

**Louise Denisenko**

# Redlands Coast Properties







# 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.

There are a number of decisions to make, when is the best time of year to sell, which method works best for your property, which real estate you chose to represent you and your home and what is the best way to prepare your home for sale.

That's where I come in, I want you to feel confident that if you choose me, you have chosen the right agent you can trust and has only your best interests at heart.

## What can I offer you?

An honest agent who is prepared to go the extra mile to ensure a smooth and trouble free experience from beginning to end.

**I look forward to our working relationship.**

*Louise Denisenko*

## **Louise Denisenko**

0423 110 555

[louise@redlandscoastproperties.com](mailto:louise@redlandscoastproperties.com)

[redlandscoastproperties.com](http://redlandscoastproperties.com)



## Why Louise Denisenko?

When you select Louise Denisenko as your agent, you are in good hands. She is passionate about property and is a fully licensed real estate agent, a member of REIQ, a Justice of the Peace (Qualified), and also holds a Diploma in Interior Design and Property Styling. She is more than happy to give you advice on how to best present your home for sale to achieve the highest price.

With a strong background in Corporate Finance and Foreign Exchange, Louise is a true professional. Over the years, Louise has personally bought, sold, built, designed, and invested in all kinds of real estate, which has given her a genuine interest and understanding of the industry. Although she has been an award-winning agent with two of the leading real estate agencies, she decided to open her own office to ensure she can deliver a more personalised service.

Louise takes special care of all her clients, especially retirees looking to downsize to smaller homes, apartments, or consider retirement living options. From start to finish, Louise will ensure your move and transition are stress-free. She also has extensive experience in small-lot developments, waterfront properties, and acreage properties. Having lived in the Redlands for 28 years and with her husband's family being farmers in Redland Bay, there are five generations of Denisenkos in Redland City.

Building strong relationships within the community is very important to Louise. She has served as the past President of Meals on Wheels Victoria Point and Redland Bay, the Deputy Coordinator of Neighborhood Watch Point Halloran, and a past member of the Rotary Club of Redlands Bayside. Louise is proud to sponsor the Donald Simpson Centre, as well as many local school and community events. Louise believes that selecting an agent who works hard, is ethical, and has good negotiation skills is crucial because buying or selling a property is one of the biggest financial decisions you will ever make. It can also be a stressful time, so she is here to help guide you through the process all the way.

**Louise and her team are on your side.**

## Awards



- 🏆 2023 Winner - RateMyAgent Agent of the Year - Victoria Point
- 🏆 2022 Finalist - REIQ Residential Salesperson of the Year
- 🏆 2022 Finalist - REIQ Residential Salesperson SEQ (Settled Commissions)
- 🏆 2022 Winner - RateMyAgent Agent of the Year - Victoria Point
- 🏆 2021 Finalist - REIQ Residential Salesperson of the Year
- 🏆 2021 Winner - RateMyAgent Agent of the Year - Victoria Point



# Meet the Redlands Coast Properties Team



## Louise Denisenko

Licensed Real Estate Agent

Louise has lived in the Redlands for 28 years and has two adult children. Her husband's family were farmers in Redland Bay and there are five generations of Denisenko's here in Redland City.

Building strong relationships within the community is very important to Louise. She has been the past President of Meals on Wheels Victoria Point and Redland Bay, the Deputy Coordinator of Neighbourhood Watch Point Halloran, and past member of Rotary Club of Redlands Bayside. Louise is proud to sponsor the Donald Simpson Centre and many local school and community events.



## Casey Bridgland

Sales Associate

Casey Bridgland is a Sales Associate working closely with Louise, known for her keen attention to detail and friendly, approachable nature. With a legal background and a pending Bachelor of Laws (Honours) degree from Queensland University of Technology, Casey brings a unique skill set to the team. Her creativity shines through in effectively showcasing properties and promoting them to potential buyers.

Casey's dedication ensures exceptional care and attention for all of Louise's clients, exceeding their expectations and creating a seamless experience.



