



SELLING

Experience Guide

www.danekau.com





Dane

Dane Kau
Branch Division Director
9105 2386



ABOUT ME

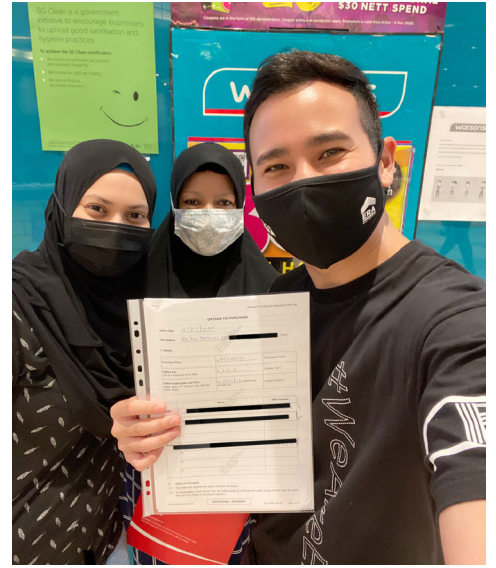
Hi, my name is **Dane Kau**. I am one of the young veteran in the industry for more than a decade since 2008.

As a realtor, fetching a good price for my clients are my TOP priority. I will ensure that selling is their right move for their family and making sure they can buy their next home comfortably are also the determinants I care about. I believe in mutual respect and having a full understanding of my client's property needs first before proceeding with the marketing of their house and I will plan a strategy to achieve the best outcome in every transaction and strives to ensure that the selling or buying process is smooth sailing and a memorable one.

I am fully confident about what I am capable of and what kind of value I can provide to all my clients.



SATISFIED CLIENTS



15 REASONS TO LIST WITH ME

01

Stress Free Experience

I can guarantee you a stress-free selling experience as I will attend to all the details of the sale of your property. This way, you can relinquish all your stress onto me and rest assured knowing that you are in the best of hands possible for the job.

02

Customized Home Video Tours

My customized home video tours are specially curated for each property, this enables the best of your home to be showcased. These creative and unique videos take you around the property as well as inform potential buyers of the necessary details in an effective and innovative way.

03

Photography Which Attracts

They say a picture paints a thousand words. I believe that clear and consistent images are an important aspect in photo taking. Moreover, my photos are also carefully edited to bring the best out of your home that will instinctively capture the attention of prospective buyers.

04

Digital Ads Optimized for Precise Results

Reaching out to the right target audience is an essential part of marketing. I do it in a way that our digital advertisements are specifically targeted and crafted to the right market audience.

05 Exceptional Ads on Portals

My exceptional ads on portals is yet another reason you should engage me to list your property. With my help, your property will be strategically placed on the internet and this will help to attract the right target audience for your property.

06 Transparent Ad Spending

There are no hidden costs when you engage with me to advertise for you. All running costs will be made transparent for you so that you need not worry about any other additional costs.

07 Experience in any complicated cases

I have transacted many cases as such where I have experience in Divorce, Bankruptcy, Administration Cases, Contra, planning of Different sales timeline and many other complicated cases. I have company legal panel that will advise on the individual family needs.

08 Proven Sales Records & Results

At ERA, I am full-time certified agent & highly driven that aims to prioritise my clients first and I am very committed to be 1st in service, 1st in results and 1st in customer satisfaction. I also remain expressing the highest level of service and integrity.

09 Virtual 360 Tours

As I advance digitally, consumers are shifting their focus more online. My Virtual 360 tours ensures that buyers get to view the entire home in a single video and this ensures that potential buyers come in more qualified.

10

Sales Personal Assistants

I also have a team of fully dedicated sales assistants who will ensure that no calls and viewings are missed. These assistants are also qualified real estate professionals which means a higher hit rate for your property.

11

Agent Network

I have a large company agent database which I work closely with, and this database provides you with more marketing exposure instead of you handling all other agents.

12

Huge Qualified Buyers Database

I have consolidated ready buyers on hands that are individuals & family and I will match your property with their requirements of needs and wants.

13

Accurate Market Valuation

Nobody would want to sell their home for less than what they could fetch. I will provide with my clients constant updates on the valuation of their property so that they are always in the best position make an informed decision for their home.

