



YOUNG
PROPERTY GROUP

Introducing Young Property Group

Sunshine Coast Lifestyle Specialist

With compliments: Greg Young - Young Property Group

P: 07 5445 1800 M: 0488 238 988

E: greg@youngpropertygroup.com.au

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About Greg Young

Greg Young commenced his real estate career in 1982 by joining the Ray White office at Alexandra Headland. In 1985 Greg became a partner in the office and held the franchise for Ray White on the Central Sunshine Coast for 24 years.

During that time Greg was a Director/Co-owner of the following offices:

- Ray White Mooloolaba;
- Ray White Caloundra;
- Ray White Maroochydore;
- Ray White Buderim;
- Ray White Kawana Waters;
- Ray White Wurtulla;
- Ray White Coolum Beach;
- Ray White Commercial Sunshine Coast.



History

1984

Licensed Auctioneer

1985

Licensed Real Estate Agent

1985

Member Real Estate Institute of Queensland to this day.

1989

Associate Diploma of Business – Real Estate Valuation

1989

Auctioneer of Excellence Award” Ray White Real Estate

2012

Certificate IV in Business Sales.
Commerce Cup Australia

2019 - 2022

FIABCI (International Real Estate Federation)- Current Australia President



Greg was awarded the “Auctioneer of Excellence” Award and the prestigious “Max White” Award from the Ray White Group. The latter is awarded to one person each year for their outstanding contribution to the Ray White Group. A licensed Auctioneer since 1984, Greg has called over 3,000 individual auctions. Greg also has an Associate Diploma of Business (Real Estate Valuation). In October 2009, Greg’s office left the Ray White Group and joined a Sunshine Coast real estate company – Henzells Agency.

Greg was a Director/Owner of

- Henzells offices at – Henzells Mooloolaba;
- Henzells Buderim;
- Henzells Commercial.

In 2014, Greg sold his real estate business that he had been running since 1985.

Today, Greg runs his own boutique real estate office called Young Property Group, located in the centre of the Sunshine Coast at Alexandra Headland. The office specialises in the marketing and selling of horse properties, farms and lifestyle properties throughout the Sunshine Coast Region. Young Property Group pride themselves as giving “considerate service” that many offices today, in their haste to make a sale often overlook.

“We have a different approach to many others,” says Greg, “we focus on the seller and understand why they are selling and in doing that, we form a partnership approach. By doing this, we have shown that we then can go a long way to achieve the seller’s goals” Young Property Group also offers a Buyer’s Agent Service - If you are looking to buy a property and are a little daunted by the process, then Greg can help here too. Greg will act on your behalf in the buying process. This may mean, searching for the right property, inspection of the property, negotiating the price with the selling agent or even attending an auction and bidding on your behalf. This will ensure that you pay the “right price” for your home or investment.



Why Choose Us

Young Property Group is a Sunshine Coast based real estate agency founded around one simple mission.

“To deliver results that exceed our client’s expectations”.

Young Property Group offers 40 years of real estate experience with agents selling residential all the way to lifestyle properties. Our agents are also qualified horse property specialists and farm property specialists, covering South East Queensland. Young Property Group has empowered and employed their own dedicated, skilled marketing team who specialise in advertising in today’s ever-changing market.

What puts us apart from the other real estate agents in South East Queensland are the skills and knowledge that we display when dealing with our company.

- Market knowledge
- Enhanced marketing
- Quality auctioneering knowledge and skills
- Property Analysis
- Market Analysis
- Campaign performance review
- Continued communication
- Goal clarity
- Attitude & enthusiasm
- Personal organization & time management
- Discipline & follow through
- Product knowledge
- Listing skills
- Negotiation skills
- The ability to put a sale together at a price that you are happy with.

We aim to give you the right advice, so we can sell your property in the shortest time for a premium price.



3 Things to Discuss

1. What type of purchaser is most likely to buy your property?

- Local
- New to the district or from interstate
- Interest specific i.e. Equine, Farm, Lifestyle
- Investor

2. How will we find the right buyer for you?

- Listing on the Internet
- Young Property Group database of buyers
- Leading edge digital marketing
- Press advertising

3. What methods of sale do you wish to consider?

- Open listing
- Exclusive – Marketing with a price
- Exclusive – Marketing without a price

Greg is happy to sit down and go through the above points in greater detail during his visit.



40 YEARS OF EXPERIENCE

Young property group offers 40 years of experience when selling your home, land, farm or acreage. The difference between selling and sold



SUPPORT & REPORTS

We offer weekly check-ins on your properties performance. Also included are sophisticated reporting that you can view from a desktop, tablet, mobile or print.



