

**JODIE
BROOKS**
Real Estate

Licensed Real Estate Agent & REIQ Member

POWERED BY
expTM

Selling with **Jodie Brooks**





Let **me** help you

So, you have now made the most important decision to sell your home.

Whether this is your investment property or your residential home, memories have been made along the way.

Selling your home is never an easy decision, it's a life moment. I'm excited to help you navigate and to be part of your journey.

I want you to receive the best possible result and to provide your buyer with a home or investment opportunity that they, too, are completely besotted with. I am an honest down-to-earth person with your best interests at heart. Always.

I look forward to our working relationship.

Who is Jodie Brooks.....

Jodie comes from an Administration background and has been in the real estate industry for several years. She holds a double major Bachelor of Business Degree which enhances her contractual, and negotiation skill set.

Professional, friendly, honest and focused, she has been called the 'Extra Mile Queen'.

What sets her apart, is that she truly cares about the result she gets for both Sellers and Buyers. Having both parties happy with the transaction, from whoa to go, means that there are less hiccups along the way, resulting in a better outcome for Sellers.

Jodie is a true world traveller - a New Zealander, who grew up in Papua New Guinea, she spent a few years living, working and travelling in Europe before moving to Brisbane in 2011 where she, her husband and son have settled.

Based in the Alexandra Hills, Jodie lists and sells properties in Redlands and surrounding suburbs.

A stylized, handwritten signature in black ink that reads "Jodie Brooks". The signature is fluid and cursive, with the first and last names clearly distinguishable.

What has been said about **Jodie Brooks...**



" A VERY PROFESSIONAL EXPERIENCE "

A very professional experience. Jodie is an honest and reliable agent who sees everything through to the very end. Well done.

Steve (Buyer)



" NEVER UNREACHABLE "

Jodie was never unreachable. She always returned any phone calls. Nothing was ever too much for her. She has lots of ideas and fantastic advice on things to make your home more marketable. She gets the best price mine is a record.

Shirley (Seller)



" EASY AND SEAMLESS "

As first home buyers, being paired with Jodie was a match made in heaven. She is very reliable and genuine - you know she has your best interest at heart. Jodie was extremely helpful and was always there to answer our (many) questions no matter what time of day. She was very friendly and supportive which helped make an unknown process a lot less daunting. We cannot thank Jodie enough for making our transition to the home owning world as easy and seamless as possible, and we would recommend Jodie to anyone who wants to make their dreams come true.

Cassandra & Anastasia (Buyers)

What has been said about Jodie Brooks...



★★★★★

“SPEAKING AS A PERSON WITH PAST LEADERSHIP EXPERIENCE I WAS FRANKLY VERY IMPRESSED.”

My wife found Jodie's ad in the paper with the promise that we'd get a good price. I'm so glad she did. Jodie showed outstanding knowledge of the subject including info needed re the taxation office. Speaking as a person with past leadership experience I was frankly very impressed. She is also a very caring lady and I appreciated that quality when it was needed. Selling and buying can be very stressful.

Jodie is not afraid of hard work and she made sure that everything ran smoothly. Nothing was too much trouble. Her communication skills were first rate in helping us discussing the issues of price and marketing, and she kept us both encouraged and informed. I highly recommend her services.

Don and Delcie Hardgrave (Sellers)

★★★★★

“HONEST IN HER DEALINGS WITH US”

We were very happy with our dealings with Jodie. Though we were the buyers, we felt she was honest in her dealings with us, and her communication was excellent throughout the whole process.

Wayne (Buyers)

What has been said about Jodie Brooks...



“MADE MY HOME PRESENTABLE FOR SALE”

Jodie was amazing! I had previously listed my house with another RE who's only marketing strategy was to present open house. Frustrated with that I reached out to Jodie who helped me make my home presentable for sale. With her professional marketing skills, knowledge and experience she presented me with a contract and a back up contact after the first open house. Jodie will always be my go to person from now on. Love her work!!

Trish (Seller)



"FANTASTIC AND VERY PROFESSIONAL"

Jodie was fantastic and very professional every step of the way. My wife and I couldn't have done it without her she was so helpful and supportive.