14

Bank Loan Arrangement & Legal Support

I have been working closely with most of the mobile bankers to make it easier for consumers like you to understand your own home financing without queuing at the bank and also varies law firm for any property related legal to solve any complicated cases.

15

Updates, Updates, Updates

I believe that communication is key to selling your property. This is why I will provide constant updates and buyer's feedback so that no viewings are wasted.



SERVICES I WILL PROVIDE WHEN YOU ENGAGE ME

- 01** Free Property Consultation (Regardless of Normal or Complicated cases)
- 02** Free indicative Valuer's Valuation & Bank indicative valuation
- 03** Free SRX home report comparable to your neighbouring home
- 04** Free Home Video
- 05** Free Professional Photoshoot and Editing
- 06** Free 360 Virtual Tour
- 07** Free Advice on Financial Calculations & Timeline Planning
- 08** Free Bank loan arrangement & Property related legal support.
- 09** Free 24/7 Massive Marketing Activities & Social Media Marketing, Agent's Network
- 10** Free Advise on how to achieve your home at the highest possible price

STEP BY STEP GUIDE FOR

PRIVATE PROPERTY



STEP 01

UNDERSTANDING YOUR FAMILY'S NEEDS

In my consultation with you, I will request and learn more about the family's needs and plans so that I can come together with the most beneficial solution for you and your family, After which, I will come up with a creative marketing plan to position and prepare your home for sale.

STEP 02

TIMELINE & FINANCIAL PLANNING



CHECK SELLER STAMP DUTY



PORTFOLIO PLANNING



PLAN FOR NEXT HOME



FINANCIAL CALCULATIONS

STEP 03

MARKETING PREPARATION

After you have shortlisted a unit, I will do another financial evaluation and discuss with you to plan a negotiating strategy before we discuss on a good entry price so that you do not overpay for your choice property. Thereafter, I will assist to submit an offer to purchase on your behalf together with a cheque of 1% of the purchase price.

