

JAMES BUY SELL

ADVICE THAT MATTERS

TOP END MELBOURNE



MULTI-AGENT SELL · BUY & SELL · BUYER ADVOCACY

WELCOME TO MELBOURNE'S TOP END OF REAL ESTATE

In 5 minutes some advice on buying and selling better and that could be worth millions in this current market.

Advice that truly matters.

Over a 20 year period we've bought a 1,000 homes, and sold hundreds, mainly for **doctors** - \$2m to \$65m.

We are **JAMES BUY SELL**. We are buyer advocates.

Hi, I'm Mal and I'm Gina.

Three universal questions all **buyers** ask

1. **What is it I really really want?**
2. **Is this it?**
3. **How Much?**

One universal question all **sellers** ask

1. **How Much?**

So the big question is **How Much?**

Lets go Valuing!



VALUING

How to work out values at TOP END MELBOURNE?



Q. How much is this home?

C'mon work with us – write down your first estimate.

Position **Absolute Beachfront**

Property **2,000sqm with a home**

Price **It had multiple interest, with 2 strong bidders**

Write your first estimate here: **\$**

No peeking until you have written your estimate!

VALUING

Did you write down your first opinion of value?



Q. How much is this home?

Here is some more information.

Agent quote \$8million to \$8.8million

One valuer said not over \$8.8million

Another valuer said \$10.8million

Write your second estimate here: \$

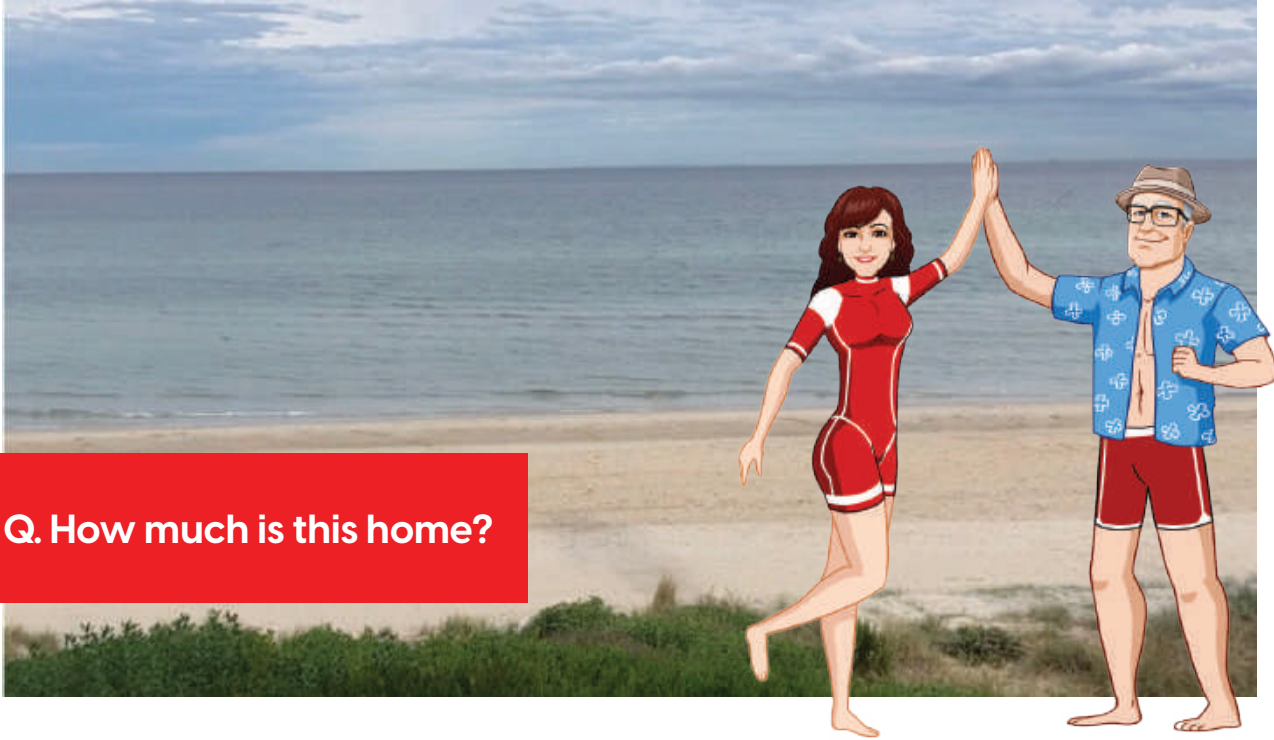
\$



More readings:

VALUING

Was your second estimate different from your first?



Q. How much is this home?

At Melbourne's Top End there are many opinions.

**Opinions in the media, from agents, from valuers,
from banks, from relatives, from**

So one underbidder was at \$13million on this home

Write your final estimate here: **\$**

Email to **mal@james.net.au** for the prize!

