

MURDOCH_LEE

Property *Presentation*



Prepared By Annie Zeng



The Sign of Expertise

Honesty, Integrity and Record Results Since 1995

CASTLE HILL

T6/250 Old Northern Road
Castle Hill NSW 2154

CHERRYBROOK

Shop 39A Cherrybrook Village
Cherrybrook NSW 2126

BAULKHAM HILLS

Shop 96, Grove Square
Baulkham Hills NSW 2153

Discussion_*Points*

Introducing Your Agents

About Murdoch Lee

Choosing the Best Method of Sale

Tips on Preparing Your Property

The Murdoch Lee Difference

FOUR OFFICES, ONE TEAM

At Murdoch Lee Estate Agents, we've been achieving exceptional results in the Hills District since 1995, built on honesty, integrity, and strong community ties

Specialising in the Hills District, our team has an in-depth understanding of the local property trends, buyer demands, and what makes our community unique. Our local insight allows us to market your home strategically and connect with the right buyers.

When you list your property with Murdoch Lee Estate Agents, you're not just hiring one agent - you're gaining a dedicated team of experienced real estate professionals working together to get the best outcome for your home.

Our proven marketing, expert negotiation, and multilingual team help broaden your property's reach. We speak English, Mandarin, Cantonese, French, Korean, Khmer, Farsi/Persian, Punjabi, and Hindi, connecting with buyers from diverse backgrounds.

At Murdoch Lee Estate Agents, we work together as one team, using our strengths to deliver the best results for every client.

OUR RECENT ACHIEVEMENTS



Your Dedicated *Team*



Annie Zeng

Associate Director

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Ben Zheng

Sales Representative

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Emily Toon

Administration & Marketing Officer

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Joshua Sparavalo

Marketing & Operations Manager

(02) 9762 8888

operations@murdochlee.com.au

Annie_Zeng

ASSOCIATE DIRECTOR



With over seven years of real estate experience and a strong focus on the Hills District, Annie Zeng is known for delivering exceptional results through market expertise, genuine care and strategic negotiation.

Her relationship-driven approach combines emotionally engaging campaigns with meticulous attention to detail, consistently achieving premium outcomes including suburb and street records, alongside a strong base of repeat and referral clients.

Before real estate, Annie spent more than a decade in business and taxation, bringing valuable commercial insight and strategic thinking to every campaign and negotiation.

Annie believes every home has a story and every client deserves authentic, strategic, results-driven representation. She takes pride in presenting each property with the same care and attention she applies to her own business.

Fluent in English and Mandarin and deeply connected to both the local community and wider international Chinese market, Annie delivers a highly personalised and culturally attuned service. Having lived in the Hills District for over a decade while raising her two teenage boys, she offers firsthand insight into the lifestyle, schools and community that make the area so desirable.

Inspired by music, art and interior design, Annie brings a refined creative edge to her marketing and remains committed to achieving premium results while exceeding expectations at every stage.

Annie's *Reviews*



PROFESSIONAL, SKILLED, AND RELIABLE

We had a great experience working with Annie to sell our property. She was professional, knowledgeable, and kept us informed throughout the entire process. Her communication was clear and timely, making everything feel smooth and manageable. In a tough market, Annie still managed to meet our expectations, which speaks to her skill and dedication. We highly recommend her to anyone looking to buy or sell.

- 39B Kimberley Court, Bella Vista



DEDICATED AGENT WITH GREAT TASTE AND STRONG RESULTS

Annie is one of the most hardworking agents I have come across, and she has an excellent sense of presentation and styling. During the preparation stage, she was actively involved in the renovation, styling and presentation of the house. She provided valuable advice that helped us achieve the best possible result with minimal cost. She also has a strong understanding of the market and buyer psychology. Annie worked very hard throughout the campaign – she even added an extra open inspection each week to maximise buyer interest and ensure a successful sale. Most importantly, Annie genuinely works in the best interests of the vendor. She made every effort to negotiate the best possible price for us, even pushing for every additional dollar. The extra \$10,000 we achieved on the final price was the direct result of her persistence and dedication. Overall, we are very satisfied with the result and would highly recommend Annie to anyone selling their property.

- 51 James Mileham Drive, Kellyville



WARM, TRUSTWORTHY, AND TRULY ONE-OF-A-KIND

Annie is truly one of a kind — unlike any other agent I've ever worked with. She brings a gentle warmth and exceptional taste to every detail, paired with a calm reliability that makes the entire journey feel effortless and peaceful. Annie doesn't just represent you. She genuinely stands with you. Her negotiation skills are powerful yet heartfelt, guided by a sincerity that's rare in this industry. If you want someone who is warm, trustworthy, and truly different from the rest, Annie is that rare, extraordinary agent you hope to find.