HOME STAGING AND DRESS UP



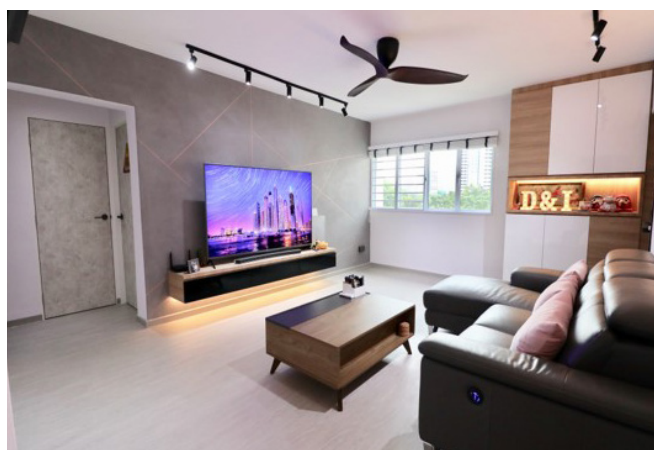
DECLUTTER



HOME ASSESSMENT



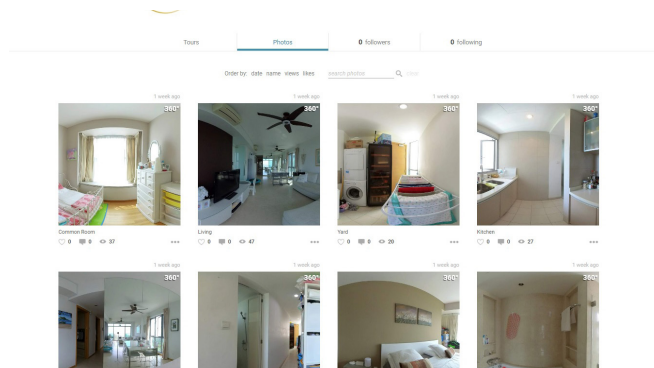
PROFESSIONAL PHOTOGRAPHY



VIDEO HOME TOUR



VIRTUAL 360 TOUR

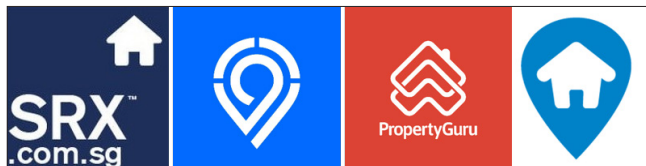


STEP 04

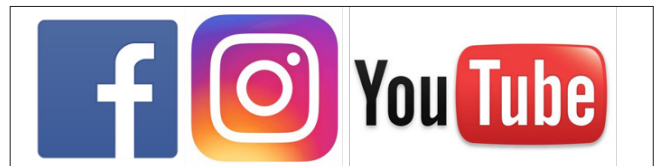
MARKETING YOUR PROPERTY

After the Professional Photos, Virtual Tour and Video Tour are Ready, they will be subsequently uploaded onto the relevant Property Portals and Social Media Channels like Facebook, Instagram and YouTube.

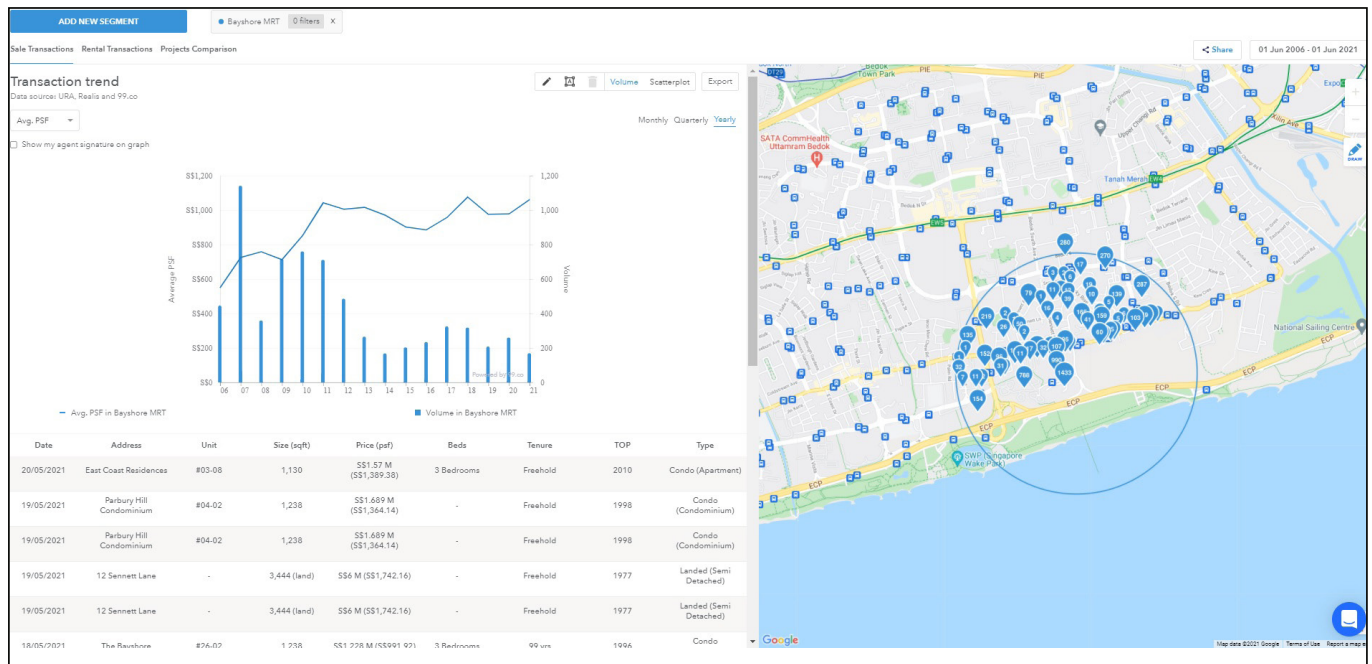
PROPERTY PORTAL



SOCIAL MEDIA



GEOGRAPHICAL TARGETING OF ADVERTISEMENTS



STEP 06

ENQUIRIES AND VIEWING OF YOUR PROPERTY VIEWING AND UPDATES

Once the enquiries starts coming in, I will be working closely with you to schedule for viewing appointments. To ensure that viewings are effective and to allow potential buyers to have a good viewing experience, I will advise you accordingly as to how should you prepare for the viewing.