VALUING

Did you notice the 2 expert valuers had a \$2million difference of opinion in the same week? TRUE STORY and THIS YEAR!

At Melbourne's Top End there are many opinions, but there are only 3 opinions that count.

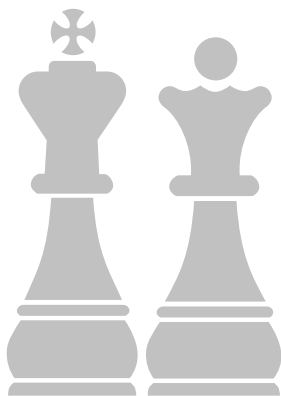
- 1. Sellers**
- 2. Highest Other Bidder**
- 3. Yours - yours is the most important**



Did you find you changing your opinion when different things were said to you?

That is what skilled agents do – they talk you up (buyers) or down (sellers)!

The Cruncher on why you need expert help at the TOP END



When asking a similar group of high net worth individuals to estimate the values, the range was **\$3million to \$15million.**

If you were **buying**, thinking at \$8m, at \$10m – you missed a unique, once in a lifetime home.

If you were **selling** at \$8m, even at \$10m you would have left a lot of money on the table.

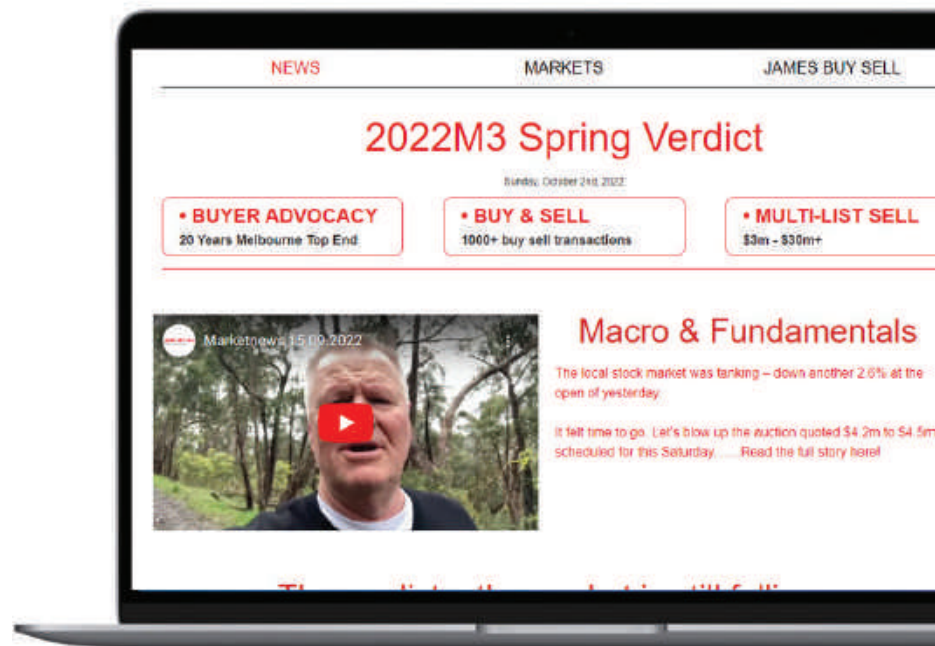
INFORMATION

To have good opinions,
to make the best decisions,
we all need the right information.

There is a lot of media noise, a lot of false information, but one place has been putting out a TOP END industry standard since 2006 and has thousands of readers a week.

marketnews.com.au

If you are not reading it then you are not up to date and its free!



MELBOURNE AUCTIONS



LONE RANGER



Passino

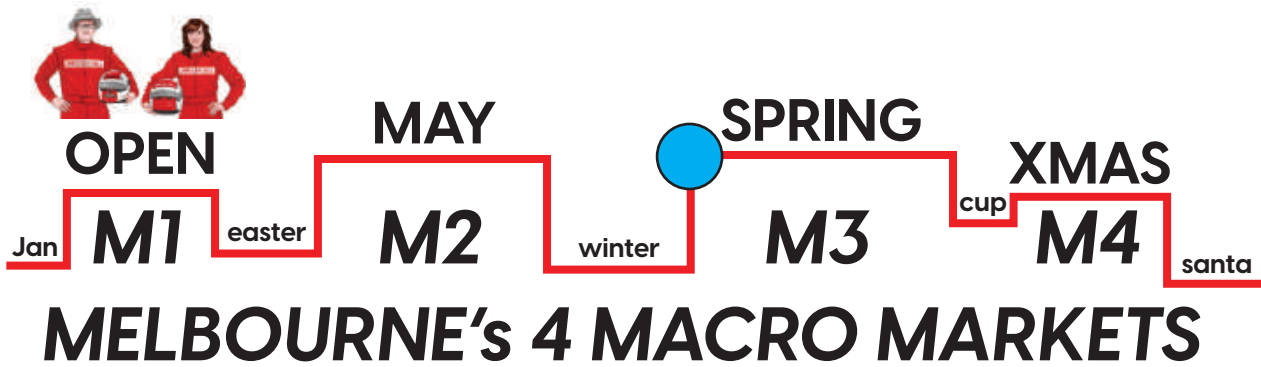


HAMMA






VOLCANOES

There are **4 main TOP END Markets** of the year.



