



BAIRD
REAL ESTATE

THE SIGN
THAT SELLS

Some people think real estate is all about property, but the truth is it's all about people.



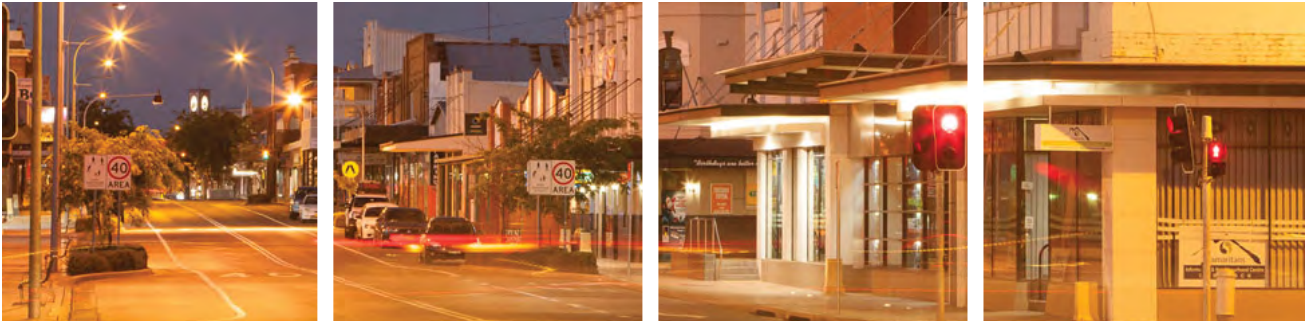
HEATH BAIRD
Principal

MAXINE BAIRD
Director

In 2001, Heath and Maxine Baird established a unique new agency in the heart of Wine Country. Both born & bred in Cessnock, they worked hard to open an independent business and to offer something different in Real Estate.

A NOTE FROM OUR DIRECTORS

We want to thank you for inviting us and our team in to meet with you to discuss your property. This packaged is designed to provide you with some background on who we are and how we work, and how we will achieve the best outcome for you. We can assure you that you will be in the best of hands with our team, and would look forward to achieving you a great result.



WHAT YOU CAN EXPECT FROM US

Foundations are important in real estate. They are also important in choosing an agent. Naturally, you want an agent with experience, with thorough local knowledge and with a proven track record. Real Estate is all about numbers, figures and the final result. And your home is probably your biggest asset. Real Estate agents are not all the same, our differences can affect your outcome, allow us to show you why you can trust us with your biggest asset.



"Living in QLD for the last few years. I needed an agent that was trustworthy, honest, and was up to date with the current market trends. Heath ticked all the boxes and made the process a stress free environment. Having bought & sold multiple properties in the community with Heath & the team and I always feel comfortable with my choice to do business with Baird's. Thanks to Heath for achieving a great result with my sale."

- Jason Cameron

. . . go the extra mile



RESULTS

Results = experience. We know our area so well, that by comparing similar homes we've sold near you, and with our market knowledge and knowing what buyers are looking for, we can expertly assess your home's value and feel confident in achieving that price.

We measure results, not solely on the monetary outcome, but on the experience of the vendor as a whole. A great result for us is based on the overall satisfaction of our vendors and the positive feeling that they have as a reaction to the job we have done for them.

**We have a different approach
to Real Estate, call us and discover
the difference today 02 4991 797.**

"Heath from Baird Real Estate was a proactive agent with a friendly and genuine manner. I originally met him to view another house which was outside my budget. Heath directed me to a couple of other houses in the same area which better suited my needs. He was open and transparent at every stage of the buying process and I feel he went above and beyond to help me with the purchase of my first home. I am very grateful to have had such an excellent agent on my side to get me through my first sale." - Alana Macallister

"We recently purchased our first home through Ben who has left us completely satisfied with his professionalism and knowledge. Ben has been super helpful and quick to respond to any queries we had and gave us his professional advice when needed. Overall we are super happy to have been able to work with Ben and the team."
- Cheers Tasma White



OUR SELLING SYSTEM

We believe that selling your property can be stress free, exciting and most important profitable when in the right hands. Over many years we have developed simple selling systems that maximise your outcome. In the process we aim to create a relationship that will last a lifetime. When we meet, we will explain in detail the process of how we go about adding the value your sale through our local knowledge, meticulous process, marketing channels & sales system.



STAND OUT FROM THE REST

Some people think Real Estate is all about houses and property, but the truth is that it's all about people, people just like you.

Whether you are a vendor, purchaser, landlord or tenant, we'll help guide you through the most effective methods to achieve your real estate goals.

We've won numerous industry & business awards and we're proud of our achievements, but what is most important to us, is what our clients say about our service.

That's why we'll always go the extra mile to make your experience as rewarding and effortless as possible.

"Very happy buyer! I strongly recommend working with Ben Rowlands if you are looking for a property. He far exceeds expectations and manages the purchase process with integrity and professionalism. He is very efficient and always got back to me and answered all my questions in a very timely manner. He is very helpful in walking us through the overall process and was very knowledgeable of the market. Thank you again for your hard work and expertise! It is so appreciated!" - Janet & Allan De La Cruz

"We are so incredibly grateful for all Drew's hard work! From the time of appraisal to putting the sold sign up was a total of 20 days and the entire process was smooth sailing, no matter how anxious I got about the sale of our first home, I knew it was in good hands with Drew. We never dreamed our house would sell for the guide price but with Drews knowledge and skills we majorly exceeded guide price well and truly above any of our expectations!" - Britney Power

PROPERTY MANAGEMENT

Our Property Management ethos is simple, to look after your property as if it was our own. This means always selecting the best tenants, achieving the highest market rent, ensuring that your property is maintained in excellent condition and providing prompt, personalised service at all times. Our professional experience enables us to manage your property with the utmost care & attention. We understand that effective property management is all about commitment to building relationships between owner, tenant and agent and when it comes to superior management of your valuable investment, we are your only choice.

"Ben has looked after our investment property for the past 4 years. He has always kept us up to date with the going on with the property & organised any repairs if needed & liaisons between our tenants & ourselves was always made very easy & pleasant thanks to Ben. Our rent was always paid on time never had a problem with the tenants Ben chose for us. Recently we decided to sell the property & we decided Ben was the best man to get it over the line & in 2 weeks its been sold & we are very happy." - Mark and Kerry Goddard



... the sign that sells



MARKETING

At Baird Real Estate, we only work with the best in the industry to bring your property marketing to life. With professional photography, bright, high visible signage and striking brochures and advertising in our distinctive orange & navy branding, your property is sure to attract attention. Your property will be shown in the best light through www.bairdrealestate.com.au as well as Cessnock's only video wall in our window in our contemporary office at 101 Vincent St. These clear high tech monitors show your property at its best day & night.

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