

FROM START TO

SOLD.

AND BEYOND

RayWhite.



THE SWIATEK SYSTEM:

A RESULTS-DRIVEN HOME SELLING APPROACH
TRUSTED BY HOMEOWNERS, TIME AND TIME AGAIN”

Welcome – A Personal Message from Gregory Swiatek

Partner at Ray White | Helping Sellers Like You Since 1990



Thank you for the opportunity to visit you.

Selling a home is a big moment—and I'm genuinely looking forward to sitting down with you, understanding your plans, and seeing how I can help.

This booklet isn't just a collection of ideas.

It's a clear outline of how I work, what I bring to the table, and most importantly—what's possible when your home is handled with care, strategy, and experience.

Whether you're moving on, moving up, or simply testing the waters, one thing is certain—you deserve more than just a sign out front and a few rushed home opens.

You deserve a process designed to maximise interest, protect your result, and reduce your stress.

That's where I come in.

For over three decades, I've been helping sellers like you achieve not just good outcomes, but great ones.

I don't offer shortcuts, guesswork, or generic plans.

I offer real strategy, full attention, and a results-driven process tailored to your goals.

Gregory Swiatek



Here's what you can expect from our time together:

- A one-on-one approach where your home gets the attention it deserves
- A full understanding of what today's buyers are really looking for
- Practical steps to prepare, promote, and negotiate your property to its full value
- Total support—from day one through to settlement
- And complete transparency—you'll always know where things stand

I've included this pre-listing presentation to give you an idea of what's ahead. After our meeting, you'll be equipped to make the right decision—with clarity, confidence, and no pressure.

Looking forward to catching up with you soon.

Warm regards,
Gregory Swiatek
Partner at Ray White
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Scan or click here
to connect with me directly

A rustic kitchen scene featuring three wooden shelves. The top shelf holds a dark bottle labeled 'VOUG', two glass jars with lids (one containing almonds, one labeled 'SKORUBNA'), a small brown bowl, a glass jar of seeds, and a terracotta pitcher. A green plant hangs from the top right. The middle shelf has a stack of white bowls, another stack of white bowls, and three glass jars containing different types of grains or seeds. The bottom shelf features a wooden cutting board, a white ceramic pot with green herbs, three oranges, and two glass jars of seeds. The text 'EVERYTHING YOU WANT' is centered on the wall between the top and middle shelves.

EVERYTHING YOU WANT

*is on the
other side of*
SOLD.

INTRODUCTION

“Every agent promises the same thing. So, what makes this different?”

If you're thinking about selling, you're probably being cautious. You've built a life inside your home. And now, it's time to turn the page.

The question is—how can you make sure that page turns in your favour?

Most agents will tell you what you already know: that they're local, that they've sold homes, that they have buyers. But few can demonstrate a complete and carefully engineered process that puts you in control while extracting the best possible result.

This guide isn't here to sell you dreams. It's here to lay out what's possible—and to show you exactly how I help people like you:

- Navigate the prep with clarity,
- Launch with confidence,
- Negotiate without pressure,
- And celebrate a result that feels truly worth it.

Let me show you how.

◆ SECTION 1

Why This Could Be the Most Important Decision You'll Make This Year

The Decision Before the Decision

When it comes to selling your home, the most critical move isn't the price. It's not the photos, home opens, or even the offer.

It's who you choose to guide the entire process.

That choice will affect:

- How long your property stays on the market
- The number of buyers it attracts
- Whether you secure a standout result—or just a safe one
- How smooth or stressful the journey feels

I've seen homes undersell despite great presentation—because of poor planning or weak negotiation.

I've also seen ordinary homes exceed expectations with the right preparation, pricing, marketing, and agent.

That's the power of choosing wisely.

And that's what this guide will help you see.



A Choice That Impacts Everything

Most people only sell a home a few times in life. It's easy to focus on surface details—like low fees or speed—without considering what really drives a strong result.

Here's what many learn too late:

- Saving on commission doesn't help if you lose \$30,000–\$60,000 on the sale
- A fast result isn't a win if the best buyers never had a chance
- A flashy campaign means little without a sharp strategy behind it.

That's why I always say:

“You only get one first chance to do it right.”

Make it count. Choose focus, not shortcuts.

Choose someone who protects value and pushes for your best result.

This guide will show you how I do exactly that.

◆ SECTION 2

The Real Cost of Getting It Wrong



It's Not Just About the Sale, It's About the Result

- Let's be honest—selling your home is not something you want to trial and error.
- This is likely your biggest asset, and when mistakes are made, they're rarely small ones.
- In real estate, a poor decision isn't just inconvenient—it's costly.
- A weak strategy, average marketing, or the wrong timing can quietly drain tens of thousands of dollars from your final result.
- And often, the seller won't even know what was lost... because the opportunity to do better never arrived.

