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BRENDA DONALDSON
MARKETING PROSPECTUS

RISE
REAL ESTATE

OUR STORY

I founded Rise because I wanted to do real estate better. With a long-standing passion for property and a genuine love of working with people, I knew I could offer personalised service, expert advice, and an effective, modern approach to marketing.

I moved to the Waikato because it's a booming area with a lot to offer. I love the landscape, the people, and the outdoor activities – on free weekends you'll find me out on Lake Karapiro, at the beach, or even powering up hills on a motocross bike.

My approach melds old fashioned people skills with new technology to get the best results for my clients, every time.

I embrace tools like digital market and home video tours, because they help me to reach more buyers and make more connections. I'll do whatever it takes to make your home stand out, so that you can find the best buyer – and get the best possible price!

- BRENDA DONALDSON

OUR TEAM



Brenda Donaldson - Principal / Agent

027 867 9953 | brenda@riserealestate.co.nz



Kylee Graham - Real Estate Agent

021 296 3315 | kylee@riserealestate.co.nz



James Donaldson - Maintenance



Kiris Megaw - KA Digital Marketing

027 644 0939 | kiris@kadm.co

“

Brenda is professional and effective.

She talked us through the whole process and made it simple to understand. Our house was sold quickly and at an amazing price.

Can't praise Rise Real Estate high enough!

-Anna Heenan.



4 Douch Rd, Ohaupo
\$1,807,500.00





When selling,

It's important to create the right environment. To ensure that only the best first impressions are made, from all potential purchasers!

Enhance your street appeal.

This is a biggie. Street appeal is the most crucial, as it's the first impression that one will have with your home. Think of this like when you went on your first date. Chances are you took some time beforehand to scrub up, so that he/she thought that you were a real catch, right from the get-go!

Often, a keen Purchaser is doing drive-bys to establish which properties they'd like to walk through. So, it's super important that your home looks its finest, to capture and hold their attention and interest!

Some Tips:

- Add some color in the garden or pots.
- Keep the lawns and edges maintained.
- Make sure the entranceway is spotless - shoes are tucked away, leaves have been blown or swept off, and why not create a warm welcome right from the front door with a new 'Welcome Home' doormat?

Staging your home.

The art of preparing and styling your home for sale, in such a way to enhance its attraction to potential Homeowners. While there are many companies that can provide this service, you can also do it yourself, which is the more cost-effective alternative.

Some simple steps to help you out.

- **De-clutter.** Where possible de-clutter! For example, put the kids toys away, remove excess books and magazines, organize your mail and throw away any unnecessary items.
- **Define.** Create clearly defined spaces. For example, dining and living rooms.
- **Depersonalize.** Pack away your personal belongings, like Family photographs. This can be your way of subtly helping future purchasers to imagine themselves living in your home, without getting distracted by your beautiful, personal family memories.
- **Decor.** Add artwork, cushions, throws, fresh flowers or even some scented candles. You may think that these items are only small, yet they all make the world of difference, when selling a home.



Photography.

One of the most crucial factors.

Ensuring that the better angles of your home are captured in the most ideal lighting, is one of the primary selling points of your property, These are the gold nuggets that prospective buyers will see, share and seek out!

Majority of properties are now not only promoted across Digital Marketing platforms, but are sold, after being seen and searched across various digital platforms. Therefore, having professional and high-quality imagery is extremely powerful when it comes to promoting and selling your property.

Top Tip: Invest in stylish storage options, these can help store all of your excess belongings, while looking modern in the meantime!

And, those are just some of the ways that you can conquer a premium house price.

We shape our
homes and
then our homes
shape us.





Sold

1/471 MANDENO ST, TE AWAMUTU



Sold

150 LEITH ST, TE AWAMUTU.

"A good real estate agent is equal parts marketer, negotiator, and magician."



Summarising RISE

WHO

Rise Real Estate, a collective of smart agents who want better for their clients.

WHAT

We do what it takes, catering the approach for each home, build, or section.

HOW

Through a combination of technology, experience and thinking outside the box.

WHY WE DO IT

To change the face of real estate.



Take a seat.

Let's talk strategy!

Stage One: Sales & Marketing Plan

I'll provide you with marketing recommendations for your property, as well as advice on what sales method will work best for you, whether that be a deadline treaty, priced or negotiation.

Ultimately, I want you to feel comfortable with our (Rise) approach and will always consider your preferences. We will also talk about how you prefer to work with Rise, and how we can best communicate with you.