- 40 Kibo Road, Regents Parks

Annie's *Reviews*



AGENT WITH HEART AND INTEGRITY

Annie is a warm and highly professional agent. She cared deeply about how to present our home, from renovation ideas, to staging and photos, her dedication and attention to details makes my home looking amazing. She delivered everything she promised — personally hosting every open home and following up with buyers thoroughly, which truly impressed us. Annie also helped us understand that selling a home is a team effort. With everyone working together, our property sold at a price that met our expectations. We're very grateful for Annie and her team's hard work and professionalism, and would not hesitate to recommend her to others.

- 50 Croyley Drive, Baulkham Hills



ANNIE TURNS STRESSFUL SALES INTO SMOOTH SUCCESS

Annie made selling my property effortless and genuinely reassuring. She managed the renovation with thoughtful attention to detail, coordinating trades and timelines so I didn't have to worry, and always kept me informed. Her market insight and negotiation skills delivered a sale price well above my expectations. Professional, compassionate, and utterly reliable—Annie turned a stressful process into a smooth, successful experience.

- 22 Prestige Avenue, Bella Vista



FIVE STAR AGENT

I had the pleasure of engage Annie to sell my property and I couldn't be more satisfied with the experience. From our first meeting, she was professional, and genuinely attentive to my needs. What impressed me most was how smooth and stress free she made the entire process feel. She was always available to answer questions and provide update. Her attention to detail and proactive approach made me feel confident. Thanks to Annie's dedication and professionalism, my property sold quickly and at a great price. Highly recommend her to anyone looking to sell their home- she truly goes above and beyond to ensure a satisfying and successful experience.

- 119A Chapel Lane, Baulkham Hills

Annie's *Reviews*



EXCEPTIONAL, HEARTFELT SERVICE

Selling my first 3-bedroom townhouse could have been stressful, but Annie made it a wonderful experience. She is professional, warm, and has an incredible eye for design, offering staging tips that made my home truly shine. Throughout the process, Annie provided timely feedback and thoughtful guidance, helping me make confident decisions quickly. The home only had two opens and sold in less than 10 days. What I appreciated most was how Annie recognised the unique charm of my home. She didn't just help me sell a property — she helped me honour the memories I had made there and pass them on to the next owners with care.

- 4/44-46 Meryll Avenue Baulkham Hills



ANNIE IS SIMPLY THE BEST!

Annie has been extremely professional, dedicated, and full of positive energy. She supported us fully with every question we had and guided us with patience and confidence. Thanks to her hard work, our property sold smoothly and right on schedule. We truly appreciate her help and would 100% recommend Annie to anyone.

- 1 Regalia Close, Norwest



OUTSTANDING AGENT – HIGHLY PROFESSIONAL AND RESULTS-DRIVEN

We had an excellent experience working with this Annie. She is highly professional, results oriented, and truly committed to achieving the best possible outcome for her clients. Throughout the entire process, her communication was clear, timely, and honest, which gave us great confidence. She demonstrated strong market knowledge, patience, and a well-thought-out strategy tailored to our needs. Most importantly, she genuinely cared about our goals and worked tirelessly to deliver the best result. We truly appreciate her dedication and would highly recommend her to anyone looking for a reliable and skilled property agent.

- 45 Bingara Crescent, Bella Vista

Annie's *Reviews*



BEST AGENT IN HILLS

We had an exceptional experience with Annie and her team. From initial consultation, pre market advise to the final auction, Annie was excellent to work with. Her market knowledge, attention to detail and great communication delivered a fantastic result. Highly recommend!

- 40 Coronation Road, Baulkham Hills



EXCEPTIONAL EXPERIENCE FROM START TO FINISH

We couldn't be more grateful for the outstanding job Annie did in selling our home. From the very first meeting, she demonstrated deep market knowledge, clear communication, and a genuine passion for achieving the best result possible.

What truly set Annie apart was her attention to detail and unwavering dedication. From preparing the property for sale, organising high-quality marketing, managing inspections, and negotiating with buyers — Every step of the process was handled with professionalism and care.

Thanks to Annie's skill and strategy, we achieved a result beyond our expectations, and we couldn't be happier. We highly recommend her to anyone looking to sell their home.

Thank you Annie for making the process smooth, successful, and even enjoyable!

- 17 Mullane Avenue, Baulkham Hills



EXCEPTIONAL

We've just sold our townhouse with Annie at auction and she was amazing throughout the whole process. Annie worked hard to get to know the interested buyers and communicated useful feedback with us throughout the campaign. She was always professional and has a great knowledge of the market. We were really impressed with Annie's dedication to following up potential buyers and keeping us informed along the way. We'd definitely sell with Annie again. Our townhouse sold well above the price we were expecting and we are so thankful for Annie's commitment and enthusiasm for getting us the best price possible.