Dave and Linda

What has been said about **Jodie Brooks...**



“WEALTH OF INFORMATION”

What I really love about working with Jodie is, she really does know the Real Estate market and is completely honest. She is a wealth of information and gladly will support buyers and sellers of property to make sure everyone is treated fairly. I highly recommend Jodie as your *go to* Real Estate professional
Janette



“OUTSTANDING AGENT”

Outstanding agent. Jodie came highly recommended to us and we were not disappointed. From the get go she displayed a professional friendly demeanour and demonstrated her knowledge of the current market and in particular our local area. Her commitment to selling our house was unwavering and throughout the whole process she supported, encouraged and gave us helpful advice. Her communication was excellent ensuring we were constantly kept in the loop. We would have no hesitation in recommending.
Anne and Dennis (Sellers)

What has been said about **Jodie Brooks...**



"EXTRA MILE QUEEN"

Jodie knows her job, what she is selling, listens to her purchasers and what they are after and marries the two in a quick and professional manner. Her follow up provides service that is hard to find in this industry. Job well done with excellent results.

Maree (Return Seller - 5 times so far)



"EXPERIENCE COUNTS"

After the first meeting with Jodie, we knew we we're in good hands with the marketing of our property for sale. Jodie was very easy to talk to and the knowledge that Jodie had on the market was clearly evident from the start and made the experience a lot easier through to sale. Jodie assisted in the staging of our house, organised and ran an exceptional advertisement campaign, made available open inspections every weekend until sale and reported back to us every week on the latest feedback on how our property was doing on the current market. Jodie was always there to provide support and feedback to us as we went through the marketing process. We we're very happy in Jodie's services throughout the sales process and we would highly recommend her to any future client in the marketing of their property.

John and Lynne (Sellers)

What's important to **you?**

YOUR TIMING

We need to understand what your expectations and requirements are, in regard to timing, keeping in mind that a typical property campaign is four weeks long and the settlement period is four to six weeks from date of contract.

- Do you have a firm timeline, or can you be flexible?
- When can your property be photographed and made ready for sale?
- When can we go live and the marketing campaign begin?

YOUR REASON FOR SELLING

People choose to sell their home for a multitude of reasons - work relocation, lifestyle changes or to upsize or downsize.

Potential buyers always ask why the property is on the market.

- Without compromising your position, what reason for sale are you comfortable with me providing to the marketplace?

YOUR INVESTMENT

When considering an agency, it can be tempting to go with an agent who offers the lowest fees.

However, this can have a negative impact on the sale price and your net result.

- What is your understanding of current selling fees?

What is your understanding of marketing costs?

YOUR PRICE EXPECTATIONS

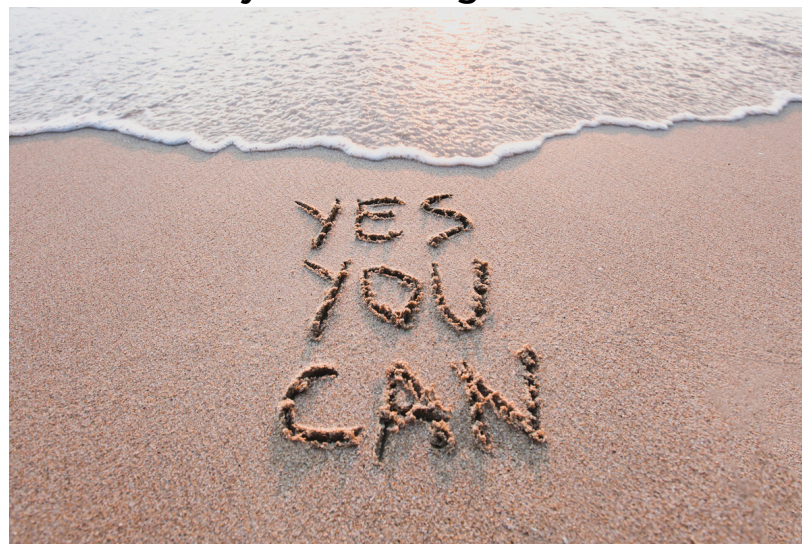
As the owner, you may already have expectations based on current market activity. We need to understand what you feel your property's potential sale price is.

