



What is the Property Profile Group?

The Property Profile Group (PPG) is an alliance of 30 Melbourne-based independent real estate agents who have been working together since 1992 to deliver superior results for their clients.

Each member agent represents a different suburb or region in which they operate and have substantial market share. This means the PPG has representation across most areas of Melbourne and even some regional areas such as Ballarat.

An Executive Committee oversees the Property Profile Group together with the CEO who drives the group's initiatives and agenda.

All PPG members uphold the group's Charter. PPG members will always:

- Provide outstanding real estate solutions
- Deliver exceptional customer service
- Conduct themselves and their business according to the highest standards of integrity and professionalism
- Use all available resources, knowledge and expertise to deliver premium results for clients

Why should I engage a PPG member to sell my property?

Choosing a real estate agent to handle the sale or management of your property can be a daunting task. You are entrusting them with your biggest asset so it makes sense to do your research.

So why should you use a PPG member? The simple answer is that by choosing to use a PPG member you are in effect engaging the power of the entire Property Profile Group! The PPG represents hundreds of years of combined real estate industry experience — an extremely powerful tool. Equally as important are these other benefits:

- **Accreditation**
Each agent undergoes a comprehensive evaluation process and must demonstrate compliance with the Group's code of conduct before being accepted. This means you can be sure your agent has proven their business success, personal integrity and industry professionalism
- **Promotion**
Each member of the group operates in a different suburb or region, which means there is no competition among our team. Instead you can be assured of cross-promotion and referral. If a member in Caulfield knows their client is looking for a house in Hawthorn, they will share that client's details with the Hawthorn PPG member, thus extending the potential buyer pool and helping service the buyer's needs.
- **Education**
A formal training program means PPG members learn from some of the world's leading experts in all facets of real estate and business. Included are monthly guest presenters as well as larger seminars which all sales staff are invited to attend. This program, coupled with informal learning opportunities ensures PPG members are leaders and innovators within their industry.
- **Technology**
PPG members acknowledge that embracing the best tools and technologies to enhance a property marketing campaign or increase business efficiency is a vital part of growing and improving a real estate business. Regular demonstrations and learning opportunities are available to members to ensure they are on top of the latest systems, solutions and tools.
- **Knowledge Sharing**
The PPG members meet monthly to hear from guest speakers as well as catch up informally over breakfast where ideas and experiences are shared and problems solved. The benefits of sharing knowledge are then passed on to you – the client.

450 agents working for you across Melbourne

Airport West	Essendon	Murrumbeena
Albert Park	Fairfield	Newtown
Alfredton	Fitzroy	Niddrie
Alphington	Flemington	North Carlton
Altona Meadows	Footscray	North Melbourne
Armadale	Geelong	Northcote
Ascot Vale	Glen Huntly	Oak Park
Ashburton	Glen Iris	Ormond
Aspendale	Glen Waverley	Parkdale
Aspendale Gardens	Glenroy	Parkville
Ballarat	Greensborough	Pascoe Vale
Balwyn	Hampton	Point Cook
Balwyn North	Hampton East	Port Melbourne
Beaumaris	Highett	Prahran
Belmont	Highton	Preston
Bentleigh	Hughesdale	Richmond
Bentley East	Keilor East	Sanctuary Lakes
Black Rock	Kensington	Sandhurst
Brighton	Kew	Sebastopol
Brunswick	Kew East	Seddon
Camberwell	Laverton	Skye
Canterbury	Lower Plenty	South Bank
Carlton	Malvern	South Melbourne
Carnegie	Malvern East	South Yarra
Carrum Downs	Maribyrnong	Spotswood
Caulfield	Maryborough	St Kilda
Caulfield North	Melbourne/City	St Kilda East
Caulfield South	Melbourne/St Kilda	Strathmore
Cheltenham	Mentone	Surrey Hills
Coburg	Middle Park	Thornbury
Collingwood	Mont Albert	Toorak
Diamond Creek	Montmorency	Truganina
Docklands	Moonee Ponds	West Melbourne
East Melbourne	Moorabbin	Williams Landing
Elsternwick	Mordialloc	Williamstown
Eltham	Mount Helen	Windsor
Elwood	Mt Waverley	Yarraville



Your PPG agent will help you with every step of the sales process

When it comes to selling your home or investment property, perhaps the most important decision you will make happens before you start the sale process — your selection of agent. No matter why you are thinking of selling, a PPG member can assist with every aspect — from your choice of sale method to setting a price and negotiating a premium outcome. Here are some tips and strategies from the PPG experts.

■ Auction versus Private Sale

One of the first decisions a vendor will make when moving forward with the sale of their property is the choice between sale at auction, or private sale. This is where the Property Profile Group can guide you. An assessment of your home and your needs will establish the right medium for you.

■ Property presentation

So whether your property is old and tired, or newly built; whether you wish to restyle with what you have or fully furnish anew, a little styling can achieve the maximum appeal to the highest number of buyers. Your home does not need to look like a show piece. In fact looking like it is lived in adds appeal. However, here's a list of the tasks a "professional" property stylist might undertake:

- Gardening
- Handyman services
- Painting
- Packing
- Cleaning
- Styling

■ Marketing

Once you have decided your method of sale, your PPG agent will discuss the appropriate marketing campaign for your property. This includes promotional material such as brochures and boards as well as the advertising required, including the appropriate websites, to showcase your home to the market and maximise exposure. All marketing costs are transparent and your agent does not profit from the marketing process.



Take a moment to consider this...

It can take years to establish an outstanding reputation and just one mistake to tarnish it. In a competitive industry such as real estate where strong ethics and business expertise play such a vital role, the PPG takes membership very seriously. Only agents who can demonstrate an unblemished record of honesty and fair dealing are admitted and members are always looking for ways to improve their service.

Working together as an alliance is a unique way to develop ideas, undertake ongoing training and find ways to do business the way you would like it done – fairly and openly.

Please speak to us to find out more about our how you can benefit from choosing a Property Profile Group member to sell your home.



2010 Executive Committee

- Frank Hellier (Chairman) – Malcolms Real Estate
- Peter Righetti – Sandhurst Residential Sales
- John Chartres – Thomson
- Peter Kleeman – Morrison Kleeman
- Malcolm Dingle – Dingle Partners
- Torsten Kasper – Chisholm & Gamon
- Ian Sambell – Judd White
- Gary Peer – Gary Peer & Associates
- Chief Executive Officer – Rebecca Dunn

Contact us

For more information about becoming a Property Profile Group Member including fees and benefits, please contact:

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