

CENTURY 21

BAYVIEW

PROPOSAL TO MARKET & SELL

85 Payten Street

Kogarah Bay NSW 2217

PREPARED FOR

Louise & Susan

October 2026

Michael Kalinovski & Kieran Rees

Licensed Real Estate Agents

DEAR LOUISE & SUSAN

Thank you for welcoming Kieran and me into your home today and for talking openly with us about the next step for 85 Payten Street. We understand this is an important decision, and that it needs to be made carefully and in your own time.

You told us three things matter: achieving the right price, getting the timing right, and choosing an agent you can trust from start to finish. This proposal is built around those three things. Your property appeals to two very different buyers: families who want to live in Kogarah Bay, and builders who value the land as a duplex site. Our plan puts both groups in competition for the same property, because that competition is what sets the price.

We recommend starting quietly off market until Christmas, at a cost of just \$710. If the right offer arrives, you can accept it. If not, we launch a full auction campaign when the market returns in February, with every interested buyer already identified. Picture the weeks ahead: Kieran and I at every inspection, a message from us each day, and every offer in your hands in writing. Everything is set out here, including our fee and exactly what we commit to, so you can feel confident that you're making the right choice for 85 Payten Street.

Michael Kalinovski & Kieran Rees Century 21 Bayview

WHAT MAKES IT SELL

A family home on a land holding in an R2 Low Density pocket of Kogarah Bay, with value to both owner-occupiers and builders.

Land in the R2 Low Density zone, where duplexes can be approved under the Housing SEPP or the Georges River LEP

New duplex homes nearby resell for \$2.0–2.8 million each, which drives builder demand

Close to Blakehurst Public and Blakehurst High, Carlton shops and Westfield Hurstville

Duplex sites of 650–714 m² in Kogarah Bay sold for \$2.48–2.65 million in 2026

Moments from Carss Bush Park, Beverley Park Golf Club and Ramsgate Beach

Two buyer markets, families and builders, competing for one property

WHAT MAKES IT SELL

WHO WILL BUY IT

OUR TARGET BUYERS

OWNER-OCCUPIER FAMILIES

Upgrading local families and buyers from the Kogarah and Rockdale apartment market who want land, schools and the bay.

DUPLEX BUILDERS

Small builders and owner-builders pricing the site against new duplex resales of \$2.0–2.8 million per dwelling in the area.

BUYERS' AGENTS

Professional buyers' agents acting for clients who want land in this pocket, reached directly through our buyers' agent network before any public campaign.

OUR PRICE OPINION

ESTIMATED SELLING RANGE \$2,400,000 – \$2,600,000

Having inspected the home with you, we consider the most likely selling price to be in the range above in the current market. This range is supported by the sales evidence in the accompanying market analysis.

Duplex-capable sites sold in Kogarah Bay this year: 28 Bruce St \$2,590,000 (650 m²), 18 Ramsgate Rd \$2,480,000 (676 m²), 94 Park Rd \$2,650,000 (714 m²).

Two buyer markets — owner-occupier families and duplex builders — competing for the same property.

New duplex resales of \$2.0–2.8 million per dwelling nearby, which set what builders can pay for the land.

Condition and presentation of the home as inspected; styling recommended before the auction campaign.

OUR PRICE OPINION

RECOMMENDED METHOD

OFF MARKET, THEN AUCTION · AUCTION FEB / MAR 2027

We recommend a two-stage campaign for 85 Payten Street. First, a quiet off-market phase to our buyer database and builder network, at minimal cost and without public exposure. If an offer arrives that meets your expectations, you can accept it. If not, we launch a full auction campaign when the market returns after the summer break, with every buyer identified in the off-market phase already qualified and ready to bid. You stay in control at both stages.

Off market until Christmas: test the market quietly, with no public price history and almost no cost.

Auction mid-February to early March: launch when buyer activity returns after the summer break, with a buyer list already qualified.

Buyers' agents briefed first: our buyers' agent network sees 85 Payten Street off market, alongside our database and builders.

OUR PRICE OPINION

Both buyer markets at once: a planning summary and site plan let builders bid with confidence against owner-occupiers.

This appraisal is an opinion of the likely selling price in the current market, based on the comparable evidence in this booklet and our inspection on 29 October 2026. It is not a sworn valuation and should not be relied upon for finance, legal or taxation purposes. Market conditions can change and the final price will be determined by the market.

