
About Us

Cherryl Bright is fondly called the “Red Hat Lady” and has an impressive sales record in the inner city suburbs. From sales of small units to multi-million dollar properties, Cherryl’s dedication and drive have produced great results.

Her high level of communication, commitment and enthusiasm are key factors in Cherryl’s ongoing success combined with her well tuned negotiation skills. She likes to have a consultative approach to best understand the client’s expectations when marketing their most important asset to achieve the desired result.

Qualities of honesty, empathy and keeping the clients informed at every stage of the sale are important traits which Cherryl sees as paramount in providing good service.

Cherryl describes herself as a “people person”. This quality has paid off in the property business – helping her build an impressive client base and regular repeat business from many satisfied vendors and purchasers she has served in the area.

“Some of the important keys to providing clients with superlative service and performance are honesty, empathy, being a good listener and of course, keeping clients informed at every stage of plan. This must be backed up by sound business acumen and a methodical approach,” says Cherryl.

Tips for Sellers to Achieve a Premium Price

Taking the time to prepare your home for sale can make a significant difference to the sale price.

Below are a few tips on preparing your home for sale.

- The first step is to take a look outside. What does the outside of your home say about you? If a buyer drove by – will they stop and take that second look? It’s the simple things that make all the difference. Take a look at your gutters and prepare your garden so it will look its best for your first

open home.

- Clean houses make a tidy sum. When putting your home on the market try to view it as a showroom. Ensuring that your home is always immaculately presented for open homes will make homebuyers' feel more comfortable – one unmade bed can unmake a sale
- Your homes two best selling points – the Kitchen and Bathroom are the two rooms that buyers look at most closely. Ensure they always look their best.
- Natural light is the key! – make homebuyers' faces light up, so open all those curtains to let in the light and view. Also make sure all light bulbs are working.
- Clean out and clean up. Clean out all your clutter, less clutter gives the impression of more room.
- Take the dog for a walk – pets may inhibit buyers, so when you have an open home ensure all carpets and furnishings are free of pet hair and smells, and take your pets for a walk while buyers inspect your home.
- It is recommended that the vendor is not present at the open inspections as this can make buyers feel uncomfortable as if they are intruding on the vendor. Also the vendor may inadvertently say something to inhibit the sale to prospective purchases in their keenness to sell the property.

Inspections:

There are no scheduled inspection times. Please contact agent for more information.

Agent Details: