



**W**  
**PORTEOUS**  
WILLIAM PORTEOUS PROPERTIES INTERNATIONAL

**SELLING WITH  
PETER ROBERTSON**

Maximising your return whilst taking the stress out of the sale.



## MEET PETER ROBERTSON

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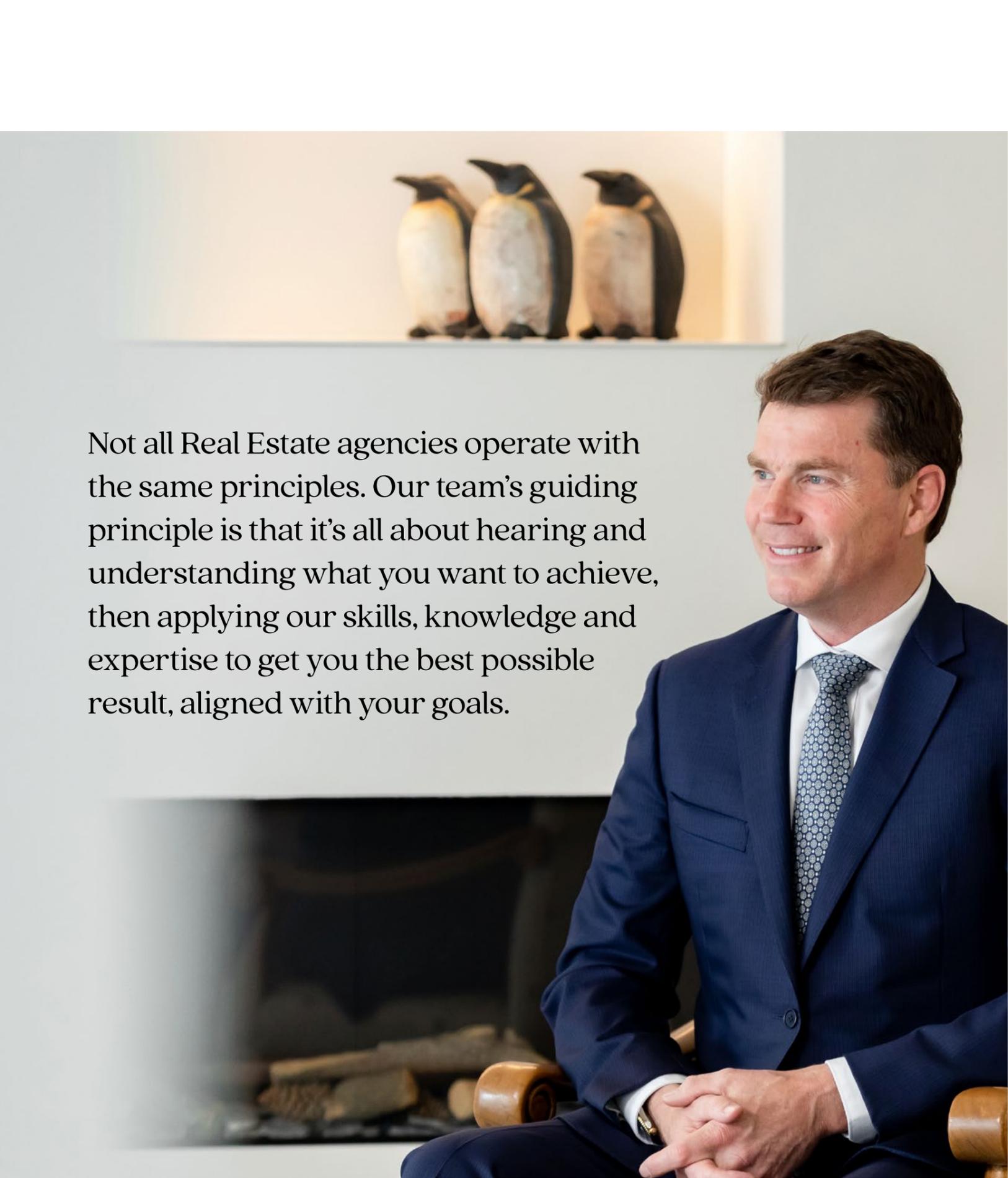
Peter is one of the Directors of the agency William Porteous Properties. He is a multi-award winning Residential Sales Specialist.