The results we at JAMES BUY SELL publish at marketnews.com.au are regarded as the industry standard.

1. MACRO MARKET			
	SPRING 2021 M3	MAY 2022 M2	SPRING 2022 M3
	2.5	1.4	1.3
	LOW	LOW	LOW
	90%	68%	62%
AUGUST 27	SEP 3	SEP 10	
1.2	1.7	1.1	
LOW	LOW	LOW	
55%	76%	56%	

WHAT MAKES UP YOUR FINAL BUY OR SELL PRICE



Here is a very simplistic explanation as to why your price is a lot more than the macro market – it is 3 markets and whilst you have no control over 1 of the markets; the other 2 markets you can directly and positively influence.

Macro markets have moved around 10% on some homes since Spring 2021 – what is the other 90% of your price?

Macro Market Say 10%

+

Individual Market

You and the decisions you make around many things including agents, method, ask and a whole lot more – timing, testing, planning, strategy and so on – can vary by say 10%. Yes, maybe a helluva lot more than 10%, but just go with 10% for the sake of this simplification.

+

PPP Micro Market

Your property's fundamentals of Price, Property and Position – A/B/C graders if you like. It's the 3P's including Price that determines an A-Grader and that by default must be 100% – 10% – 10% = 80%

That's right, 80% of your price is not the macro market, not your agent, but what you bought or are trying to buy – the PPP's market. Therefore, fundamentals are so important in any market and why some homes are still flying and of course, that is before we even look at Capital Growth scenarios (keeping it simple)..... marketnews.com.au

HOW GOOD IS YOUR TOP END INTEL?

AGENTS & UNDERQUOTING

First Published in marketnews.com.au September 2011
– republished September 2012, and again May 2014:

Agent Step Quoting is a contentious part of our industry: It's how selling agents nudge buyers up the staircase towards a price their clients are hoping for. Done badly it can make buyers feel cheated and manipulated and invite accusations of under-quoting.

Done well it's a legitimate haggling process agents use to get a buyer and a seller to meet at a price point they're both comfortable with.



More:



EVIDENCE BASED HOME RATINGS

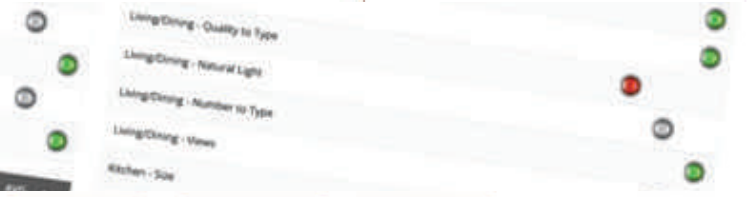
ADVICE THAT MATTERS FOR BUYERS - JAMES BUY SELL



Bought \$26,250,000

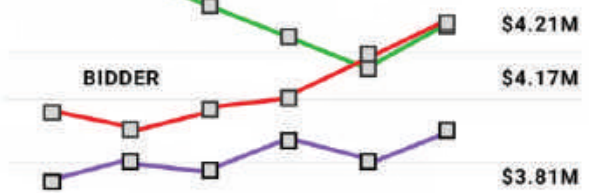
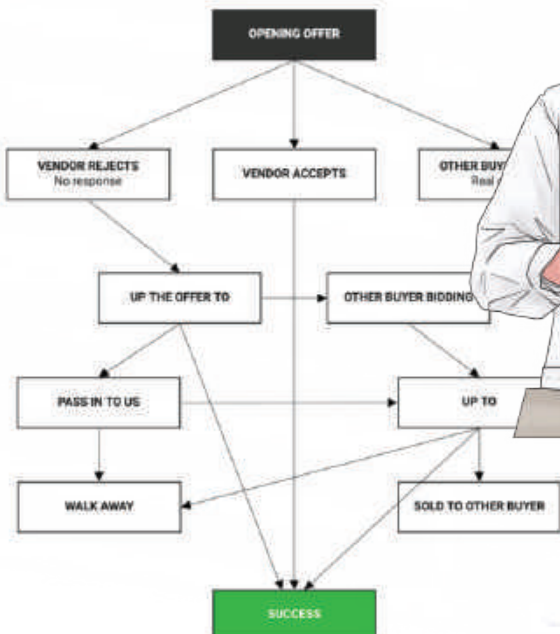
9 Towers Road TOORAK

Advice that Matters



Positional Land	Property Building	Price Emotion	Total
\$4,150,000	+ \$1,800,000	+ \$800,000	\$6,750,000
\$4,150,000	+ \$1,800,000	+ \$400,000	\$6,350,000
			\$5,950,000

FLOW CHARTING NEGOTIATION SCENARIO



REAL CLIENT STORIES

We met our clients in 2011 and worked together till we bought Clendon in 2013. They are very smart and decent people and we thank them for taking us along for the ride. We sold for them multi-list in March 2022.