The warning signs are subtle:

- A home that sits on the market too long
- A campaign that starts off quiet and stays that way
- Price reductions that seem 'necessary'
- Or worse—no real buyer competition at all
- What caused it?
- Usually, it's not the home. It's the process.
- And the process starts with the agent.

Real Mistakes. Real Consequences.

Here's what can happen if things go wrong:

- A buyer senses weakness, and lowballs their offer
- You accept too quickly out of frustration or fear
- You go with the cheapest marketing and never reach the best buyers
- Or you're promised the world upfront—only to be handed off to a junior agent who's learning as they go

The sad part?

It happens all the time.

The agent moves on, but the seller is left picking up the financial pieces—sometimes for years to come.

That's why my approach is built around prevention.

I don't 'try and see'—I plan, position, present, and negotiate like your home depends on it.

Because it does.

I've seen owners lose \$50,000 or more simply because they didn't realise what was possible.

And I've also helped sellers bounce back after a failed campaign—getting them a much stronger price the second time around, with the right strategy in place.

But I'd rather help you get it right the first time.

Let's do this properly. Let's aim for more.

You deserve a process that protects your result—not just a name on a signboard.



◆ SECTION 3

What Today's Buyers Are Really Looking For

Buyers Have Changed. Have You Noticed?

It's not like it used to be.

Buyers today are informed, selective, and emotional.

They scroll through listings at speed, compare properties instantly, and come armed with online research before they even step through the door.

They're not just buying bricks and mortar—they're buying a lifestyle, a feeling, a future.

And if your home doesn't strike the right chord from the start, they simply move on.

Here's what modern buyers expect:

- Immaculate presentation (or at least well-prepared)
- High-quality photos and floorplans they can read
- Clear, engaging advertising that makes them feel something
- Fair and confident pricing, not games or inflated hopes
- And a viewing experience that feels welcoming, not rushed or uncertain

What they don't want?

- Homes that feel tired or unloved
- Poorly written ads full of clichés
- Lack of transparency
- Agents who treat them like a number



Your Buyers Are Already Looking – Are You Ready for Them?

When a property launches, it's your best moment to make an impression. Most serious buyers are watching online daily. They've set alerts. They know what's available.

When your home appears, it has just seconds to catch their eye—and maybe just days to pull them in before they move on.

The right buyer will often:

- Be emotionally drawn in by the story your home tells
- Move quickly if they feel they're not alone in the race
- Offer stronger terms if they trust the presentation and agent
- And most importantly—pay more when competition is strong and justified

My job is to help you meet them where they are, emotionally and practically.

That's why every element of my strategy—photos, floorplans, pricing guidance, open times, written ads, and follow-up—is crafted with today's buyer in mind.

Because when you understand your audience, you don't just get interest—

You get commitment, competition, and strong offers.

And that's exactly what we want.

◆ SECTION 4

The Value of a Strong First Impression

First Looks Can Change Everything

Buyers decide how they feel about your home within seconds.

Not minutes—seconds.

Whether it's an online scroll or stepping through the front door, the first impression sets the tone.

And once that tone is set, it's incredibly hard to shift.

If the reaction is "Wow, this feels right,"

you've just unlocked emotion—and emotion is what drives offers.

If the reaction is flat, uncertain, or underwhelming...

you're fighting an uphill battle for the rest of the campaign.



That's why preparation matters.
Not perfection—but polish, warmth, space,
light, and care.

Things that say to a buyer, "This could be
your new home."

We don't need to renovate.

But we do need to make sure every area
tells the right story.



You Only Get One Launch, So Make It Count

When your home goes live, there's a surge of attention. Buyers are watching. The algorithms on portals prioritise it. Your home is fresh, exciting, full of potential—and that's when we need to get it absolutely right.

Here's what creates a powerful first impression:

- Beautifully clean and staged rooms (whether physical or digital)
- High-quality daylight photos, properly edited but honest
- A front façade that shines—mowed lawn, clean paths, fresh mulch, maybe some soft lights
- A strong headline and ad copy that focuses on the emotional benefits, not just the facts
- A smooth, confident viewing experience, with clear communication and follow-up

Remember—buyers often view 3 to 5 homes in a day.

Yours needs to stand out for all the right reasons.

I'll help you identify exactly what's worth improving and what's not.

Because sometimes, small changes can make a big impact—especially when paired with great marketing.

And if we get this first step right, the rest of the campaign flows with energy, interest, and offers.

◆ SECTION 5

SHINE TIME – Preparing Your Home for Success



Shine Time is all about getting your home ready—not to live in, but to sell.

And that’s an important distinction.

When we live in a home, comfort and practicality come first. But when it’s time to sell, we need to shift perspective.