## Samantha Barnsdale

Executive Assistant

Motivated, organised, and professional, Samantha has grown within the industry and has over 8 years' experience in Real Estate. Samantha's friendly and approachable nature, calm disposition and great customer service skills means she is extremely adaptable and dependable within her role and enjoys the everyday challenges that Real Estate brings.

Samantha has an effortless enthusiasm and believes that the key to strong relationships is a high level of communication with each and every client. Through her hard work, reliability and dedication, your experience with The Louise Denisenko Team will be a truly rewarding one.

# What our Clients say

## Highly recommend Louise to sell your house.

"Louise sold my house recently; she made everything easy from start to finish. Always available on the phone to answer any questions, nothing is too much trouble. Louise is friendly, reliable, professional, and most of all she has the highest integrity. Louise has many years of experience, knows the market well and will work hard to get you the best possible price for your home."

- Seller, Victoria Point

## Second time we have used Louise... very empathetic and extremely helpful.

"We bought this house a few years ago, and Louise was the agent. She was really helpful and went out of her way to help us with the settlement. So, it was a no-brainer to use her again when our circumstances changed. She knew the house, the area, and our situation. Again, she went out of her way to help us during the whole process. Even suggesting what we needed to do or not do to help sell the property. Louise's communication is always prompt, and she is just a professional and genuinely lovely lady."

- Seller, Redland Bay

## Louise's professionalism ensured a stress-free sale of our home with excellent results!

"We highly recommend Louise for her dedication, friendliness, honesty, experience, market knowledge, and utmost professionalism. Nothing was too much trouble, and Louise was also very generous with her time and kept us well-informed throughout the whole experience, from the moment we first met to discuss selling to the sold sign going up. We completely felt at ease with the open homes knowing Louise was there to oversee them, and her attention to detail, market knowledge of the Redlands and many years of experience made for a quick sale that all went very smoothly. Selling our home was actually a positive and pleasant experience, as Louise has a lovely disposition and achieved a great result for us with absolutely no fuss or stress."

- Seller, Redland Bay



# My Recent Sales in the Redlands

17 McConechy Drive, Victoria Point	\$790,000
2 Paddington Place, Victoria Point	\$820,000
19 Strachan Road, Victoria Point	\$735,000
9 Albert Street, Victoria Point	\$750,000
11 Finuge Court, Victoria Point	\$745,000
52 Seaholly Crescent, Victoria Point	\$840,000
2/84 Link Road, Victoria Point	\$680,000
2 Elkhorn Street, Mount Cotton	\$750,000
8 Anthony Street, Victoria Point	\$865,000
38 Orana Street, Victoria Point	\$907,500
12 Brimblecombe Street, Victoria Point	\$975,000
28/45 Shore Street, East, Cleveland	\$1,050,000
9 Newlands Street, Redland Bay	\$870,000
26 Alice Street, Wellington Point	\$665,000
17 Malcomia Street, Redland Bay	\$1,380,000
6 Ironwood Avenue, Victoria Point	\$835,000
241-243 Birkdale Road, Birkdale	\$875,000
57 Boundary Street, Redland Bay	\$700,000
4 Hilary Avenue, Redland Bay	\$920,000
9 Macadamia Street, Victoria Point	\$830,000
6 Canaipa Court, Victoria Point	\$850,000
4 Albert Street, Victoria Point	\$835,000
4 Gemma Court, Capalaba	\$860,000
36 Peel Street, Redland Bay	\$600,000
25 Glenbrook Avenue, Victoria Point	\$750,000
18 Glenbrook Avenue, Victoria Point	\$850,000
40 Kalmia Drive, Redland Bay	\$1,225,000
9 Anne Marie Court, Victoria Point	\$1,100,000
22 Spruce Avenue, Victoria Point	\$730,000
84 Hilliards Park Drive, Wellington Point	\$915,000
64 Murray Street, Birkdale	\$815,000
15 Scampi Place, Redland Bay	\$825,000
3 Hope Street, Ormiston	\$1,225,000
6 Gum Nut Court, Victoria Point	\$751,000
25 Allen Street, Victoria Point	\$831,000
4 Cheshire Street, Victoria Point	\$830,000
5 Braemer Court, Redland Bay	\$1,175,000
8 Muscat Avenue, Victoria Point	\$925,000
15 Greenwich Court, Alexandra Hills	\$722,000
323 Colburn Avenue, Victoria Point	\$730,000
1/21 Manuela Street, Victoria Point	\$760,000
29 Timkelnik Crescent, Victoria Point	\$835,000



