

THE AGENCY

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Experience  
Selling in  
Mandurah with  
Clinton Smith



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# A letter from Clinton

**I'm truly grateful for the opportunity to present how I'd approach taking your property to market.**

Success in real estate is never accidental. It's the result of thoughtful strategy, polished presentation, powerful marketing, and strong, clear communication. Every campaign is shaped by a deep understanding of the local market, a creative yet calculated marketing approach, and an unwavering focus on your goals.

I'm here to guide you confidently from start to sold and ensure your property achieves the result it deserves.

What does that look like? Let me show you.







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# Meet Clinton Smith.

**When you work with Clinton Smith, you'll be backed by over a decade of award-winning experience, local insight, and a reputation built on trust.**

“As your local Mandurah Property Partner, I'll put all of my experience, resources, and marketing behind your property to deliver the very best possible outcome.”

Whether you need a discreet and private “off-market” sale, or want to ramp up exposure through a full traditional campaign utilising dozens of real estate websites to show case your property to the world, my approach is designed to increase buyer activity and ultimately generate more offers for your property.

Clinton Smith is one of Mandurah's most trusted real estate professionals, proudly based in Old Halls Head and specialising in homes and land across Mandurah, Halls Head, Dawesville, Falcon, Wannanup, Erskine, Dudley Park, and surrounding coastal suburbs. Known for his honest advice, clear communication, and standout results, Clinton has built a reputation as the agent sellers turn to when they want certainty, confidence, and premium results.

With his Seller's Edge System™, Clinton delivers a proven process that consistently drives multiple offers, record-breaking prices, and stress-free sales. From advanced digital marketing and video campaigns to strategic negotiations and transparent selling platforms encouraging healthy buyer competition, Clinton ensures no stone is left unturned in achieving the best price. The good news is, with Clinton you don't just get an agent — you get a partner who is 100% invested in your success.

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# The process and the next steps.

Every property has a story, and Clinton's strategy is about telling it in a way that captivates from the very first glance. With a sharp eye for presentation and an instinct for what resonates, he curates campaigns that feel elevated and individualised. Value is never compromised, it's enhanced, thoughtfully and strategically.

The result? A powerful market presence that speaks directly to the right buyers and delivers the outcome you deserve.

With Clinton, success isn't a possibility, it's the standard.

## The next steps.

1. Arrange photography and source detailed property information.
2. Select photography and produce a detailed listing copy.
3. Identify buyer demographics and strategise communication.
4. Launch coming soon campaign targeting qualified buyers.
5. Launch the property online and roll out collateral.
6. Send out digital brochures to our database.
7. Launch a targeted social media campaign.







## SUCCESS STORIES

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# What my clients are saying.

When it comes to selling your home, experience and expertise make all the difference.

Clinton Smith brings years of business success, backed by sharp market knowledge and a strong results-driven approach.

He stays ahead of the game by constantly refining his marketing, negotiation, and communication strategies to meet the demands of today's market. Combining smart systems, local know-how, and a no-nonsense commitment to excellence, Clinton delivers a service that's both high-performing and tailored to you.

With a solid track record and well-earned industry recognition, Clinton gives you the clarity and confidence needed to get the best possible result.



“

Clinton's initial appraisal on our property was \$100-150k higher than others we received. I had my doubts at first that we could get that much but to his credit he achieved a sale in the price range he gave us and we really feel he did everything in his power to get us the best possible sale price. Would gladly do business with Clinton again.

— CRUISE IN WANNANUP

“

I could not be happier with my real estate agent, Clinton who sold my SMSF property last week. His expertise in the market and strategic approach to the selling process resulted in a successful sale. He navigated the entire experience with professionalism, keeping me informed and easing any concerns. Quick responses to message and call showcased his dedication. The valuable tips and advice he provided were instrumental. We felt confident and well informed every step of the way. Clinton also went beyond professionalism-creating a comfortable atmosphere and fostering a great relationship. His personable approach made the entire experience enjoyable. Highly appreciate his dedication to both expertise and genuine human connection. I highly recommend Clinton for anyone seeking a dedicated and effective real estate partner. Many thanks again, Clinton.