We need to step into the buyer’s shoes and see what they see, feel what they’ll feel—and guide them toward an emotional connection.

Shine Time isn’t about major renovations.

It’s about highlighting strengths, softening distractions, and allowing your home to shine in its best light—literally and figuratively.



Here’s what we look at together:

- Street appeal – fresh lawns, clean paths, updated numbers, a touch of greenery
- Lighting – open blinds, clean windows, well-lit spaces
- Decluttering – creating space, flow, and a sense of calm
- Minor fixes – door handles, leaky taps, wall marks, tired fittings
- Furniture layout – for flow, proportions, and lifestyle appeal
- Staging or styling – whether physical or digital, to inspire vision

A Plan That Works for You (Not Against You)

- The key to Shine Time is that it's flexible, tailored, and results-focused.
- I'll never recommend something unless it has the potential to increase your outcome or shorten your selling time.
- And I'll connect you with trusted local trades, stylists, or cleaners if needed—people I've worked with for years, who know exactly how to prepare a property for market without overdoing it.
- For some sellers, Shine Time means:
 - Just a clean-up, a little mulch, and a digital stage
 - For others, it might involve:
 - Painting a few rooms, removing personal items, or styling key areas



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◆ SECTION 6

SHOW TIME – The Art of Creating Buyer Desire

You're Not Just Selling a Home. You're Selling a Feeling.



Once your home is ready, it's time to show the world—and this is where strategy and presentation meet opportunity.

Show Time is more than just uploading your listing.

It's a finely tuned campaign designed to make your property impossible to ignore.

Buyers don't fall in love with facts—they fall in love with possibilities.

They imagine life in the backyard, holidays in the alfresco, dinners in the kitchen, laughter in the living room.

Our job?

To guide them there before they even step through the door.

Here's how we do it:

- Professional photography that captures light, layout, and lifestyle
- Compelling ad copy that goes beyond “3x2 with great location” clichés
- Smart floorplans that give buyers spatial clarity
- Social media reach to stop the scroll and spark emotion
- Premium online portal presence, refreshed and optimised
- Brochures, signage, and letterbox drops that reinforce the message

We're not marketing a listing.

We're marketing a story—one that buyers want to be part of.

When Everything Works Together, Buyers Step Forward

A well-executed campaign does more than just create attention—it builds momentum. It sets the tone. It shows buyers that this is a serious property, represented by a professional team with a plan.

Buyers start asking the right questions:

- “Is it still available?”
- “Are there other offers?”
- “Can we inspect again before the weekend?”

This is where Show Time transforms into buyer engagement.

Here’s what I personally oversee during this stage:

- The timing of your launch—when, where, and how
- The tone of your campaign—premium, polished, and buyer-focused
- How viewings are conducted—welcoming, informative, and confident
- Ongoing marketing adjustments—ensuring nothing goes stale
- Direct follow-up with every buyer who engages

Buyers aren’t always in a rush—

but when they feel they might miss out, they move fast.

That’s what Show Time creates: urgency without pressure, excitement with purpose.

And it sets the stage for the next phase—

Seal Time, where real value is negotiated.



◆ SECTION 7

SEAL TIME – Negotiating with Strategy and Skill



This Is Where Results Are Made (or Lost)

Most agents talk about exposure, photos, and floorplans.

Very few talk about negotiation—because not all agents are negotiators.

But let me be clear:

Negotiation isn't just another step.

It's the moment that can add tens of thousands of dollars to your result—or lose it in a single conversation.

The reality is, most buyers want to buy your home for the lowest price possible.

Your job isn't to fight them.

My job is to protect you.

To represent your interests with confidence, professionalism, and skill.

Seal Time is about strategy.

Not just accepting an offer—but positioning the property so buyers come in strong, compete openly, and feel they have to act now or miss out.

That doesn't happen by luck.

It's created—step by step, move by move, word by word.

The Power of Calm, Confident Control

When a buyer puts forward an offer, the instinct might be to feel relief—but I see it as the start of the most critical phase.

Here's what I focus on:

- Understanding the buyer's motivation—why they want your home and what they fear losing
- Creating competition, even in quieter markets, by encouraging urgency among other parties
- Managing expectations and emotions, so you don't feel rushed or pressured
- Controlling the tempo—fast enough to hold buyer interest, slow enough to negotiate wisely
- Leveraging conditions, such as finance approval, deposit size, and settlement terms
- And ultimately—extracting the highest, cleanest offer from the best buyer on your terms



Every word I use, every pause I hold, every strategy I deploy—is designed to protect your result.

Because here's the truth: You don't need ten buyers. You need the right buyer—willing, ready, and fully engaged.

And when I negotiate for you, that's what I deliver. This is where the experience of 30+ years makes a difference.

And where your trust in me pays off.