Stage Two: Generating Leads & Qualifying Prospects

As soon as the marketing plan for your property is agreed upon, I'll begin implementing it, as we want to generate interest and excitement in your property!

Focusing on unique features and selling points, with key messaging tailored to your target market, is what we excel at. Knowing who your prospective buyers are and how to reach them is crucial. My goal is to bring in as many interested parties and offers as possible!

Before scheduling a viewing, I personally screen every prospective buyer.

This is especially important if you're living in your home at the same time as selling it, to minimise intrusions and safeguard your privacy and security.

In my experience Vendors prefer to have private viewings rather than open houses. I believe that it's important to develop a relationship with each prospect, before inviting them in to your home.

I also want to establish trust and rapport with each prospective buyer, as that too can enable us to achieve better offers for you.

Stage Three: Presenting Offers & Negotiating Sales

Now it's time to see what all of our hard work, skills, and expertise have produced!

The name Rise was chosen for good reason.

Our aim is to always surpass our clients' expectations.





In this market we are noticing that Auctions as a preferred sales method have been declining since the start of the year. With only 5% of all new listings being listed by Auction.

In this market we know that we need to create a sense of urgency with buyers, and with more buyers now being conditional we need to ensure we capture them through the sales process.

Unlike an Auction, which only engages unconditional buyers, the tender process enables the conditional interest to also engage. Thus creating good competition to ensure we achieve a premium price for your home.

Auction

Creates a competitive and urgent environment.

Buyers compete against each other, and the Vendor (the seller) sets a reserve price and all of the terms and conditions on the sale of the listing.

Buyers must be cash unconditional and the deposit of the final bid must be paid on that day.

Please note, not every property is an auction home.

Tender

When a property is being sold by tender, prospective buyers make written offers to the agent before a deadline.

Buyers' offers may be conditional, for example, subject to securing finance, and you can also attach conditions to the sale, for example, stating the settlement date or listing the details of the chattels that come with the property.

Advertised Price

An, Advertising Price takes into account other properties currently for sale around the area which are similar to yours.

This method makes it clear to Purchasers what the price expectations of the Vendor/s, are.

It's very important to set realistic pricing and the to it is to ensure that you don't over-price your listing.

If enquiry is slow this can often suggest a slight over price, and it may then be worthwhile considering a price adjustment.

Price by Negotiation

This method is when there is no defined sale date, which allows Buyers the time to think, and to do their homework.

Buyers will call the listing Agent to discuss price and arrange viewings when they're ready, and with the approval of the Vendor, a price guide can be provided to prospective Buyers at all viewings.

For example, sometimes prospective buyers may call an Agent and share that they only have a set budget that they can work within, however this may be somewhat lower to the amount that the Vendor would like. Therefore, this style of method allows for conversations and negotiations between all parties involved.

Price by Deadline

A deadline requires all parties to register their interest in the property, and to present an offer within the designated time frame. All potential buyers are invited to submit expressions of interest on their terms, not on the terms of the Vendor.

Once all offers are in by a certain day and time they will be presented to the Vendor to peruse, where they will look at all of the submitted offers. Keeping in-mind that they will not only consider the price, but also the conditions that have been placed on your offers.

This is a great method to see where the market is for that particular property. However, it can limit enquiry and potentially indicate that the Vendor is not highly motivated to sell. Purchasers like to know where the property is sitting in the market price wise.



Marketing Activities

TradeMe Premium Listing

- \$1,099.00.

OneRoof Properties

- \$100.00.

Listing: riserealestate.co.nz

- \$150.00.

Standard Sign Board

- Complimentary from Rise Real Estate.

Listing: homes.co.nz

- Complimentary from Rise Real Estate.

Professional Residential Photos

- \$250.00 (Homes under 200sqm)
- \$495.00 (Homes over 200sqm)

Standard Photography Package - \$850.00

- Internal & External Photos.
- Aerial Photos.
- Listing Video.
- Montage Video (Basic).

Standard Photography Package - \$1200.00

- Internal & External Photos.
- Montage Video (Basic).
- Aerial Photos & Video.
- Listing Video.
- Matterport.

Additional marketing options can be discussed with your Agent of choice.

Marketing Bundles

On offer like a sweet drink!

Appealing marketing is responsible for obtaining premium listing prices.

It's important to get it right.

These are available for those wanting more tailored, additional exposure of their listing.



Basic Bundle

\$2,400.00

Organic Social Post x1

- Facebook, Instagram & Pinterest.

