

# JAMES CAMPAIGN LAUNCH

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## What to Expect and How to Prepare

Thank you for considering what we do.

Below is a breakdown of how the next few weeks could work and what's most important in this early stage of your campaign.

### Agent Selection – Why It Matters, and How We Choose

A key advantage of our multi-agent approach is not just wider reach—it's smarter agent selection.

We don't just pick anyone. We review:

- Agent performance stats over the past 6–12 months
- Who's been strong with similar homes in your area
- Who has current momentum and buyer trust in the category
- And, crucially, who we know from experience will work well with your personality and your home

From this, we provide you with a shortlist of **2–4 agents**:

- Bring them through the home privately
- Gather their honest, current buyer feedback and price guidance

If the agents offer **similar opinions**, that gives us a clear, confident base to quote from.

If opinions diverge significantly, it tells us two things:

1. We may need to test the market off-market first to clarify value.
2. If a sale ends up relying heavily on price for you then we need to explain risk.

We'll guide you through this calmly and clearly, using agent insights not as the answer, but as a vital tool in making the right strategic start.

## Presentation = Momentum + Margin

Before we begin any off-market or public campaign, it's essential that your home feels aligned with what today's buyers value most: cleanliness, light, space, and emotional appeal.

Think of it like walking into a restaurant: if the entry is inviting, the service is attentive and the food is excellent—you're happy to be there, and you're comfortable paying more.

It's the same with homes. Presentation creates emotional engagement. It adds value in the buyer's mind before they even ask the price.

We handle all aspects of this prep for you – start to finish:

- Quotes and management of painting, gardening, cleaning
- Furniture hire/styling, artwork, or rearrangement
- We've even filled in pools, laid new grass, removed trees, and in some cases done light renovations
- Everything is tailored to what adds value without overcapitalising
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This isn't about perfection, it's about creating the best possible version of your home for the market we're about to meet.

## Campaign Strategy: Soft Launch + Multi-Listing Advantage

We typically start with a **2-week soft off-market campaign**, giving us a low-pressure chance to:

- Test pricing and market sentiment
- See how agents and buyers are responding
- Make any tweaks before going fully public
- Give you a real-time view of your home's positioning

Combined with our **multi-listing approach**, this creates more reach, accountability and traction. Instead of one voice, you get multiple agents across our trusted network actively working to generate qualified buyer interest.

# Marketing

Board installation, photography, videography, floorplan, copywriting and brochures will all be arranged prior to the commencement of the campaign. Drafts and materials will be sent to you for review and approval before they are finalised.

## Additional Marketing (At No Cost to You)

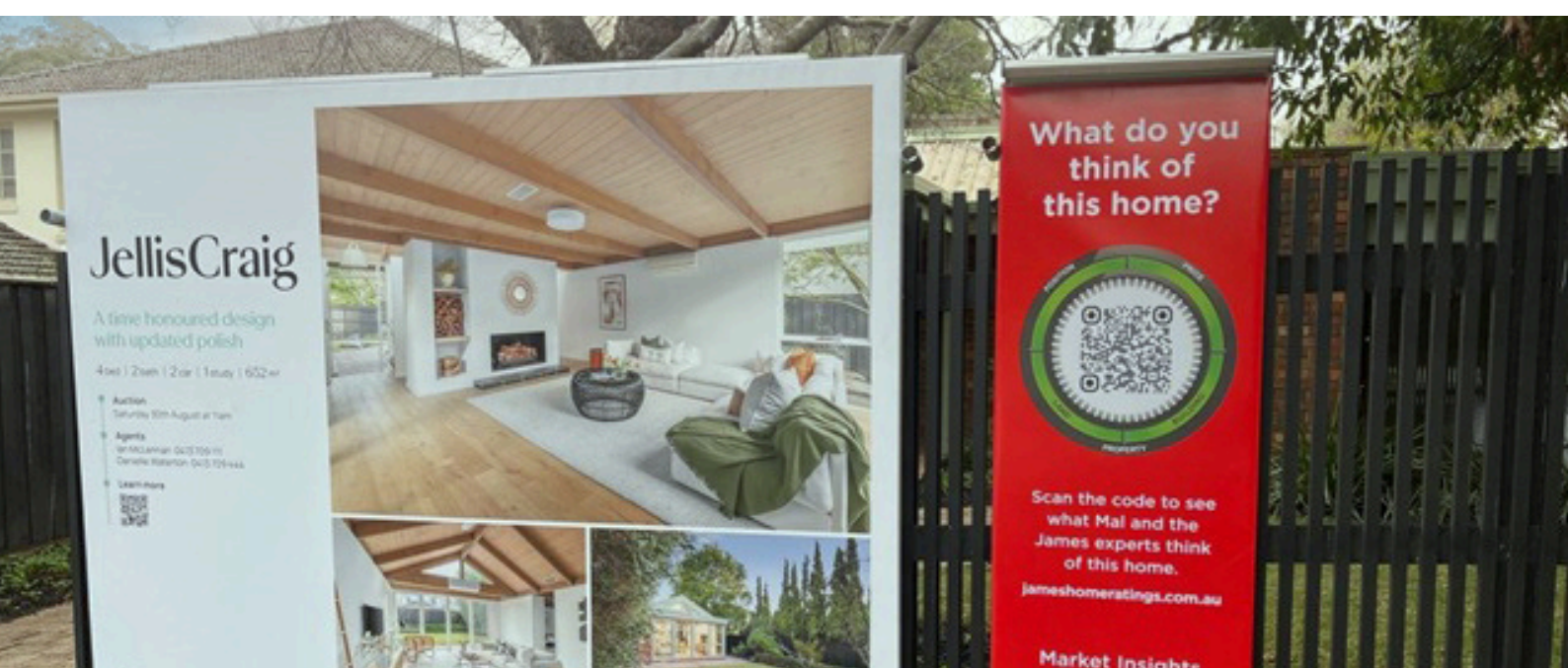
To support both phases of the campaign, we also run additional marketing at no charge:

- Push through our buyer networks
  - 1 in 4 buyers recall seeing our commentary on listings
- Video commentary, with 700–1,500 views per campaign
  - See examples at:  
[James Home Ratings  
marketnews.com.au](https://www.jameshomeratings.com.au/marketnews)
- QR-coded boards linking to your Seller Rating – adds trust and credibility

Example:

- On-site board → QR scan
- Click-through → [11 Clyde Street Glen Iris James Home Rating](#)

If you're happy, we'll include this by default, it's subtle, strategic, and strengthens buyer confidence.



## **Open Day Prep & Access**

If you're home on open days, please vacate 15 minutes before and return 15 minutes after.

If available, please assist with:

- Lights/heating/cooling on
- Candles lit or matches ready
- Optional music setup
- Towels at entrances if raining
- Valuables stored safely

We're happy to set up ourselves, we'll always arrive early and ensure everything is reset and locked up post-open.

## **First Open for Inspection**

The campaign will launch with the first open scheduled for a Saturday, giving buyers the opportunity to view the property at the very start of the sales program.

Simone will be in touch each week to confirm the exact inspection time, as these may adjust slightly from week to week.

## **Private Inspections**

These are reserved for serious, qualified buyers.

We aim to provide 24 hours' notice and always vet interest first.

# Buyer Behaviour: What Matters Most

The first 7–10 days are critical. Most serious buyers engage here, and often we meet the eventual buyer in this window.

We focus on:

- Repeat inspections
- Contract requests
- Building inspections
- Buyer engagement and follow-up calls

These signals help us separate interest from intent.

## Inspection KPIs (Targets to Watch)

### First Saturday:

<10 groups = slow  
10–15 = expected  
15–20 = strong  
20+ = excellent

### By Auction Day:

<25 = soft  
30–40 = solid  
50+ = high-interest

### Contract Requests:

0–4 = low  
5–8 = healthy  
10+ = very strong

### Mid-Week Inspections:

<3 = quiet  
4–6 = on track  
7+ = strong

### Repeat Inspections:

0–2 = soft  
3–4 = good  
5+ = strong

These aren't rules but a strong campaigns typically meet or exceed these levels.

## Price Guide & Market Perception

Price is perception. If buyers see the guide as fair, they'll come. If not, we'll see low turnout.

If we need to adjust, earlier is better. A prompt tweak can revive engagement and even build competitive tension.

If strong early interest or offers come in, we may lift the advertised range. Note: any offer we reject must be followed by a guide lift above that number.

## Communication Flow

Expect:

- Feedback calls weekly (usually Monday)
- Follow-ups after mid-week opens
- Updates post-private inspections
- Immediate calls for offers or strategic shifts

We're happy to tailor communication to your preference, calls, voice memos, texts, email, just let us know.

## Vendor Reports & Meetings

- Week 2: Mid-campaign report
- Final Week: Pre-auction report and strategy meeting (office or Zoom)



## Talking to Others

We recommend keeping your reserve and expectations private even from friends and neighbours. If asked, a good line is "We're just hoping to get as much as we can."

## Let's Get Started

We're excited to begin and confident in the plan.

If you have any questions at any stage, please don't hesitate to reach out.

Kind regards,

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