

An aerial photograph of a large villa property. The villa has a long, low profile with a light-colored tiled roof and blue-painted structural elements. A large array of solar panels is installed on the roof. To the left of the main building is a smaller, single-story structure with a similar roof. In the foreground, there is a kidney-shaped swimming pool with a light-colored deck and a glass fence. The property is surrounded by lush green lawns and dense tropical vegetation, including palm trees. In the background, a steep hill covered in thick forest rises under a blue sky with scattered clouds.

MARKETING PROPOSAL

VILLA

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PRESTIGE PROPERTIES

# Good Morning Lisa and Graham,

477 GOLD CREEK ROAD, EERWAH VALE

Thank you again for having us over on Friday.

You have created a truly beautiful estate in 'Bluestone', and we very much appreciated the opportunity to spend time there and gain a deeper understanding of the property.

First and foremost, we would like to thank you for considering Villa Prestige Properties to provide such an important service.

Our company came into fruition over 20 years ago from what we saw as a genuine need for exceptional hinterland properties to be represented and sold through a luxury avenue, with the care, attention and exposure they deserve.

A great deal has changed over the past 20 years. New technologies and, more recently, AI have become an important part of research and marketing. The world has also become considerably smaller, with our digital reach now providing access not only to local and interstate buyers, but also to the expat and international markets in a way that was never possible before.

Through all of these changes, however, our core values have remained the same. While our boutique company has embraced technology and the opportunities it provides, our number one priority continues to be building long-standing relationships through communication, exceptional service and hard work.

Our approach to selling Bluestone would involve a highly targeted campaign, drawing on our extensive experience to identify the property's ideal buyer profile and then tailoring a property-specific marketing strategy designed to reach and engage those buyers.

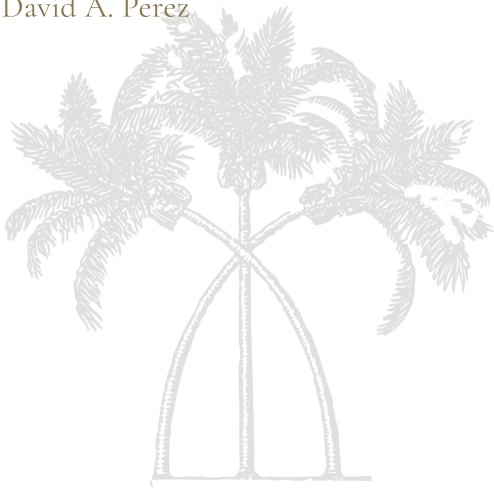
For us, selling a property of this calibre is more than simply bringing it to market. It is about understanding what makes it special, presenting it in the right way, and ensuring it reaches the right people.

It is a journey we take together, with a shared goal and a clear focus on achieving the best possible outcome for you and for Bluestone.

Kind regards

Linda Shore-Perez

David A. Perez



## VILLA

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PRESTIGE PROPERTIES

# Executive Summary

|                      |                                                                                                                                      |
|----------------------|--------------------------------------------------------------------------------------------------------------------------------------|
| PROPERTY             | 477 Gold Creek Road, Eerwah Vale (Bluestone)                                                                                         |
| PREPARED FOR         | Lisa and Graham                                                                                                                      |
| SUGGESTED PRICE      | \$4.25 – \$4.6 million                                                                                                               |
| COMMISSION           | 2.5% + GST of the sale price. Graham’s split 45% of the 80%.                                                                         |
| MARKETING INVESTMENT | \$14,978.18                                                                                                                          |
| VITALS               | Single-level farmhouse 400 sqm; additional 1 bedroom residence; acreage that can take pastoral or equestrian; pool; spring-fed dams. |

*\*Approximate, from 146 Solar Road Form 6 (INV-1029, January 2026) and live Ignite Rural AMAX. Print media held at \$0 for at least the first four weeks. Costs need to be finalised. Price may be subject to change, due to GST.*