- 2/9 Owen Avenue, Baulkham Hills

Annie's *Reviews*



REAL ESTATE MATCHMAKER

Annie is the real estate matchmaker—connecting the right sellers to the right buyers. Her knowledge of every aspect of selling a home is outstanding, and she has all the right connections to make it happen. Annie made our sale smooth and right for us. Her communication is above and beyond—you're always in the loop. We're incredibly grateful for everything she did. Happy

- 16 Victor Close, Baulkham Hills



A GREAT REAL ESTATE AGENT TO WORK WITH

If you're selling in the Hills area, and are looking for a real estate agent who is knowledgeable, professional, and results-driven, we highly recommend Annie! Annie and her team have been wonderful to work with. She kept us informed every step of the way, always ready to answer questions. Her friendly approach made the process enjoyable and stress free. We couldn't be more impressed with the entire experience. Annie sets very high standards of integrity and professionalism. It was truly a pleasure working with her and her team!

- 10 Niela Grove, Baulkham Hills



BEST AGENT EVER

This is the second time we have Annie helping us selling a property, and we can't find better words to tell you how great she has been. During the entire process, Annie has been closely working with us, from the detailed study of the housing market to making the decision on the best selling time & strategy, from her brilliant ideas of renovation to staging and even cleaning, etc. With Annie's guidance, on every single step, we had clear view of what to do and how to present a nice house to all interested buyers. She helped us finding the perfect family who love this house as we have been, and negotiated the best price for both the buyer and us. From the first discussion to signing the contract for sale, Annie visited the house whenever she could and followed up on the progress of all preparations. During the open house period, she reached out to all visitors for their opinion and successfully helped us sell the property before the auction and saved so much stress. Annie's professionalism is respectable and I recommend her to any one who needs assistance in selling properties.

- 30 Malvern Avenue, Baulkham Hills

Annie's *Reviews*



TREAT OUR HOUSE LIKE HER OWN HOUSE

The house holds our precious memory, kids having fun in pool, riding boat, diving and searching underwater treasures, playing water guns, and enjoyed BBQ on the big deck. Annie treated the house like her own house, made many suggestions just right to our appreciation of the beauty. She spent many overtime working hours to rejuvenate the house, the garden, etc. She is very upfront and trustworthy partner we have ever met. Strongly recommended.

- 23 Mullane Avenue, Baulkham Hills



ANNIE ZENG IS A STAR!

We are very pleased to work with Annie, who helped us to achieve our goals. Annie is a very down to earth and smart person, who knows how to work with people. She always had time for us and she teamed with us to achieve our plans in the way we see ourselves to be able to achieve. For example, our house is sold off the market in a week time, without the hassle of going through auction process and Annie was flexible to align to this approach. We observed that she is very honest, not sugar coating her feedback and she is always ready to support you and available for you. She knows the local market, she is always up to date. She knows how to tap into the information. She's well connected with the potential buyers and the local community. I recommend Annie for everyone.

- 3 Salamander Grove, Baulkham Hills



MY HEARTFELT APPRECIATION FOR THE EXCEPTIONAL SERVICE

From start to finish, Annie's guidance and advice were invaluable. Her negotiation skills resulted in a sale price that surpassed my initial expectations. Her attention to detail and proactive approach made the entire process smooth and stress-free. Thank you for your outstanding efforts in selling my property with great value. I would highly recommend Annie to anyone seeking to buy or sell a property.

