

THE SUMMER SERIES

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Three Agents. We Were
The One To Get It Done

From Land Value
Expectations to \$1.84M

Leverage This
Selling Season

Competition Pushed It
\$100K Further

Difficult Access
Didn't Stop 281
Enquiries

Summer Series
2025 Results





A Message from the Leadership Team

The Summer Series is Saliba's strategic campaign designed to turn a quieter listing period into a competitive advantage. Launching on Boxing Day positions your property in front of motivated buyers before the traditional market returns in full force. Last year, properties sold up to \$240,000 above vendor expectations, previously unsuccessful campaigns were turned into sales, off market properties sold within 27 days and auction day achieved a 100% clearance rate with 23 registered bidders. These weren't isolated results. They demonstrated what the right timing, competition and strategy can achieve across an entire. This summer, that opportunity could be yours. By preparing early and launching with a strategy proven to deliver, your property can enter the market when it has every opportunity to stand out, compete and achieve more.

Summer Series 2025

- 3 off market
All sold within 27 days
- 4 previously unsold
All sold
- \$74,298
Average above vendor expectation
- 23 Registered Bidders



7 Brushwood Place
\$1,475,000
\$100,000 ↑

6 Warandoo Place
\$1,840,000
\$240,000 ↑

5A Pomona Street
\$1,901,000
\$201,000 ↑

63 Wareemba Avenue
\$1,828,000
\$128,000 ↑

Key Benefits to Listing This Side of The Year

What if one of the best times to sell is when everyone else is waiting? The Summer Series is built around a simple advantage: motivated buyers returning to the market while competing stock remains low. Last summer, properties across the Summer Series achieved results well beyond vendor expectations. From previously unsold homes to properties with unique challenges, the campaign showed what the right strategy can achieve.



Noticed With Less Competition

With fewer properties listed, your home will stand out to more buyers.



Increased Buyer Urgency

Buyers are motivated to secure a home early in the year before competition rises.



Better Pricing Opportunities

High buyer interest combined with reduced competition often results in stronger offers.

Leverage This Selling Season

Maximum Exposure Before the New Year

Our strategy ensures signboards go up before Christmas, creating early awareness and positioning your property in front of buyers ready to act the moment the year begins.

Prime Market Timing

January delivers a rare combination of high buyer activity and low competition. The Summer Series is designed to take advantage of this unique moment, creating urgency and driving stronger outcomes for sellers.

Cross-Selling Strength

Saliba's unparalleled buyer network means your property reaches a larger, highly-qualified audience. This isn't just marketing, it's a competitive advantage that delivers measurable results.

Exclusive Off-Market Opportunities

The Summer Series allows for the possibility of off-market sales before Boxing Day, offering privacy, control, and strategic timing while still creating competition.

Marketing Power at Reduced Cost

We partner with leading suppliers to provide premium marketing at discounted rates, ensuring maximum exposure without additional cost to you.

Strategic Selling Advantage

Selling in January positions you perfectly if you're looking to buy in February/March, when the market opens with fresh opportunity. It's a chance to align your sale and purchase for optimum results.

Exclusive Access to New Properties Before Launch

See new homes before they hit the market if you're looking to buy, giving you an early viewing opportunity.

Three Agents. We Were The One To Get It Done.

After previously being listed with two other agents, this property needed a fresh approach to re-engage the market. Relaunched through the Summer Series, renewed buyer interest and competition helped achieve \$1,901,000, an impressive \$201,000 above vendor expectation.



Internet Views

10,794

Inspections

74

Enquiries

205

Auction Visitors

69

Sale Price

\$1,901,000

Price Difference

\$201,000 ↑

Competition Pushed It \$100K Further.

Launching through the Summer Series positioned this property in front of motivated buyers during a period of reduced competition. The campaign attracted 137 inspections and 107 auction visitors, creating the competitive tension that drove the final sale to \$1,475,000, \$100,000 above vendor expectation.



Internet Views

13,029

Inspections

137

Enquiries

264

Auction Visitors

107

Sale Price

\$1,475,000

Price Difference

\$100,000 ↑

From Land Value Expectations to \$1.84M.

With expectations sitting close to land value, the challenge was getting buyers to recognise the property's greater potential. Strong engagement and competition throughout the Summer Series pushed the result further, achieving \$1,840,000, \$240,000 above vendor expectation.



Internet Views

12,751

Inspections

84

Enquiries

227

Auction Visitors

71

Sale Price

\$1,840,000

Price Difference

\$240,000 ↑

Difficult Access Didn't Stop 281 Enquiries.

Difficult access and a minimal backyard presented genuine challenges for this property. Through strategic positioning and strong buyer momentum, the campaign generated 281 enquiries and 83 auction visitors, ultimately achieving \$1,828,000, \$128,000 above vendor expectation



Internet Views

10,491

Inspections

97

Enquiries

281

Auction Visitors

83

Sale Price

\$1,828,000

Price Difference

\$128,000 ↑

Saliba Projects

A strong selling outcome starts with the right preparation. Saliba Projects helps get your property market ready to achieve the best possible result.



Property Assessment

We assess the property and identify recommended improvements.



Improvement Advice

Guidance on works that may improve presentation and value.



Quotes & Suppliers

Quotes arranged from trusted trades, stylists and photographers.



Development Monitoring

We monitor recent development applications lodged with Council.



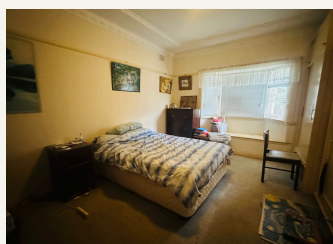
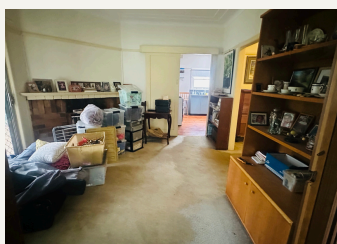
Property Value Estimates

Pre works and post works property value estimates.



Market & Return Guidance

Insight into potential returns, market conditions and future opportunities.



MEET LIDIA, PROJECT MANAGER

Lidia brings extensive real estate experience, with a strong understanding of how strategic property improvements and renovations can enhance presentation, increase value and create a stronger selling outcome.



Key Dates You Should Know

08
DECEMBER

CONTRACT PREPARATION
PRIOR TO 8TH DECEMBER

16
DECEMBER

PHOTOGRAPHY COMPLETE
PRIOR TO 16TH DECEMBER

17
DECEMBER

SIGNBOARDS & PRINT MARKETING APPROVED
PRIOR TO 17TH DECEMBER

26
DECEMBER

LAUNCH PROPERTY ONLINE
ON 26TH DECEMBER

9
JANUARY

OPEN HOME
ON 9TH JANUARY

16
JANUARY

OPEN HOME
ON 16TH JANUARY

23
JANUARY

OPEN HOME
ON 23RD JANUARY

30
JANUARY

AUCTION DAY
ON 30TH JANUARY



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