

# CARTER

## Why Choose Carter Real Estate?

- 10 Reasons to Sell With Us

### LOCAL REPUTATION

The overwhelming majority of home owners who list their home with us for sale state that the primary reason for choosing Carter Real Estate was our outstanding local reputation as a real estate agency which achieves results with integrity. Having operated in the Ringwood/Warrandyte area since 1923 we are recognised as the local property experts. Please examine our testimonials from past clients.

### EXPERIENCE OF SALES TEAM

Our Sales team's average period of employment with Carter Real Estate is over 10 years which means that your property will be handled by the area's most experienced and enthusiastic Sales team. Every member of our Sales team undergoes weekly training to ensure our agency continues to achieve one fundamental aim: To sell our vendor's home for the highest possible price in the shortest possible time.

### REPEAT CUSTOMERS

We have clients who have bought and sold with us three, four and five or more times. It is not unusual for three generations of the same family to have bought and sold with Carter Real Estate. In the words of one client: **"Carter's in-depth knowledge of the Ringwood area and passion for their profession, care of clients and excellent team, make choosing any other agent unlikely/impossible/erroneous!" Vendor – Byways Drive, Ringwood East.**

### RESULTS

Our focus is always on achieving the best possible result for our clients and we consistently out perform our competition in this area, having obtained record prices from **Ringwood to Mooroolbark and Croydon to Warrandyte.**

### NEGOTIATION EXPERTISE

Past clients regularly commend our ability to negotiate a price well above their expectations. Quite often this difference more than covers the professional fee we charge. Receiving an offer is our cue to work to get the buyer up, not the seller down.

### MARKETING SKILLS

Our marketing aim is: To expose the property to the greatest number of prospective purchasers who are in a position to proceed without delay. Our constant research into the source of our purchaser enquiry means we can focus our marketing in those areas which achieve the most effective results.

### OFFICE LOCATIONS

Our two offices located in Ringwood and Warrandyte are wholly company owned ensuring that we work as a combined team on every home listed for sale. Carter Real Estate is the only agency to have offices covering the *Ringwood-Warrandyte corridor*. The *Ringwood Office* has been located on the corner of Maroondah Highway and the railway station entrance for over 85 years. This location is one of the highest pedestrian traffic corners in Ringwood and as such ensures that our window display receives significantly more exposure than any other agency's window in the area. The *Warrandyte office* is positioned on the river side of Yarra Street, right in the heart of Warrandyte Village. We enjoy a high exposure location that is adjacent to one of the more popular paths to the river's walking tracks and swimming holes.

### INTERNET

We ensure that every home listed for sale is uploaded to the major real estate portals (realestate.com.au, domain.com.au, realestateview.com.au, property.com.au and carter.com.au). Each property listing includes quality photographs, floor plans and, where appropriate, virtual tours.

### NEWSPAPER ADVERTISING

Our quality local newspaper advertising still generates significant purchaser enquiry. The reason for its success: we engage a professional photographer and provide quality copywriting to ensure that the presentation of your home is first class.

### HANDSON

Our Directors are involved in the day to day running of our business. Each and every client has direct access to our Directors and can be assured that the responsible Director will not simply oversee, but is available for "hands on" involvement with every home listed by Carter Real Estate.

***At Carter Real Estate we have a strong motivation to sell the best properties in all price ranges. To do this we have to be much better than our competitors, our knowledge of properties must be extensive and client service flawless.***

128 Maroondah Hwy, Ringwood  
163 Yarra St, Warrandyte

9870 6211  
9844 1200

www.carter.com.au  
info@carter.com.au