This is their Clendon Story, one of Provenance, PPP's, Processes, People Management **and producing a Mexican (Wave).**

This was published 8 years ago
Toorak mansion sells for \$11.5m
By Simon Johanson and Chris Vedelago
April 18, 2013 — 2.30pm



Seller of \$22 million
Toorak mansion nearly
doubles money in a
decade



By Elizabeth Redman
April 1, 2022 — 12.01am



We bought and we sold for our client.
Doubled in value in 8 years.

Read the full amazing story here:



Mexican (Waves): Can occur twice a year:

Labour Day to Easter and Footy Finals to the Cup.

They are where agent led PR stories begin to appear in the papers, at the end of your phone and on social media; with the point of creating some momentum selling of trophy homes.

Mexican (Waves) are powerful energies that live in the Ultra Top End of Melbourne real estate, dormant for much of time, only to occasionally and suddenly awake, as they do at **The G**.

We abbreviate to Mexican, are excited when we see one building and this is how they work.

1. Opening Stanza are side of mouth whispers about what may be coming to market quietly.

2. The Wave Build by the protagonists, is a balancing act of credible rumours (sales & prices behind closed doors) with the reality of what the punters see on the street (sold stickers).

3. Crescendo & Climax ...the results incited (or not) are secondary to this living, moving *group organism* however as quickly as a *Mexican* can rise, its puff can drift, the intensity drop and so, it lies dormant again until circumstances reignite..... the next time around.

A *Mexican* starts gently with some lite prosaic gossip.

It is then nurtured by a few Ultra Top End agents, who know and can carry out the proven repetitive actions needed.

These artisans finish with a passion plan of magic screaming emotions, hands in the air and index fingers on computer screens some on-market but most silently (until cooling-off is over) off-market.

A bold result becomes a new *whisper*, and the wave strengthens. It's often only a *Mexican* that inspires some classic homes to surface and some serious buyers to awake.

A truly flying *Mexican* also highlights the craftspeople's art of luminating with innuendo, an unknown path, that points to a light in the distance.

This illumination brightens, as an unlikely guild of agents work together (consciously and subconsciously); even though they have competing interests, even though their comments differ, even though in many cases they dislike each other....to show each buyer and seller where that light in the distance really could be.

In 2022 *Mexicans*, with this *bi-annual wildebeest migration timing*, will have either a *La Niña* or *El Niño* filtering effect on the rest of the Melbourne market..... actually, on the rest of Melbourne.

In 2022 if one builds, then all of us will walk a little taller – as we feel safe in the presence of a bigger positive life force – that *group organism*, a living thing of wonderment that elucidated into the stratosphere at Easter and again just before the Cup in 2021.

(For the previous few years things had been limp whilst cruising at far lower intensities.)
So *mujeres and hombres* crank it up and begin whispering sweet nothings into all our ears please.

Noble stories for buyers (releasing of new stock), virtuous narratives for sellers (offer momentum) and great yarns for the rest of us (dreams can still happen).

It really does feel like this week has *spun* somewhat better at the Ultra Top End and maybe we are at the beginning of something special.... maybe a pre-Easter *Mexican*..... maybe it was just me.

Adios Amigos

HOW TO SELL FOR MORE

Our clients made \$570,000 through teamwork

Whether you're in a bazaar in Kabul, on a digital bourse in New York or at a Toorak street auction, **true knowledge of markets** can help you as a buyer or seller, better enter or exit those markets, **meaning deal at a better price.**



**Sell your home with multiple agents
– why just use one?**

It doesn't make sense.

Read more:



HOW TO SELL FOR MORE

Hi Mal and Gina,

A short note to say a very big thank you for what was an incredible result at the end of a longer than expected selling campaign.

Trying to manage the sale of any property when you live interstate is never easy and that is why we engaged your team at James Buy Sell once again.

We did have such a positive and encouraging experience seven years ago when we bought this property, so it was always going to be a no-brainer for us in utilizing your expertise.

During this campaign, we were all thrown a few curveballs and had to think quickly and even due to your frank advice rescheduled the auction mid campaign (which I was bitterly disappointed about at the time) I am pleased I listened.