BUYER REACH LIKE NO OTHER

YPG can reach valuable buyers locally, nationally and even at a global level. Ensuring we find the best buyer for your property.



AGENTS + MARKETING TEAM

Young property group have highly qualified agents who work closely with our in-house marketing team when selling.



Real Estate Portals

YPG utilise various real estate portals that produce the best return on investment. We employ each real estate portal in regards to the home or land. That said, not one portal fits all; it comes down to the property type, opportunities, spend, and target market in which we want to reach.

YPG marketing team specialises in digital marketing while still utilising valuable traditional marketing opportunities. We do this by combining both traditional with digital marketing, developing an advanced marketing campaign for each property producing 5 to 10 times more inquiries than other agencies.

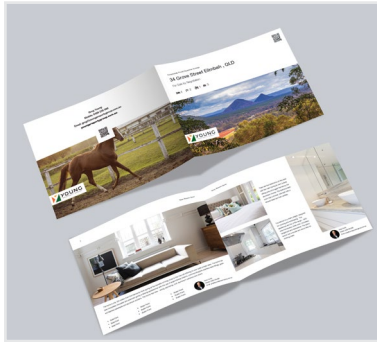
We will design a custom strategy for each property with any of your requests and suggestions in mind, combining portals with digital marketing to increase views and enquires while maintaining a low sensible cost.

- realestate.com.au
- domain.com.au
- horseproperty.com.au
- farmproperty.com.au
- realestateview.com.au
- homehound.com
- millionplus.com.au / thehomepage.com.au
- onthehouse.com.au
- homely.com.au



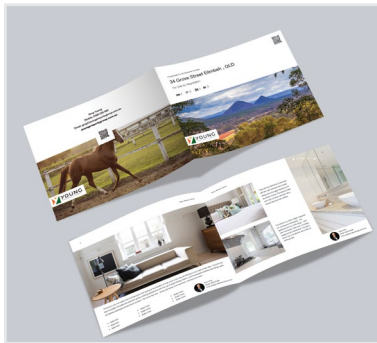
Traditional Marketing

When you list your property for sale with us, you get to choose from our wide range of marketing.



Brochure

YPG will develop a beautiful brochure for your property. This brochure is used when showcasing your property with buyers, open homes and sending via online. You can also have your input with requests regarding design. YPG will always seek the vendor's approval before publication.



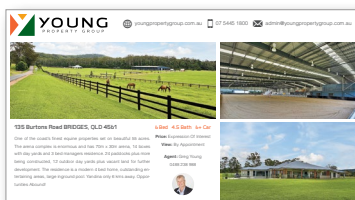
Auction Brochure

YPG will develop an informative auction brochure for your property. This brochure will be utilised before auction day, on auction day and when showcasing your property with buyers. You can also have your input with requests regarding design. YPG will always seek the vendor's approval before publication.



Signage

With signs still playing an important role in the sale process, YPG uses high-quality colour signs. We can offer a variety of signs and different sign designs to match the marketing goals and the sale of your property.



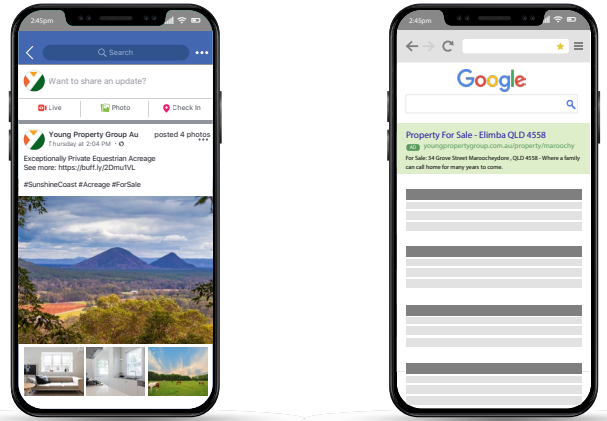
Print

"A combined print and online advertising campaign is influential in selling properties faster and for a higher price" Greg Dickson R.P.DATA/ Core Logic Research. MY PROPERTY PREVIEW – over 62,200 copies, home delivered every Friday.



Digital Marketing

When you list your property for sale with us, you get to choose from our wide range of marketing.



Google Ads



Our marketing team researches and engineers a campaign targeting the most relevant search terms and possible search terms related to your properties campaign. Along with search, our team will develop top industry HTML ads for Google's display network.

Facebook Ads + Instagram Ads



YPG marketing creates a custom campaign based on market research and a property analysis. This pay per click advertising aims to expand exposure, capture buyer interest and nurture enquiries.