- 20 Park Ridge Circuit, Kellyville

Annie's *Sales*



\$3,640,000

25 Mulheron Avenue, Baulkham Hills

5 Bed | 4 Bath | 2 Car

CURRENT SUBURB RECORD



\$3,385,000

14 Appian Circuit, Baulkham Hills

5 Bed | 3 Bath | 2 Car

SUBURB RECORD 2022



\$3,105,000

16 Victor Close, Baulkham Hills

5 Bed | 3 Bath | 4 Car | 900sqm



\$2,888,000

4 Oleander Avenue, Baulkham Hills

6 Bed | 4 Bath | 2 Car



\$2,475,000

51 Crestwood Drive, Baulkham Hills

4 Bed | 4 Bath | 2 Car

SINGLE LEVEL SUBURB RECORD



\$2,438,777

62 Peel Road, Baulkham Hills

3 Bed | 4 Bath | 2 Car

Annie's *Sales*



\$2,425,000

40 Coronation Road, Baulkham Hills

4 Bed | 2 Bath | 2 Car

STREET RECORD



\$2,313,500

12 Daniel Avenue, Baulkham Hills

4 Bed | 2 Bath | 2 Car

MATTHEW PEARCE SINGLE-LEVEL PREMIUM PRICE



\$2,290,000

10 Niela Grove, Baulkham Hills

5 Bed | 3 Bath | 2 Car | 800sqm



\$2,196,888

31 & 31A Quintana Avenue, Baulkham Hills

6 Bed | 3 Bath | 4 Car

STREET RECORD



\$1,930,000

17 Mullane Avenue, Baulkham Hills

3 Bed | 2 Bath | 1 Car

RECORD FOR A 3 BEDROOM HOME IN THIS POCKET



\$1,725,000

2/9-11 Owen Avenue, Baulkham Hills

3 Bed | 2 Bath | 2 Car | 359sqm

ALL-TIME TOWNHOUSE/VILLA SUBURB RECORD

Annie's_Sales



\$3,200,000

57 Francesco Crescent, Bella Vista

6 Bed | 4 Bath | 3 Car

4 BEDROOM ORIGINAL CONDITION + 2 GRANNY FLATS



\$2,808,000

9 Nicholas Close, Bella Vista

6 Bed | 3 Bath | 3 Car

HIGHEST PRICE AT THE TIME OF SALE COMPARED TO OTHER SIMILAR PROPERTIES



\$2,660,000

7 Nicholas Close, Bella Vista

5 Bed | 3 Bath | 2 Car

HIGHEST PRICE AT THE TIME OF SALE COMPARED TO OTHER SIMILAR PROPERTIES



\$1,888,888

5A Richardson Place, Bella Vista

4 Bed | 2 Bath | 2 Car

4 BEDROOM DUPLEX SUBURB RECORD



\$2,720,000

45 Fairmont Avenue, Norwest

6 Bed | 3 Bath | 3 Car



\$1,558,000

57 Regalia Close, Norwest

3 Bed | 2 Bath | 2 Car

COMPLEX RECORD

Annie's *Sales*



\$3,400,000

12 Betty Avenue, Winston Hill

5 Bed | 4 Bath | 2 Car

HIGHEST PRICE AT THE TIME OF SALE COMPARED TO OTHER SIMILAR PROPERTIES



\$2,610,000

51 James Mileham Drive, Kellyville

5 Bed | 3 Bath | 3 Car

STREET RECORD



\$2,600,000

76 Honiton Avenue, Carlingford

5 Bed | 3 Bath | 2 Car

FIRST AGENT TRIED TO SELL FOR 5 MONTHS, WE SOLD IN 4 WEEKS



\$3,118,000

224A North Rocks Road, North Rocks

5 Bed | 3 Bath | 2 Car

SUBURB RECORD 2023



\$2,760,000

45 Park Road, Baulkham Hills

5 Bed | 3 Bath | 2 Car

SUBURB RECORD FOR SECOND HAND HOME BACK THEN



Choosing the *Best* *Method* of Sale

Based on your unique property and situation, we will recommend a sales method which we believe will maximise your results

Private Treaty

Auction

Off Market

Method of Sale *Private Treaty*

The property is advertised as 'Just Listed' or 'Contact Agent' in the first 3 weeks, sparking curiosity from buyers eager to learn the price and inquire about your home. We will discuss with you and advise the asking price range if it is not sold within 3 weeks.

Our experienced sales team will leverage their local knowledge and strong negotiation skills to secure the best possible offer for you. We will keep you informed of all offers, and the campaign will continue until an agreement is reached and contracts are signed and exchanged.

1

Prepare Documents

Market appraisal completed, agency agreement signed and your solicitor prepares the contract for sale.



2

Launch Marketing Campaign

Marketing materials are prepared and your property is advertised online. Our database is notified and our sales team actively works to find a buyer.



3

Open Homes & Feedback

Open homes are held mid-week and on weekends, with private inspections available if required. Buyers are followed up the same day to gather feedback and offers.



4

Offer Accepted

An offer is accepted, a deposit is paid and contracts are signed and exchanged between both parties' solicitors.



5

Cooling-Off Period

The buyer has a short period to finalise finances and complete due diligence, which may include organising pest and building inspections, tradesperson quotes and confirming loan approval.



6

Sold & Settlement

The remaining deposit is paid and the property proceeds through settlement. Our team continues assisting you through the final stages of the transaction.



Method of Sale *Silent Auction*

A Silent Auction combines the competitive pressure of an auction with the flexibility of a Private Treaty campaign. It is ideal for properties that may benefit from buyer competition without committing to a traditional auction.

