THE BEST SALE DOES NOT START WITH A PRICE PROMISE.

IT STARTS WITH A PLAN.

A straight-talking guide for Gold Coast homeowners who want **clarity** before they sell.

- THE COMPLETE SALE JOURNEY
- HOW TO LAUNCH AND PRICE WITHOUT GUESSING
- WHAT BUYER BEHAVIOUR IS REALLY TELLING YOU
- HOW STRONG NEGOTIATION PROTECTS YOUR OPTIONS
- HOW TO COMPARE AGENTS BEFORE YOU CHOOSE

PLAN BEFORE YOU LIST.

Book a **Seller Strategy Session.**

CH

Conrad Hyslop

Gold Coast Property Specialist

Harcourts

Property Hub

BEFORE YOU RELIST. READ THIS.

A quick letter from Conrad Hyslop

If your property came off the market unsold, you do not need another agent giving you soft answers.

You do **not** need another big price promise.
You do **not** need another vague market update.
And you definitely **do not** need another campaign built on hope.

What you need is the truth.

Not the kind of truth that makes you feel worse. The kind that helps you understand what actually happened, what needs to change, and how to avoid repeating the same weak campaign.

Because most unsold properties are not a property problem.
They are a plan problem.

- The price may have been based on hope instead of evidence.
- The wrong buyers may have been measured.
- The first few weeks may have been mishandled.
- The feedback may have been vague.
- The agent may have gone quiet.
- Or the campaign may simply have lacked the strategy needed to create real buyer pressure.

That is why I put this guide together.

So you can stop guessing.
So you can understand buyer behaviour.
So you can see what a proper relaunch should actually look like.
And so you can make your next move with more clarity and less stress.

As you read through this magalog, I want you to keep one thing in mind:

There is a buyer for every property.
The property is not the problem.
The plan is.

If this guide helps you see what went wrong — and what needs to change before you relist — then it has done its job.

And if you want a straight-talking conversation about how to relaunch properly, scan the QR code and book the Expired Property Relaunch Plan.

Conrad Hyslop
Gold Coast Property Specialist

> “The property is not the problem. **The plan is.**”

WHAT THIS GUIDE WILL SHOW YOU

- Where campaigns lose momentum
- Why early buyers matter most
- Why kitchen-table pricing means nothing without evidence
- What to check before choosing the next agent
- How to relaunch without repeating the same mistake

SCAN BEFORE YOU RELIST

Book the Expired Property Relaunch Plan and get clear on what needs to change before you go back online.

SCAN ME

BEFORE YOU THINK ABOUT PRICE, GET CLEAR ON WHY YOU ARE SELLING.

The sale is a means to an end. The end is your next chapter.

Every sale starts with a reason. Downsizing. Upsizing. A job change. A relationship change. A financial decision. A lifestyle shift. The reason shapes everything — the timeline, the method of sale, the price you need, and how much disruption you can absorb.

Sellers who are clear on their reason make better decisions under pressure. Sellers who are vague about it tend to second-guess themselves at the worst moments — usually when an offer is on the table.

Before you speak to an agent, get honest with yourself about three things: why you are selling, when you need to be out, and what the next move looks like. Those three answers will shape every decision that follows.

THREE QUESTIONS TO ANSWER FIRST

Why are you selling?

Is it financial, lifestyle, family or circumstance? The clearer you are, the better the plan.

What is your timeline?

Do you have a hard deadline or flexibility? Both are workable — but they lead to different strategies.

What does the next move look like?

Buying again? Renting? Moving interstate? Each has different cash-flow and timing implications.

⚠ A good agent will ask these questions before they talk about price. If they skip straight to a number, that tells you something.

WHAT ACTUALLY HAPPENS BETWEEN DECIDING TO SELL AND SETTLEMENT DAY.

Most sellers are surprised by how many steps there are. Here is the full picture.

Selling a property is not a single event. It is a sequence of decisions, conversations, inspections, negotiations and legal steps — each one building on the last. Understanding the journey before you start means fewer surprises and better decisions along the way.

