



**YOUR KEY TO A  
NEW BEGINNING!**



Working for you to achieve a  
fantastic result!

**Rhonda Tapp** | 027 329 3825  
rhonda.tapp@realty.co.nz  
www.rhondatapp.co.nz

Scan for your free  
market appraisal & gift





## Our Team

The Head Office team is here to support you with your real estate needs (software, marketing, settlements, trust accounting, contracts & more)

Management • Settlements • Accounts • Performance & Coaching • Finance  
Marketing & Graphic Design • Agent Support • Compliance • Rentals



**40+** team members and **900+** agents across New Zealand & Australia  
[www.atrealty.co.nz](http://www.atrealty.co.nz) | [www.atrealty.com.au](http://www.atrealty.com.au)

# Why Sell With Us?

We make selling your property simple, transparent and affordable. Our local experts work hard to get you a great results.



## Dedicated Local Agents

Our local experts are independent agents working together as a national network, backed up by a full support team to make the process easy and simple.

## Fully Informed 24/7

Transparency and communication are key with our clients. Our unique property hub allows you to access real-time updates on your property's progress. Stay up to date 24/7

- View property results instantly
- View current or past offers
- View listings live on all active platforms
- Save your search results and investment portfolio

## Affordable Marketing

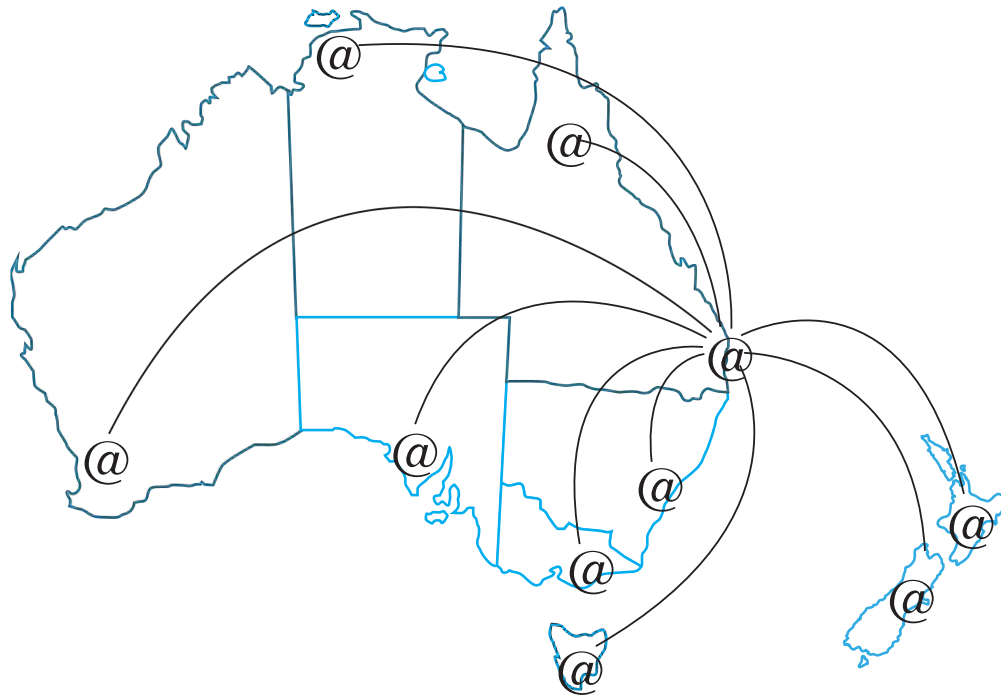
We highlight your property's best features with custom marketing campaigns that are affordable and designed to maximise exposure to increase buyer demand.

## Targeted Social Media Ad Campaigns

With our digital media experts, you can significantly increase your property presence through social media. Target buyers who have;

- Viewed a property in the same area in the last 60 days
- Visited the suburb and surrounding area recently
- Part of our "lookalike audience"