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PRESTIGE PROPERTIES

# Your Unique Property



477 GOLD CREEK ROAD, EERWAH VALE

30th August 2026

## Highlights

- ✦ A beautifully renovated, single-level farmhouse (400sqm) — professionally designed and finished throughout, offering effortless, single-level family living
- ✦ Substantial acreage well beyond the norm, ideally suited to pastoral or equestrian pursuits, with farm infrastructure already in place and ready to use
- ✦ A separate one-bedroom residence — perfect for extended family, guests, or a farm manager/income opportunity
- ✦ An enviable hinterland address, close to both Eumundi and Noosa Heads, with easy access to the Bruce Highway for a straightforward run to Brisbane
- ✦ A show-stopping butler's pantry, built for those who love to cook and entertain without compromise
- ✦ A resort-style pool, made for long Sunshine Coast summers
- ✦ Spring-fed dams, adding both natural beauty and water security across the property
- ✦ Established, flourishing gardens that speak to years of care and attention
- ✦ A layout made for entertaining, complemented by a dedicated work-from-home setup — the best of both worlds for modern hinterland living



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# Our Philosophy



*“We don’t just sell properties — we help our clients acquire a lifestyle and live their dream.”*

At Villa Prestige Properties, we specialise in selling exceptional properties through a personalised, strategic and highly professional approach.

With over 20 years of experience in the luxury property market, we understand what it takes to position a property correctly, attract the right buyers and achieve the strongest possible result.



## VILLA

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PRESTIGE PROPERTIES

# Our Approach



Every property is different, and every campaign should be too.

We create a bespoke sales and marketing strategy around your property, its unique qualities and the buyer we believe will value it most.

Our boutique structure means you receive personal attention, direct communication and hands-on service throughout the entire campaign.

## The Art of Presentation

We believe great presentation is about more than making a property look beautiful.

Through thoughtful styling, furniture, colour, landscaping and detail, we create homes that feel naturally beautiful, warm and comforting — often without the buyer consciously understanding why they feel so drawn to them.

It is about creating an emotional connection from the moment a buyer arrives.

Our complimentary preparation advice is designed to bring out the very best in your property, enhance its perceived value and make it stand apart from the competition.

## Our Commitment

We believe in doing what we say, protecting your interests and delivering results.

Our experience, discretion and extensive buyer reach allow us to connect exceptional properties with discerning buyers — locally, interstate and internationally.

Our focus is simple:

Present it beautifully. Create desire. Reach the right buyer. Achieve the best possible result.



# VILLA

PRESTIGE PROPERTIES

## OUR RECOMMENDATION FOR BLUESTONE

Having spent time at Bluestone and considered the property, its position, presentation and the buyer market, we believe it is important to be both realistic and strategic in our approach.

### Our Price Expectation

Based on the current market conditions and results within the area, we believe Bluestone should be positioned between \$4,250,000–\$4,600,000.

Our objective is not simply to achieve a high advertised price, but to create genuine buyer competition around the property. We believe the combination of the estate, its location, rural capabilities and lifestyle opportunities gives us the opportunity to attract a broader range of buyers and ultimately negotiate the strongest possible result.

### Our Marketing Campaign

We recommend an initial marketing investment, tailored specifically to Bluestone and its likely buyer.

This will include premium photography, video and digital presentation, targeted online advertising, exposure to our established buyer database, interstate and international digital reach, and selected print media where appropriate.

The campaign will be carefully monitored and adjusted throughout the selling process, ensuring we are putting the property in front of the right buyers rather than simply generating numbers.

Please see attached campaign.

### Our Commission

Our proposed selling commission is 2.5% + GST of the final sale price. With Graham's split remaining at 45% of the 80% of the commission.

### Our Commitment

We see Bluestone as a property that requires a bespoke approach rather than a standard real estate campaign.