-Amy

◆ SECTION 8

SUCCESS TIME – What You Can Expect with Me on Your Side

When Everything Aligns, You Win

Success Time isn't a slogan—it's the outcome we're working toward. And when we get the Shine, Show, and Seal phases right, this is where it all comes together.

This phase isn't just about getting sold.

It's about how you feel when it's all done.

Did you feel confident in the process?

Were you kept informed at every step?

Was the final price everything it could've been?

If the answer is yes across the board—

that's Success Time.

Here's what my sellers typically experience:

- A well-prepared home that felt exciting to launch
- Strong buyer turnout and genuine competition
- A campaign that generated buzz and engagement
- A negotiation that pushed the result beyond expectations
- A clean, supported path through to settlement

And above all—a sense of clarity and control, not chaos or confusion.





The Result Isn't Just the Price —It's the Experience

You're not just handing me the keys.

You're trusting me with your next chapter.

That's why I take every listing personally.

Every campaign gets my full attention—because no two homes, sellers, or situations are the same.

Success for you might be:

- Achieving a record price
- Settling quickly to meet a timeline
- Selling quietly but confidently without pressure
- Or simply knowing you did everything right

Whatever your goal is, I'll match the strategy to suit—not the other way around.

You'll never be left wondering what's going on.

You'll never be handed off to someone junior.

And you'll never hear "That's just how it is" when something feels off.

With me, you get answers, action, and accountability.

Success Time is the result of a focused, transparent, and deeply considered approach.

And when it's done well—you won't just sell.

You'll move forward feeling proud of what you achieved.

◆ SECTION 9

Not All Agents Are Equal – Why Experience Matters

The Truth Behind the Signboard

In today's market, it's easy to assume all agents are roughly the same.

We all have access to the same portals.

We all take photos, run open homes, and list properties online.

So, what makes the difference?

Experience. Judgement. Execution.

The agent you choose will shape your campaign, influence your price, and guide your biggest financial decision.

And here's the truth most agents won't tell you:

It's not the brand. It's the person.

Some agents are new and still learning.

Some are volume-focused and spread thin.

Others are solo operators with limited support, minimal tech, or outdated methods.

And then... there are agents who are advisors, negotiators, and problem-solvers.

That's the category I belong to.

What My Experience Means for You



Since 1990, I've helped hundreds of sellers just like you.
Not just to sell—but to succeed, grow, and feel secure through every step of the process.

When you work with me, you benefit from:

- Decades of local insight—knowing what buyers in this area value most
- A calm hand under pressure—so you're not rushed into poor decisions
- Tried and tested marketing plans—tailored to your home, not a one-size-fits-all
- Sharp negotiation skills—developed from thousands of conversations, deals, and outcomes
- Real estate tech and tools—used the right way, not just talked about

You also get me—not a junior assistant, not a call centre.

Just real service, backed by a strong support team and the best tools in the industry.

I don't claim to be perfect. But I do claim this:

I will work harder, smarter, and with more care than most—to help you get the result you deserve.

That's not just experience. That's commitment.

◆ SECTION 10

Let's Talk Fees – It's About Value, Not Just Cost

The Cheapest Agent May Be the Most Expensive Decision

It's natural to ask about fees when choosing an agent. But let's be honest—this isn't about saving a few thousand.

It's about protecting tens of thousands in your final result.

In real estate, you don't get what you pay for. You get what you negotiate, what you prepare, and who you trust.

Here's a simple example:

An agent who charges 1.5% but underprices your home or settles too quickly may cost you \$30,000–\$50,000.

Whereas an experienced advisor who charges a fair industry fee and negotiates \$40,000 more?

That's not a cost. That's a return.

When you choose an agent based solely on fee, you're not cutting costs—

you might be cutting your potential.



My Fees Are Fair, Transparent, and Always Earned



I work on a success-based model.

I don't get paid unless you get a result—and I work like it.

Here's what my success fee includes:

- Personal guidance from start to finish
- Strategic advice on pricing, timing, and presentation
- Full access to premium tools, trades, and marketing partners
- Transparent communication and buyer follow-up
- Tailored negotiation—no pressure, no shortcuts
- Ongoing updates through your own campaign portal
- And most importantly—accountability for every stage of your sale

My success fee sits within the industry standard (usually between 1.8–2.5% + GST).

I am not the cheapest—nor do I aim to be.

But I always aim to provide the best value, backed by results.

This is your biggest asset.

The question isn't "How little can I pay?"

It's "Who can help me achieve the most?"



◆ SECTION 11

Marketing That Reaches Buyers Everywhere

More Exposure Means More Interest.
More Interest Means Better Results.

Marketing isn't just about putting your property online. It's about reaching the right buyers—wherever they are, whatever stage they're at.

The more people who see your home, the more interest we can generate.