# Our International Network of Local Experts.



We have over **900+ Experts** operating Australia & New Zealand Wide

We've helped more than **19,456 people** achieve their property dreams

We've sold **18,900+** properties to date

We have over **3,500+ 5 star reviews** from our clients

We sell over **\$7.65 million** worth of property a day

We've sold **\$21 Billion** worth of property

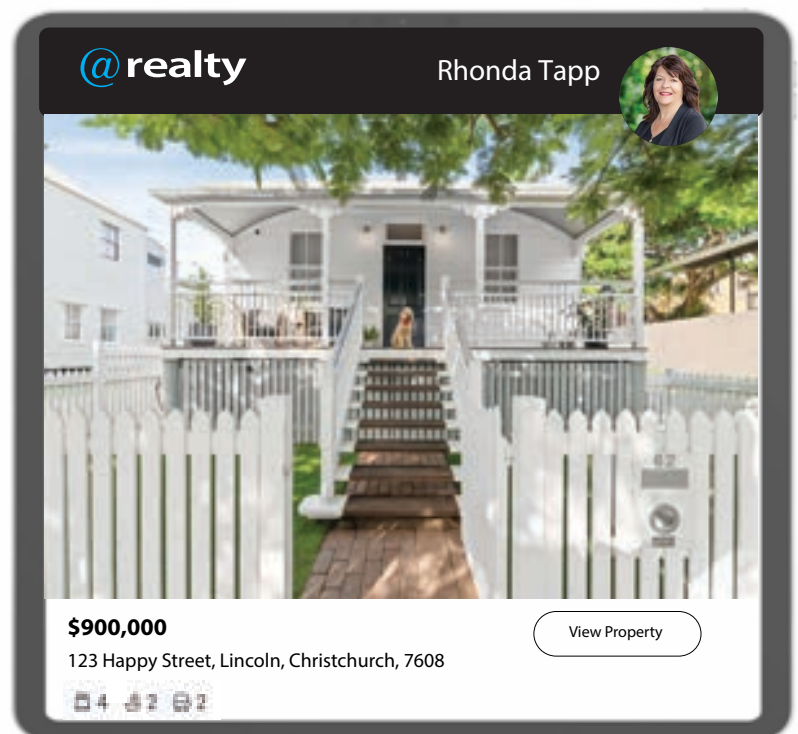
## We Work in with all Agencies!

As salespeople working for our vendors, we want to achieve the best sale price for you. This means we will make it happen by working in with all other outside agencies and their purchasers to ensure your property is SOLD! It doesn't matter if the other agency is yellow, red, blue, or orange.... it makes no difference to us. We pay the outside agent out of our commission at no extra cost to you so giving you the peace of mind that your property is being exposed to whole market.

# Customised Marketing Catered For Your Property.

Our sales experts are not required to hit advertising targets and therefore are able to create custom campaigns that are in the best interest of you, the client. @realty has discounted marketing packages including signboards, brochures and photography. With @realty you receive online advertising on all major real estate portals.

- rhondatapp.co.nz
- homes.co.nz
- trademe.co.nz
- realestate.co.nz
- oneroof.co.nz
- atrealty.co.nz
- Email Database



## Advertise now, pay later... at Property Credit

Take the stress out of paying for advertising before you sell your property with an advertise now, pay later funding solution.

There's nothing to pay until settlement, so you can get to market fast and showcase your property to its full potential. It takes just minutes to apply and funds can be ready in as little as 24 hours.

# Online Upgrades.

Maximise your property's exposure to be seen by more buyers using online upgrades.

## Social Media Booster

- Mini 7 day booster **\$200.00**
- Medium 10 day booster **\$350.00**
- Maximum 15 day booster **\$500.00**

## realestate.co.nz

- Base listing (3 weeks) **\$93.50**
- Feature listing (3 weeks) **\$199.00**
- Bronze package (3 weeks) **\$349.00**
- Silver package (4 weeks) **\$549.00**
- Gold package (6 weeks) **\$649.00**

## trademe.co.nz

- Base listing **\$99.00**
- Starter package **\$349.00**
- Silver package **\$999.00**
- Gold package **\$1,199.00**
- Platinum package **\$1,499.00**

## oneroof.co.nz

- Starter package **\$113.85**
- Basic package **\$217.35**
- Plus package **\$343.85**
- Super package **\$458.85**