CLARIFY YOUR REASON
Life goals, timeline, financial position and next move

PREPARE THE PROPERTY
Presentation, repairs, styling, photography and access plan

CHOOSE YOUR AGENT
Interview, compare plans, agree on method and fee

SET THE STRATEGY
Pricing, method of sale, marketing budget and launch date

LAUNCH THE CAMPAIGN
Go live, open homes, buyer enquiry and early feedback

MANAGE THE CAMPAIGN
Weekly reporting, buyer follow-up and plan adjustments

NEGOTIATE
Offers, counter-offers, terms, conditions and competition

ACCEPT AN OFFER
Sign the contract, cooling-off period and deposit

UNDER CONTRACT
Finance approval, building and pest, special conditions

SETTLEMENT
Final inspection, legal completion and handover of keys

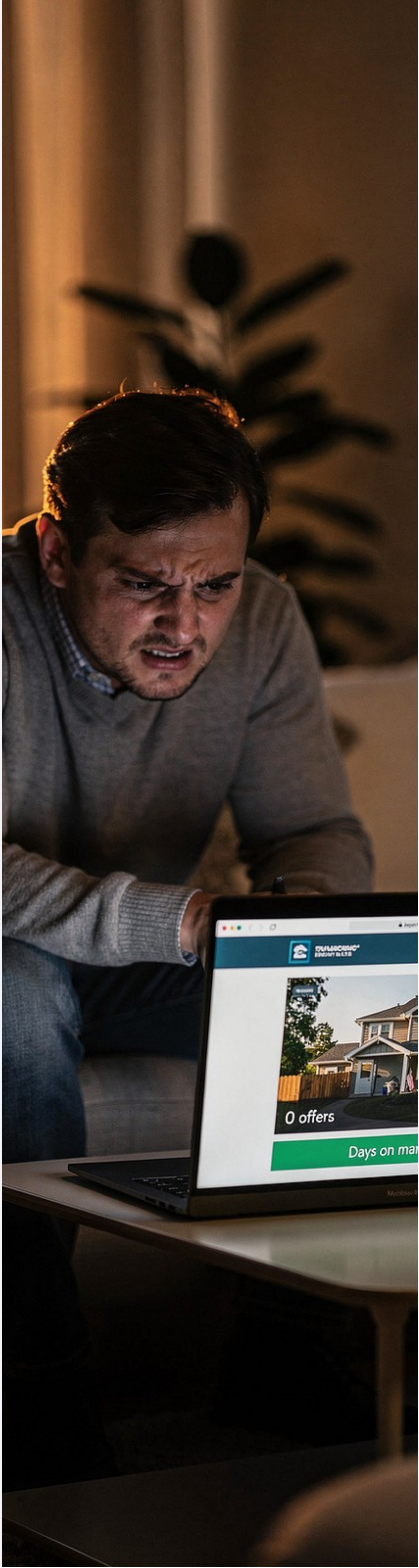
HOW LONG DOES IT TAKE?

There is no single answer. A well-prepared property in a strong market can sell in days. A property that needs work, has access challenges or is priced above the evidence can take months. The variables are the property, the preparation, the strategy and the market — not just the market alone.

WHAT SELLERS OFTEN UNDERESTIMATE

- The time needed to prepare the property properly
- How long the legal and finance process takes after an offer
- The emotional weight of open homes and buyer feedback
- How quickly the best buyers move on if the campaign is slow
- The difference a clear plan makes to every stage

The sellers who feel most in control are the ones who understood the journey before they started.



FIVE DECISIONS THAT WILL SHAPE YOUR RESULT MORE THAN THE MARKET WILL.

The market sets the ceiling. Your decisions determine where you land within it.

Sellers often talk about the market as if it is the only variable. It is not. The market sets the range of what is possible. Your decisions — on preparation, pricing, method, agent and timing — determine where within that range your result lands.

1. HOW YOU PREPARE THE PROPERTY

First impressions drive buyer emotion. Buyers who feel something at the open home act faster and pay more than buyers who feel nothing.

2. HOW YOU POSITION THE PRICE

An asking price that is too high filters out the best buyers before they even inspect. An evidence-based price creates competition.

3. WHEN AND HOW YOU LAUNCH

The launch window is the most valuable period of any campaign. Wasting it with a weak strategy is expensive.

4. WHICH AGENT YOU CHOOSE

The agent manages the campaign, the buyers, the feedback and the negotiation. Skill here has a direct effect on the result.

5. HOW YOU HANDLE OFFERS

Accepting the first offer too quickly, or holding out too long, can both cost you. Negotiation is a skill, not a reflex.

> "The market is the same for every seller in your suburb. What is different is the plan."

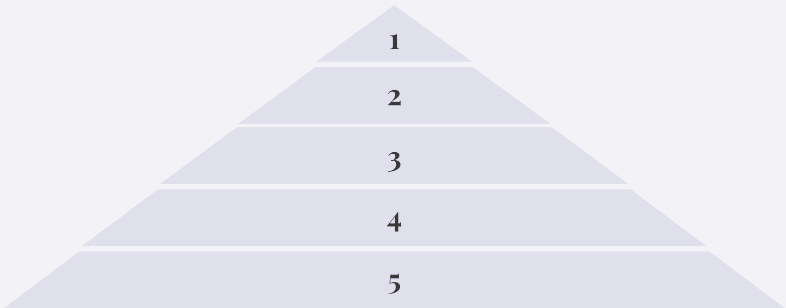
None of these decisions require luck. They require preparation, clear thinking and the right advice at the right time.

THE BUYERS WHO WILL PAY THE MOST ARE USUALLY THE FIRST TO LOOK.

Understanding who is in the market — and when — is one of the most useful things a seller can know.

Not all buyers are equal. Some are ready to act today. Others are months away from a decision. The buyers who are most prepared — pre-approved, actively comparing, ready to commit — tend to be most active in the first weeks of a new listing. After that, the pool shifts.

The following is a practical model for understanding buyer readiness — not a fixed rule.



1 **Stage 1 — Ready Buyers**
Pre-approved, actively comparing, ready to act now

2 **Stage 2 — Serious But Cautious**
Interested but need the right conditions to commit

3 **Stage 3 — Comparing Buyers**
Still weighing options, not yet committed

4 **Stage 4 — Early Researchers**
Months away from a decision, building knowledge

5 **Stage 5 — Passive Browsers**
No real intention to buy in the near term

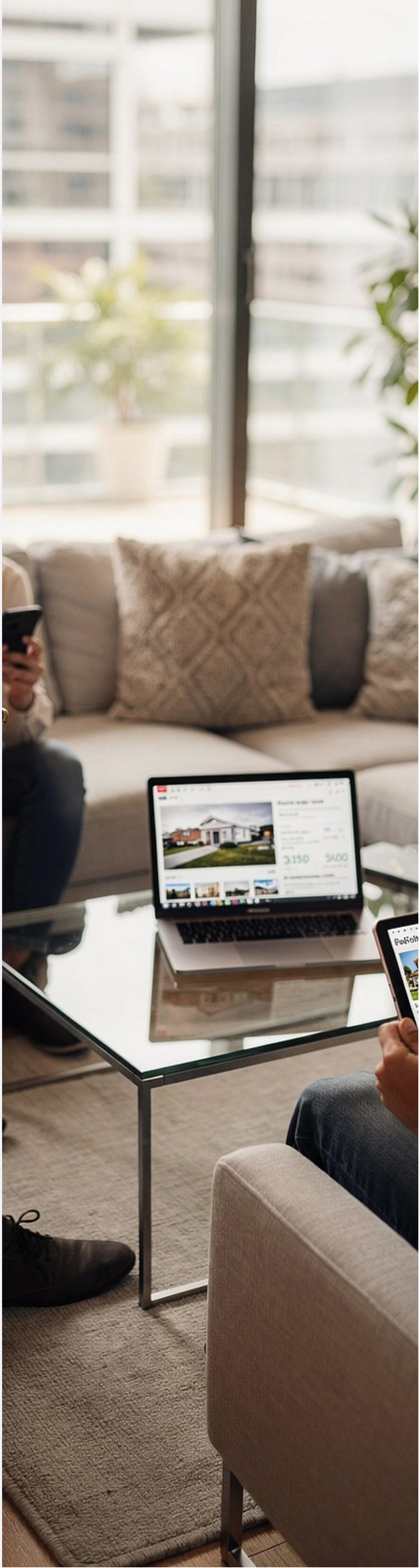
The launch period usually gives you the clearest early signal of whether prepared buyers see enough value to act. This is a practical model, not a guarantee.

This is why the first two to three weeks of a campaign are so important. The strategy, the price, the presentation and the follow-up all need to be right from day one — not adjusted after the best buyers have already moved on.

WHAT THIS MEANS FOR YOUR CAMPAIGN

- Launch with your best foot forward — not a work in progress
- Price to attract the buyers who are ready to act
- Follow up every enquiry quickly and specifically
- Track who is coming and what they are doing after the inspection
- Adjust the plan based on evidence, not hope

⚠ A property that sits too long starts to attract a different kind of buyer — one who expects a discount for the wait.



THE HIGHEST APPRAISAL IS NOT ALWAYS THE BEST STARTING POINT.

An asking price is not a wish. It is a positioning decision with real consequences.

HOW PRICING ACTUALLY WORKS

Buyers do not see your appraisal. They see your asking price alongside every other property they are comparing. If your price puts you above what the evidence supports, prepared buyers move on — quietly, without telling you why.

The asking price is not what you want. It is what positions your property against the alternatives buyers can choose from today.

Agent gives number → Property goes online → Buyers compare → Buyers decide

THE APPRAISAL TRAP

Some agents quote a high number to win the listing. It feels good in the room. But if the price is not supported by comparable sales and current competition, the best buyers filter themselves out before they even inspect.

A property that sits too long at the wrong price often sells for less than it would have at a well-evidenced price from the start.

High appraisal → Overpriced launch → Best buyers pass → Price reduction → Weaker result

⚠ Ask any agent to show you the comparable sales that support their number. If they cannot, the number is not a strategy — it is a guess.

> **An asking price positions the property against the homes buyers can choose from today. It needs evidence and a plan, not just confidence.**

Comparable sold results

What similar properties actually achieved in the last 90 days

Current competition

What buyers can choose instead of your property right now

Market direction

Is the market moving up, flat or softening?

Evidence-based price

A number that attracts the right buyers and creates the right conditions

⚠ The final price is created where seller decisions and prepared buyer evidence meet — not at the kitchen table.

BUYERS DECIDE WITH THEIR EYES BEFORE THEY DECIDE WITH THEIR HEADS.

Presentation is not about spending money. It is about removing reasons for buyers to hesitate.

The goal of presentation is not to make the property look like something it is not. It is to make sure that nothing distracts a buyer from seeing its genuine value. Small things — a cluttered room, a broken tap, a tired garden — can create doubt that is hard to undo.

STREET APPEAL

The first impression happens before buyers walk through the door. Lawns, gardens, driveways and the front facade all matter.

DECLUTTER AND CLEAN

Buyers need to imagine themselves in the space. Too much furniture, personal items or clutter makes that harder.

REPAIRS THAT MATTER

Not everything needs fixing. But anything that signals neglect or creates a building-and-pest concern is worth addressing before you list.

PHOTOGRAPHY AND VIDEO

Most buyers see the property online before they see it in person. Professional photography is not optional — it is the first open home.

ACCESS AND OPEN HOMES

Buyers who cannot get in cannot buy. A clear, consistent access plan makes it easier for the right buyers to inspect.

PRIVACY AND DISRUPTION

Selling is disruptive. Plan for it. Decide in advance what you are comfortable with and communicate that clearly to your agent.

IF THE PROPERTY IS TENANTED

Tenanted properties can be sold. But access, presentation and tenant cooperation all affect the campaign. Discuss the tenancy situation with your agent before you list — not after the first open home.

- Understand your obligations under Queensland tenancy law
- Give proper notice for inspections
- Work with the tenant where possible — it is in everyone's interest
- Consider the impact on presentation and buyer perception

STYLING — WHEN IT HELPS

Professional styling can help buyers connect emotionally with a property, particularly in the upper price ranges or when a property is vacant. It is not always necessary. Ask your agent whether the evidence from comparable sales suggests it would make a difference in your case.

The best presentation decisions are the ones that remove buyer hesitation — not the ones that cost the most.

HOW YOU SELL MATTERS AS MUCH AS WHAT YOU ARE SELLING.

The method of sale, the marketing plan and the timing all affect who sees the property and how they respond.

OFF-MARKET VS FULL MARKET

An off-market sale means the property is not publicly advertised. It is offered to a select group of buyers — usually through the agent's database. This can work well when privacy is a priority or when a ready buyer is already known.

The trade-off is exposure. A full-market campaign reaches more buyers, which generally creates more competition. More competition tends to produce a stronger result. Off-market suits some sellers and some properties — but it is not automatically the better option.