- Is your price expectation a sentimental one or a realistic one based on solid advice for today's market?
- Have you noted any recent and comparable sales close by that have influenced your opinion? If yes, which properties are you referring to?

YOUR STRATEGY

To ensure you reach your real estate goals and to assist with a smooth transaction, we would like to understand whether you plan to sell before you buy, or buy before you sell.

- Have you considered your options - selling before buying, or buying before selling?
- Which will you be doing?



Preparing **Your Home** For Sale

Curb appeal is important, first impressions count. Think about how it looks when you pull up to the curb and hop out of your car. Not how it looks once you've driven inside the garage. Pretend you're attending an open home at your address for the first time. Does it need colourful flowers or a front garden tidy? Does your front door look like it need attention? The outside of your home can beckon prospective buyers to come on in.

1. De-clutter - remove personal photos
2. Remove items that you do not use, less is more
3. Spring clean the house
4. Remove pet beds and pet smells from show
5. Repair / paint / oil gate
6. Repair / paint / varnish fence
7. Replace or straighten / paint letterbox
8. Repair cracks / remove oil stains in driveway
9. Weed / mow / edge / sweep leaves, trim plants/ mulch / remove dead plants
10. Introduce pot plants as a feature / clean /weed/ prune

It's all about the presentation!



Staging/Styling

Staging/styling has become very popular when marketing your home for sale.

What is styling/staging?

Styling helps to attract a wide and deep market of potential buyers that will help to achieve a premium sale price and a faster sales turnaround.

More buyers are attracted to good home styling and emotions become more involved in the purchase.

There are several options for styling.

- Stylists who will completely stage a vacant home with hired furniture
- Doing it yourself by putting chunky, outdated or polarising furniture in to storage. Buy neutral furniture to suit today's buyers, new, or through marketplace.
- Or work with me to help you determine what should be kept, stored, given away or discarded working with what is left to highlight your home's selling points and features.

We want to ensure your home is showcased in its best light.



Photography

Photography is one of the key features of selling your home.

First impressions really do count.

Our skilled photographers will shoot quality photos and a floor plan to be used for online and offline marketing.

The first impression of your home is the last impression of your home.

We recommend:

- Day Photography
- Floor plan
- Drone
- 3D Virtual Tour (highly recommended)
- Videography (highly recommended)
- Twilight shots (optional)



Online Marketing

Online marketing is the way to go now. This is the first point of call that buyers go to when looking for a property.

It is so accessible, with constantly updating apps, so that you can look for a property anytime, anywhere.

Buyers are scouring the internet for new properties so getting it right the first time is paramount.

Once a buyer decides against a property, it is rare that they go back for another look.

Getting it right the first time, every time.