Our commitment is to represent it with the level of care, discretion and professionalism that its uniqueness deserves, while working closely with you throughout the campaign.

Our goal is simple:

To find the right buyer, create the right competition and achieve the best possible result for Bluestone.



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# Why Choose Villa?



We have earned the reputation as one of the Sunshine Coast's premier luxury hinterland agencies.

A key element for this is that we covet the extensive coast and attract buyers from not only Australia but also globally.

Last year alone 86% of our buyers were from Brisbane, interstate or overseas.

Clients from outside the coastal area may not be informed by specific coastal locations and often focus their search only in areas that are familiar.

Whether your home is in Maleny or Mooloolaba, Doonan or Dulong our expertise, extensive experience and international focus contributes to achieving the best results for your hopes and your home.

Our other point of difference is our pre-sale and interior styling. Styling can create emotional appeal to prospective buyers and maximise your selling price.

With our complimentary advise we help maximise your profit by making your property look it's best.

We are boutique, so we have the time for your property.

We are professional and honest, and we keep our clients for life.



## VILLA

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# Our Strategy

## Who Is Our Buyer?

One of the most important elements of our strategy is understanding who the buyer for Bluestone is and what they are looking for.

We see several strong buyer profiles, each drawn to the combination of land, privacy, proximity to the coast and the opportunity to enjoy a more meaningful connection with the property.

## The Downsizing Farmer

We see genuine potential within the rural market, particularly for established farmers looking to move closer to the coast from further west or north. These buyers may be ready to reduce the scale of their operation without giving up the rural lifestyle they know and enjoy. Bluestone provides the opportunity to continue to tinker — whether that means keeping cattle, maintaining paddocks, growing produce or simply staying connected to the land. For this buyer, the property needs to work, and they will want to understand its water, infrastructure, yards, access and carrying capacity.

## The Family Seeking a Different Lifestyle

Families wanting to escape the pace of city living and move towards a more wholesome, self-sufficient lifestyle are another important market. Bluestone offers space, privacy and the opportunity to grow produce, keep animals, ride horses and give children a genuine connection to the land. It provides the freedom to slow down and reconnect, while still being within reach of the coast and its lifestyle.

## The Executive / Weekend Buyer

Successful executives and professionals may see Bluestone as a substantial weekend retreat — somewhere to escape, entertain family and friends and enjoy the outdoors. They may not want to run a full-time farm, but could enjoy having a few cattle or horses, gardening, riding or simply enjoying the peace and privacy. For this buyer, Bluestone is about time, space and lifestyle as much as it is about the property itself.

## The Equestrian Buyer

We would also keep the equestrian market firmly within our strategy. The potential to convert the front weaner paddock into a 60m × 20m arena creates a genuine opportunity for this buyer and should form part of our marketing story.

## The Common Thread

While these buyers are different, they are all looking for more than a house and more than a piece of land. They are looking for space, privacy, connection and the freedom to live differently.

Our role is to identify these buyers, understand what motivates them and position Bluestone so that the right person can immediately see how this property fits the life they want to live.

We are not trying to sell Bluestone to everyone. We are focused on finding the buyer for whom Bluestone is the right property.



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# Our Strategy

## Presentation

Upon signing an exclusive listing, we prepare your property for sale by using our extensive experience in design and styling. We bring out the best qualities by de-cluttering, adding or deleting furniture. Painting, gardening, entrance details and other general tips are provided as a complimentary to achieve our mutual goals and maximise your gain.

## Advertising

At this level of sophistication, it is crucial to advertise your property in the areas YOUR SPECIFIC buyers will look. Your advertising dollar has to get the most value and target buyers specific to your property, we analyse your property and decide what your buyers likely demographic, location and reading preferences will be to tailor your specific campaign.

At Villa we believe the internet is the most powerful source for obtaining buyers and we advertise worldwide to expose our international buyers to your property we feel that print is also important especially to our high net worth baby boomers who still like to relax and read their periodicals and news away from a computer screen.