AUCTION VS PRIVATE TREATY

Auction creates a public, time-limited competition between buyers. It can be effective when there are multiple interested parties and the market is active. It also sets a clear timeline and removes cooling-off rights for the winning bidder.

Private treaty allows buyers to make offers at any time, with standard cooling-off provisions. It suits properties where the buyer pool is smaller or where the seller prefers a less public process.

Neither method is universally better. The right choice depends on the property, the buyer profile and the market conditions at the time.

TIMING

Seasonal patterns exist on the Gold Coast, but a well-prepared property in a well-run campaign can sell in any month. Do not wait for a perfect season if your reason to sell is clear.

MARKETING BUDGET

Marketing costs are separate from the agent's fee. They cover photography, online listings, signage and any additional advertising. Understand what is included and what is not before you sign.

WHAT MARKETING ACTUALLY DOES

Marketing creates awareness. It puts the property in front of buyers who are looking. It does not sell the property — the agent, the price and the presentation do that.

Ask your agent to explain why they are recommending a particular method of sale for your property specifically — not just what they prefer in general.

AN OPEN HOME IS NOT JUST AN EVENT. IT IS A SOURCE OF INFORMATION.

What buyers do after the inspection tells you more than what they say during it.

Every inspection produces data. How many people came. Who registered. Who asked questions. Who came back for a second look. Who requested a contract. Who went quiet. A good agent tracks all of it and uses it to understand what is working and what is not.

Online enquiry

Volume and quality of enquiry before the first open home signals how well the price and marketing are landing.

Inspection numbers

How many people are coming — and whether the numbers are holding, growing or dropping week to week.

Repeat inspections

A buyer who comes back is a serious buyer. This is one of the strongest signals in any campaign.

Contract requests

Buyers who ask for a contract are moving toward a decision. This is the clearest buying signal of all.

Buyer feedback

What buyers say about the property, the price and what else they are looking at. Patterns in feedback are more useful than individual comments.

Comparable sales

New sales in the area during the campaign can shift the price conversation — in either direction.

WHAT GOOD FEEDBACK LOOKS LIKE

Vague feedback — "nice property," "we'll think about it" — is not useful. Specific feedback tells you what buyers are comparing the property against, what they think the price should be, and what is stopping them from acting. An agent who cannot give you specific feedback after an open home is not managing the campaign — they are just running it.

YOUR WEEKLY UPDATE SHOULD INCLUDE

- Number of enquiries and inspections
- Buyer profiles — who is coming and why
- Specific feedback from buyers
- Any repeat inspections or contract requests
- New comparable sales in the area
- The agent's assessment and recommended next step

If you are not getting a clear, specific update every week, ask for one. It is not a favour — it is part of the service.

THE DIFFERENCE BETWEEN AGENTS IS NOT THEIR SIGN. IT IS WHAT THEY DO AFTER THE OPEN HOME.

Follow-up is where most campaigns are won or lost — and where most agents are weakest.

Most agents are good at starting a campaign. Fewer are good at managing it. The difference shows up in the follow-up — the calls made after the open home, the conversations with hesitant buyers, the adjustments made when the evidence says something needs to change.

What evidence supports the price?

Ask for comparable sold results and an explanation of how they apply to your property.

Who are the likely buyers?

A clear buyer profile shows the agent has thought beyond the listing.

What will you track in the first two weeks?

Early data tells you whether prepared buyers are responding.

How will you follow up inspections?

Follow-up is where many campaigns lose serious buyers.

What changes if buyers do not act?

A good agent has a plan before the campaign stalls.

How will you handle weak or conditional offers?

Negotiation should be planned in advance, not improvised.

How often will I hear from you?

You should know what is happening at every stage — not just when there is news.

> "The agent who sells the most properties in a suburb is not automatically the agent who will give your property the most attention."

Do not ask how many properties an agent sells. Ask what they will do when buyers hesitate, offers are weak, or the campaign needs changing. That question tells you more.

NEGOTIATION IS NOT JUST ABOUT THE NUMBER. IT IS ABOUT EVERYTHING AROUND IT.

The seller who understands negotiation before an offer arrives is in a much stronger position than the one who learns it during one.

⚠ **Most sellers think negotiation starts when a buyer makes an offer. It starts much earlier — with the price, the presentation, the campaign and the information you share.**

Negotiation in property is not a single conversation. It is a series of decisions — about what information to share, when to respond, how to handle competing interests, and what terms matter beyond the price. Each decision either strengthens or weakens your position.