Once enough buyers have inspected the property and shown interest, each party receives the Contract of Sale and submits their best and highest offer in writing by a set deadline. Buyers are not informed of competing offers, encouraging strong offers upfront.

There is no reserve price and you are under no obligation to accept any offer. If a suitable offer is not received, negotiations can continue with interested buyers or the property can remain on the market.

1

Prepare Documents

Market appraisal completed, agency agreement signed and your solicitor prepares the contract for sale.



2

Launch Marketing Campaign

Marketing materials are prepared and your property is advertised online. Our database is notified and our sales team actively works to find a buyer.



3

Open Homes & Feedback

Open homes are held mid-week and on weekends, with private inspections available if required. Buyers are followed up the same day to gather feedback and offers.



4

Silent Auction

Buyers submit their best and final offer in writing by the deadline. We will meet with you to discuss the offers, and you can choose whether to accept.



5

Offer Accepted | No cooling-off period

Highest bid is accepted, 10% deposit is paid, and the contract is signed and sent to each party's solicitors. Since it is sold as an Auction campaign there is no cooling off period for the purchaser.



6

Settlement

The property proceeds through settlement. Our team continues assisting you through the final stages of the transaction.



Method of Sale *Auction*

Auction is a strong method of sale because it doesn't cap your price—competition between buyers can push the result well above expectations.

Your property is marketed over a 4–5 week campaign, with the auction held in week 4 or 5. This gives buyers time to inspect and complete due diligence. In some cases, strong pre-auction offers may be made, allowing the property to sell prior to auction under auction conditions.

Before auction, you set a reserve price (the minimum you'll accept). If bidding meets or exceeds this, the property sells unconditionally. If not, we can negotiate with buyers on the day (before midnight) under auction conditions or continue negotiations afterward, including private treaty if needed.

All auction sales are conducted on the contract provided, with any amendments agreed in advance between solicitors. Sales are under Section 66W, meaning no cooling-off period and a 10% deposit is payable on the day.

1

Prepare Documents

Market appraisal completed, agency agreement signed and your solicitor prepares the contract for sale.



2

Launch Marketing Campaign

Marketing materials are prepared and your property is advertised online. Our database is notified and our sales team actively works to find a buyer.



3

Open Homes & Feedback

Open homes are held mid-week and on weekends, with private inspections available if required. Buyers are followed up the same day to gather feedback and offers.



4

Auction

An open home will be held prior to the auction. The auction will be facilitated by our experienced auctioneer who will encourage competitive bidding from buyers.



5

Offer Accepted | No cooling-off period

Highest bid is accepted, 10% deposit is paid, and the contract is signed and sent to each party's solicitors. Since it is sold as an Auction campaign there is no cooling off period for the purchaser.



6

Settlement

The property proceeds through settlement. Our team continues assisting you through the final stages of the transaction.





Meet Our *Auctioneer*



Stu Benson

A born and raised life-long resident of the Hills District, Stu began his real estate career in 2001, and after seeing a need for a dedicated and professional auction service in Sydney's booming North West, he launched Benson Auctions in 2010.

Stu's local auction experience is unrivalled, having now conducted well in excess of 10,000 auctions!

One of the industry's most known auctioneers and market commentators, he's booked by many of the biggest brands and agents in real estate, and together they lay claim to countless street, suburb and area records.



Method of Sale *Off Market*

This is a great opportunity to test the market, offering your property exclusively to our buyer network and agency database.

Instead of paying for advertisement on realestate.com.au and Domain, your property will be featured on our own website, and we'll proactively reach out to our database to find the right buyer. With minimal marketing costs, you get a more affordable option while we work hard to secure the best result for you.

This strategy allows us to show your property to qualified, serious buyers and gather valuable feedback before investing in external marketing options. If there is a strong demand for your property, you can consider advertising to the public which could result in a higher sales price.

1

Prepare Documents

Market appraisal completed, agency agreement signed and your solicitor prepares the contract for sale.



2

Launch Off-Market Campaign

Marketing materials are prepared and your property is advertised online. Our database is notified and our sales team actively works to find a buyer.



3

Private Viewings & Feedback

Qualified and serious buyers are invited to inspect your property at an agreed time and date.



4

Offer Accepted

An offer is accepted, a deposit is paid and contracts are signed and exchanged between both parties' solicitors.



5

Settlement

The property proceeds through settlement. Our team continues assisting you through the final stages of the transaction.



Tips on *Preparing Your Property*

Preparing your property for sale is an important step. It can help you attract potential buyers, increase the value of your home, and sell it faster. Here are some tips on how to prepare your house for sale:





5 Neutral Colours

Neutralize colours with soft, neutral tones that help buyers envision their own style in the space.