A TWO-STAGE CAMPAIGN

BEFORE LAUNCH

Your solicitor prepares the contract for sale.

Professional photography, drone and floor plan for the off-market presentation.

Professional styling arranged before the auction campaign (quoted separately).

STAGE 1

OFF MARKET

From signing until Christmas. Photography, drone and floor plan; private presentation to our buyer database and duplex builder network; every offer to you in writing.

JANUARY

PREPARE

Review results with you. Styling and presentation ready for the auction campaign; auction date confirmed.

A TWO-STAGE CAMPAIGN

STAGE 2

AUCTION CAMPAIGN

Four weeks on the major portals, signboard and social media; open homes and private inspections; off-market buyers re-engaged.

FEB / MAR

AUCTION

Auction mid-February to early March. Reserve set with you; if not sold under the hammer, we negotiate immediately with the qualified bidders.

HOW WE KEEP YOU INFORMED

Daily updates on enquiry and buyer activity throughout the campaign.

A dedicated WhatsApp group with Michael and Kieran, so you can reach us any time.

A written report every week: enquiries, inspections, contracts issued and buyer feedback.

Every offer presented to you in writing.

WHY THE SUMMER TIMING WORKS

Buyers keep browsing over the Christmas break, while few new homes are listed. The result is a jump in buyer demand per listing in January. Our two-stage plan uses this: we quietly secure the early buyers before Christmas, then launch the auction campaign into the strongest demand of the new year.

BUYER DEMAND PER LISTING · REALESTATE.COM.AU

December 2021 100

January 2022 148 (+48.2%)

Views per listing on realestate.com.au rose 48.2% from December 2021 to a new high in January 2022, according to PropTrack.

Stage 1 runs through the quiet pre-Christmas weeks, when serious buyers stay active and competition from other listings is low.

Stage 2 launches into the January–February lift in demand, with auction day in mid-February to early March.

WHY THE SUMMER TIMING WORKS

Source: PropTrack (REA Group) buyer demand data for January 2022, reported by Smart Property Investment. Index: December 2021 = 100. The portals don't publish daily search figures for Boxing Day or New Year's Day.

MARKETING PLAN & INVESTMENT

Stage 1 costs just \$710. The full auction package is \$6,593 including GST, which includes the Stage 1 items. Nothing is payable upfront: the marketing is paid at settlement.

ITEM DETAIL INVESTMENT

Photography Stage 1 · professional photography \$345

Drone photography Stage 1 · aerial images showing the land and its position \$195

Floor plan Stage 1 · measured floor plan \$170

Off-market presentation Stage 1 · buyer database, builder network, private inspections Included

Auction campaign Stage 2 · portal listings, signboard, social media and print; itemised schedule before launch \$5,883

TOTAL VENDOR-PAID MARKETING (INCL. GST) \$6,593

All costs include GST. Marketing is paid at settlement. If the property sells in Stage 1, only the Stage 1 costs (\$710) apply. The final terms are those in the Sales Agency Agreement.

FEES & OUR COMMITMENT

1.1%

COMMISSION INCL. GST

ON THE SALE PRICE

\$27,500

FEE AT \$2,500,000

INCL. GST

\$6,593

MARKETING

VENDOR-PAID

Our commission is 1.1% including GST on the sale price, payable only when the property sells, at settlement. At \$2,500,000 that is \$27,500 including GST.

OUR COMMITMENT TO YOU

You'll have Michael and Kieran at every open home and private inspection.

You'll hear from us every day, through a dedicated WhatsApp group, with a written report every week.

FEES & OUR COMMITMENT

You'll pay nothing upfront: marketing is paid at settlement.

You'll start with Stage 1 off market for \$710 only, with no obligation to go to auction until you're ready.

You'll receive every offer in writing, with our honest recommendation.

All fees include GST. Commission is payable only on a successful sale, at settlement. The final terms are those in the Sales Agency Agreement, which includes the estimated selling price shown in this proposal.

HOW WE WIN YOU A HIGHER PRICE

The price is set in the negotiation, not the advertisement. These are the skills Michael and Kieran bring to every campaign.

NEGOTIATION CRAFT

We never reveal your price position. Every offer is written, conditional terms are stripped back, and buyers are taken to their best figure one step at a time.

COMPETITIVE TENSION

Families and builders are kept aware of each other's interest so that each sets a floor for the other, before and on auction day.

BUYER QUALIFICATION

We confirm finance, deposit and timing before an offer reaches you, so you only weigh offers that can complete.