A good agent prepares for negotiation before the campaign launches — not after the first offer arrives. That preparation includes knowing your bottom line, understanding what terms matter to you, and having a clear plan for how to respond to different scenarios.

THE ELEMENTS OF A STRONG NEGOTIATION

Silence

Not every offer needs an immediate response. Silence can signal strength. Rushing signals desperation.

Information

What you share — and what you do not — affects how buyers position their offers. Your agent should manage this carefully.

Leverage

Multiple interested buyers create leverage. A single buyer with no competition has all of it. The campaign strategy affects this directly.

Competition

Real or perceived competition between buyers changes the dynamic. An agent who can create and manage that competition is worth the fee.

Terms and conditions

Settlement date, deposit amount, inclusions, access and conditions all have value. Sometimes a lower price with better terms is the stronger result.

WHAT TO PREPARE BEFORE AN OFFER ARRIVES

- Know your minimum acceptable price — and keep it to yourself
- Know your preferred settlement date and why
- Understand which conditions you will and will not accept
- Decide in advance how you will respond to a low offer
- Know whether you would accept a higher price with a longer settlement
- Understand the difference between a conditional and unconditional offer

> "No blame. No ego. No soft talk. Just the evidence and the next right move."

⊗ **Never negotiate against yourself. If a buyer makes an offer, let them make it — then respond with a clear counter, not a question about what they might be willing to pay.**

WHAT HAPPENS AFTER A BUYER SAYS YES.

Accepting an offer is the beginning of the legal process — not the end of the sale.

When a buyer makes an offer and you accept it, a contract is formed. From that point, there are legal obligations on both sides. Understanding the key steps — and the risks at each one — helps you move through the process with fewer surprises.

This page provides general information only. Property law and contract terms vary. Always seek independent legal advice from a qualified solicitor or conveyancer before signing any contract.

OFFER RECEIVED

Verbal or written. Your agent presents it to you with a recommendation. You can accept, reject or counter.

CONTRACT SIGNED

Both parties sign the contract of sale. The deposit is typically paid at this point or shortly after.

COOLING-OFF PERIOD

In Queensland, buyers generally have a cooling-off period after signing. Auction sales are typically excluded. Your solicitor will advise on the specifics.

CONDITIONS

Finance approval, building and pest inspection, and any special conditions must be satisfied within the agreed timeframes.

UNCONDITIONAL

Once all conditions are met, the contract becomes unconditional. Both parties are legally committed to the sale.

SETTLEMENT

The balance of the purchase price is paid, legal title transfers, and keys are handed over. The sale is complete.

CONDITIONAL VS UNCONDITIONAL OFFERS

A conditional offer means the buyer's commitment depends on certain things happening — finance approval, a satisfactory building inspection, or other agreed conditions. If a condition is not met, the buyer may be able to withdraw.

An unconditional offer means the buyer is committed regardless. It is a stronger offer — but it is also less common, particularly for buyers using finance.

WHAT TO WATCH FOR

- Finance conditions — how long does the buyer have to get approval?
- Building and pest — what happens if issues are found?
- Settlement date — does it work for your timeline?
- Deposit amount — is it sufficient?
- Special conditions — are there any unusual terms?
- Your solicitor's advice — always read it before you sign

The period between signing and settlement can take 30 to 90 days depending on the contract terms. Plan your next move around this timeline.

DO NOT CHOOSE YOUR AGENT BY ONE NUMBER.

The appraisal, the fee and the number of signs in the street are the least useful ways to compare agents.

Choosing an agent is one of the most important decisions in the sale process. The agent manages the campaign, the buyers, the feedback and the negotiation. Their skill — or lack of it — has a direct effect on the result. Here is how to compare them properly.

What evidence supports the price?

Ask for comparable sold results and an explanation of how they apply to your property specifically.

Who are the likely buyers?

A clear buyer profile shows the agent has thought beyond the listing.

What will you track in the first two weeks?

Early data tells you whether prepared buyers are responding.

How will you follow up inspections?

Follow-up is where many campaigns lose serious buyers.

What changes if buyers do not act?

A good agent has a plan before the campaign stalls.

How will you handle weak or conditional offers?