EDM (Email Direct Marketing)



A responsive custom email will be sent to our extensive mailing list of potential buyers who have signed up. For the buyer who requests a property information document via email request or enquiry, will be sent the modified version of the custom email.

Video Marketing



Video plays an influential part when marketing a property. The YPG team will plan, execute, produce and develop a sophisticated, elegant and charming video showcasing your property.

Other Social Media



Young Property Group also utilises LinkedIn and Twitter marketing. The property will take advantage of organic marketing on these channels along with possible PPC (pay per click) marketing.



Recently Sold



SOLD

1410 Yandina Coolum Road, MAROOCHY RIVER QLD 4561

“The Rocks”

This iconic and historical landmark property is truly one of the Sunshine Coast’s unique properties, having only two owners in the past 118 years.

Sold: \$4,650,00

Agent: Greg Young



SOLD

199 Yandina Bli Bli Road, MAROOCHY RIVER QLD 4561

This amazing farm located on the Maroochy River has an area of 69.72 Ha or 170 acres and is fully cleared, level to a gentle slope and is currently being utilised as grazing land which will carry approximately 120 to 150 breeders.

Sold: \$5,650,000

Agent: Greg Young



SOLD

31 Palm Creek Road, TANAWHA QLD 4556

Par 3 Golf Course - Turnover up 74%

Tanawha Valley Golf and Tennis is a lifestyle and business opportunity in a central location in one of Australia’s fastest growing areas – The Sunshine Coast.

Sold: \$2,440,000

Agent: Greg Young



SOLD

76 Old Gympie Road, GLENVIEW QLD 4553

Set in the beautiful Mooloolah valley, “Riverglen” offers the best in country and coastal living on a highly sought after 5.27 ha/13 acres backing onto the Mooloolah River.

Sold: \$1,625,000

Agent: Greg Young

Recently Sold



190 McGilchrist Road, PALMWOODS
QLD 4555

50 acres with Landscape Tree Farm

Eudlo Waters tree farm was established by the current owners in 1997 and has been in operation for the past 21 years.

Sold: \$1,460,000

Agent: Greg Young



272 Mossy Bank Road, EUDLO QLD 4554

Citrus and Small Crop Farm

This hobby / commercial farm is ideal for those looking to live in a quite rural lifestyle with the ability to earn income from the land.

Sold: \$850,000

Agent: Greg Young

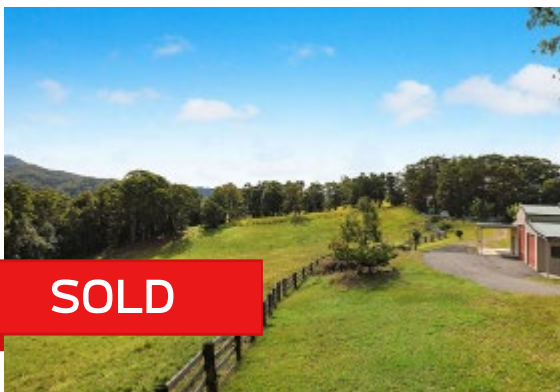


135 Burtons Road, BRIDGES QLD 4561

Vakarra Park, 135 Burtons Road, Yandina on Queensland's Sunshine Coast is one of the finest horse properties you will find.

Sold: \$2,900,000

Agent: Greg Young



22-40 Hamilton Road, WEST WOOMBYE
QLD 4559

Best Hobby Farm on the Coast...

This hobby farm is fully established and has been developed with great care and consideration over the years by the current owners.

Sold: \$950,000

Agent: Greg Young

The Team

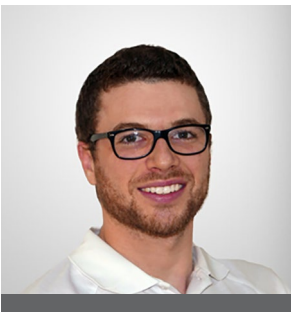


Greg Young

CEO

greg@youngpropertygroup.com.au

A licensed Auctioneer since 1984, Greg has called over 3,000 individual auctions. Greg also has an Associate Diploma in Business (Real Estate Valuation).



Adam Young

Marketing

adam@youngpropertygroup.com.au

Adam studied a bachelor of multi-media with a major in internet marketing. Adam looks after all the digital aspects for Young Property Group, which includes all marketing.



Alan Broder

Sales / Marketing Consultant

alan@youngpropertygroup.com.au

Alan is a fully licensed real estate agent and auctioneer. Born and educated in Perth, WA, Alan graduated from Muresk Agricultural College with a Diploma of Agriculture; the University of WA.

Your Success is our Success

Sunshine Coast Lifestyle Specialist

www.youngpropertygroup.com.au