DEVELOPER LITERACY

We speak the builders' language — LEP and Housing SEPP controls, resale values, build costs — so their offer is based on the site's real potential.

HOW WE WIN YOU A HIGHER PRICE

AUCTION STRATEGY

Registered bidders, pre-auction offer handling, a reserve set with you from the evidence, and an immediate post-auction negotiation if needed.

PRICING DISCIPLINE

A price guide grounded in evidence that attracts competition, without overpricing that leaves a property sitting on the market.

MICHAEL KALINOVSKI

LICENSED REAL ESTATE AGENT · 0411 81 81 71 ·

michael.kalinovski@century21.com.au

Michael Kalinovski has sold property across St George and Bayside for 26 years, working across Brighton-Le-Sands, Rockdale, Kogarah, Sans Souci, Kyeemagh, Banksia, Ramsgate and Monterey.

Clients describe him as thorough, realistic and skilled in negotiation. He sets honest expectations from the first meeting, explores every avenue to bring buyers to the table, and keeps sellers informed at every step of the campaign.

IN CLIENTS' WORDS

"Michael was very thorough, exploring all avenues to result in a great turnout on the day"

**VERIFIED SELLER · 34 TERALBA ROAD,
BRIGHTON-LE-SANDS**

"His negotiation skills landed us an excellent price."

VIC & JADE ASTMANA

MICHAEL KALINOVSKI

"Michael has displayed and communicated a real expectation of the status of the market"

VERIFIED SELLER · 150 BAY STREET, ROCKDALE

"Michael was very professional and went above and beyond to sell our property for us."

VERIFIED SELLER · 4/16 BURLINGTON STREET, MONTEREY

"Michael Kalinovski knows the market, and knows what buyers and sellers are looking for."

VERIFIED SELLER · 1/39 BANKS STREET, MONTEREY

"The professional acumen of Michael & his team was like a breath of fresh air."

DOUG MCCARTNEY

Testimonials: excerpts reproduced verbatim from RateMyAgent and Homely public reviews, October 2026.

KIERAN REES

LICENSED REAL ESTATE AGENT · 0402 364 050 ·
kieran.rees@century21.com.au

Kieran Rees has 12 years of experience in real estate and specialises in the bay precinct of Bayside, where he has built an extensive database of active buyers. He is recognised as one of Bayside's leading agents and quickly builds rapport and trust with both buyers and sellers.

His results have earned him a place among the CENTURY 21 Top 2% of salespeople worldwide, along with the Golden Gavel award for outstanding auction results.

ACCOLADES

CENTURY 21 Top 2% Salesman Worldwide

CENTURION Award Winner

CENTURY 21 Master Club Award

C21 Platinum Awards

C21 Gold Awards

C21 Silver Awards

C21 Bronze Awards

KIERAN REES

Golden Gavel Recipient — outstanding results in sales
“under the hammer” at auction

IN CLIENTS' WORDS

“We found Kieran to be extremely professional and committed.”

VERIFIED SELLER · 14/176-178 RUSSELL AVENUE, DOLLS POINT

“His integrity is unquestionable in my mind.”

KEVIN NIETZKE, SELLER · 2/10-14 BRUCE STREET, BRIGHTON-LE-SANDS

“Kieran was a pleasure to deal with, his communication was excellent.”

VERIFIED SELLER · 7/1-3 GANNON AVENUE, DOLLS POINT

“Kieran knew the market, kept us informed and answered all my queries throughout the process.”

VERIFIED SELLER · 11/143-144 THE GRAND PARADE, MONTEREY

KIERAN REES

“He is simply one of the best.”

VERIFIED SELLER · 5/18 PINDARI ROAD, PEAKHURST HEIGHTS

“His professionalism is second to none.”

VERIFIED SELLER · 16 ADOR AVENUE, ROCKDALE

Testimonials: excerpts reproduced verbatim from RateMyAgent public reviews, October 2026. Awards per Century 21 Bayview agent profile.

TWO LICENSED AGENTS. NO HAND-OFFS.

Michael and Kieran are both Licensed Real Estate Agents, and we personally run every campaign we take on. You are not signing with a principal who is busy running the day-to-day business, only to have your home handed to a junior agent with little negotiating experience.

Our promise is simple: every client receives our full, personal attention. You are never just a listing to us. We take the time to understand what matters to you, guide you at your pace, and never use high-pressure tactics to get a sale over the line.