And the more interest we generate, the more chance we have to create competition—which is where great results come from.

That's why my marketing approach is layered, strategic, and tailored to your property.

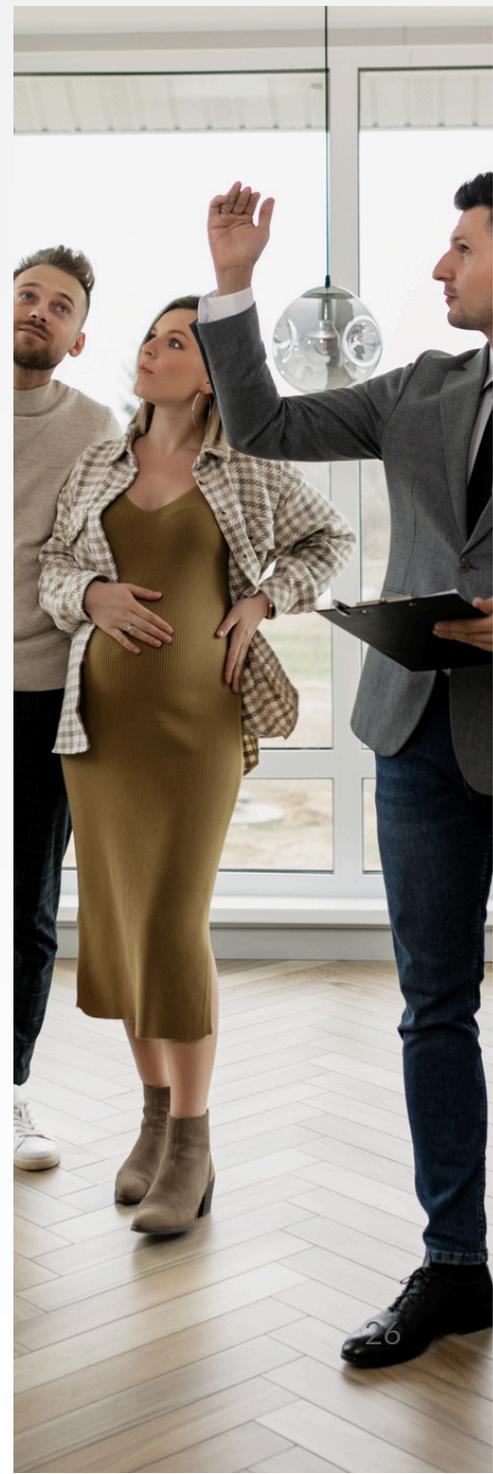
It's not just “tick a few boxes and hope.”

It's about building momentum from day one using a combination of:

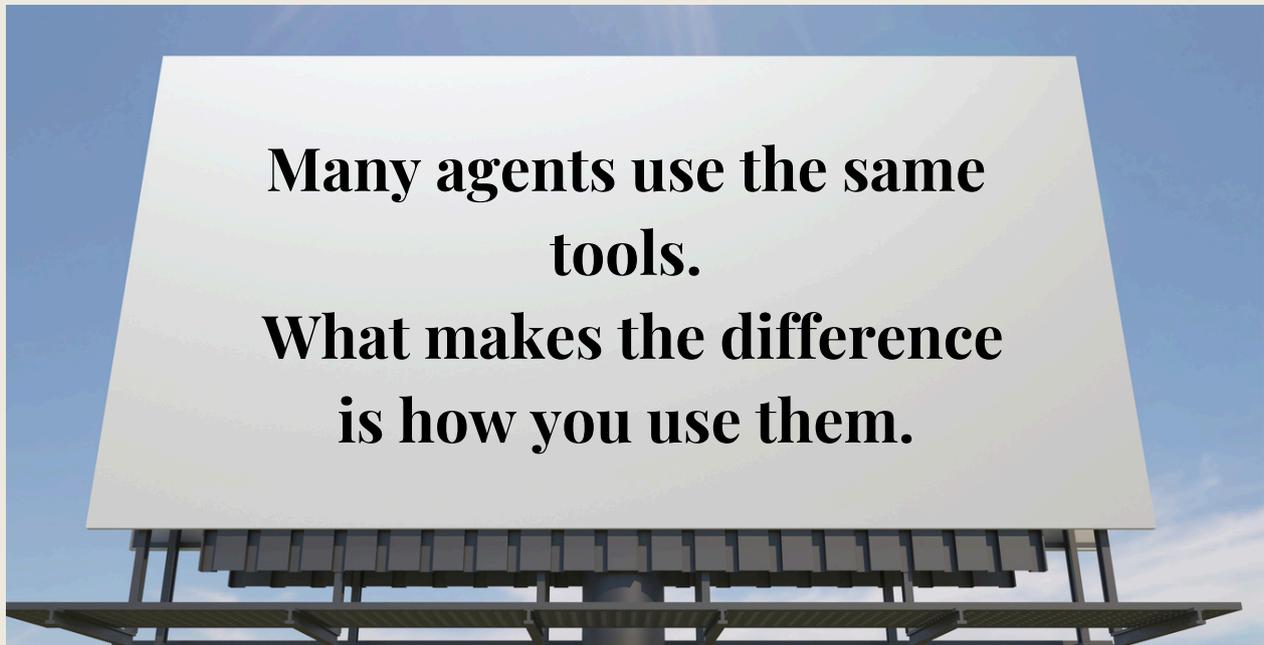
- Professional photography that stops people mid-scroll
- Property videos and reels that show lifestyle and flow
- Realestate.com.au ,Domain and reiwa.com priority listings
- Social media campaigns across Facebook and Instagram
- Targeted email alerts to qualified buyers
- Letterbox invitations to neighbours who may know the next buyer
- Local area signage and brochures that create awareness on the ground