Negotiation should be planned in advance, not improvised.

How often will I hear from you?

You should know what is happening at every stage — not just when there is news.

FEE VS VALUE

The agent's fee is a percentage of the sale price. A lower fee sounds attractive. But the question is not what the fee costs — it is what the agent's skill is worth.

An agent who negotiates a stronger result, manages the campaign well and protects your position through the contract process may be worth more than the fee difference between them and a cheaper alternative.

A fee difference should be compared with the whole result: the sale price, campaign costs, conditions, timing, communication and risk.

WHAT TO LOOK FOR IN AN AGENT

- Clear, evidence-based pricing — not just a high number
- A specific plan for your property — not a generic pitch
- Honest communication — including hard truths
- A track record of managing campaigns, not just launching them
- Availability and responsiveness throughout the process
- A fee structure that is transparent and agreed in writing

⚠ Any fee terms should be agreed in writing before you sign. Do not rely on verbal commitments.

FIVE THINGS SELLERS BELIEVE THAT ARE WORTH QUESTIONING.

Common beliefs that can lead to poor decisions — and what the evidence actually suggests.

MYTH: All agents are the same.

Reality: Agents vary significantly in how they manage campaigns, follow up buyers, handle feedback and negotiate. The difference in skill can have a material effect on the result. Interview at least two or three before you decide.

MYTH: I know an agent, so I should use them.

Reality: Personal relationships are a reasonable starting point — but not a reason to skip the comparison process. Ask the same questions you would ask any agent. A good agent will welcome it.

MYTH: I can sell it myself and save the fee.

Reality: Private sales are possible. But most buyers expect a discount when there is no agent, which can offset the fee saving. You also take on the campaign management, buyer follow-up, negotiation and contract process yourself. Understand what you are taking on before you decide.

MYTH: The market will sell it — I just need to list it.

Reality: The market creates the conditions. The campaign, the price, the presentation and the follow-up determine the result within those conditions. A passive approach in a strong market can still produce a weak result.

MYTH: I want to wait for a better market.

Reality: Timing the market is difficult. While you wait, your circumstances change, your costs continue, and the market may move in either direction. If your reason to sell is clear, the plan matters more than the timing.

> "The sellers who get the best results are not the ones who waited for the perfect market. They are the ones who were the most prepared."

None of these myths are unreasonable. They are just worth examining before they become the basis of a major financial decision.

QUESTIONS SELLERS ASK BEFORE THEY LIST.

Short, practical answers. No promises.

These are the questions Conrad hears most often from sellers preparing to go to market for the first time — or the first time in a long while. The answers are honest and practical.

How do I know what my property is worth?

An agent can provide a market appraisal based on comparable sales and current competition. It is an informed estimate — not a guarantee. The market decides the final price.

Do I need to do repairs before I sell?

Not always. Focus on anything that signals neglect or is likely to come up in a building and pest inspection. Ask your agent what the evidence from comparable sales suggests buyers in your price range expect.

How long will it take to sell?

It depends on the property, the price, the preparation and the market. A well-prepared property at an evidence-based price in an active market can sell quickly. There is no reliable formula.

What does it cost to sell?

Costs typically include the agent's commission, marketing costs, legal fees and any preparation costs. Get a clear breakdown from your agent and solicitor before you commit.

Should I sell before I buy?

This depends on your financial position and risk tolerance. Selling first gives you certainty about your budget. Buying first gives you certainty about where you are going. Both approaches have risks. Discuss it with your financial adviser.

What is a cooling-off period?

In Queensland, buyers generally have a cooling-off period after signing a contract. This is a legal right for the buyer — not the seller. Your solicitor will explain the specifics for your contract.

Can I sell with a tenant in place?

Yes. But access, presentation and tenant cooperation all affect the campaign. Understand your obligations under Queensland tenancy law before you list.

What if I get a low offer?

A low offer is not the end of the negotiation — it is the beginning of it. Your agent should present it to you with a recommendation and a clear plan for how to respond.

Do I have to accept the first offer?

No. You can accept, reject or counter any offer. The decision is yours. Your agent's job is to give you the information and advice you need to make it well.

What should I look for in an agent?

Evidence-based pricing, a specific plan for your property, honest communication, strong follow-up and a fee structure that is transparent and agreed in writing.

