



A trusted partner with mutually aligned goals.

We want our clients to achieve a maximum return on their original investment should they decide to sell their Mosaic property.

Let Us Optimise Your Return

Direct feedback tells us that our customers believe the team who supported them on their entire sales journey from contract to post-completion (i.e. property management and caretaking) is best placed to secure an optimal resale outcome.

Mutually aligned interests in the final sales result, an acute understanding of Mosaic product and the South East Queensland apartment market, and our demonstrable track record versus the broader market are compelling.

It puts us in the optimum position to ensure you achieve a maximum financial return on the sale of your property

Our Approach

Our promise of Enduring Value doesn't stop when a property settles. We build homes to achieve robust value-uplift in the long term, particularly when re-sold.

Our dedicated Sales team are solely focused on Mosaic customers and Mosaic product. They have an intrinsic understanding of your property, having sold it off-the-plan, and

exceptional knowledge of surrounding competitor properties and current sale values.

We also have a vast database of leads and buyers, including those who initially missed out on their preferred property or are only interested in securing a completed Mosaic product.

Adding to this is an extensive network of investment specialists and corporate partnerships, including Buyer's Agents, Financial Planners, Accountants, Property Managers, Local Agents, Valuations firms, and Property Advisors.

The end result is an unmatched competitive advantage that delivers against your financial objectives.

Key Benefits

- Our sales staff are salaried and well incentivised; they are driven to deliver optimal outcome for our clients.
- We have a singular focus on our Mosaic clients; we are committed to delivering on our brand promise of Enduring Value.
- No one knows our properties, or the value of our properties better than we do. We lived and breathed it when we sold it off-the-plan, and understand the intrinsic details that make our developments so unique and high-quality.
- Achieving the maximum sales price for our clients is in the best interest of Mosaic's brand. It ensures we continue to be perceived as a premium offering, and our buyers re-invest with us because they see the strength of the bottom line return.
- Your strong return on investment is also aligned with our corporate goals; achieving higher premiums increases our off-the-plan sales to not only repeat, but new buyers.

Case Study:

How a sales strategy can significantly impact your bottom line.

Let's compare the sale of two very similar apartments within Mosaic's Alto development in Indooroopilly, purchased at the same time off-the-plan for the same price, and sold within weeks of each other.

Alto | Apartment 101

- The owner opted to wait until lease expiry to launch a robust marketing campaign under vacant possession.
- The apartment underwent light cosmetic touch-ups and it was beautifully staged to highlight the space and functionality.
- An online marketing campaign was launched via Domain and realestate.com.au.
- Mosaic appointed the agent and worked closely in conjunction with them to drive an optimum outcome.
- The campaign included multiple open homes and sale by best offer.



Alto | Apartment 401

- The Owner's Financial Planner advised them to keep their tenant in place to generate an income while selling.
- The tenants' furnishings did not effectively showcase the space; the apartment appeared tired, and the tenants were present at all open inspections.
- A similar marketing campaign was launched via Domain and realestate.com.au.
- The Agent was appointed by the Owner and did not seek assistance from Mosaic to optimise the outcome.
- The Agent sought a fast sale to expedite revenue.
- The campaign was condensed, and the property sold via a virtual auction.



Comparative Sales Performance

	Alto 101 Performance	Alto 401 Performance
Original Purchase Price	\$785,000	\$785,000
Cost of Campaign	\$7,000	\$4,000
Length of Campaign	3 weeks	4 weeks
Rental Income During Campaign	-	\$625/week
Sale Date	10 March 2021	27 May 2021
Sale Price	\$930,000	\$830,000
Value Uplift	\$145,000 (18.5%)	\$45,000 (5.7%)