



RICHARD CARTER
REALTY



Your local view.

Beachfront Specialist



RICHARD CARTER REALTY

“With transactions of buying and selling Real Estate we have found Richard & Sophie pleasant, reliable and co-operative with the sale of our unit. We thank Richard and Sophie for their efficiency with the sale of our unit at Rainbow Place.”

Jack & Judy Banyard

“Sophie conducted herself in a highly professional manner. Always available when needed.”

Peter & Julie Walsh

“Genuine in communication and attitude. A relaxed natural style that produces results”

Edward & Tess Rhodes



15B Bayview, Rainbow Bay
\$1,035,000



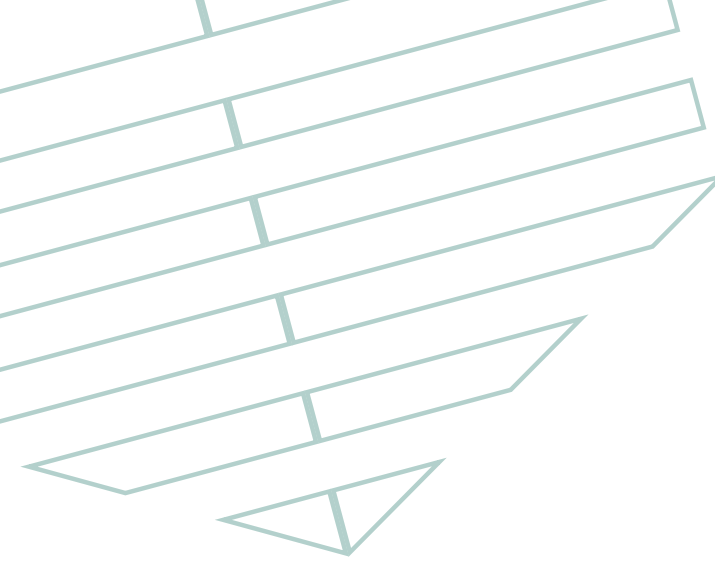
7/31 Dutton Street, Coolangatta
\$370,000



120 Broadwater Esp, Bilambil
\$648,000



3/72 Stapylton Street
\$349,000



History

RICHARD CARTER REALTY

**Our motto in
business is to make
the service better
than expected.**

“Exceptional Service!! Sophie & Richard both went to exceptional lengths to help us during a very stressful and emotional experience.”

J & B Flintoft

Richard Carter Realty began more than fourteen years ago in Coolangatta, Queensland. Prior to this the principals, husband and wife team - Richard and Judy Carter, spent six years in Sales and Holiday Management with another local real estate company.

Richard and Judy settled on the Gold Coast at the beginning of 1978 as newlyweds and quickly established a home. With both having backgrounds in hospitality their first venture was a takeaway food business in Rainbow Bay during the boom period that saw the construction of most of the beachfront high-rise in the vicinity and business was brisk.

From there Richard and Judy went on to establish a fresh coffee & gourmet sandwich Bar in Coolangatta. Their dedication ensured that their business thrived during the following six years and they commenced their family – a boy and two girls. They followed this success with a restaurant for a couple of years until an offer too good to refuse came.

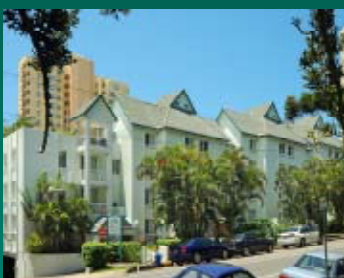
When given the opportunity of a career change in Real Estate more than sixteen years ago, Richard was able to satisfy a long held ambition as his father had been a real estate agent in country Victoria.

The rest is history. Business is thriving and the prospects for the Tweed & Coolangatta area have never been better. Richard and Judy and their staff all pride themselves on having a thorough understanding of both their industry and the area in which they live.

Richard Carter Realty offers professional services in all facets of the real estate business, property management and residential sales.

It's very much a team effort with every member of staff striving for the same outcome; the best result for our clients. We believe in building positive relationships with our clients, vendors, buyers, landlords and tenants.

Results **RECENTLY SOLD BY SOPHIE CARTER**



**33 The Bay Apartments
\$790,000**



**21/265 Boundary St, Rainbow Bay
\$920,000**



**24 Rainbow Place, Rainbow Bay
\$935,000**



**703 Rainbow Commodore
\$585,000**

“To say that I was happy with the way Sophie handled the sale is an understatement. I found Sophie to be refreshing and very helpful in a market of sometimes pushy sales people. Her marketing & negotiating skills were a contributing factor to the success of the sale and gave my property the edge it needed. I can unequivocally endorse & recommend her services to prospective clients.” **Sandy Edwards**



Sophie Carter

Sophie Carter consistently strives to raise the benchmark and achieve the best results for every one of her clients' properties. Her unlimited enthusiasm and integrity, exceptional knowledge of the property market and customised sales strategies are a proven formula for success.

Born in the area, Sophie attended both school and university in her specialist suburbs and has an intimate knowledge of the local area and the people living and investing in it. She is highly skilled in developing strategic marketing campaigns to suit the specific property to ensure her clients' properties stand out in the competitive marketplace which give them a distinct advantage.

Growing up surrounded by her family's real estate business, Sophie has a thorough understanding of the property market. She believes in maintaining consistent communication with her clients throughout the sales process, keeping them fully informed at all times. Straightforward and honest, she is also highly adaptable and enjoys making the sales process exciting and enjoyable.

Sophie believes her youth & dedication to service is a proven and powerful combination. Actively involved in the community, Sophie has a unique ability to relate easily to her clientele. A highly motivated professional who is committed to achieving exceptional results, Sophie provides total-solution service for all your property needs which is nothing short of first class.

WHAT YOU CAN EXPECT:

- **Extensive Market Knowledge**
- **Good quality presentations**
- **Punctuality**
- **Speedy responses (to both purchasers and owners)**
- **Honesty**
- **Passion for growth & learning- both personally and professionally**
- **It's all about you... This experience is about YOU and YOUR property**
- **Adaptability to market change**

“We listed with three agents. Sophie was quick off the mark and had the unit sold before one of the other agents had taken any photographs.” **Les & Betty Leary**



2/4 Eden Ave, Rainbow Bay
\$613,000



18/17 Powell St, Tweed Heads
\$510,000



2/26 Eden Ave, Rainbow Bay
\$450,000

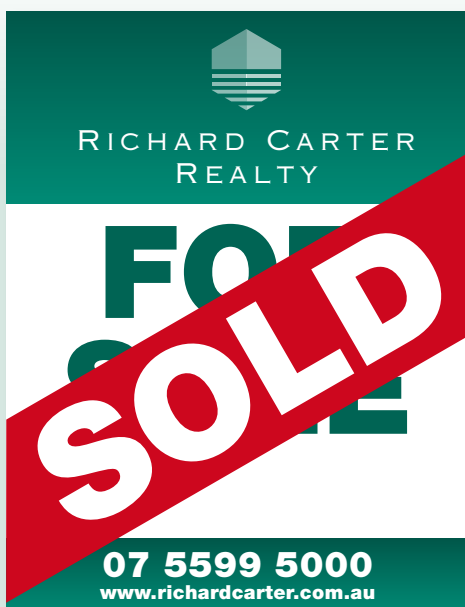


85 McLean Street, Coolangatta
\$475,000

Basic Steps of Selling

THE FOLLOWING ARE BASIC STEPS THAT WILL OCCUR WHEN SELLING RESIDENTIAL REAL ESTATE....

- **Organise a contract of sale from your chosen solicitor / conveyancer**
- **Choose a real estate agent**
- **Decide on a method of sale**
- **Agree on an appropriate marketing/ advertising program**
- **Decide on a desired list price**
- **Sign a PAMD Appointment of Real Estate Agent (Sales & Purchases) with the nominated agent**
- **Prepare your property for sale**
- **Arrange for buyers to inspect property**
- **Agree on the price offered by the buyer or nominate the reserve price in the case of an auction**
- **Sign a Contract of Sale**
- **Exchange of contracts**
- **Arrange with solicitor/financial institution for transfer of property**
- **Pay commission to the agent**
- **Move out**



Choosing an Agent

Investing in the right real estate sales consultant to deliver a professional marketing program is one of the most valuable contributions you can make towards ensuring the successful sale of your property.

As with any other profession, the level and style of service offered by real estate agents will vary from one agency to another. Deciding which agent will handle the sale of your home is likely to be one of the most important decisions you will make in the selling process.

A professional and experienced agent can be the difference between a sales success story and a real estate disaster.

Sellers are encouraged to shop around for an agent they feel will provide them with the type of service and the results they want. A good agent's level of customer service should be complemented by their detailed knowledge of all relevant laws and regulations; extensive property market knowledge; advertising, marketing and promotional expertise; and good negotiation skills.

These qualities are key to providing a professional service that eases home sellers through the real estate process.

According to the sales team at Richard Carter Realty Banora Point, local properties taking an unusually long time to sell in the current market have certain things in common:

- Overpricing
- No planned advertising or marketing campaign
- Poor exposure
- Private selling
- Open listings
- Not listed with local agents

Find a real estate sales consultant you can work with, who has a good reputation and the solid background of a local company brand like Richard Carter Realty. That agent should provide you with a clear marketing strategy plan that is tailored to suit your property and will expose your property to a wide audience of genuine buyers. This is the best way to ensure that it sells quickly and at the highest price the current market will pay.



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Sophie Carter

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