I certainly have learned a few great lessons out of this process.

Always engage professionals and listen to them – from agent suggestions to tenants.

Presentation matters this is a non-negotiable!

Communication is the key to a great outcome.

Mal and Gina thanks so much for an amazing result, we could not be happier.

Josh and Barbara





BUYING

Auction Bidding
Bluff
Phone Calls

Architects
BUYER ADVOCACY
Underquoting
Values

Off Market
Offers
Lunches
Rabbit Holes



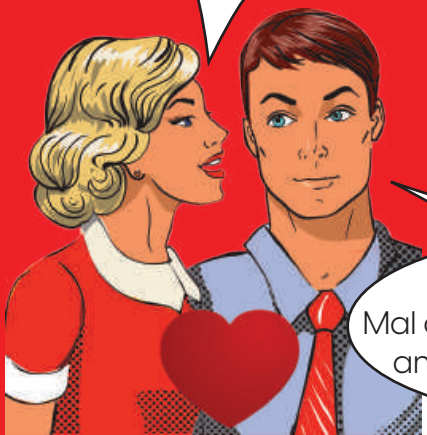
Expression of Interest
Counter Offers
DEAL DONE

Doorknocks
Settlement
Due Diligence
Building Inspections

SELLING

MULTI-AGENT SELL

Perfect, how easy
where did Gina find it?



Off market!
Mal can negotiate with agents
and then sell our old home



JAMES BUY SELL SERVICES

ADVICE THAT MATTERS



What does a James Buyer Advocate do?

- Act confidentially on behalf of the buyer only
- Find homes buyers can not
- Negotiate to lower risk, save money & time
- Reduces Stress
- Detailed Market Analysis
- Look at homes on your behalf
- Take a detailed brief
- Search for homes off-market (knock on doors)
- Provide "realistic" values
- Offer Levels, Bidding at Auction and EOI
- Deal with Selling Agents – so you don't
- Liaise with inspectors, planners, architects
- Listen and provide alternatives
- Say No, if no if your best answer
- Provide detailed buyer analysis through James Ratings



What is JAMES MULTI-LIST SELL?

It is selling your home as they do in the US, by giving controlled access to all agents to bring more buyers, more offers and better prices under one managing broker/advocate.

What is JAMES BUY SELL?

A full-service buy and sell company with access to all homes and all agents. We manage your entire buy and sell process, giving advice as to all your options. Advice that matters.

Why use JAMES BUY SELL?

Why buy well, but sell poorly? Why sell well but buy poorly or even worse not find and be out of the market? Why, when we can help you do both well. We have 1000+ transactions.

BRAVE CLIENT

Hanh - Inner Melbourne (2013, 2017)

Hanh recently bought for the second time with our help – a \$10 million home. She is a university graduate, an entrepreneur, a single parent of 2 beautiful children, an immigrant and a woman.

'70s Vietnam

In 1977 Hahn left Vietnam for Australia, via Malaysia in a boat with my parents and younger brother. I was 4 years old. My 2 other siblings were born in Australia.

Getting started in Melbourne property

In 2000 I bought my first apartment for \$235,000. I was working a lot of hours and I wanted things outside work to be simple.

Hanh's Property Advice

1. Ask for help
2. Value your money
3. Be independent
4. Think ahead and start
5. It's a bigger issue being a woman, than being a Vietnamese boat person when it comes to Melbourne property



Hanh's full story:



JAMES BUY SELL IS TOP END

EST. 2002

JAMES
BUY SELL

20 YEARS

2022 BUY SELLS

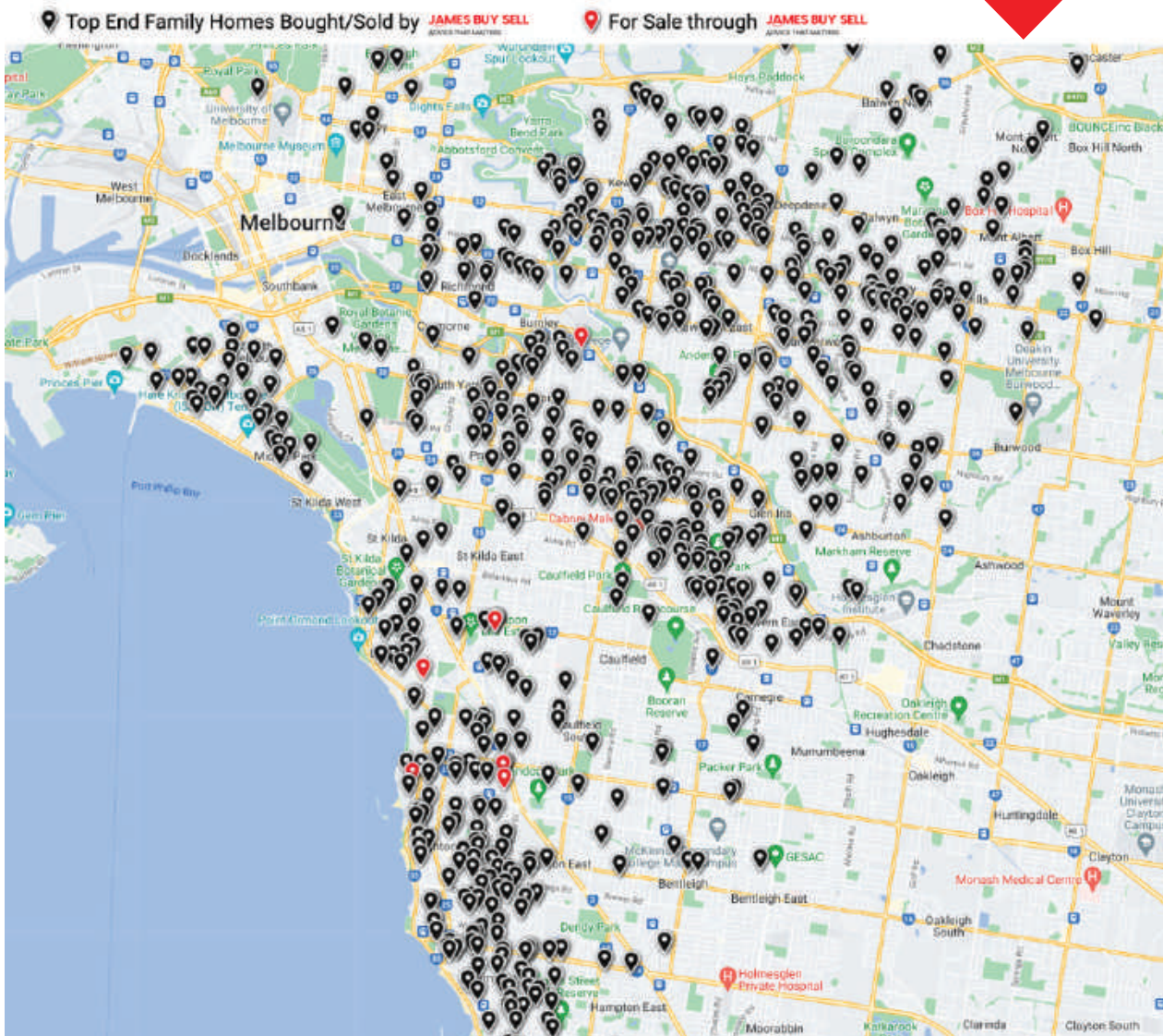
Our average buy price **\$7m**

Our average sell price **\$5m**

2 deals over **\$20m**

1 over **\$50m**

Over a **1,000** satisfied clients



Live map:



MORE CHILD SURGERIES

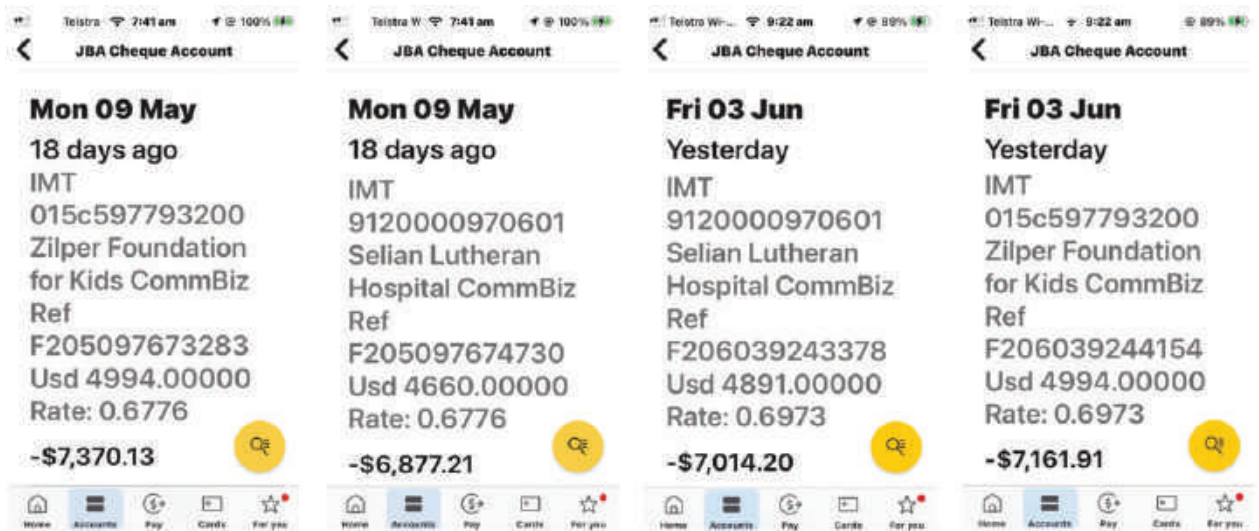
WE WORK WITH OVERSEAS LOCAL DOCTORS

Great initiative by a referrer Tyler Hunter and DPM.