> ⓘ If your question is not answered here, bring it to the conversation. A good agent will welcome it.

HOW CONRAD WORKS.

Life reason first. Plan over price promise. Process rather than promises.

Conrad Hyslop is a Gold Coast property agent with Harcourts. He works with sellers who want to understand the process before they commit to it — and who want an agent who will tell them the truth, not just what they want to hear.

THE APPROACH

Every conversation starts with the seller's reason. Not the price. Not the marketing plan. The reason — why they are selling, what they need from the sale, and what the next chapter looks like. That context shapes everything that follows.

From there, the work is about building a plan that fits the property, the market and the seller's situation — not a generic pitch that gets recycled from one listing to the next.

Conrad's view is that a seller who understands the process makes better decisions. This guide is part of that. So is the conversation that follows it.

Life reason first

The sale is a means to an end. Understanding the end shapes the strategy.

Plan over price promise

A high appraisal is easy to give. A plan that delivers a result is harder — and more valuable.

Evidence, not hope

Every recommendation is based on what the market is actually doing — not what would be convenient to say.

Honest communication

Including the hard conversations. Especially the hard conversations.

Process, not promises

The process is what creates the result. Conrad focuses on getting the process right.

WHAT TO EXPECT

01

The first conversation

Conrad asks about your reason, your timeline and your next move — before he talks about price.

02

The appraisal

Based on comparable sales and current competition. Explained clearly, not just stated.

03

The plan

A specific strategy for your property — method of sale, pricing, preparation, marketing and timeline.

04

The campaign

Managed actively, with weekly updates, specific feedback and clear recommendations.

05

The result

Negotiated carefully, with your interests and your timeline at the centre of every decision.

> "The sellers who feel most in control are the ones who understood the process before they started."

Conrad works with Harcourts on the Gold Coast. Contact details and booking information are on the following page.

START WITH A CONVERSATION, NOT A COMMITMENT.

The Seller Strategy Session is a no-pressure conversation about your property, your situation and your options.

If you have read this guide and you are thinking about selling — or just thinking about it — the next step is a conversation. Not a pitch. Not a price promise. A conversation about your reason, your timeline and what a well-planned sale would look like for your property.

WHAT THE SELLER STRATEGY SESSION COVERS

01

Your reason and timeline

Why you are selling, when you need to move, and what the next chapter looks like.

02

Your property

A walk-through of the property and an honest assessment of its strengths, challenges and presentation opportunities.

03

The market

What comparable properties have sold for recently and what buyers in your price range are currently doing.

04

The strategy

A recommended approach — method of sale, pricing position, preparation priorities and campaign structure.

05

Your questions

Any questions from this guide or anything else you want to understand before you decide.

There is no obligation to list. The session is designed to give you clarity — not to push you toward a decision you are not ready to make.

HOW TO BOOK

[PLACEHOLDER — Conrad to confirm booking method, URL and response time before print.]

WHAT TO BRING

- Any questions from this guide
- A sense of your timeline and next move
- Any relevant documents if you have them — rates notice, body corporate information, tenancy details

WHAT HAPPENS NEXT

After the session, Conrad will follow up with a written summary of the appraisal, the recommended strategy and the next steps — so you have something clear to refer to.

THIS STARTS WITH A CONVERSATION, NOT A PRICE PROMISE. Book the Seller Strategy Session before you list.

BOOK YOUR SELLER STRATEGY SESSION — Scan or visit the link below.

[QR placeholder — not live]

[PLACEHOLDER — URL to be confirmed before print]

YOUR SALE NEEDS A CLEAR PLAN. NOT ANOTHER PROMISE.

A strong sale starts with your reason for moving, then builds the right presentation, launch, buyer competition, follow-up and negotiation around it.

THE PLAN SHOULD COVER:

- YOUR REASON AND TIMING
- PREPARATION AND PRESENTATION
- LAUNCH AND PRICE POSITIONING
- BUYER RESPONSE AND FOLLOW-UP
- NEGOTIATION, TERMS AND RISK
- CONTRACT THROUGH TO SETTLEMENT

START WITH A SELLER STRATEGY SESSION.

Scan to book with Conrad.

BEFORE YOU CHOOSE AN AGENT, MAKE SURE THEY CAN EXPLAIN THE PLAN.

Conrad Hyslop
Gold Coast Property Specialist

Harcourts
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