# My Recent Sales in the Redlands

200 South Street, Thornlands	\$975,000
7 Viola Drive, Redland Bay	\$1,400,000
26 Orana Street, Victoria Point	\$940,000
16 Spruce Avenue, Victoria Point	\$780,000
143 Russell Street, Cleveland	\$710,000
20 Lochie Drive, Redland Bay	\$772,000
3 Viewfield Street, Redland Bay	\$810,000
20 Gladebourne Crescent, Victoria Point	\$825,000
57 Gordon Street, Ormiston	\$866,000
80-82 Ziegenfusz Road, Thornlands	\$1,600,000
9 Minetta Street, Victoria Point	\$790,000
12 Sunshine Street, Victoria Point	\$750,000
10 Lizard Place, Redland Bay	\$750,000
3 Pelican Street, Victoria Point	\$1,100,000
1 Pelican Street, Victoria Point	\$1,125,000
15 Hilliard Street, Ormiston	\$728,000
23A Magnetic Place, Redland Bay	\$725,000
3 Pellita Court, Victoria Point	\$750,000
19 Coen Street, Thornlands	\$940,000
9 Rustic Court, Redland Bay	\$846,300
12 Orana Street, Victoria Point	\$970,000
9 Patrick Street, Cleveland	\$2,450,000
19 Kestrel Court, Victoria Point	\$701,000
17 Bridgewater Crescent, Redland Bay	\$915,000
11 Carolena Street, Cleveland	\$900,000
15 Caravel Court, Raby Bay	\$2,000,000
22 Nottingham Drive, Victoria Point	\$850,000
8 Grosgrain Court, Mount Cotton	\$880,000
7 Poynter Street, Redland Bay	\$865,000
5 Moores Road, Redland Bay	\$890,000
272 Bloomfield Street, Cleveland	\$725,000
3 Rosemary Street, Thornlands	\$880,000
4 Lookout Court, Victoria Point	\$835,000
28 Seabrae Drive, Redland Bay	\$785,000
21 Yarran Street, Victoria Point	\$860,000
4 Watsonia Street, Redland Bay	\$845,000
19 Cove Court, Victoria Point	\$725,000
36 Kalmia Drive, Redland Bay	\$870,000
21-23 Emu Street, Sheldon	\$800,000
4 Honeymyrtle Court, Capalaba	\$1,020,000
14 Argyle Place, Victoria Point	\$730,000
10 Norfolk Court, Victoria Point	\$1,150,000





## Method of Sale

### Private Treaty

A private treaty sale is when your property is marketed for sale with a price, a price range, offers over, or sometimes listed without a price.

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 matter, hence the name private treaty.

### Auction

Auctions are popular amongst owners 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 auction, at the auction or after the auction.

Without having a cooling off period (the buyer waives this) so you have the advantage of an unconditional sale.





## Preparing your home for sale

First impressions count. Many properties that are presented in a neat, tidy, and clean manner will appeal to buyers even if slightly dated.

Every home has a feel and vibe so you want your home to have the best look it possible can. I am more than happy to spend time prior to photos being taken to give you advice.

**Front entry**  
**Declutter**  
**Odours**  
**Repairs**  
**Clean**  
**Garden**  
**Price**  
**Address**  
**Marketing**

### Here are some tips:

Make it clean, clear, and welcoming  
Remove excess items, have a garage sale  
Eliminate smoke, rubbish, or pet smells  
Fix lights, door handles, cupboards, and screens  
Kitchen, bathrooms, fans, light switches  
Mow, snip, prune and remove rubbish  
Be realistic, look at recent sale prices in the area  
Ensure your property address is listed  
Ensure the latest digital methods are used

# 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 the constantly updating app that you can look for a property anytime, anywhere. Buyers are constantly watching the internet for new properties so getting it right the first time is paramount. Once a buyer discounts a property it is rare that they go back for another look.