93%

Of people search for properties online

89%

Of people use social media in NZ

# Your Property Selling Plan.

## #1 Prepare

### Agent Tasks

- Method of sale
- Photography
- Copywriting
- Coming soon
- Client review

### Client Tasks

- Declutter
- Paint
- Garden
- Furniture
- Keep clean & tidy

## #2 Market

### Marketing Campaign

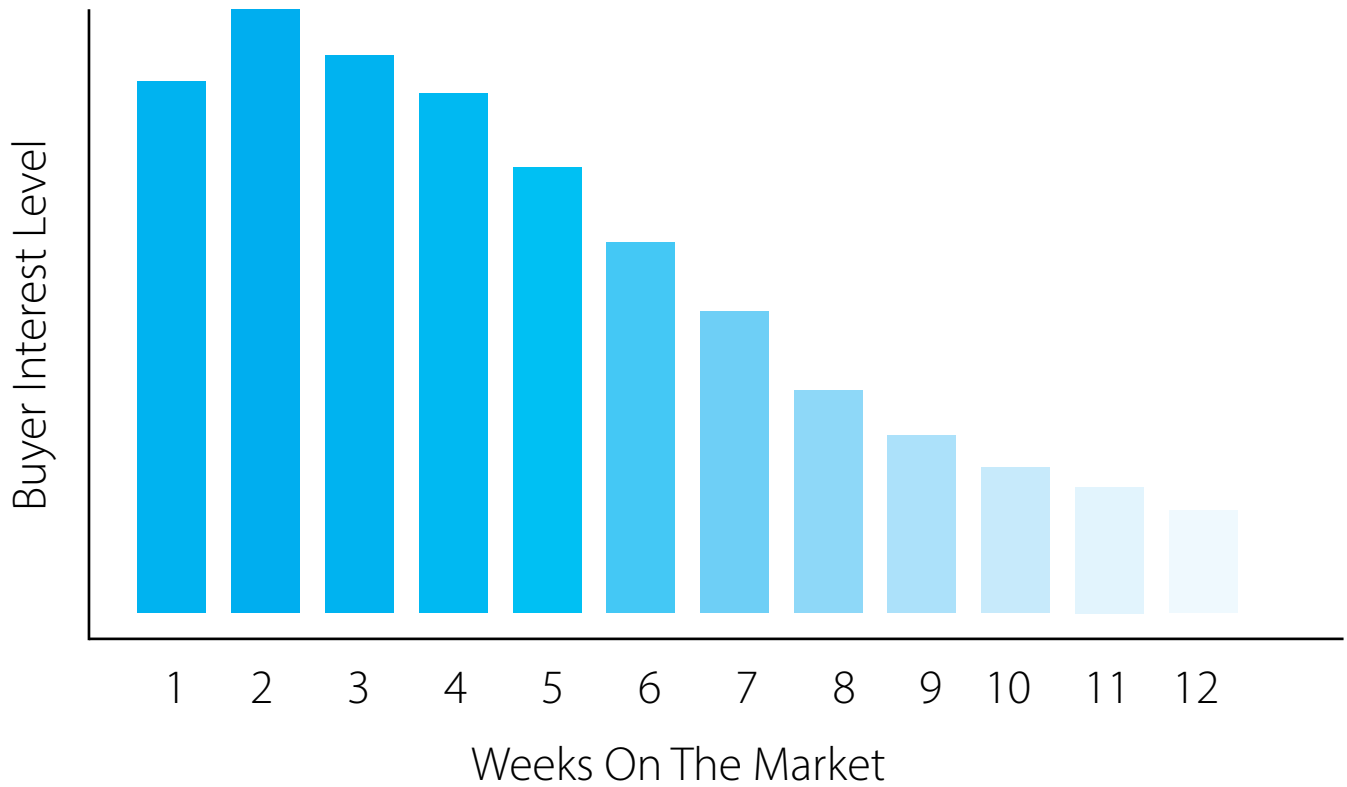
- Signage
- Database marketing
- Internet
- Advertising
- Open homes

## #3 Release

### After Market & Settlement

- Buying community
- Offers & Negotiation
- Sold
- Finance due
- Settlement

# Buyer activity & property price.



The first few weeks is the most important time for marketing. It's best to take advantage of them. Buyers seek out new listings which are always of interest to the existing buyer group.



Premium Price



Fair Market Value



Bargain Price

Depending on the price of your property, it will affect the number of buyers.

# Methods to sell your property.

## Exclusive listing

The best option is listing exclusively with one company. Exclusive listing avoids the frustrations and lack of action so often experienced when dealing with a number of different real estate companies. It sidesteps the conflicting agendas and different procedures, and maintains a strong brand grounding for your property. Most importantly, listing your home with @realty ensures your home is backed by the best possible resources come sale time

## General Listing

A general listing means that you can list your property for sale with multiple real estate agencies. Getting many people from different real estate companies working for you may sound great, but in reality it can be confusing and frustrating. The lack of co-ordination, cohesion and focus is often more disruptive than advantageous, and personality and ego conflicts can add to the stress and sense of dislocation sellers sometimes experience.