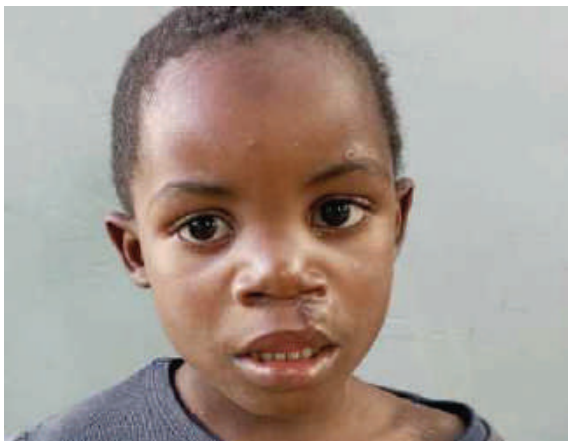
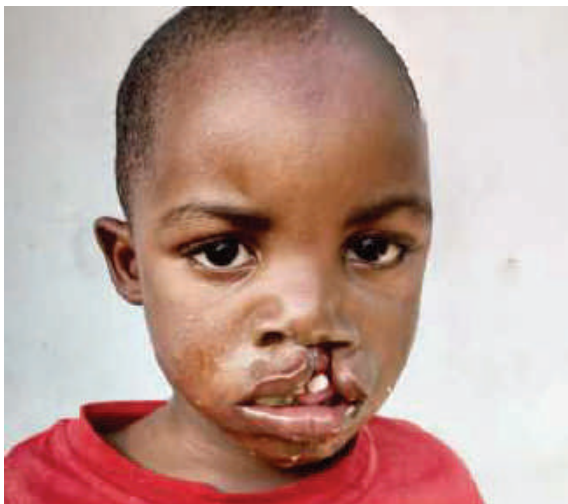
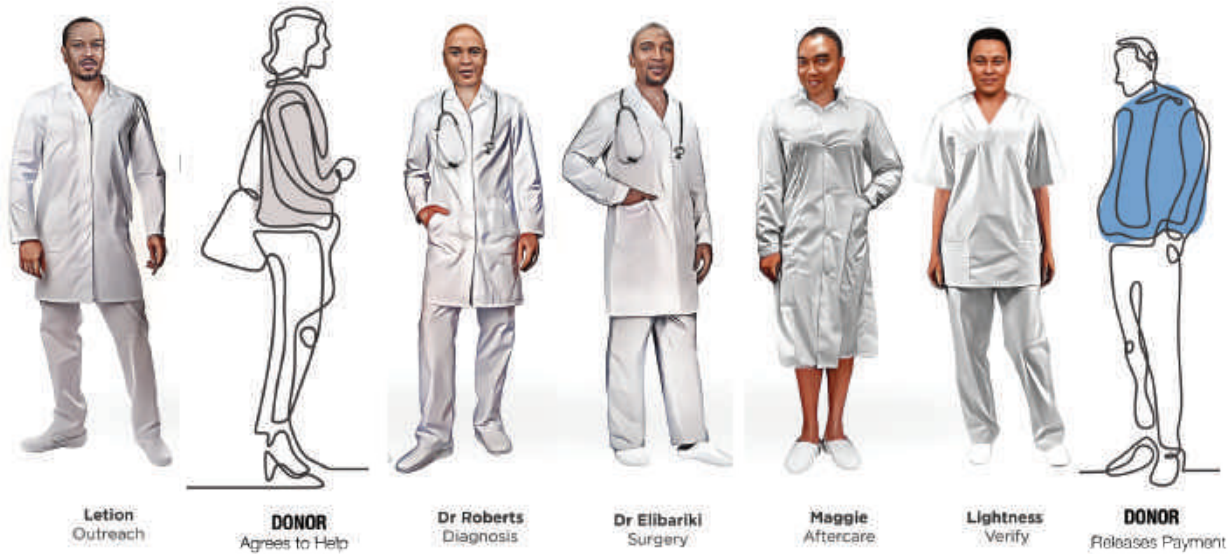
DPM is a financial services company that works with doctors and we highly recommend them.

Thanks to your referrals to James Buy Sell from Tyler Hunter of DPM (financial services company for medical professionals) we donate to African child surgeries on average, 9 times a month and to Melbourne Homeless quarterly/yearly.

As well locally in Melbourne we fund Launch Housing for the Homeless. \$50,000 in May.