STEP 07

VIEWING AND UPDATES

After each viewing is conducted for your property, I will send you an update within the same day to let you know if there are any feedbacks or any objections faced by the potential buyers. This allows us to adjust and improve on the property to prepare for the next qualified buyer and viewing sessions.

STEP 08

PRICE NEGOTIATION

I will assist and advice you in getting the right price for your property. On top of that, I will also advice you on the terms and requirements of the sale that the potential buyer has proposed. It is important to have an experienced negotiator to be with you at this point so that you do not miss out on any important details or any unsatisfactory terms set by the buyers such as extended timeline or long exercise period.

STEP 09

ISSUING THE OPTION TO PURCHASE (OTP)

Once I have secured the agreed price and terms for your property, I would issue an Option to Purchase to the Buyer. The buyer will then have to exercise the option based on the stipulated exercise period of the OTP which is normally between 14-21 days.

STEP 10

VACATE AND HANDOVER OF KEYS

Once the buyer exercises the option, you will need to start packing and prepare to vacate your property 1 day before the Completion date (Typically 8-12 weeks from the exercise date). The keys will be passed to your law firm.

STEP 11

TERMINATION OF UTILITY SERVICE

Your SP Services account has to be terminated (by the date of Completion). You may do so by visiting their website or by calling 1800-2222-333. Alternatively you may visit any SP Service Centre. For the refund of deposit, SP Services will contact you on a later date to refund you. In the event the buyer has arranged for a turn on date on Completion, your account will also be automatically terminated.

STEP 12

COMPLETION OF SALE

Your cash proceeds can be collected on this day. If you had used your CPF to purchase your property, it will be refunded back to you within 7-10 working days.



STEP BY STEP GUIDE FOR

HDB PROPERTY



STEP 01

UNDERSTANDING YOUR FAMILY'S NEEDS

In my consultation with you, I will request and learn more about the family's needs and plans so that I can come together with the most beneficial solution for you and your family, After which, I will come up with a creative marketing plan to position and prepare your home for sale.

STEP 02

TIMELINE & FINANCIAL PLANNING

- A** CHECK YOUR MOP PERIOD
- B** PORTFOLIO PLANNING
- C** PLAN FOR NEXT HOME
- D** FINANCIAL CALCULATIONS
- E** HDB INTENT TO SELL

STEP 03

MARKETING PREPARATION

By working with accredited valuers, I am able to price your property at a reasonable selling price that would

