THE **KAPRILIAN** EDIT

WHERE BETTER BEGINS…

01 **EXPERIENCE**

13 years navigating multiple market cycles across Newcastle & Lake Macquarie.

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02 **WHAT SETS ANDREW APART**

Prioritises adaptability over rigid processes, strategy over scripts, and composure over pressure.

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03 **SELLING PHILOSOPHY**

The objective is never simply a sale — it's achieving the best result the market will allow.

Price ceilings are shaped by positioning, buyer perception, and momentum. Clarity replaces pressure, and confidence in condition consistently outperforms hype.

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04 **APPROACH TO PRICING**

Rather than relying on fixed pricing, most campaigns are shaped with flexibility and intent.

In specific market conditions or for certain property types, a fixed price can play a role. Otherwise, pricing is treated as a strategic lever — adapting to buyer response to reveal the highest level of demand.

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05 **MARKETING STYLE**

Individually tailored campaigns shaped around the home, the likely buyer, and current conditions.

Editorial, design–led presentation focused on light, space, proportion, and architectural detail — attracting considered buyers prepared to compete.

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06 **NEGOTIATION STYLE**

Calm, structured, and deliberate.

Built on preparation, leverage, and timing rather than urgency, protecting momentum while pressing perceived value higher.

07 COMMUNICATION

Listens first, advises second.

Clear, direct updates throughout the campaign, supported by strategic guidance without overcomplication.

08 CLIENT FEEDBACK

Average client rating of 4.9 stars on Domain, based on verified seller reviews.

09 RECOGNITION

Consistently recognised through client–voted industry awards over multiple years, reflecting trust, repeat recommendation, and performance across changing market conditions.

10 MARKET FOCUS

Residential property across Newcastle & Lake Macquarie, with strong emphasis on local nuance, buyer behaviour, and performance under competitive conditions.

11 IDEAL CLIENTS

Owners who value judgement over volume, clarity over theatrics, and strategy tailored to their home — not the market average.