With a client focused, results orientated mindset, Peter uses his knowledge, skills and experience to ensure you have the best possible experience and get the best possible result out of your real estate transaction. With his genuine, caring approach and meticulous attention to detail he loves maximising his clients' success and enjoyment out of every dealing.

A husband and father of two young boys, he embodies the values of honesty, trust, integrity, candour and tenacity.

For down time he enjoys an active lifestyle, with his family that includes the gym, the beach, exploring new places and riding horses.

*“A Real Estate Agent for more than 25 years whose clients have always been the #1 priority. That has been the basis upon which Peter has operated and grown his repeat and referral business, every year without fail.”*



Not all Real Estate agencies operate with the same principles. Our team's guiding principle is that it's all about hearing and understanding what you want to achieve, then applying our skills, knowledge and expertise to get you the best possible result, aligned with your goals.

## WHY SELL WITH US?

### Premium Connections

You get direct access to the highest value network in the business, locally throughout Perth's premium suburbs, and internationally, particularly throughout China, Singapore, Malaysia, Indonesia, and India. We have been dealing in these markets for many years. Our team includes fluent Chinese speakers. This is enhanced by the Porteous website which has the functionality to auto-translate into a customer's preferred language.

### Crystal Clear Communication

You will always know exactly what is happening, why, where you stand and what your best options are, every step of the way. We listen to you and we keep you informed throughout the process.

### Refined Presentation

You have at your disposal our extensive resources, knowhow, and guidance in how to present your home in order to make the best first impression, without wasting time, money or effort on anything that won't show you a return. We want to make sure your home stands out and gets the attention of the most genuine and capable buyers in the market, ahead of the competition.

### The Right Strategy

You will be able to choose the right sales strategy out of all the methods of sale available, that best suits your home, the market and what you want to achieve.

### Skilful Negotiation

Of course, every buyer wants to pay as little as possible. That's why it is so important to have the best and most skilled negotiators on your team, in your corner, pushing for your success every step of the way. I am an experienced, skilled and knowledgeable negotiator who will always go the extra mile and leave no stone unturned.

### Teamwork

You will always get further and more out of a great team than a great individual. From our highly skilled sales reps, admin support staff, through to our fantastic property managers. We all work together to cross reference buyers and properties to find the best fit and in doing so help all our clients prosper.

### Results

Your bottom line is our bottom line. When all is said and done, everything comes down to the results, delivered with the greatest clarity and peace of mind, knowing you have achieved the best possible outcome, maximising your options going forwards. That's what we deliver.

## YOUR TEAM



**Peter Robertson** Director

Throughout my career, I've been fortunate to learn from some of the very best in this industry. I represent both "On market" and "Off market" homes, available subject to the buyer's requirements and budget. As an example, I currently have premium houses available from \$2-\$28million.

**Peter's Key Roles:**

- Appraising
- Listing
- Home opens
- Private inspections
- Buyer follow-up
- Negotiating
- Closing the deal



**Sarah Reed** Executive Assistant

Sarah is Peter's lead Executive Assistant. Sarah looks after all the logistics, scheduling and hard background work that's essential to the smooth running of our operation. Sarah's friendly and calm disposition combined with her client and results driven focus is invaluable to the team, as is her attention to detail and skill in juggling the multitude of tasks in a real estate transaction to ensure the delivery of a world class service to Peter and his clients.

**Sarah's Key Roles:**

- Design and management of marketing material
- Sale to settlement liaison
- Social media management
- Accounts
- Managing Peters appointment calendar
- Schedule photographers, videographers, copywriters, floorplan, 3D tours and all the contractors for our clients.

A highly skilled, focused, hardworking team will beat even an exceptional lone operator, every day of the week.

## WHEN EXPERIENCE COUNTS

Founded by William Porteous, our company has established itself as one of Perth's leading Real Estate agencies servicing the premium sector of the market both here in Perth, around the country and in select international markets.

All of our team are experienced agents with a long and enviable record of success. Our commitment to the pursuit of excellence is evident throughout the organisation. We have built a close knit team of sales people and property managers who all share a common work ethic and client focused values.

Today's modern technology has provided tools for Real Estate to be conducted at a frenetic pace, however the personal relationship and synergy between agent and clients remains fundamental to successful transactions within this company.