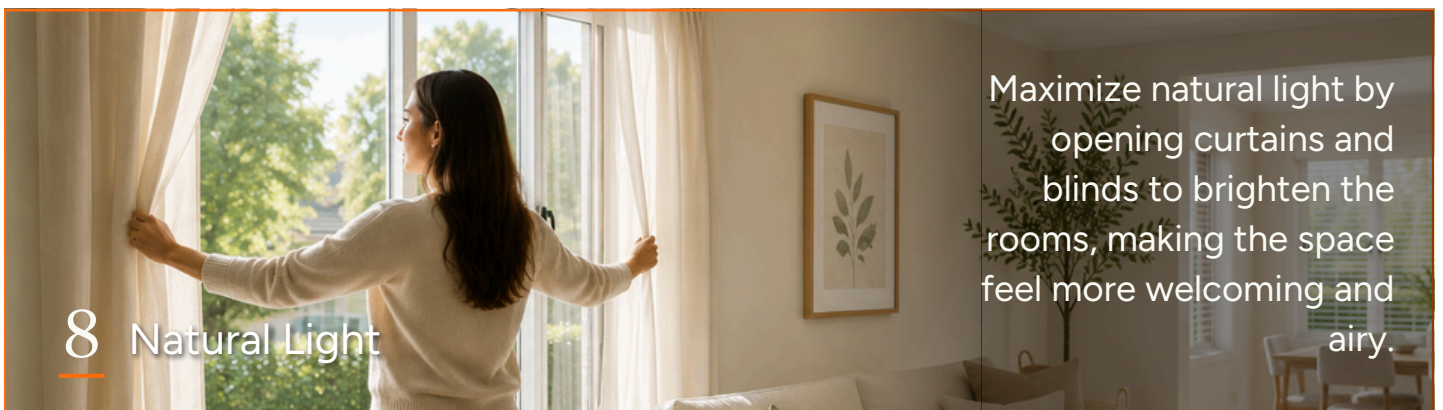
6 Property Styling

Stage your home by rearranging furniture and adding tasteful decor to highlight the home's best features and create a functional flow.



7 Depersonalise

Depersonalise your space by removing personal items like family photos or memorabilia, which helps potential buyers imagine themselves in the home.



8 Natural Light

Maximize natural light by opening curtains and blinds to brighten the rooms, making the space feel more welcoming and airy.

Property *Styling*

To further enhance the appearance and photography of your property, you may choose to have your home professionally styled.

Professional property styling helps showcase a home in its best possible light by creating a warm, inviting atmosphere that appeals to a broad range of buyers. Thoughtfully selected furniture, décor, and layout choices can enhance the sense of space, improve flow, and highlight key features throughout the home. A well-styled property often photographs better, attracts more buyer interest online, and can help buyers form a stronger emotional connection during inspections, ultimately increasing the likelihood of a quicker and stronger sale result.



Marketing Agreement

Property Address: _____

Online Advertising

FY27

Realestate.com.au (Unlimited Premier Listing & Audience Maximiser Pro)

☐ \$4,018 ☐ Plus Luxe \$1,180 ☐ \$_____ (Suburb _____)

Domain.com.au (Unlimited Platinum Listing & Platinum eBrochure)

☐ \$1,885 (Property value less than \$999,999) ☐ \$2,485 (Property value \$1,000,000 - \$2,749,999) ☐ \$3,015 (Property value \$2,750,000 or more)

Fang Unlimited listing ☒ \$50 ☐ \$250 ☐ \$550 ☐ \$750

HouGarden.com.au ☐ \$99 (Bronze) ☐ \$299 (Sliver) ☐ \$699 (Gold)

Complimentary Advertising (\$0)

☒ Murdoch Lee Website & Social Media

☒ Homely.com.au, Realty.com.au, Homes.co.au, Onthefhouse.com.au, Ratemyagent.com.au.

Photography

☐ \$418 Apartment Package
Daylight images+ Floor plan + 1 Drone

☐ \$550 Townhouse Package
Daylight images+ Floor& Site plan

☐ \$807 House Package
Daylight images+ Floor plan + 3 Drone Photos

Video

☐ \$550 Apt/Townhouse Video
Daylight Footage& Drone

☐ \$825 House Video
Daylight Footage& Drone

☐ \$1209 Luxury House Video
Day & Night Footage& Drone & 1 Reel

Admin Fee

☒ \$150 Covers Marketing Preparation & Campaign Administration.