— ART AND ANNE IN HALLS HEAD

“

Honest, straight forward, no BS and easy to deal with. Quite rare when it comes to realestate agents.

— CALLUM IN COODANUP

“

Clinton was very easy to deal with. And was great with communication.

— KATE IN HALLS HEAD



## MARKETING

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# All your property marketing under one roof.

While marketing may seem like a significant investment, the value it delivers far outweighs the cost.

Our tailored strategies ensure maximum exposure for your property across the most effective channels. From start to finish, The Agency's approach to property marketing is designed to maximize visibility and attract the right buyers by delivering across all of the varied medium available. We do not cut corners; we market near and far but nothing is taken for granted nor ad-hoc. Every single marketing dollar spent is meticulously planned and has a purpose. By investing in targeted marketing, you ensure your property stands out, attracts the right buyers, and achieves premium results.

The Agency offers their clients the power of an extensive national network, a wealth of cross-selling opportunities, and a more seamless experience overall.



## Why premium marketing is essential for selling your home?

A premium marketing campaign attracts serious, financially capable buyers who are often searching for more than just a home, they're seeking a lifestyle. Effective, well-designed marketing communicates this appeal. By presenting the home as a premium asset, a polished campaign can help justify its price, creating a strong perception of value.

**30 - 50%**

**Homes with Premium Marketing Sell 30-50% Faster.**

Listings with enhanced marketing (like professional photos, videos, and top placement) sell significantly faster than those without.

**47%**

**Reach 47% More Buyers.**

Listings with priority placements (such as Premiere Listings on REA) reach nearly 50% more buyers, improving the likelihood of a quick sale.

**95%**

**Of Buyers Start Online.**

With nearly all buyers beginning their home search online, premium marketing elements like stand out visuals and strategic placements make your property more visible and engaging.

**32%**

Homes with professional photos sell 32% faster than those without and often for 20% more.



## MARKETING

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# The importance of engaging today's buyers through digital channels.

Digital marketing is an essential tool for capturing the attention of today's tech-savvy buyers.

Through targeted social media campaigns, we ensure your property is seen by the right audience—tailored by location, demographics, and buyer interests. These campaigns generate high engagement, with social media users more likely to interact, share, and inquire about listings they see in their feeds.

The real-time insights and analytics from these digital campaigns enable us to continually optimize performance, making sure your property stays visible.

A **conscious buyer** is on the portals and needs/wants to buy real estate for some reason. They are well researched and know the market. They may or may not be using social media in their search. They will only ever pay market price or below.

The **subconscious buyer** doesn't even know they want to buy a home yet! They are definitely not on the portals. They are, like us all, on social media - they engage with a video or pictures that sparks an interest and they become active -maybe the plan to buy that investment property/holiday home/move to Mandurah just got brought forward a few years!! These buyers are highly emotive and not well researched. They will generally pay market price or above.

**Which buyer do you want?**



## Common mistakes and misconceptions.

1. **No Free Marketing:** Someone always pays for marketing. If it's the agent, are they focused on selling your home for the best price or just recouping their costs?
  2. **Quality Matters:** Not all marketing is equal. Understand the difference between a "Premier" listing and a standard one—it can make a huge impact.
  3. **Cheap Marketing Risks:** If marketing is "cheap," ask what corners are cut. Will it reach the right buyers or just any buyer?
  4. **Big Returns:** A small marketing investment can lead to a higher sale price—imagine an extra \$10K, \$50K, or even \$100K!
  5. **Cheaper Isn't Better:** The lowest price isn't always the best value. Choose experts who prioritize your outcome, not just your listing.
- Quality marketing is essential to a great outcome
  - Every buyer will react differently to a different trigger
  - Using multiple triggers (i.e. Sign/pictures/ video/social/portal) increases the likelihood of engagement
  - The more people that see the property the more chance of finding not only
  - 'the one' but the 'one that will pay more'
  - Never think of marketing as a cost - it is an insurance policy to ensure you get the highest price.

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## Ready to make your Move?

With the right strategy, your property will stand out, attract serious buyers, and achieve a premium result.  
**Let's get started today.**



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