We have a strong presence in Dalkeith, Nedlands, Claremont, Peppermint Grove, Mosman Park, Cottesloe and North Fremantle through to West Perth. On the south side we have a strong focus on East Fremantle, Bicton, Mount Pleasant and Applecross. We sell hundreds of millions of dollars' worth of properties every year and we are in a very strong position to help you achieve the best possible price when you decide to sell.

The entire team at William Porteous Properties are fantastic and I'm privileged to have their 100% backing and support, as they have mine.



Elaine McCormack  
Licensee & Executive  
Assistant



Courtney Kemp  
Sales & Leasing  
Administrator



Alice Poyntz  
Executive Assistant



Cheryl Mckay  
Head of Department -  
Leasing



Helen Davis  
Property Manager



Grace Wang  
Trust Accounts Manager

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We leave no stone unturned  
and have an open door policy.

We're here to find the best deal, from the most capable buyer. Buyers are not typically loyal to one agent, unless they have retained them. Our networks and the campaigns we run find, connect with and draw out everyone in the market that's a good fit for your property. It doesn't matter if they currently live around the corner, across the suburb, in a different post code, in a different city or in a different country. We find and connect with everyone who is the right fit and has the right budget for your home. Wherever possible they are

carefully put in a competitive dynamic with other buyers. From there we negotiate with tact and finesse until we know the offer in front of you is the highest and best achievable from any source. If that means we need to work with any other agents who have buyers to introduce, we do. They may be retained as buyers Agents or they may be conjuncting Agents, it doesn't matter. We always work in your best interests and ensure every opportunity is maximised.

EVERY  
BUYER IN THE  
MARKET PLACE

# SALE STRATEGIES SUMMARISED

The goal with all marketing is to make your property stand out and attract the greatest numbers of well matched, well qualified Buyers. We do that by connecting the benefits and features of your property with the Buyers' aspirations and needs. We want to do that with multiple groups of Buyers so that you get multiple, wherever possible.

Everyone's motivation, tastes and capacity will be different. The more Buyers we can connect with and have offers from, the clearer your understanding will be of who is out there and what they are prepared to pay.

In the process of a sale, a simple truth is that Buyers care most about competition from other Buyers in their pursuit of a property they want, far more than any other consideration. We work that to your advantage.

We find you the best match and negotiate with empathy, compassion, tact, finesse, between multiple parties, to raise the level of the transaction to the point that it is clear you have the best possible offer in front of you.

## 1. "\$X" – ALSO KNOWN AS THE "FIXED PRICE" METHOD.

This is the simplest form of selling where you stipulate a set price with the expectation that you will negotiate downwards from there, at least to some degree. Ideally the price should be easy to estimate based on ample comparable properties both SOLD and FOR SALE. It is a very simple way to sell and one which the general public clearly understand. It works well when there are ample comparable sales data in a flat marketplace. It doesn't work as well when there are few comparables and/or the market is moving either positively or negatively during the selling period.

## 2. "OFFERS"

The intent with this method is to put the primary focus on the property with all of its features and benefits, and how appealing that is to the buyer, and keep the price more general and less specific, allowing room for more engagement over a wider price range without making assumptions either

high or low, that may be misplaced. Most buyers do prefer to have a price guide with this method of sale, to see if it is broadly within their budget before enquiring.

## 3. "OFFERS BY X-DATE"

This strategy adds the element of keeping the time frame finite. People will tend to work to a deadline if you give them one. It is an effective strategy and prevents the sale becoming stale. The time frame is usually about four to five weeks.

## 4. "FROM PRICING"

The idea here is to pitch the property at an obviously attractive price point with the aim being to generate maximum interest, leaving the top end open and uncapped to see how far competition and negotiation can raise it. The danger is in pitching the starting point too low and being accused of bait advertising, which is illegal and counterproductive. The other consideration is that it can also set a low

number in the buyer's mind. For these reasons the "From price" must be carefully considered and the dialogue around it carefully managed if it is to be used effectively.

## 5. "AUCTION"

This is a great method of sale for properties that may be in high demand, have unique elements that add a very subjective value, or where a seller absolutely wants cash unconditional offers as an urgent priority. Auctions are often misunderstood in WA. Done well, for the right property and in the right market, they are an excellent method of sale.