- A** Not undervalue your property
- B** Get sincere and qualified buyers

HOME STAGING AND DRESS UP



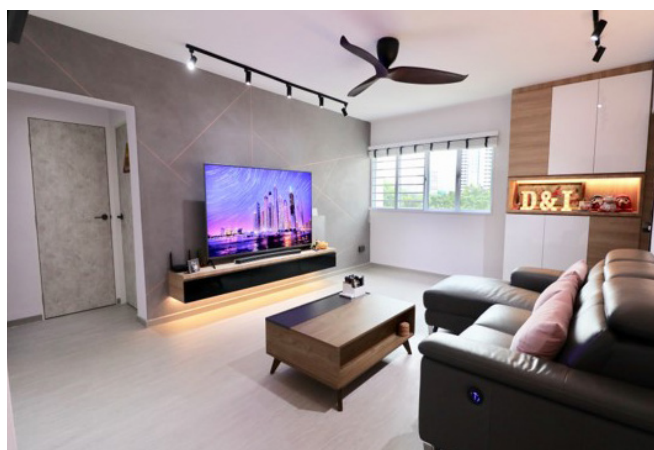
DECLUTTER



HOME ASSESSMENT



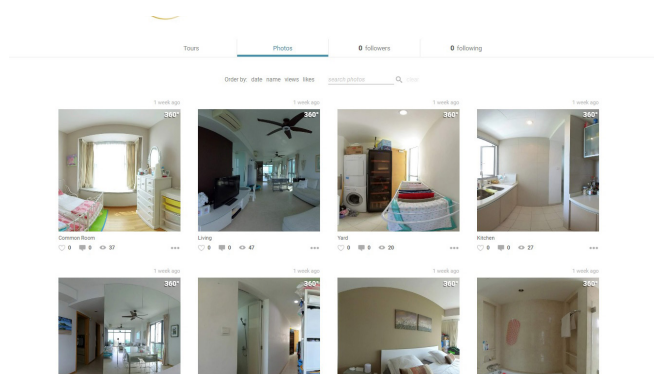
PROFESSIONAL PHOTOGRAPHY



VIDEO HOME TOUR



VIRTUAL 360 TOUR

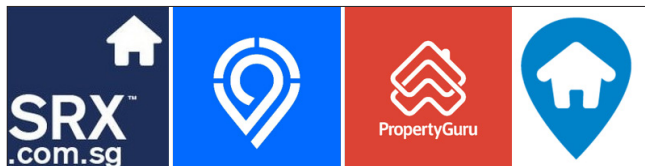


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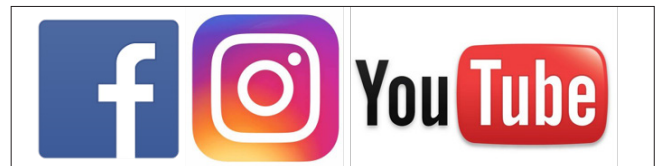
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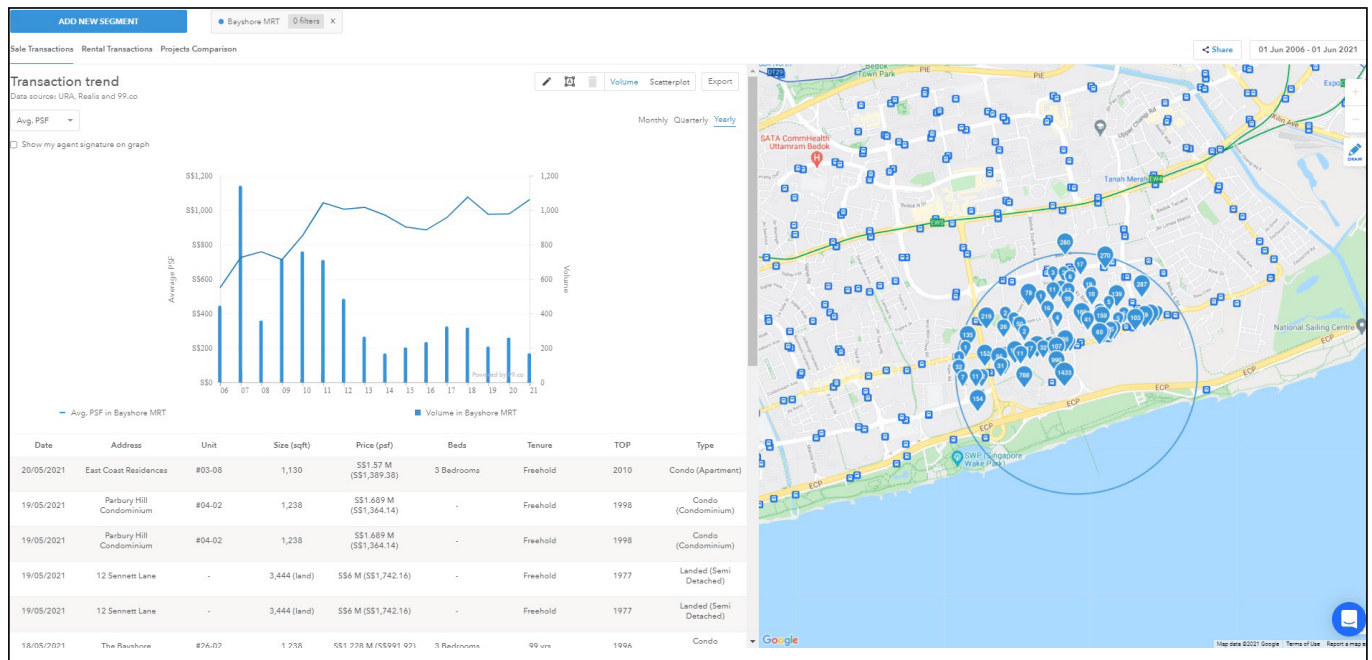
PROPERTY PORTAL



SOCIAL MEDIA



GEOGRAPHICAL TARGETING OF ADVERTISEMENTS



STEP 05

BOOSTING AND REPOSTING OF LISTINGS

I save no costs in the boosting and reposting of your property. I believe in investing in you and our business. This ensures your listing remains relevant and creates impressions to all buyers in the current market.