## Getting it right the first time, every time.

### Realestate.com.au

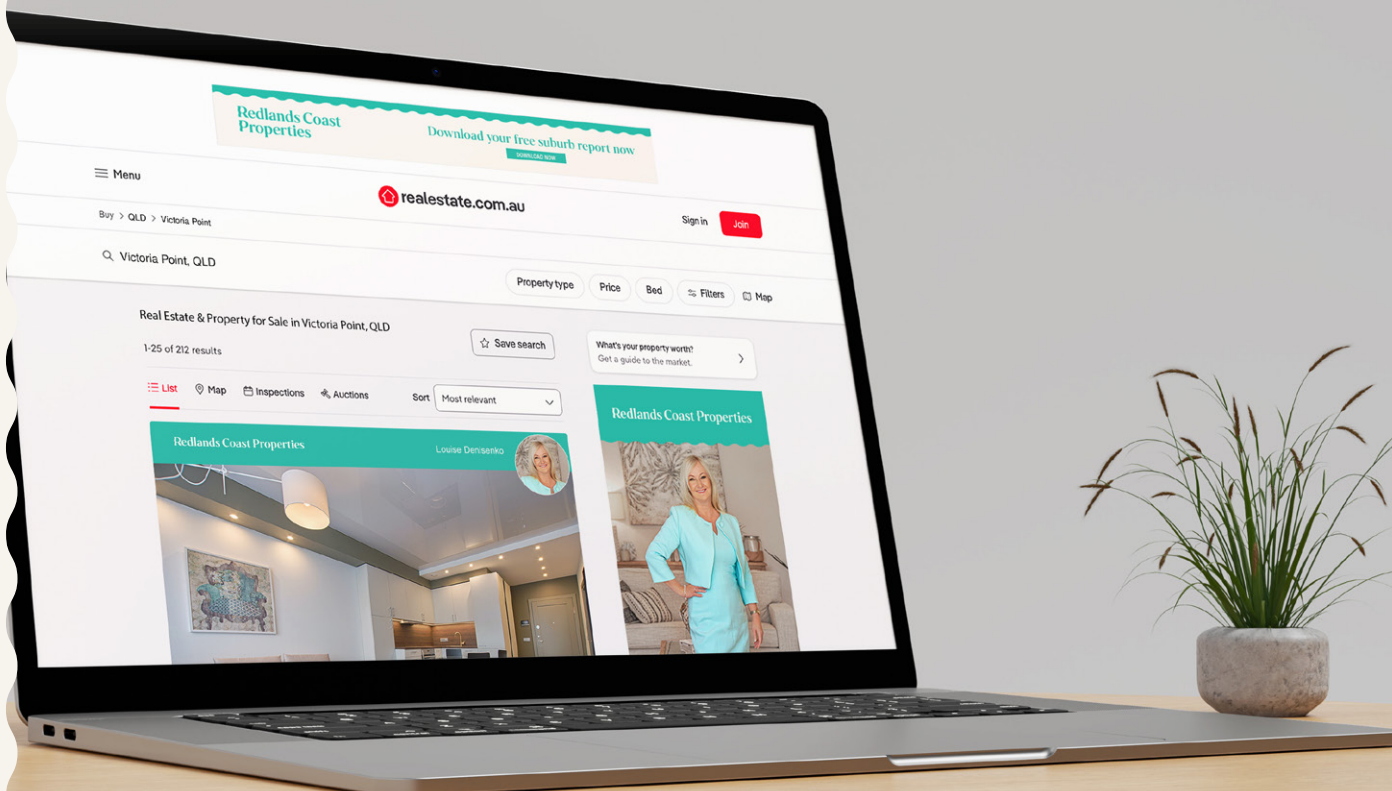
This is Australia's No.1 property site with over 5 million visitors a month. Premier listings receive on average 20 times more visitors. Premier listings are always at the top of a search with large prominent photos. Buyers are drawn to these ads first.

## Major Portals:

- Realestate.com.au
- Domain.com.au
- Social Media
- redlandscoastproperties.com
- Onthehouse.com
- Homely.com.au
- Soho.com.au

### Domain.com.au

Domain is the fastest growing property site and is used widely by interstate buyers. Domain reaches over 4.7 million property enthusiasts and has the best property app as rated by consumers.