WITH MICHAEL & KIERAN

Two Licensed Real Estate Agents with a combined 38 years' experience run your campaign from start to finish

The agents you met today negotiate every offer on your behalf

Your home is our priority, with personal attention from both of us at every stage

Advice at your pace, and the decision always stays with you

TWO LICENSED AGENTS. NO HAND-OFFS.

Daily updates, a dedicated WhatsApp group and both of us at every inspection

THE HIGH-VOLUME MODEL

The principal wins the listing, then a junior agent runs the campaign

Negotiation is left to whoever is available

Your home is one of many in a busy listing book

Pressure to accept the first workable offer and move on

Updates when time allows

Looking after people properly is how we've built our reputation, and it's exactly how we'll look after you.

WHY MICHAEL & KIERAN

Two Licensed Real Estate Agents with a combined 38 years' experience: Michael and Kieran personally handle every inspection, call and negotiation.

Every client gets our full, personal attention: we take the time to get it right, never rush you and never use pressure.

Direct access to local buyers, duplex builders and a buyers' agent network before the property is advertised.

Part of the Century 21 network, with offices across Australia and around the world.

THE CENTURY 21 FAMILY

LOCAL REACH, GLOBAL NETWORK

LOCAL

Century 21 Bayview has served St George and Bayside since the early 1980s, with offices in Brighton-Le-Sands and Dolls Point and a large local buyer and landlord database.

NATIONAL

Century 21 offices across Australia and New Zealand refer buyers relocating to Sydney's south.

WHY MICHAEL & KIERAN

INTERNATIONAL

Around 11,000 Century 21 offices and more than 126,000 agents in 79 countries and territories, reaching overseas and expatriate buyers.

Network figures: century21.com company profile, October 2026.

FREQUENTLY ASKED QUESTIONS

01 If a buyer offers before Christmas but below the range, do we have to accept it?

No. We bring you every offer in writing, with our honest recommendation, and the decision is always yours. We use early offers to gauge demand and push buyers higher. If the right figure isn't reached, we launch Stage 2 in February with that buyer already qualified and ready to compete.

02 Wouldn't it be simpler to just sell to a builder?

Simpler, yes, but rarely better. A builder negotiating alone sets his own price. When he is competing against families, other builders and buyers' agents, he has to pay what the market will bear, and our plan is built to create exactly that competition.

03 What will it cost us, and when do we pay?

Our commission is 1.1% including GST, and you pay it only when the property sells, at settlement. Marketing is \$710 for Stage 1, or \$6,593 in total if we go to auction, also paid at settlement. Every cost is set out in the Sales Agency Agreement before you sign.

FREQUENTLY ASKED QUESTIONS

04 Who sets the reserve on auction day?

You do. We recommend a figure based on the evidence and on what we've seen from buyers during the campaign, and we agree it with you before auction day. It is never disclosed to buyers.

05 What happens if it doesn't sell under the hammer?

We go straight into negotiation with the registered bidders while their interest is at its peak. They are already qualified on finance, so any offer we bring you is one that can complete. You decide whether to accept it.

06 How will we know what's happening during the campaign?

You'll hear from us every day. We'll set up a WhatsApp group with both of us so you can ask anything at any time, call you after every open home, and send a written report every week covering enquiries, inspections, contracts issued and buyer feedback.

FREQUENTLY ASKED QUESTIONS

07 Why are you the right agents for us?

Because you deal directly with two Licensed Real Estate Agents, not a principal who hands you to a junior. Michael has 26 years and Kieran 12, a combined 38 years selling in St George and Bayside. You'll have our full personal attention from day one, we know both buyer markets for your home, and we'll both be at every inspection and every negotiation.

LET'S GET STARTED

01

AGREE THE PLAN

We sit down together, confirm the price range and the two-stage strategy, and lock in the dates that suit you.

02

SIGN & PREPARE

You sign the Sales Agency Agreement (with its cooling-off period); your solicitor prepares the contract and we book the photography.

03

GO OFF MARKET

Within days, 85 Payten Street is in front of our buyers, builders and buyers' agents, and your daily updates begin.

YOUR TEAM

MICHAEL KALINOVSKI

Licensed Real Estate Agent m 0411 81 81 71 · w (02) 9599 4666 michael.kalinovski@century21.com.au

LET'S GET STARTED

KIERAN REES

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LOCAL OFFICES

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26 Clareville Avenue, Dolls Point

(02) 9529 3822

C21.com.au/bayview