AML Compliance Fee

☒ \$143 (Under the Anti-Money Laundering and Counter-Terrorism Financing Amendment Act 2024, we are required to conduct verification of the vendor and buyer in each transaction)

Standard Package (Signboard& Brochure)

☐ \$520 Standard 8x4 Signboard & Professionally 4-page A4 printed Brochure (Qty 100)

Signboard (Landscape/ Portrait)

☐ \$164 Coming Soon 6x4 Signboard
☐ \$325 Standard 8x4 Signboard
☐ \$572 Plug-in Electric 8x4 Signboard
☐ \$832 Solar 8x4 Signboard

Print Advertising

☐ \$50 In House Single Page A4 Brochure (Unlimited Qty)
☐ \$251 Professionally printed 4-page A4 Brochures (Qty 100)
☐ \$99 DL Mailcard Double Sided Just Listed/ Auction Invitation (Qty 300)

Auction Day Fees

☐ \$935 Auctioneer Booking Fee (Non-Refundable) ☐ \$300 Coffee Van

Social Media Boost

☐ \$150 Essential Package ☐ \$300 Premium Package ☐ \$450 Multi-Platform Boost

If you have any questions regarding payment, please email: office@murdochlee.com.au or katrina@murdochlee.com.au

Total Amount Payable: \$ _____

The Murdoch Lee *Difference*

We believe every successful result starts with trust, communication and putting our clients' needs first. No transaction is truly successful unless our clients walk away genuinely happy with the outcome.

MULTI-LINGUAL TEAM

We bridge language and cultural gaps to connect with a wider client base. Our multilingual team can communicate with a diverse range of buyers, offering a personalised experience that respects and understands cultural nuances.

AWARD WINNING AGENCY

We are an award-winning real estate agency, consistently ranked highly in the Hills District. In 2024, we were proudly recognised as a Top 100 Agency in the RateMyAgent Awards, a testament to our commitment to outstanding results and client satisfaction.

LONGER & MORE OPEN HOMES

We will try to organise open homes midweek, Saturday, and Sunday for 30 minutes to 1 hour each session, maximising buyer turnout and creating strong competition for your property.

LOCAL KNOWLEDGE

We are local experts who have specialised in the Hills District since 1995, building a deep understanding of the area's real estate market and trends.

STRONG TEAMWORK

Each member of our team brings their own network of buyers and collaborates by showcasing all listings, not just their own. Every property benefits from our combined efforts, driving stronger results.

YOU'RE IN SAFE HANDS

Our team is committed to upholding the highest ethical standards in everything we do. We prioritise transparency, honesty, and fairness in all our interactions with clients and buyers.

Our Success *Strategy*

Maximising Buyer Competition Early

The first three weeks of a campaign are often the most critical period in achieving a premium result. During this time, buyer interest is at its peak and urgency is strongest. To capitalise on this momentum, we strategically schedule 8-9 hours of open homes and private inspections across the campaign's early stages, ensuring maximum exposure and stronger buyer competition.

Leveraging Our Buyer Network

With access to an extensive internal database of active buyers, we proactively introduce your property to qualified purchasers before and throughout the campaign. By combining database marketing with broad online exposure, we create multiple avenues of buyer engagement and increase the likelihood of attracting the right buyer at the right price.

Strategic Buyer Follow Up

Every buyer interaction is carefully managed through detailed follow-up, feedback collection and ongoing communication. This allows us to identify genuine interest early, understand buyer motivations and strategically guide negotiations to create competitive tension.

Expert Guidance Throughout The Process

Selling a property involves more than simply finding a buyer. From campaign preparation and pricing strategy through to negotiations and contract management, we provide clear advice and guidance at every stage to ensure you feel informed and confident throughout the entire process.

Assisting With Your Next Move

Our service does not end once your property is sold. Whether you are upsizing, downsizing or relocating, we assist with the next chapter of your property journey by providing advice, market insight and support throughout your upcoming purchase.



January						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

February						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

March						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

April						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

May						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

June						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

July						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

August						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

September						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

October						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

November						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

December						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Meet Our *Team*

Sales



Jack
Ho



Annie
Zeng



James
Laing



Reza Zad
(Mohammadzad)



Jack
(jianjie) Bi



Eva
(Yingna) Chen



Marko
Stekovic



Kim
Sokna



Ben
Zheng



Mina
(Xiomin) Ma



Leah
(Li) Li



Catherine
(Yuanyuan) Hu



Scott
(Dazhi) Yang



Harry
(Harjee) Singh



Ryan
Bolgoff



Sarah
Sibtain



Edward
(guoming) Chen



Bonnie
(Wenjie) Zhou



Neesha
Khushalani



David
(Dewei) Pan



Mike
(Monah) Hamze

Administration and Marketing



Katrina
(Chung Sze) Fok



Joshua
Sparavalo



Jess
(Meichen) Meng



Evelyn
(Yanqiu) Hu



Luke
Marziano



Emily
Toon

Property Management



Phillip
Prestipino



Jessica
(Yuying) Wang



Vincent
(Yu-Ming) Lin



Vanessa
Ren



Bella
Zhao

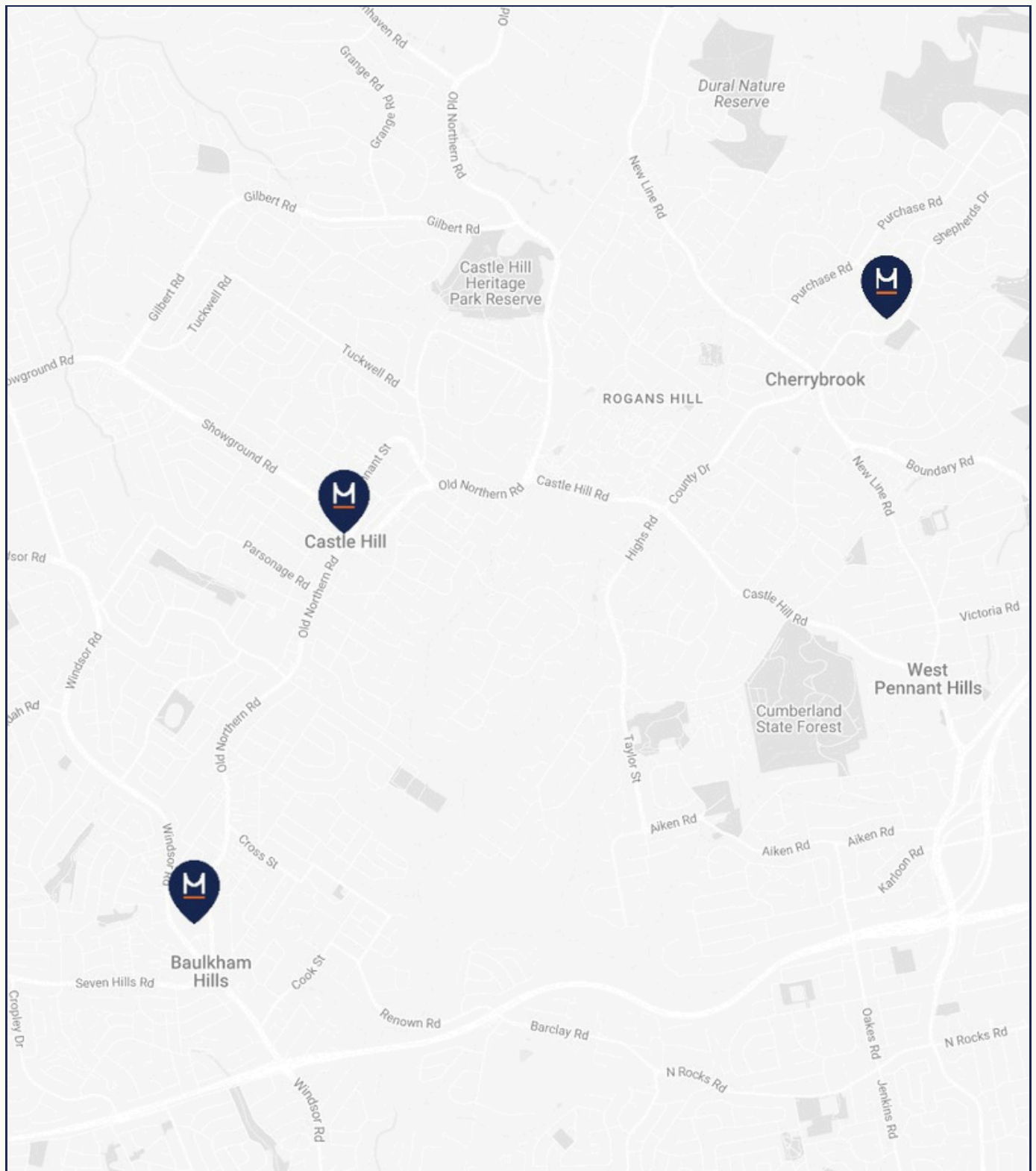


Celia
Valles



Samuel
Morin

Our *Offices*



HEAD OFFICE

T6/250 Old Northern Road
Castle Hill NSW 2154

BAULKHAM HILLS

Shop 96, Grove Square
Baulkham Hills NSW 2153

CHERRYBROOK

Shop 39A Cherrybrook Village
Cherrybrook NSW 2126

A stylized, handwritten signature in white ink on a dark blue background. The signature consists of a large, loopy 'A' and a sharp 'Z', followed by a long horizontal line that ends in a small dot.

————— Annie Zeng —————