Boosted Social Post x1

- Facebook, Instagram & Pinterest.

Other

- Listing: riserealestate.co.nz
- Listing: homes.co.nz
- Listing: oneroof.co.nz
- Rise Real Estate Signboard.
- TradeMe Gold Listing Card.
- Standard Photography Package.

Bronze Bundle

\$2,550.00

Organic Social Post x2

- Facebook, Instagram & Pinterest.

Boosted Social Post x1

- Facebook, Instagram & Pinterest.

Google Advertisement x1

- Google suite of apps.

Other

- Listing: riserealestate.co.nz
- Listing: realestate.co.nz
- Listing: homes.co.nz
- Listing: oneroof.co.nz
- Rise Real Estate Signboard.
- TradeMe Gold Listing Card.
- Standard Photography Package.

Silver Bundle

\$3,050.00

Organic Social Post x1

- Facebook, Instagram & Pinterest.

Boosted Social Post x1

- Facebook, Instagram & Pinterest.

Google Advertisement x1

- Google suite of apps.

Mini Social Media Campaign x1

- 2-3 advertisements, all with specific objectives targeting a selected market/s over a longer period of time (2-4 weeks), for greater exposure and multiple touch-points with the users.

Other

- Listing: riserealestate.co.nz
- Listing: realestate.co.nz
- Listing: homes.co.nz
- Listing: oneroof.co.nz
- Rise Real Estate Signboard.
- TradeMe Gold Listing Card.
- Standard Photography Package.

Gold Bundle

\$3,300.00

Organic Social Post x2

- Facebook, Instagram & Pinterest.

Boosted Social Post x1

- Facebook, Instagram & Pinterest.

Google Advertisement x1

- Google suite of apps.

Mini Social Media Campaign x1

- 2-4 advertisements, all with specific objectives targeting a selected market/s over a longer period of time (2-4 weeks), for greater exposure and multiple touch-points with the users.

Other

- Listing: riserealestate.co.nz
- Listing: realestate.co.nz
- Listing: homes.co.nz
- Listing: oneroof.co.nz
- Rise Real Estate Signboard.
- TradeMe Gold Listing Card.
- Standard Photography Package.

Organic & Boosted Social Posts

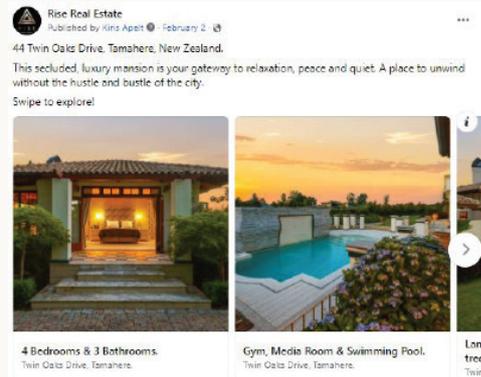
Multi-Upload Organic



Single Image Organic



Carousel Boosted / Paid



Single Image Boosted



Campaign Advertisements

Single Image Advert

Rise Real Estate
Sponsored · 13

Welcome home to, 433 Warburton St!
Behind this matte black door is a home offering absolute elegance and beauty 🏡

Featuring three bedrooms, two-bathrooms, and an impressive bespoke kitchen with a generous sized scullery, which ensures seamless dining and entertaining, at the heart of the home!



RISEREAL ESTATE.CO.NZ
433 Warburton St, Te Awamutu
Rise Real Estate, Waikato. [Learn more](#)

Video Advert

Rise Real Estate
Sponsored by Rise Agent · 10648864 · 3, 0021 · 13

A villa that brings about so much charm from a former era, and we love it!
This stunning home from 1910 features four bedrooms, 3 bathrooms and a four car garage, plenty of room for your boat, campervan and more!

Located just 20 miles from the Tamahere Village
Come on in <https://fb.ly/3C0R0ct>



RISEREAL ESTATE.CO.NZ
Just listed - 62b Devine Rd, Tamahere. [Learn more](#)

Carousel Advert

Rise Real Estate
Published by Rise Agent · February 2 · 13

44 Twin Oaks Drive, Tamahere, New Zealand.
This secluded, luxury mansion is your gateway to relaxation, peace and quiet. A place to unwind without the hustle and bustle of the city.

Swipe to explore!



4 Bedrooms & 3 Bathrooms.
Twin Oaks Drive, Tamahere.

Gym, Media Room & Swimming Pool.
Twin Oaks Drive, Tamahere.

Land trees
Twin Oaks Drive, Tamahere.

