agent
2		Contract received by Novak Properties from your solicitor
		Photoshoot on property
		Sales team inspect property - property featured on Facebook, Instagram, TikTok etc (Mondays 10am-12noon)
3		Draftsperson visits property for floorplan
4-9		Signboard is designed and booked
		Brochures are designed
		Full page property feature in The List Weekly is designed
10		Photo signboard installed in front of property
		Property featured on four websites plus multiple social channels for internet advertising
11		Property appears on all socials LIVE
		SATURDAY - Open for inspection is conducted
		Receive progress call from selling agent
12		SUNDAY - Open for inspection is conducted
		Receive progress call from selling agent
13		Follow up on all open home attendees via phone call
		Receive progress call from selling agent
14		400 designer brochures mailed to the Novak database and properties surrounding your property
15		Received detailed written progress report from Novak Properties
16-17		Property referred to all prospective purchasers on the Novak database
18		Property appears on all socials LIVE
		SATURDAY - Open for inspection is conducted
		Receive progress call from selling agent
19		SUNDAY - Open for inspection is conducted
		Receive progress call from selling agent
20-21		Follow up on all open home attendees via phone call
		Receive progress call from selling agent
22		Received detailed written progress report from Novak Properties
23-24		Property re-referred to all prospective purchasers on the Novak database
25		Property appears on all socials LIVE
		SATURDAY - Open for inspection is conducted
		Receive progress call from selling agent
26		SUNDAY - Open for inspection is conducted
		Receive progress call from selling agent
27		Property referred to all prospective purchasers on the Novak database
28		Received detailed written progress report from Novak Properties
		Sit down with selling agent to review future marketing of the property

notes



NOVAK

**we
never
sleep
24/7**

novak.com.au | 8978 6888