To get the maximum amount of time, effort and resources spent on your property, the best option is listing exclusively with one company. You'll then have your appointed sales consultant assume total responsibility for the successful sale of your home.

## Auction

The advantages of an auction are numerous. You set the terms, conditions and deadline. You agree on an undisclosed minimum reserve price, with no pressure to sell if the property fetches a lower than expected bid.

You'll also attract only genuinely interested, cash-in-hand buyers with no subject-to-sale or subject-to-finance uncertainty. There is even the opportunity to accept offers prior to auction day.

Auction marketing motivates genuine buyers to act. It's also the least disruptive and intrusive method because you only need to open your home at times that suit you best.

## Private Treaty

A Private Treaty sale is where negotiations are carried out 'in private' between your sales consultant and the buyer. You will then negotiate the terms with prospective buyers. Private Treaty allows for greater flexibility for both you and the buyer as certain conditions can be negotiated into the contract at your request or the request of the prospective buyer, such as subject to a building inspections or finance.

# Powerful marketing tools.

How to maximise your property's exposure



**FOR SALE**

**RHONDA TAPP**

**027 329 3825**

rhonda.tapp@realty.co.nz



@realty

## Before we go to the Market

- ✓ Premium Photography
- ✓ Professional Videography
- ✓ Buyer data match

## Core marketing products

- ✓ Signboards
- ✓ Brochures
- ✓ Letter Box Drops

## Digital Marketing Platform

- ✓ rhondatapp.co.nz
- ✓ atrealty.co.nz
- ✓ homes.co.nz
- ✓ trademe.co.nz
- ✓ realestate.co.nz
- ✓ oneroof.co.nz
- ✓ Mass email & SMS database
- ✓ Social Media Boost

# How to prepare your home for sale.

## Cleaning

*Every area of the house must sparkle and shine! Make it easy for the buyer to want your house.*

Clean all of the windows and light fixtures, including the laundry and garage.

Clean all carpets and rugs. Clean and polish lino, tile and wooden floors. Consider refinishing a wood floor if necessary.

Clean and polish ceiling fans. Take down and clean exhaust fan covers, these are dust magnets.

## Maintenance

*The Rule of Thumb is – if something needs repair fix it!*

Check all corners for peeling paint, chipped edges and loose wallpaper and repair accordingly.

Repair all major problems. In today's climate of open disclosure and vigilant home inspections the "Golden Rule" applies. Treat the buyer as you would treat yourself.

## Atmosphere

*A clean smelling house creates a positive image in the buyer's mind. Be aware of any odours from cooking, cigarette smoke, pets etc.*

You can use products like carpet deodorisers, air fresheners and room deodorisers, but the best strategy is to remove the source of the aroma rather than cover it up.

## Set the Scene

*This part of preparing your home for sale can be the most fun and involves the use of colour, lighting and accessories to emphasise the best features of your home.*

The use of a bright coloured pillow on a chair or a throw rug on a sofa can add dimensions to an otherwise neutral room. Use accent pieces of colour.

Soften potentially offending views, but always let light into your rooms. Consider replacing heavy curtains with something lighter.

## Space Management

*Create the illusion of more space by removing all clutter.*

Arrange furniture to give the rooms a spacious feeling. Consider removing some furniture from any room that may seem over crowded.

Pack up your collectibles – both to protect them and to give the room a more spacious feel. Leave out just enough accessories to give the house a personal touch.

## Exterior

*First impressions count. Don't let your property's exterior turn a buyer away.*

Mow the lawns and clear the garden of weeds and dead flowers. Wash down driveway and sidewalk

# Accepting an offer & completing a sale.

## Common conditions of sale are subject to:

- *Finance*
- *Sale of another property*
- *Specialist inspection or approval*

Your sales consultant will have the purchaser sign a standard approved contract with their offer and any conditions of sale either you or the purchaser has requested. Once this process has been completed your sales consultant will check whether any other interested parties are putting in an offer. This system ensures it remains fair to all parties in a multiple offer situation.

As the seller, you can then accept the offer, reject it or counter sign it. Counter signing occurs when you are not satisfied with the price offered and/or conditions included and wish to subsequently alter them. The contract will then be brought back to the purchaser for their consideration. If accepted, the purchaser will initial your alteration and the property is under offer subject to any conditions that the contract may contain. Alternatively the purchaser also has the right to counter sign. Your sales consultant will continue negotiations between you and the purchaser until you are both in agreement.