Instant Experience Advert

Rise Real Estate
Sponsored · 13

Situated in the heart of Tamahere in New Zealand's Waikato Region. Set amongst 5.810m2 of established secluded grounds, this luxury mansion remains true to its heritage and has alot to offer!



44a Twin Oaks Drive.



Organic & Boosted Social Posts

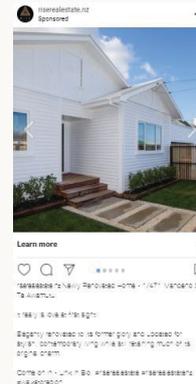
Multi-Upload Organic



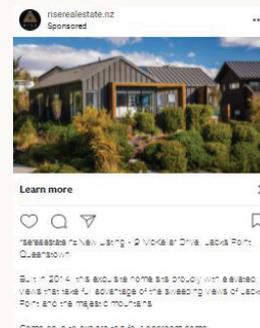
Single Image Organic



Carousel Boosted / Paid



Single Image Boosted



Campaign Advertisements

Single Image Advert



riserealestate.nz



7 likes

riserealestate.nz Just Listed - 266 Woodside Road, Tamahere.

This executive luxury residence is nothing but exquisite! Featuring 5 bedrooms, 3 bathrooms.

For offer by Deadline Sale, if not sold prior - Monday, 28th March 2022, at 4:00pm.

View all 2 comments

17 March

Video Advert



riserealestate.nz Sponsored



Learn more

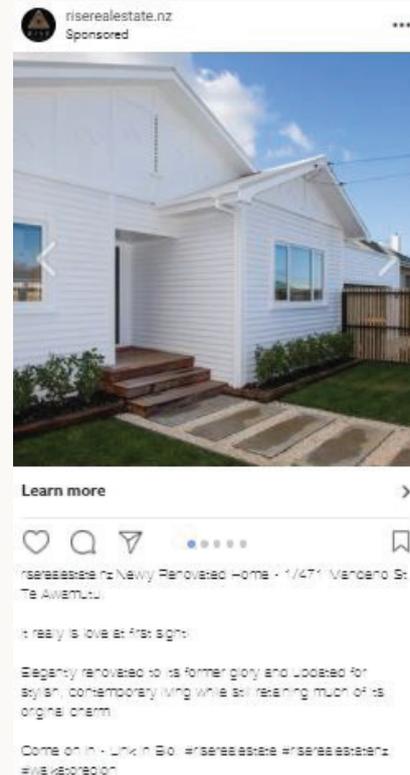
riserealestate.nz is a realtor on Realestate.co.nz

This stunning home has 4 bedrooms, 3 bathrooms and a four-car garage, plenty of room for your toys, cars and more.

Located just minutes from the Tamahere Village.

Come on in! Inspo: /o/gy00p000

Carousel Advert



riserealestate.nz Sponsored



Learn more

riserealestate.nz Newly Renovated Home - 1/471 Mairangi St, Te Awamutu.

It really is love at first sight!

Elegantly renovated to its former glory and loaded for stylish, contemporary living while still retaining much of its original charm.

Come on in! - Link in Bio. #riserealestate #riserealestate #waikatoRegion



Organic & Boosted Pins

Single Image Pins



**Find Your New Home -
266 Woodside Drive,
Tamahere, New Zealand.**

Just Listed - 266 Woodside Drive, Tamahere. This executive luxury residence is nothing but exquisite! Featuring 5 bedrooms, 3 bathrooms. For offer by Deadline Sale, if not sold prior - Monday, 21st March 2022, at 5:00pm. #realestate #realestatenewzealand #home #house #newhome #propertylistings #interiordesign #decor #architecture #construction #newhome #designhome #property

Multi-Upload Pins



**433 Warburton St, Te
Awamutu.**

🏠 3. 🚗 2. 🏡 By Negotiation. This home offers nothing but stunning and beauty. Featuring an impressive bespoke kitchen with a generous sized scullery, ensuring seamless dining and entertaining. Tap to come on in!



Google Ads

Google automatically displays the uploaded content; Content & Imagery, in formats which it believes will be most suitable to your selected target market/s.



Find Your Home in Tamahere.



This exquisite property has a total of five bedrooms, three bathrooms & a three-car garage



< Ad ☆ 🗑️ ⋮

Two Dwelling Listing For Sale.

 Rise Real Estate.
to me



Two Dwelling Listing For Sale.
Executive Residence with Two Dwellings.