We don't just show your property.

We present it—with purpose and care.



It's Not Just Where We Advertise—It's How



I carefully craft every word of your advertising copy to appeal emotionally, not just factually.

I write from the buyer's perspective, with phrases that invite them to imagine life in your home—not just count bedrooms and bathrooms.

Each ad, photo, and layout is optimised to appear beautifully across devices— because most buyers will first view your home on their phone.

And every marketing decision is made with your goal in mind:

to attract more eyes, create more clicks, generate more inspections, and ultimately— produce stronger offers.

You choose the level of marketing investment that suits you.

I'll advise on what's most effective based on your home, your location, and the current buyer climate.

Marketing isn't a cost.

It's the fuel that drives your campaign.

And when it's done right, it pays you back in offers, competition, and confidence.

◆ SECTION 12

Your Property's Online Journey - Why Digital Matters Most



**REAL
ESTATE**

The Sale Starts Long Before the First Inspection

In today's market, your buyer is online before they're anywhere near your letterbox.

They're browsing listings at night, comparing prices during their lunch break, sending links to partners and parents, and forming opinions before they even book a viewing.

So, how your property is presented online doesn't just matter—it's everything.

The right digital campaign:

- Creates instant emotional impact
- Builds confidence in your price
- Encourages sharing and word-of-mouth
- And leads to more qualified enquiries and better offers

That's why I focus so strongly on your property's digital journey—from home presentation to where and how it's promoted.

It's not just about being online.

It's about being outstanding online.

From the First Click to the Final Offer



“In today’s market, your buyer is online before they’re anywhere near your letterbox.”

Here’s how I manage your property’s digital exposure:

- Professional imagery: Wide-angle, light-filled, and edited to highlight your best features
- Mobile-first layouts: Because most buyers are scrolling on their phone, not their laptop
- Engaging ad copy: Written for humans, not algorithms, with emotional pull and clear selling points
- Search priority upgrades: Boosting your listing on realestate.com.au, Domain and reiwa.com to appear higher and more often
- Social media distribution: Custom campaigns targeting local buyers, out-of-area upgraders, and silent watchers
- Smart retargeting: So buyers who’ve clicked once are gently reminded to take the next step
- Optional digital staging: Where appropriate, to help buyers visualise the space when furniture is missing or outdated
- QR codes on print material: Seamlessly connecting offline interest with online action

And all of this is tracked and reported—so you’re never in the dark.

You’ll see what’s working, where enquiries are coming from, and how buyer behaviour is shifting.

The goal is simple:

Make a strong first impression, convert interest into inspection, and inspections into offers.

Your home deserves to shine online—because that’s where the result begins.

◆ SECTION 13

Buyer Competition Is No Accident – It’s a Strategy

Competition Is What Creates Premium Results



If you want to achieve top dollar, it’s not enough to just “get an offer.” You need the right offer, at the right time, from a buyer who knows they’re not the only one interested.

That feeling—“If we don’t move now, someone else will”—is what creates urgency, sharpens offers, and often adds tens of thousands to your final result.

But here’s the key:

Buyer competition doesn’t happen by luck.

It’s the result of a smart, well-timed strategy built on:

- Strong first impressions (Shine Time)
- Effective marketing (Show Time)
- Expert negotiation (Seal Time)

When you create the right campaign, with the right energy and exposure, you don’t just get interest—

you create a sense of momentum.

And when buyers feel momentum, they act fast—and pay more.