PROPERTYGURU

The screenshot shows the PropertyGuru agent dashboard. It features a sidebar with navigation options like 'My Listings', 'Add Listing', and 'View Enquiries'. The main area displays four property listings, each with a 'Your Listing Performance' section showing metrics like Leads, Listing Views, and Impressions. Action buttons for 'Repost', 'Auto-Repost', 'Boost', and 'Spotlight' are visible for each listing.

SRX

The screenshot shows the SRX Advisor dashboard. It displays a list of properties with columns for status (e.g., 'Sale'), price, dates, and performance metrics. Each property entry includes a 'View' button and a 'More Actions' dropdown menu.

IPROPERTY

The screenshot shows the iProperty.com.sg agent dashboard. It features a sidebar with navigation options like 'My Listings', 'Add Listing', and 'View Enquiries'. The main area displays a list of properties for sale, with columns for 'Price', 'Views', 'Date', and 'Featured (FSR)'. A sidebar menu on the left includes options like 'Online (32)', 'Offline (146)', 'Import (0)', 'Draft (0)', and 'Deleted (0)'.

99.CO

The screenshot shows the 99.co 'My listings' dashboard. It displays a list of properties with columns for 'Published (28)', 'Draft (87)', and 'Closed (151)'. Each property entry includes a 'View' button and a 'More Actions' dropdown menu.

STEP 06

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STEP 09

ISSUING THE OPTION TO PURCHASE (OTP) PREPARATION FOR COMPLETION

Once I have secured the agreed price and terms for your property, I would issue a HDB Approved Option to Purchase to the buyer. The buyer will then have to exercise the Option based on the stipulated exercise period of the OTP which is 21 days.

SUBMISSION OF DOCUMENTS TO HDB PORTAL

DOCUMENTS ENDORSEMENT VIA HDB PORTAL

RECEIVE IN-PRINCIPAL APPROVAL FROM HDB

STEP 10

PREPARATION FOR COMPLETION

Log in to your Resale Portal using your Singpass to download The Town Council Final Payment form and make your final payment at your respective Town Council. Ensure that Town Council validates your payment with their stamp.

STEP 11

VACATE AND HANDOVER OF KEYS

Once the buyer exercises the option, you will need to start packing and prepare to vacate your property 1 day before the Completion date (Typically 6-8 weeks from submission of documents of HDB.)

STEP 12

TERMINATION OF UTILITY SERVICE

Your SP Services account has to be terminated (by the date of Completion). You may do so by visiting their website or by calling 1800-2222-333. Alternatively you may visit any SP Service Centre. For the refund of deposit, SP Services will contact you on a later date to refund you. In the event the buyer has arranged for a turn on date on Completion, your account will also be automatically terminated.

STEP 13

COMPLETION OF SALE

Your cash proceeds can be collected on this day in the form of a cashier's order. If you had used your CPF to purchase your property, it will be refunded back to you within 7-10 working days.





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**TO GIVE REAL SERVICE,
YOU MUST ADD
SOMETHING WHICH
CANNOT BE BOUGHT
OR MEASURED WITH
MONEY AND THAT IS:**

**SINCERITY
AND
INTEGRITY**

Want to know
how much your
neighbour sold
his or her property for?



Introducing **REALTYWATCH BY ERA** – a 24/7 property transaction monitoring platform where you can be aware of transaction prices and property market info!

VIEW PAST SALE/RENTAL TRANSACTIONS

View latest sale/rental transactions in your neighbourhood, understand more about the property market.



Hello!

Hi!



CHAT WITH TRUSTED ADVISOR

Get professional advice from the trusted advisor if you want to buy, sell or rent.



GET NOTIFIED

Receive email notification whenever there is new sale/rental transaction in your neighbourhood





Dane Kau



Ahdane



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or contact me at +65 91052386

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