## Price to sell

When it comes to pricing, all prospective buyers will compare your property to others sold. In today's market, the internet is at anyone's disposal, offering access to realistic, unemotional property valuation, based on digital research data. Our Comparative Market Analysis sets that evidence out in full. Villa's appraisal is between \$4.25 and \$4.6 million.

- ✦ What you paid for your property does not affect its value.
- ✦ The amount of profit you need from the sale of your property does not affect its value.
- ✦ What you want for your property does not affect its value.
- ✦ What another real-estate agent says your property is worth does not affect its value.
- ✦ What will affect your property pricing is the amount of appeal it has to multiple buyers. The more interested potential buyers, equates to more competition, therefore, pushing up the price.

## Under Contract? — Communication is key

At Villa we are skilled negotiators and highly regarded sales agents. The key to keeping 'everyone' happy in a real estate transaction is to communicate not only with the Seller and the Buyer, but also with the Solicitors, Valuers and any other parties that may need our help to make the transaction complete.

*"Because of the uniqueness and size of your home, we predict to attract more buyers than usual, giving us the flexibility to market at a higher price"*



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# Marketing Recommendations

| WEBSITE                | PRICE              |
|------------------------|--------------------|
| realestate.com.au      | \$2,897.99 inc GST |
| domain.com.au          | \$1,023.99 inc GST |
| villarealestate.com.au | included           |
| <b>WEBSITE TOTAL</b>   | <b>\$3,921.98</b>  |

| CAMPAIGN PACKAGE                                                             | PRICE                  |
|------------------------------------------------------------------------------|------------------------|
| Title Search                                                                 | —                      |
| Villa's Property Signboard including Flag Mount & Installation, Open Signage | not required           |
| Brochure Package                                                             | \$450.00 inc GST       |
| Photography                                                                  | \$1,650.00 inc GST     |
| HD Promotional Video                                                         | incl. in photography   |
| Platinum listing with 2 x e brochures                                        | incl. in domain.com.au |
| Premier listing with e brochure and bump                                     | \$99.00 inc GST        |
| Listing on our site as well as socials                                       | included               |
| Selling fee                                                                  | 2.5% + GST             |
| Farmbuy.com.au                                                               | \$330.00 inc GST       |
| Domain Prestige National bundle                                              | \$7,482.20 inc GST     |
| Audience Maximiser Gold (Rural)                                              | \$1,045.00 inc GST     |
| <b>CAMPAIGN PACKAGE TOTAL</b>                                                | <b>\$11,056.20</b>     |

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# Marketing Recommendations

## Villa Prestige Property Social Media Campaign

To maximise the audience reach to your property, our Marketing Team can offer targeted Social Media Campaigns via Facebook and Instagram.

| DIGITAL MARKETING | TARGET                                                                           |
|-------------------|----------------------------------------------------------------------------------|
| AUDIENCE          | Rural operators (cattle now / horses if they call), interstate — not a weekender |
| LOCATIONS         | Australasia, New Zealand, U.K                                                    |
| AGE               | 30-70                                                                            |
| GENDER            | Male & Female                                                                    |

| ITEM                    | PRICE                    |
|-------------------------|--------------------------|
| Facebook                | incl. in Domain Prestige |
| Instagram               | incl. in Domain Prestige |
| DIGITAL MARKETING TOTAL | —                        |

| PREMIUM PRINT MARKETING       | PRICE          |
|-------------------------------|----------------|
| Fin Review ½ page             | \$0.00 inc GST |
| Noosa Today full page × 3     | \$0.00 inc GST |
| Courier-Mail ½ page           | —              |
| SCN News big picture splash   | —              |
| Noosa News                    | —              |
| PREMIUM PRINT MARKETING TOTAL | \$0            |

|             |             |
|-------------|-------------|
| GRAND TOTAL | \$14,978.18 |
|-------------|-------------|

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