[Open](#)



riserealestate.co.nz



Executive Residence with Two Dwellings.



Our Reach



1,500+ Audience Members
118,000+ Avg. Monthly Impressions



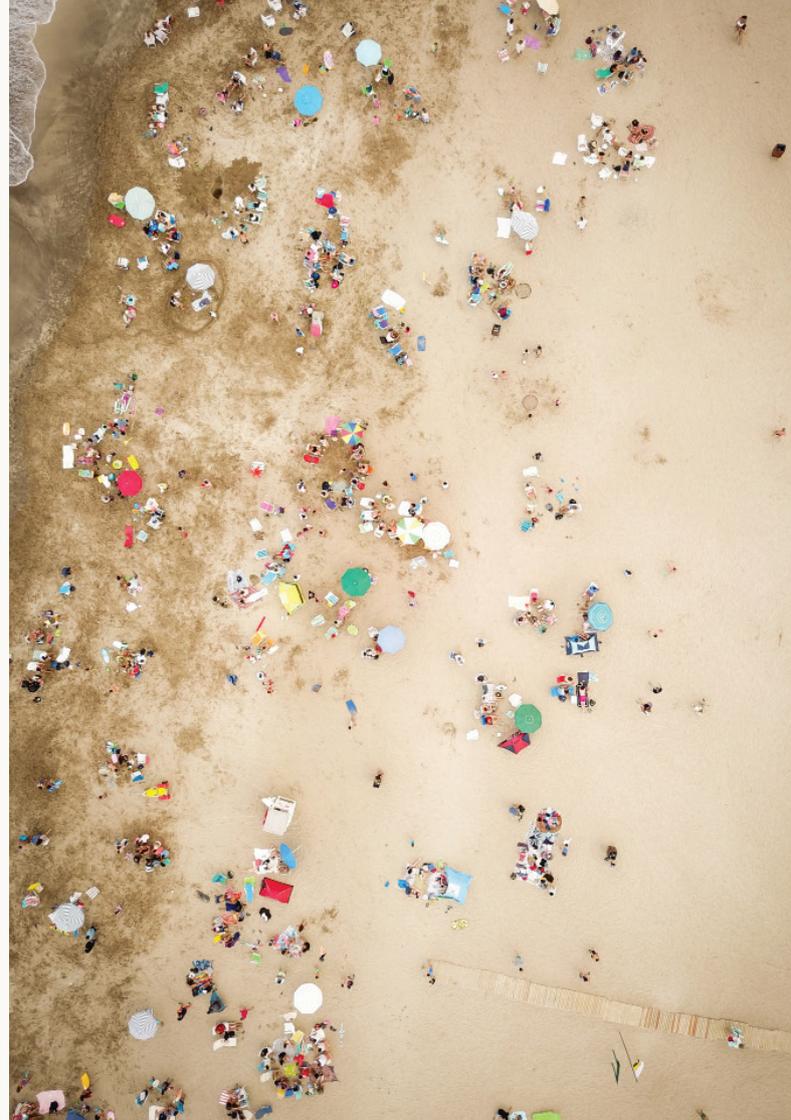
340+ Audience Members
100,000+ Avg. Monthly Impressions



40,000+ Avg. Monthly Reach



5,000+ Avg. Monthly Pageviews
1:30+ Mins, Avg. Time on Page



Additional Marketing Activities

Twilight Photoshoot (Interiors & Exteriors)

\$375.00

Platinum Package: realestate.co.nz

\$600.00

Aerial Photos (Drone)

\$225.00 / Property

Super Package: oneroof.co.nz

\$884.35

Edited Video

Silver - \$400.00 | Bronze - \$500.00

Gold - \$650.00

LIM Report

\$285.00 (Waikato District Council)

\$315.00 (Waipa District Council)

Time-frame: 10 working days.

Floor Plan

\$150.00

Listing: realestate.co.nz

\$79.00

LIM Report - Fast Track

\$415.00 (Waikato District Council)

\$450.00 (Waipa District Council)

Time-frame: Approx. 3 working days.

Listing: oneroof.co.nz

\$0.00

My Recommendations

- Professional residential photos.
- Professional lifestyle photos.
- Sign board.
- TradeMe premium listing.
- Realestate.co.nz listing.
- Oneroof.co.nz listing.
- Riserealestate.co.nz listing.
- Social media marketing bundle.



Our Commission

Our Standard commission is \$500.00 plus 4% on the first \$400,000 plus 2.5% on the remainder + GST.





Brenda Donaldson

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