## 6. "OPEN NEGOTIATION"

This is effectively a hybrid between an Auction and a private treaty sale. The seller sets the parameters of conditions they are willing to consider with a bid. Buyers and their terms need to be accepted as bidders buy the sellers in order to participate in the sale. The bidding is conducted online as opposed to on-site at the property. The property can sell before the final bidding phase. It makes the price offered by the multiple Buyers transparent, but not the conditions attached to those offers as they are set on a case by case basis with each individual Buyer, in advance of bidding.

## 7. "EXPRESSION OF INTEREST" (OR E.O.I)

This is a very open method of sale, typically without any time frame or price guide. It is often used on properties that are highly individualistic with unique elements that make the value assessment highly subjective. Often these types of properties have few buyers and time on the market becomes less of an issue. It is more about the right buyer being there at the right time, which may be today, next week, next month or next year. It is usually reserved for very unique, high-value properties.

An aerial photograph of a coastal suburb. In the foreground, a large body of water is filled with numerous sailboats. A curved shoreline features a green golf course, a white building, and a small beach. The background shows a residential area with houses and trees under a blue sky with light clouds.

“I’ve sold properties throughout Perth’s finest suburbs, from entry level homes, apartments in old buildings, to modern versions thereof through to premium river and ocean front luxury residences. It’s a privilege and a joy to help all my clients achieve their goals.”

Peter Robertson  
Director - William Porteous Properties

# THE SALE PROCESS SUMMARISED

## Phase One

### UNDERSTANDING YOUR GOALS

- Outlining your objectives
- What is important to you in the transaction?
- What is your ideal moving date?

### KNOWING THE MARKET

- Market Dynamics: Macro v. Micro
- Market Forces: Supply v. Demand
- The Numbers: Where is the market going?
- Analysis of comparable properties sold
- Analysis of comparable properties for sale
- What that means to you

### THE STRATEGIC PLAN

- Outline features and benefits
- Determining your key differentiators
- Establish the target market and buyer profile
- Choose the best sales strategy

## Phase Two

### LISTING DETAILS

- Complete documentation & agreements
- Discuss property preparation
- Our staging strategy
- Photography and marketing collateral

### PREPARING FOR LAUNCH

- Property launch materials
- Traditional advertising
- Our digital plan
- Social media strategy
- Open house strategy
- Private viewing strategy
- Direct mail and community approach

## Phase Three

### LAUNCH

- Launching the marketing plan
- Showing the property
- Monitor interest and feedback
- Identifying your potential buyers
- Weekly reports, updates, & strategy
- Adapting to changes in the market place

### THE NEGOTIATION PROCESS

- Collect written offers
- Deep offer analysis
- Strategically respond to offers
- Negotiate to optimize price and and terms to align with your goals
- Back up strategies if required

## Phase Four

### THE CLOSING PROCESS

- Get commitment and close the deal!
- Work through and clear any conditions
- Get to an unconditional deal ASAP
- Track and manage through to settlement

### SETTLEMENT

- Closing and celebration
- Transitioning from the property

### INVESTMENT MANAGEMENT

- Introducing you to our world class property management team and options

### WORKING TOGETHER AGAIN

- Following up & keeping in touch
- Providing you with additional resources - handymen, gardeners, cleaners etc
- Feedback, testimonials, & referrals
- Helping you, your family and friends with their next real estate transaction!



## EXECUTIVE PROPERTY MANAGEMENT

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Here's why your investment property is better off with William Porteous Properties International's leasing team.

- We have a highly experienced and stable team.
- We have a deep understanding of managing premium homes and vast knowledge of the requirements and expectations of clients.
- We are investment-savvy because we are investors ourselves.
- We have demonstrated success in managing high end properties and won numerous awards over many years.
- We have a strong track record of achieving top prices with short days on market.
- We have dedicated leasing consultants to get you the best tenants quickly.
- We use the latest marketing tools, including 3D virtual tours.

In short—you will be able to relax in the secure knowledge that your investment is important to us and is in safe hands. If you call us we will call you back, if you email us we will email you back. We guarantee to care for your property as much as you do.



“I hope this information has given you insight and understanding of our points of difference and value engaging me as your Agent. I invite you to contact me and look forward to seeing how we can help.”

Peter Robertson  
Director - William Porteous Properties

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