MORE CHILD SURGERIES



500 Surgeries since 2016 – James Buy Sell referrers support low cost, high impact, safe, local, life-changing surgeries, when no other option is available to the family due to extreme poverty. **6 Overseas Hospitals.**

Example: A client/referrer brought us a proposition where we helped a couple buy and sell without bank finance. Our role was strategy, agent selection and negotiation. In this case fees of \$24,561 were donated. **\$200,000 donated in 2022.**

morechildsurgeries.com

MORE CHILD SURGERIES

WILLS.PROBATE.NURSING HOMES

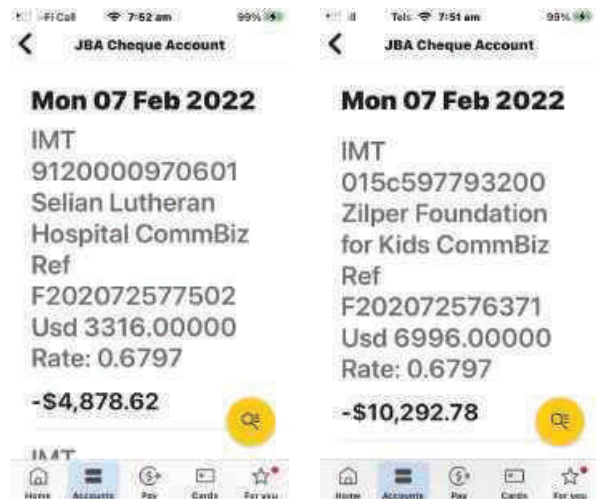
GINA O457 835 255 MAL O408 107 988

2022 Melbourne Parents Home: We sold for the family of long term Marketnews reader Michael Hudson at 40 Walbundry.

Thank you for his trust. From our job together 37 Child Surgeries in the Sub-Sahara in Africa will happen that would otherwise not due to absolute poverty. Thank you Mike, Russ. Corinne & Jo (great job). Amount to Community



20 kids - 20 hours road trip to meet a German Surgeon who flew in



Before September 25th

Hi Gina and Mal,

I have been following you, Mal and team over many years on marketnews. But never have made contact until now. I have used property advocates at times and understand your value.

Recently my wife's father passed away. My wife and her siblings have inherited his house. They live across Victoria and Australia. The house is at 40 Walbundry Avenue, Ferntree Gully, 3156.

It is an acre and the highest house (or one of the very few) on Mt Dandenong, with probably one of the best views across Melbourne. It feels as if one is continuously landing toward the west in an aircraft cockpit. Without any of the siblings knowledgeable around agents and the local market out that way I suggested that they consider your services.

Could you manage a sale like this? Would it be of interest? If so would be great to talk.

Regards

Michael Hudson Mobile number can be supplied

After February 28th

Dear Mal and Gina and James Buy Sell Team,

You acted for our family in late 2021/early 2022 to sell my late father-in-law's property in the Dandenong Ranges. The beneficiaries of the property were four geographic diverse siblings with varied experiences, all with little real estate background. From inside our family group, my advice was sought. "Oh" was my thought, what to do now?!

Given I had followed you virtually for many years at marketnews.com.au and I thought I would reach out, you could always just say no to an "off-piste" idea. Simply stated, you are a person who presents himself as per your public persona. From the moment we first communicated your advice has been professional, consistent, balanced, rational, invaluable and led to the strong "volcano" outcome we received. And when things deviated from plan you were there advising to keep positive momentum, helping all to keep a clear head.

You took on our job during a COVID lock down in an area of Melbourne outside your traditional backyard. Nevertheless, the clear steps you outlined during our first no obligation meeting were executed step-by-step and led to our strong result. From the practical selection of the best agent for our property (such a key moment) by interviewing your narrowed selection, to fit-for-purpose house presentation advice (repairs, staging) and marketing strategies. But also the more soft issues like managing our agent (and us 😊) with respect and the right amount of pressure, at the right time. Also identifying and flagging key moments of the campaign, to hand holding when things did not always go as planned after a condition precedent was not met.

You were consistent and with your expert advice and perspective, you removed the unknown, or at least explained it, and kept the process advancing positively.

I only hope we cross paths again in the future Mal. I cannot envisage any reason to not work with you when I transact real estate again. You had our back from start to finish. There is no doubt the result we received was significantly better than if we had chosen to go alone. Thank you. And then your team donated your fee to support 37 child surgeries in the Sub-Saharan in Africa. Incredible.

I can only recommend your services and I am happy to discuss any matters further with those who wish to understand your invaluable "value add" in more detail.

Thank you

Michael Hudson

JAMES BUY SELL

ADVICE THAT MATTERS

MAL
GINA

O4O8 1O7 988
O457 835 255

marketnews.com.au
james.net.au