How I Create That Competitive Edge

Here's how I build competition into your campaign:

- We launch with full force – every photo, video, floorplan, ad, and feature is 100% ready before going live. No trickle-feed. No half-starts. It's all systems go.
- No fixed pricing unless it helps your outcome – I often guide buyers through a range or use an invitation pricing strategy to draw attention while leaving room to negotiate upwards.
- Open homes are carefully timed – usually on weekends and after work hours, to attract the broadest mix of buyers and encourage cross-inspection.
- Buyers see each other – multiple parties inspecting creates visible demand and pressure to act.
- Private viewings for qualified buyers – those who need flexibility get personal access, without affecting open momentum.
- Every enquiry is followed up quickly and professionally – building relationships, clarifying buyer interest, and preparing the ground for negotiation.
- Clear updates to you throughout – including buyer numbers, feedback, interest levels, and strategy refinements.

The goal is simple:

Launch strong.

Generate heat early.

Control the process with confidence.

This is how we go from “just listed” to “highly sought-after”—often in a matter of days.

◆ SECTION 14

Access, Security, and Communication – You're Always in the Loop

Your Home, Your Peace of Mind

When you list your home, you're not just trusting someone to handle the sale.

You're trusting them with your property, your privacy, and your peace of mind.

That's why I make sure you're always informed, involved, and in control—without having to chase updates or worry about what's going on.

From the moment we begin, we'll agree on:

- How and when access will be granted
- Who's allowed inside
- What security steps will be taken
- And how I'll communicate with you throughout the process

I personally handle all inspections—no lockboxes, no drop-ins, no surprises.

Every visitor is qualified, welcomed, and guided through respectfully. And once they've left? You'll know exactly how it went.

Because this isn't just about opening doors—it's about protecting your result while respecting your space.



Communication You Can Count On



One of the biggest frustrations sellers face is lack of updates.

You list the home... then silence.

Not with me.

Here's how I keep you in the loop:

- Real-time access to your own secure online campaign portal
- Regular calls or messages with honest feedback after each inspection
- Clear weekly reports with buyer numbers, comments, and next steps
- Straightforward advice when it's time to make a decision—no fluff, no pressure
- And immediate alerts if a serious buyer shows strong interest or submits an offer

You'll never wonder what's happening behind the scenes.

And you'll never be left guessing where things stand.

Selling your home should feel like a partnership—not a waiting game.

And with me, you'll feel confident every step of the way.

◆ SECTION 15

The Hidden Power of Language – Words That Sell

Words Do More Than Describe—They Inspire Action



Most real estate ads sound the same:

“Spacious family home.”

“Close to shops.”

“Won’t last long.”

But buyers don’t respond to generic phrases.

They respond to emotion, vision, and clarity.

The right words don’t just describe your home—they make people feel something about it.

They help buyers picture the morning sun over the garden, family dinners in the kitchen, or the quiet corner where they could work from home.

That’s why I personally write or rewrite every listing I take on.

No copy-paste templates. No lazy headlines.

Your home gets a story—one that makes it memorable, desirable, and competitive.

Copywriting That Connects and Converts

Here's how I use language to elevate your campaign:

- Emotion-first ad copy: I write as if I were the buyer, capturing the lifestyle and feeling your home offers—not just its features
- Buyer-focused descriptions: I highlight what matters most to the people likely to buy your home—whether it's privacy, space, natural light, or low maintenance living
- Balanced honesty: I don't exaggerate or overpromise—because real buyers can spot it a mile away
- Headline and hook strategy: The first 2–3 lines of your ad are carefully written to grab attention in a sea of sameness
- Social media wording: Every caption, post, or reel has a purpose—to spark emotion, conversation, or inspection

Words matter.

They're often the first thing a buyer will connect with—and the reason they book that inspection.

It's not about selling hype.

It's about telling the truth in the most compelling way possible, so the right buyer feels ready to act.



◆ SECTION 16

Case Studies – Local Sellers Who Made the Right Choice

Real Stories. Real Homes. Real
Results.



Every home tells a story.

But behind every great result is a seller who made the right decision—from preparation to pricing to who they trusted.

In this section, I want to share a few recent examples from our area—right here in Noranda, Dianella, Morley, and nearby suburbs.

These aren't just sold signs.

They're stories of strategy, teamwork, trust, and smart negotiation.

And they show what's possible when you have the right advisor by your side.

These sellers didn't always have perfect homes.

But they all had one thing in common:

They followed the process—and the result followed.

A Few Local Examples That Might Feel Familiar

◆ 9/11 Mayer Close, Noranda

Originally purchased through me years ago, the owner wanted the same quality experience when it came time to sell.

We refined the presentation, used digital staging, and marketed the home with a strong editorial push. Result: Strong turnout, multiple interested buyers, and a premium sale price.



[Check this out here](#)

◆ 45 Drake Way, Morley

An ex-rental property that needed a complete refresh. I advised the owners to repaint, clean the carpets, revive the garden, and fully stage the home before going to market.

They followed the recommendations precisely and did an exceptional job preparing the home.

