Email 1

HEAD: How Was Your Mini Masterclass? | More Juicy Insights Incoming!

Sub-head: Use this checklist to secure your dream A-Grade property for LESS

Hi XX,

It's been a few weeks since you watched our **mini masterclass** on how to buy A-Grade real estate. We hope you learned something new!

Since you may be a property debutante, we thought it would be helpful to unpack the content a little with you.

We focus so much on buying A-grade real estate because **these properties are the ones that increase the most in value over time and withstand market fluctuations better** than lesser grade properties.

You can work out if a property is A-grade by looking at the below factors:

- Access to transport
- Public School Zones
- Zoning (of the property & nearby properties)
- Overlays and easements on the land
- Typology & scarcity
- Levels and land slope
- Orientation & natural light
- Ability to add value
- Noise implications & streetscape
- Floorplan

So, how do you vet these? Have another watch of our **mini masterclass** to see how we do it. We promise it's quick, and you'll be empowered to take the next step!

Until next time,

—The Prop Culture team

Email 2

HEAD: "Prop who?" | Meet the Team!

Sub-head: So who are Prop Culture? Sam & Tabitha, nice to meet you.

XX!

By now, you've probably watched our **mini masterclass** and learned a little about the **Prop Culture** team, but let us formally introduce ourselves.

We (Sam Davenport & Tabitha Robb) go *wayyyy* back, starting our careers as inner-city selling agents (We know exactly how the other side operates—our secret weapon!).

And we noticed a BIG problem.

We saw people purchase what should have been **wealth-creating real estate** time and time again. Instead, they'd sell after just a few years because they didn't take a long term view.

Because transaction costs are so high in Victoria, they made little to no money and in some cases, **lost money**!

And another one.

We found buyers either:

1. Didn't ask us (the agents) the right questions, or
2. Would divulge TMI

The result? When it came time to negotiate, **they were easily led and paid more than was necessary**. OUCH.

(Don't worry, though—we go through exactly what to ask in the masterclass and what not to disclose!)

With many years selling real estate and in buyers advocacy firms, we also tried our hand in the corporate world, working with the two biggest names in the industry*. Though we both realised pretty quickly that life wasn't for us, it allowed us to deepen our relationships with agents across Melbourne, which works to our clients' favour now!

We knew we wanted to go it alone. And so, almost four years ago, we began our amazing Prop Culture journey!

As buyers advocates, we've been helping clients, from first home buyers to downsizers, with budgets varying from $400k to $4 million, save BIG BUCKS through our:

👉🏽 Unrivalled industry knowledge,

👉🏽 Unparalleled property strategies,

👉🏽 Exclusive access to off-market property

👉🏽 Persuasive negotiation skills, and

👉🏽 Our down-to-earth approach

While we love working alongside our clients, we've also been busy buying, selling and renovating our own Melbourne properties. Naturally!

So safe to say, you're in good hands learning from the team at Prop Culture!

Until next time,

—Tabitha & Sam

**domain.com.au & realestate.com.au*

Email 3

HEAD: YES, This Is A Property Masterclass Tailored To YOU

Sub-head: Finally, an online course to HELP you navigate the overwhelming world of real estate! Designed & delivered by Melbourne's property experts.

Hi xx,

Now that you know a little more about us, tell us about you?!

How has your property journey been? Are you in the thick of it or just about to begin?

Purchasing property is a MASSIVE life moment and can result in very expensive mistakes if handled poorly. (And then there are those industry traps and pitfalls your friends have probs warned you about…)

Never fear! The **Prop Culture** team are so happy to have you with us before you dive headfirst into the Melbourne property market!

Our **property masterclass** is tailor-made for buyers who are new to buying property. It is a complete A-Z—everything you need to know broken down into simple, bite-sized videos that you can access throughout your journey.

We are *super* passionate that your first property purchase sets you up for success and not a lifetime of wishing you had done it differently!

<u>If you answer "HELL YEAH" to any of these:</u>

👉🏽 You're sick of not knowing where to start

👉🏽 You're tired of feeling disappointed and overwhelmed

👉🏽 You want to know how to buy the best real estate you can afford

👉🏽 You want to get some insider knowledge so you can level the playing field

👉🏽 You need assistance to make the right purchasing choices from start to finish

<u>Then this course is for you, %FIRSTNAME%.</u>

You'll get **instant access to over 40 videos across eight clear-cut modules** (click here for a breakdown) written and presented by us, your local property experts who have been newbies to home buying, too (yes, it can suck).

After watching our course, we guarantee you'll be **equipped and ready to buy residential real estate in Victoria** *the right* way.

Until next time!

—Sam & Tabitha

P.S. Watch out for an early bird discount code coming your way soon!

Email 4

HEAD: Cull Your DREAM PROPERTY List with ease. Yes, You CAN.

Sub-head: Know how to vet all those properties you're in LOVE with? Our Prop Culture Masterclass shows you how!

Hi XX,

We often hear that **first home buyers** jump from one location to another, one property type to another, even from one budget to another during their search! **Very stressful and confusing!**

Soon enough, they're tracking properties across half the state, and their head is *spinning*.

One of the benefits of the **Prop Culture property masterclass** is that we break down everything related to property searching & buying into bite-sized chunks to view when it suits YOU. That way, you **learn strategies to keep you on your property purchasing path** when you need it most. Trust us—you'll save *soooo much* stress and avoid landing a property that doesn't suit your needs.

And a bonus: You'll quickly realise that when you go to purchase real estate, everyone will throw advice your way because they think they are an 'expert'. Instead, you can be a legend at the next weekend barbecue and fend off all those nosey know-it-all questions like a boss!

Until next time,

—Tabitha & Sam

Email 5

HEAD: %FIRSTNAME%, Here's Your 25% Discount | 72 Hours Only!

Sub-head: Purchase your place in our Property Masterclass in the next 72 hours & get 25% off. Run, don't walk!

Hi XX,

Ok, here we are!

'Cause we know how groundbreaking & wickedly disruptive our property masterclass is, we want to share it with everyone! What better way than rewarding you with **25% off when you purchase in the next 72 hours**.

Enter code at checkout: XXXXXX

Run, don't walk.

See you in the course! :)

—T&S

Prop Culture