## After an offer is accepted

Once an offer has been accepted and all parties have signed the contract, the purchaser will be asked to pay a deposit.

Once paid, this deposit is held in a trust account until the contract is confirmed, i.e. becomes unconditional in all respects. If the contract does not become unconditional the deposit will be repaid to the purchaser.

## Selecting a conveyancer

You will need to nominate a conveyancer to act on your behalf once your offer has been accepted. Your @realty sales expert can refer you to our conveyancing business partners for your conveyancing needs.

## Completing the sale

Transfer generally takes place between you and the purchaser and your legal/ financial representatives. Officially, it's where ownership passes from you to the purchaser, and the balance of the sale price is paid to you or your financial institution. Transfer usually occurs about 90 days after the contract has been signed depending on the speed of the deeds office administration process.

The purchaser is entitled to inspect the property at a reasonable time of the week prior to settlement, and as the seller, you must hand the property over in the condition in which it was sold.

Possession of the property usually takes place on the transfer day although you and the buyer can agree for these dates to be different.

# Your Property Activation Plan!

**The following checklist is a guide to get your property successfully sold.**

Each week you'll be kept fully informed of the progress. This plan is your blueprint on what will happen next should you appoint me to represent you.

- Signing the agreement will trigger the commencement of service
- We will require you to give me copies of relevant documents e.g. insurance, EQC
- A photographer will be booked to take photos and video at the best time of the day
- We will prepare all documentation and required legal paperwork
- We will get a key off you for open homes/private viewings
- We will prepare advertising for the home and a property blurb
- A signboard will be erected at the front of the property
- We will heavily promote the property in relation to known buyers
- We will letterbox drop to local residents to try and find a local buyer
- We will upload the property to 7 websites including Realestate.co.nz & Trademe
- We will be providing you with written and or verbal feedback of any offers
- Once we have negotiated an offer, we will present it to you
- Once we have a sale achieved, we will execute all paperwork
- Five to ten days prior to settlement we will show the buyer through the property for the final inspection

*The above checklist can be used as a guide to help you move things forward. We guarantee that we will do everything we can do to get you the highest price for your home.*

# About Rhonda Tapp

A highly experienced and dedicated real estate agent with a passion for helping clients in the Selwyn and Christchurch areas.

With over 19 year's experience in the Real Estate industry in Canterbury, Rhonda has established herself as a trusted and reputable agent, delivering exceptional results for her clients' time and time again.

Rhonda's journey into Real Estate began in 2007, when she decided to turn her passion for property into a career. Since then, she has consistently shown a deep understanding of the market and a natural talent for matching clients with their perfect home or investment property.

Her extensive knowledge of the Selwyn and Christchurch areas, combined with strong negotiation skills and commitment to her clients, make Rhonda a top choice for anyone looking to buy or sell in the region. Throughout her successful career, Rhonda has achieved an impressive track record of sales.

What sets Rhonda apart from other agents is her genuine and sincere approach. She understands that buying or selling a property is a major decision and she strives to make the process as smooth and stress-free as possible for her clients. Her honesty, trustworthiness, and professionalism ensure that clients feel confident and well-informed throughout the entire real estate journey.

Being a wife and mother, Rhonda's compassionate and intuitive nature fosters an empathy with each client while her motivation and determination as a competitive squash player also carries through to her role as a Real Estate Salesperson.

When it comes to choosing a real estate salesperson, Rhonda stands out for her exceptional level of service, strong work ethic, and genuine care for her clients. Her clients have described her as a reliable and trustworthy agent who goes above and beyond to achieve their goals.

Her unique and personal approach, combined with vast knowledge and experience, make her the perfect choice for anyone looking to buy or sell in Selwyn and Christchurch.

Rhonda's commitment to providing the best possible service to her clients is what drew her to join @realty. She believes in the platform's innovative and flexible approach, which allows her to tailor her services to meet the individual needs of each client. This, combined with @realty's strong brand and support, enables Rhonda to provide a top-quality real estate experience for her clients.

Get in touch with Rhonda today and experience the difference of working with a true real estate professional.