## Our Marketing: Value Added Marketing

We can also promote your home in the following ways:

- Utilising our vast databases of potential buyers and buyers agents
- Flyers and brochures
- Feature in our monthly newsletter to entire database
- Email marketing
- Virtual walk throughs
- Social media campaigns
- Targeted digital marketing
- Realestate.com.au eBrochures
- Domain Social Media Campaigns
- Several other property sale sites



# Staging & Styling

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

## What is home 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. Experienced interior designers work closely with the home owner in design, styles and furniture to suit the property.

More buyers are attracted to good home styling and emotions become more involved in the purchase. In some instances staging can increase the list and eventual sale price of the home.



# 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
- Twilight shots (optional)
- Drone (optional)



# Signboards & Local Area Marketing

A signboard is a great way of advertising that your home is for sale.

It is imperative to maximizing interest and exposure. Our signboards are supplied within 24 hours to capture immediate interest.

Letterbox drops are a integral part of the marketing campaign. Once a property is listed for sale or sold with me a 1000 DL flyers are hand delivered in the area informing neighbours that the property is for sale or has recently sold.

## Social Media

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

That's no surprise given these key stats: According to Media News, of the 24.3 million people living in Australia, more than 16 million have an active Facebook profile. This means over 65% of our country's population is on Facebook.

According to the Sensis Social Media Report, these Australians spend an average of 10 hours a week on Facebook. Instagram is now becoming more and more important for marketing your home. With the use of hashtags it reaches more people at a faster speed and is popular with all ages. The majority of people have Instagram accounts now.



**Congratulations!**  
**You are**

**SOLD**

**01**  
Appraisal

**03**  
Complete  
Paperwork

**05**  
Photography  
Booked

**07**  
Open Homes  
Booked

**09**  
Building  
Pest Insp

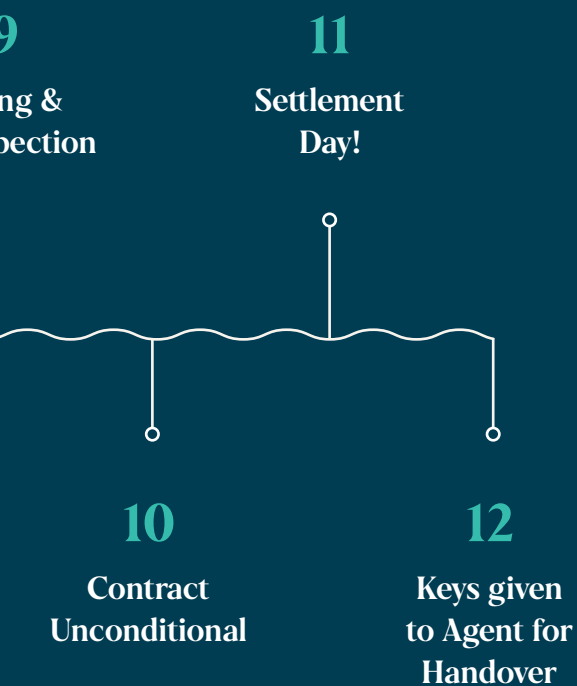
**02**  
Agent  
Selection

**04**  
Marketing  
Booked

**06**  
Online Campaign  
Launch

**08**  
Contract  
Negotiated





## Contact Us

### Louise Denisenko

Licensed Real Estate Agent

0423 110 555

[louise@redlandscoastproperties.com](mailto:louise@redlandscoastproperties.com)

### Casey Bridgland

Sales Associate

0414 089 575

[casey@redlandscoastproperties.com](mailto:casey@redlandscoastproperties.com)

### Samantha Barnsdale

Executive Assistant

[admin@redlandscoastproperties.com](mailto:admin@redlandscoastproperties.com)

**Redlands Coast  
Properties**

**Louise Denisenko**

0423 110 555

[louise@redlandscostproperties.com](mailto:louise@redlandscostproperties.com)

Shop 5, 7 Lakeside Boulevard, Victoria Point