REA



DOMAIN



Multiple other online
platforms

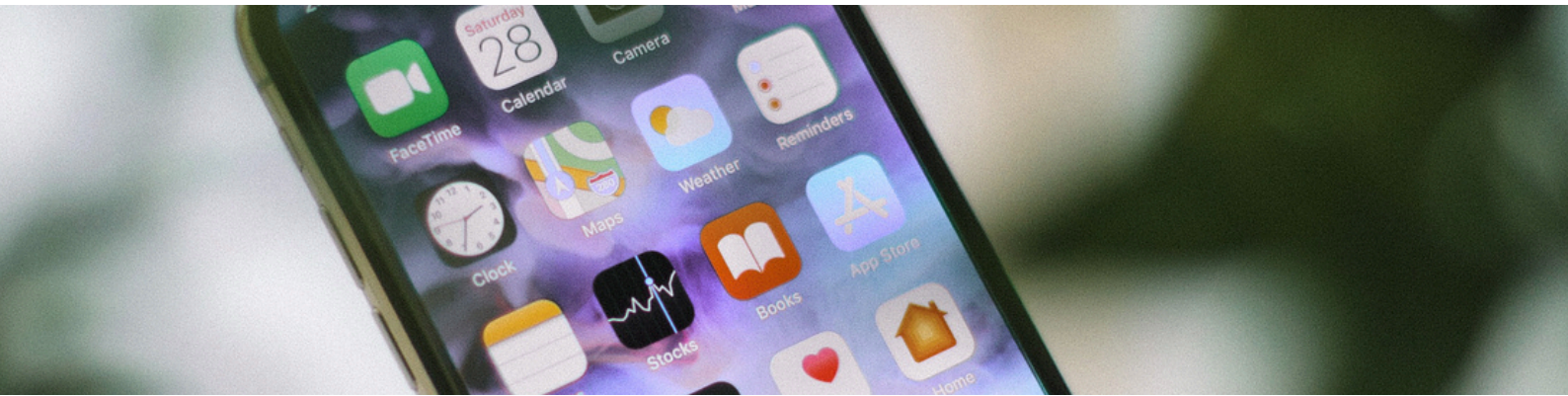


Facebook



Instagram

Social Media



Social media is the game changer when it comes to advertising properties and targeting buyers.

Key Statistics:

- January 2025 - Social Media Users: 20.9 million, representing nearly 78% of the Australian population. (DataReportal.com)
- For perspective, this figure was equivalent to 77.9 percent of Australia's total population at the start of 2025.
- Daily Time Spent: 1 hour and 51 minutes on social media.
- Average Platforms Used: Australians use an average of 6.5 different social media platforms each month.
- Most used platform: Facebook
- Most popular social app: Instagram

We market on Facebook, and Instagram, as well as Youtube which is now becoming more and more important for marketing your home. We also have access to LinkedIn, and more depending on the Seller's campaign choices. Of course, that's not to mention direct email marketing campaigns.

Other Marketing

- We also promote your home in the following ways:
- Flyers and brochures
- Networking with buyers agents
- Email marketing
- Virtual walk throughs
- Social media campaigns
- Google advertising campaigns
- Signboards

Methods of Sale

PRIVATE TREATY

A private treaty sale is when your property is marketed for sale with a price, a price range, offers over, a set price, or my preference, listed without a price initially. Our goal will be to attract as many interested buyers as possible with a strong focus on negotiating the best possible price we can whilst working on your behalf. A sale of this type is generally negotiated in a private manner (hence the name Private Treaty).

FOR SALE BY TENDER

In Queensland real estate, "sale by tender" means inviting potential buyers to submit their best offer (a "tender") for a property by a specific deadline, after which the seller considers all offers and chooses the best one or rejects them all.

AUCTION

Auctions are popular amongst owners of properties in sought-after areas; the ability to drive a sale price up through fierce competition between buyers is often too tempting to resist. There is also the opportunity to sell prior to the auction, at the auction or after the auction. Without having a cooling off period (the buyer waives this) you have the advantage of a unconditional sale. With auctions, you only get what the highest bidder is willing to pay on the day. However, with an auction you can still pass the property in, if the reserve is not met on the day.

Part 4—Appointment of property agent

Section 1

Performance of service

Annexures detailing the performance of service may be attached if required.

The client appoints the agent to perform

☒

Sale

☐

Purchase

☐

Leasing (Commercial agents)

☐

Auction

Auction date

☐

Other (please specify)

Working with **Jodie Brooks**

I am the owner and principal of Jodie Brooks Pty Ltd T/As Jodie Brooks Real Estate. My Corporate Real Estate Licence number is 477 8087. ABN 39 652 462 247. My company works in conjunction with eXp Australia. My personal Real Estate Licence number is 436 2856.

When you list your property with me, Jodie Brooks, you have the added benefit of a full team of administration, management and real estate experts. I have a team of professionals at eXp Australia who look after the admin side of things, trust accounting, contract administration and more. The eXp Administration Team handle processing of documentation from the Form 6, to putting the listing 'live' online for sale, processing the contracts, liaising with both the Sellers and Buyers Conveyancing Solicitors, all the way to settlement but keeping me, Jodie, in the loop the whole way so that I can oversee everything. This ensures the process runs smoothly and efficiently, allowing me to communicate directly with you, the Seller, effectively throughout the campaign.