## Contact me on:

- 0508 967 564
- 027 329 3825
- [rhonda.tapp@realty.co.nz](mailto:rhonda.tapp@realty.co.nz)
- [rhondatapp.co.nz](http://rhondatapp.co.nz)

## Offering:

- Fair Fees
- Free Marketing Available
- Exceptional Service
- Great Results
- Stress Free Experience

Licensed Agent REAA 2008

# REVIEWS



## IAN - SELLER

Fast Efficient Sale!

Rhonda performed well in all aspects in the sale, kept me informed and in a short time she was able to place SOLD on the kerbside sign. This was the 2nd property Rhonda had sold for me in 12 months, glad to recommend her to family and friends.

## SCOTT - BUYER

Best Communication!

Buyer of Christchurch Property! Definitely had the best communication I've experienced. Everything went smoothly and was really nice to have a gift basket when moving in. Will remember Rhonda when selling or buying the next property.

## PETER & NANCY - SELLER

Great professional, excellent communication skills!

We had several agents come through. Rhonda was hands down the most professional. Rhonda has excellent communication skills and keeps you updated, sometimes daily. With the pitfalls, you may stumble into selling your home, Rhonda will take charge and guide you through. She is very aware of the market and will achieve a great price. Even though the fees are much less than many of the other real estate companies the level of service was superb. We plan to use Rhonda again. One she saves you money and two Rhonda strives to achieve the best price without putting pressure on you. Never once did she ask us what we thought the house was worth. In fact, with her expertise, we achieved a great result and the house was fast to sell. We really appreciate the time and effort Rhonda put into selling our house.

## MARK & CLARE - SELLER

Total Professional!

Rhonda has been a complete professional from the time we engaged her to sell our property in Lincoln, plenty of communications, advice and a positive attitude at all times. Totally acted with our interests in mind, not just trying to sell a house. We highly recommend her, if you are looking at selling your house. Thanks for all of your support Rhonda.

## MANDY & STEVE - SELLER

Couldn't have got through without Rhonda!

Rhonda was with us all the way. She kept us updated with viewings and all other relevant information. Rhonda not only sold our home, she helped in my search for a new home. Rhonda genuinely cares and I would not hesitate to recommend her!

## LINDA & GRAEME - SELLER

Experience Plus!

When we first decided to sell our house we went with another company but after 6 weeks of being on the market and only one person through our twelve open homes we decided that they weren't working for us so we contacted Rhonda and from that moment things went extremely well. People through our open homes and not long until we got an offer. Rhonda's knowledge and experience made a huge difference. She communicated at every step and went out of her way to help us get the sale. I would highly recommend her to anyone thinking of selling.