We then launched a high-energy campaign that included standout photos, engaging ad copy, and strong buyer targeting.

Result: A record sale in the area for that style of home, with buyers queuing at the first open and strong offers submitted within days.



[Check this out here](#)

◆ 31 Pola Street, Dianella

A basic home on a development site, but with triplex potential and a well-prepared marketing campaign.

We had ten offers within days due to intense competition, and the result exceeded expectations.

Result: Sold for \$1,320,000—an excellent outcome driven by trust, timing, and targeted marketing.

These sellers could have settled for a quiet, “just listed” approach.

Instead, they aimed higher—and it paid off.



[Ccheck this out here](#)

◆ SECTION 17

What Happens Next – From Consultation to Celebration

A Process Designed Around You

Selling your home shouldn't feel overwhelming.

When you know what to expect—and when—it becomes easier, clearer, and far more manageable.

That's why I break the journey into practical, well-supported steps.

There's no pressure. No rush.

Just a clear path from where you are now to where you want to be.

Here's what the process looks like once you decide to move forward:

1. Final Review & Go-Ahead
2. We confirm your readiness to sell and agree on your marketing package, success fee, and preferred settlement terms.
3. Pre-Market Preparation (Shine Time)
4. I'll provide tailored recommendations—whether it's painting, staging, garden refreshes, or minor improvements—and help you engage trusted trades if needed.
5. Marketing Launch (Show Time)
6. Once everything is ready, we launch the campaign in full: professional photos, copywriting, floorplan, portals, brochures, signage, and social media.
7. Open Homes & Buyer Engagement
8. I conduct all inspections personally. Every genuine buyer is followed up, assessed, and nurtured—building competition and insight into who's serious.



The Offer, The Negotiation, The Win

Offers & Negotiation (Seal Time)

Once we receive interest or an offer, I take the lead—ensuring it's not just accepted, but negotiated to its full potential. You'll be advised at every step.

Acceptance & Contract Signing

When the right terms are agreed, we sign the contract and notify all parties. The buyer pays the deposit, and settlement details are confirmed.

Settlement & Transition (Success Time)

Leading up to settlement, I'll keep you and your chosen conveyancer updated. I'll liaise with the buyer, ensure final inspections run smoothly, and provide full support.

Post-Sale Follow-Up

My service doesn't stop when the contract's signed. I'll stay in touch and remain available for anything you need—even after you've moved on.

You'll never feel alone or unsure at any point.

This isn't just about selling a property—it's about making sure you feel supported, informed, and satisfied from start to finish.

◆ SECTION 18

Why I Do What I Do – More Than Just Real Estate

This Is Personal, Not Just Professional

For me, real estate isn't just about contracts, listings, or commissions.
It's about helping people move forward with clarity, confidence, and the best possible result.

It's about seeing potential where others don't.
About solving problems calmly, not adding to the pressure.
About making sure good people don't undersell themselves—or get lost in the system.

Since 1990, I've had the privilege of guiding homeowners, investors, families, and retirees through some of the most important transitions of their lives.
And what drives me—every single time—is knowing that my experience, my care, and my attention to detail can make that journey smoother, faster, and more successful.

This isn't a job for me.
It's a responsibility I take seriously.

Your Success Drives Everything I Do

When you choose to work with me, I don't take that lightly.
You won't be one of many. You'll be my priority.

You'll get:

- My honest advice, even if it's not what you expect to hear
- My complete attention, no matter the size of your property
- My full effort, backed by a respected team, smart systems, and trusted partnerships
- And most importantly—my commitment to your success

I'm proud to be part of the Ray White family, but what matters most is the name behind the name: Gregory Swiatek.

A partner. An advisor. And someone who shows up when it counts.

So when you're ready to take the next step, I'll be here—

To plan it, protect it, and help you make it a success.

Let's do this properly. Let's do this together.

Warm regards,

Gregory Swiatek

Partner at Ray White

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Let's Conect



PRE-LIST TO DO LIST

BATHROOMS

KITCHEN

BACKYARD

FAMILY ROOM

FRONT ENTRY

BEDROOMS

MISCELLANEOUS



◆ FINAL CHAPTER

Congratulations on Getting This Far.

By reading this presentation, you now understand 95% of what it takes to sell a home successfully.

From preparation to marketing, negotiation, and settlement—you've seen what works and why it matters.

Most sellers never reach this level of understanding before making one of their biggest financial decisions.

You're now far more aware and better equipped than most—clearer on the process, the strategy, and what truly drives results.

The remaining 5%? That's what we'll cover in our upcoming conversation.

This is where everything becomes tailored—specific to your property, situation, and goals.

Thank you again for your time, focus, and trust.

I look forward to meeting you soon and guiding you forward—with confidence, strategy, and the right plan.

Gregory Swiatek