I'm a forward-thinking professional who is au fait with Ai (artificial intelligence), social media platforms and online marketing, as well as face to face. I love learning and embrace new technology to ensure I can hone my marketing skills for the benefit of my clients.

As a member of the REIQ (Real Estate Institute of Queensland), I have always done the CPD (Continuing Professional Development) to ensure I keep up to date with all new legislation and 'best practice' relating to residential real estate. However, membership to the REIQ and CPD has never been compulsory for Queensland agents, and it was only from 6th June 2025 that this CPD training is mandatory.

Wouldn't you want to make sure your agent knows the current legislation and best practice?

**JODIE
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REAL ESTATE



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eXp™

About the **eXp Australia** brand

Jodie Brooks, as an eXp Australia agent, is devoted to providing a service that people are delighted with rather than one which intimidates and stresses those involved.

Her ability to constantly evolve with ever-changing trends in the market place will see her, along with eXp Australia, pave the way for others to follow in years to come.

Through eXp Australia and their Cloud Office Environment, eXp agents collaborate with industry experts nationwide and internationally, so that you can know you're receiving the highest quality service across the country. Being cloud based means cutting down the overheads of having a physical office, which can be passed on to you the consumer.

Gone are the days when clients had to come to the office. Now days, agents come to you, wherever it is convenient for you, or online if that is your preferred method of contact.

Experience The Difference - eXp Realty was founded in 2009. It was the first agent-owned, cloud-based real estate company and one of the fastest-growing residential property businesses on the planet expanded to Australia in 2019. eXp has over 80,000+ agents worldwide and continues growing rapidly across the globe. eXp Australia is a subsidiary of eXp World Holdings, Inc. NASDAQ:EXPI.

Brief **Summary** of your steps to sale

- Your property is appraised to give you an indication of where it sits in the market.
- You've chosen Jodie Brooks as your real estate agent.
- Form 6 Listing agreement Paper work has been completed.
- Marketing has been agreed and booked.
- Photography has been organised and date and time agreed.
- Open Homes times have been locked in and booked.
- Form 2 Disclosure Statement organised as this is required prior to entering in to any contract.
- Property is uploaded to the internet once photos are back.
- After each open home Jodie will advise you of attendee numbers and report to you with feedback.
- Once more than one expression of interest has been submitted then ALL enquiries and attendees are notified that we now have a 'multi offer' situation. This gives Buyers a further chance to put their best and final offer forward.
- Select the highest offer or negotiate to get a better offer or terms from the preferred offers. Terms matter as well as price.
- Contract is signed by both Buyers then Sellers and distributed to the Solicitors.
- Buyers book the Building & Pest inspection and attend the inspection.
- Conditions, such as building and pest and finance are met and the contract becomes unconditional. The sold sticker goes on the sign.
- Pre Settlement Inspection on or before Settlement day.
- I will meet you prior to Settlement time to collect your keys.
- I, Jodie, will be waiting at the property for formal email notification from both Conveyancing Solicitors that Settlement has been effected before any keys can be released to the new owners.

The choice is **yours...**

When you list with me, you will get:

- The type of listing you want Private Treaty, Tender or Auction
- The opportunity to market with or without a price
- A tailored marketing strategy for your property
- Open homes and private inspections, after the first open home.
- The opportunity to ask as many questions as you want to, without fear. Every question will be answered whether it's the first or tenth time you've asked it. Never be afraid to ask. What you don't know, you don't know to ask.
- Most importantly, you get a seller focused home sales agent.
- I work for you not the buyer.

Choosing me, Jodie Brooks, means you won't be railroaded into any decisions you're not comfortable with. I am here to help you sell your home, protect your asset, and guide you towards making the decisions that will help you achieve the best price for your home.

I look forward to our working with you!

Talk soon.



Jodie Brooks Real Estate

Licensed Real Estate Agent & REIQ Member

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Stress-Free Home Sales

Helping Sellers To Their Next Chapter