# A Snapshot of Rhonda's Sales

48 MARRIOTTS RD, NTH NEW BRIGHTON	4 CHESTERFIELD MEWS, RUSSELLY	75C ST JAMES AVENUE, PAPANUI
3/221 EDGEWARE RD, EDGEWARE	1/149 WITHELLS ROAD, AVONHEAD	35 SPRINGBANK STREET, BRYNDWR
30 SEYMOUR DRIVE, ROLLESTON	58 BALRUDRY PLACE, AVONHEAD	8 HAMPTON PLACE, ILAM
4 LANCELOT CLOSE, LINCOLN	132 ST MARTINS AVE, ST MARTINS	5 DUNROBIN PLC, AVONHEAD
48 GREENWICH ST, HALSWELL	63 WITHELLS ROAD, AVONHEAD	15 HURRICANE DRIVE, WIGRAM
18 HARRY MANSHIP CRES, HALSWELL	30A WESTGROVE AVE, AVONHEAD	102 WITHELLS ROAD, AVONHEAD
2/104A STUDHOLME ST, SOMERFIELD	30 WESTGROVE AVE, AVONHEAD	18 KENT LODGE, AVONHEAD
133 VERDECO BLVD, LINCOLN	169 SOLEARES AVE, MT PLEASANT	52 SEVENOAKS DRIVE, BRYNDWR
7 JOY PLACE, ROLLESTON	102A WITHELLS ROAD, AVONHEAD	8 SEAFORTH PLACE, OPAWA
8 PAPRIKA PLC, BISHOPDALE	15 HARKNESS PLACE, AVONHEAD	12 FELSTEAD PLACE, AVONHEAD
51C HALSWELL RD, HILLMORTON	38 O'NEILL AVENUE, NORTHWOOD	325 AVONHEAD ROAD, AVONHEAD
18 MARION ST, HOON HAY	97 O'NEILL AVENUE, NORTHWOOD	57 ARTHUR STREET, UPPER RICcarton
4 FW DELAMAIN DV, YALDHURST	31 KENT LODGE AVE, AVONHEAD	55 WARDEN STREET, RICHMOND
25 ASHERIDGE PLACE, WIGRAM	16 POWELL CRES, ILAM	38 ARTHUR STREET, UPPER RICcarton
4 SENTINEL PLACE, HALSWELL	36 KENT LODGE AVE, AVONHEAD	32 TOORAK AVENUE, AVONHEAD
20 ENGLAND ST, PHILLIPSTOWN	2 HUDSON STREET, BRYNDWR	26 CHERRYWOOD PLACE, REDWOOD
73 GREENDALE AVE, AVONHEAD	50 WESTPARK DRIVE, BURNSIDE	16A STEADMAN ROAD, RUSSELLY
19 BAMBER CRES, HALSWELL	175 WITHELLS ROAD, AVONHEAD	29 PRIMROSE STREET, PAPANUI
22 DONCASTER AVE, LINCOLN	69A WAIRAKEI ROAD, BRYNDWR	14 CUTTS ROAD, AVONHEAD
87A SAINT JOHNS ST, WOOLSTON	4 O'DEA PLACE, BURNSIDE	102A WITHELLS ROAD, AVONHEAD
8 TE RAKI DRIVE, LINCOLN	167 KENDAL AVENUE, BURNSIDE	13 BRANSTON STREET, HORNBY
17 KEDLESTON DRIVE, AVONHEAD	32 WESTPARK DRIVE, BURNSIDE	370 PAPANUI ROAD, STROWAN
460 WAIRAKEI ROAD, BURNSIDE	284 MEMORIAL AVENUE, BURNSIDE	153 AVONHEAD ROAD, AVONHEAD
11 BARGROVE CLOSE, HALSWELL	2 O'DEA PLACE, BURNSIDE	6 FW DELAMAIN DRIVE, YALDHURST
2 ALTHORP PLACE, AVONHEAD	54B BRODIE ST, ILAM	1 O'DEA PLACE, BURNSIDE
3/46 CORONATION ST, SPREYDON	193 INNES ROAD, ST ALBANS	149 ROYDVALE AVENUE, BURNSIDE
24 FIELD TCE, UPPER RICcarton	42 PARKSTONE PLACE, AVONHEAD	56 WESTPARK DRIVE, BURNSIDE
320 MAIN NORTSH ROAD, REDWOOD	15 COLINA STREET, AVONHEAD	63 ASHGROVE TCE, SOMERFIELD
8A SANDALWOOD PLC, WAIMAIRI BCH	193 INNES ROAD, ST ALBANS	10 HARKNESS PLACE, AVONHEAD
7/41 CAMBRIDGE TERRACE, CHCH	15 COLINA STREET, AVONHEAD	2/76 GARREG ROAD, BRYNDWR
205 MEMORIAL AVE, BURNSIDE	132 JEFFREYS ROAD, STROWAN	1/52 OAKHAMPTON ST, HORNBY
8/41 CAMBRIDGE TERRACE, CHCH	168 HAREWOOD ROAD, PAPANUI	2 RHYL PLACE, BRYNDWR
54 NORTHCOTE ROAD, NORTHCOTE	31 BUCKNELL STREET, UPPER RICcarton	9 CROSS STREET, COALGATE
2A COLES PLACE, ST ALBANS	44 WINDERMERE ROAD, PAPANUI	8A YARDLEY ST, AVONHEAD
1A TAVISTOCK PLACE, AVONHEAD	8 BROADSTAIRS AVENUE, STYX MILL	

**Your Key to a New Beginning!**

# SOME OF MY PAST SALES!

I'm proud to have worked with all these amazing vendors to achieve fantastic results for them.



**30 Seymour Dv**  
Rolleston



**4 Lancelot Cl**  
Lincoln



**48 Greenwich St**  
Halswell



**18 Harry Manship Way**  
Halswell



**133 Verdec0 Blvd**  
Lincoln



**7 Joy Pl**  
Rolleston



**22 Doncaster Ave**  
Lincoln



**25 Asheridge Pl**  
Wigram



**19 Bamber Cres**  
Halswell



**4 Sentinel Pl**  
Halswell



**Your Key to a New Beginning!**

@realty

Looking forward to  
working with you and  
achieving a great result!



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