

# MACKAY

## COMMERCIAL PROPERTY

### **PAGET PROPERTY SOLD FOR \$300K MORE IN 22 DAYS**

*The key to selling for the most money  
in a short time frame*

### **SILENT AUCTIONS WORK**

*Fred's strategy sees commercial vendors  
earning big dollars at sale time*

## **FRED DUBOIS** SUCCESS TIPS FOR SELLING

### **HOW TO SELL YOUR MACKAY COMMERCIAL PROPERTY**

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**Welcome to this special edition dedicated to understanding what makes Fred Dubois one of Mackay's top commercial agents.**

Throughout these pages, we unravel the unique blend of expertise, innovation, and genuine care that Fred brings to each transaction.

From leveraging cutting-edge technology to navigate the delicate dance of property negotiations, Fred has demonstrated time and again, his unmatched capability.

**Inside this booklet, you will get to watch a video interview with Mackay business owner John Woodhead.**

**Fred recently sold John's Mackay commercial property in Paget for \$300,000 more than expected in only 22 days.**

As we journey through various comments made by Fred's client, a common thread emerges - Fred's unwavering commitment to both the buyer and the seller, ensuring a win-win situation even in challenging markets.

**Whether you're contemplating a sale or simply curious about the real estate world's inner workings, this edition offers a comprehensive look at Fred Dubois's methods, successes, and profound impact on his clients.**

# HOW TO SELL YOUR MACKAY COMMERCIAL PROPERTY

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### TESTIMONIAL

*We sold one of our Commercial properties in Mackay and Fred Dubois was our agent. Fred did an amazing job during the whole process and went above and beyond our expectations of an agents job. He is extremely professional and was always prompt with all aspects of the sale process. - Elizabeth Zarb, TradeCorp Investments*

# Fred Dubois: The Mackay Agent Who Delivered \$300K More Than Expected

**W**hen it comes to selling a Commercial property in the Mackay region, especially one that's been a long-term investment, choosing the right real estate agent can make all the difference.

**Just ask John Woodhead, who recently sold his property in Mackay and walked away with \$300,000 more than he expected.**

The sale was not only profitable but also quick, taking just 11 weeks from listing to closing.

**But who was the man behind this success?**

Fred Dubois, a Commercial real estate agent in Mackay, a key member in the MCP Mackay City Property team.

**So, how did John end up choosing Fred out of all the agents available in the area?**

Interestingly, John didn't even know Fred before making his selection.

For John, the ideal agent was someone who would act like a

business partner, guiding the property to its final sale after John's 25 years of ownership.

To find this person, John used a methodical approach, combined with his intuition.

John created a spreadsheet listing all the Commercial real estate agents in Mackay, focusing on their performance over the last two years.

They examined the agents' current listings, particularly those similar in size to John's property at 25 Ginger Street, Paget.

The goal was to identify agents with a steady turnover—keen and hungry for a sale, but not desperate.

After narrowing down the list, they conducted a broader Google search to check online profiles and reviews.

**By this point, Fred Dubois had emerged as the top pick, even before John had spoken to him.**

The first phone call with Fred was more of a confirmation than an interview.



# How to select a Commercial Agent in Mackay to sell your property?

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→ What sealed the deal for John was Fred's immediate focus on ownership of the sale.

This showed John that Fred wasn't just looking to make a quick sale but was genuinely interested in understanding the property's history and value, aligning perfectly with John's own approach to the sale.

In the end, the combination of methodical research and intuitive decision-making paid off handsomely for John.

Not only did he sell his property quickly, but he also exceeded his financial expectations, all thanks to choosing the right agent.

Fred Dubois proved to be more than just an agent; he was the business partner John had been looking for.

**And as for John, his story serves as a compelling case study in how the right blend of science and intuition can lead to real estate success.**

## TESTIMONIAL

*"Thanks Fred, and likewise congratulations on the campaign and the result obtained. We enjoyed the communication, reactivity and flexibility you provided throughout the process. It could not have happened without having a presence 'on the ground' in Mackay. Look forward to working again together in the future." - Tim Heenan.*

# The Cornerstone Of A Sale Is Trust and Relationship: Fred Dubois's Approach

**W**hen it comes to selling Commercial property, the transaction is not just about bricks and mortar; it's about people.

The relationship between you and your Commercial agent is a critical factor that can make or break a deal. In Mackay, Fred Dubois has emerged as a trusted name in this regard, setting a benchmark for what it means to establish trust and maintain relationships in the real estate industry.

## **The First Impression: More Than Just a Phone Call**

Imagine making that first phone call to a Commercial agent. You're trusting someone you've never met, and you're likely talking to multiple agents vying for your business.

## **So, what sets Fred Dubois apart from other agents?**

One client, John Woodhead, recalls how Fred immediately stood out by discussing the

ownership and proposed arrangement of the sale with a clear, detailed plan.

"I like detail, which immediately gives him credibility," John Woodhead said.

Fred also reassured John by demonstrating that he had a list of buyers interested in the property, including agents from out of town.

His ability to back up his claims with recent sales data further solidified that trust.

## **The Human Element in a Complex Process**

Fred Dubois understands that selling a property is more than just a transaction; it's a complex process that involves people at its core.

He knows that his role is not just to act as a salesperson but also as a support and an impartial expert.

## **This human-centric approach is what makes Fred a standout agent in Mackay.**

He respects the fact that property owners, especially those who have owned their property



## CHOOSING AN AGENT

# TRUST IS THE KEY TO YOUR SUCCESS

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→ for a long time, have emotional and financial stakes in the sale.

### **Communication: The Lifeline of Real Estate**

In an industry where time is of the essence, communication is critical. Fred excels in this area, keeping his clients well-informed throughout the sales process.

Industry experts point out that poor communication is one of the biggest frustrations for buyers and sellers. Fred, however, is proactive in calling potential buyers, communicating with existing customers, and chasing new leads.

He ensures that his clients are always aware of the situation, reducing stress and increasing the chances of a successful sale.

### **The Qualities that Make Fred Dubois Stand Out**

Fred Dubois possesses all the qualities you should look for in

a perfect agent. He listens to his clients, understands their unique needs, and adapts his approach accordingly.

He is client-motivated, knowing his success is tied to his client's success.

Moreover, Fred deeply understands the local area in Mackay, which allows him to sell not just the property but also the lifestyle that comes with it.

### **The Takeaway: Trust is Earned, Not Given**

Fred's approach to his work, backed by a strong sales history and a deep understanding of the Mackay area, makes him a trusted Commercial agent.

**If you're looking to sell a Commercial property in Mackay, Fred Dubois is the name you can trust with your Commercial sale.**

# The Unstoppable Fred Dubois: A Look at His Impact on Commercial Real Estate Sales & Leasing in Mackay

**F**red Dubois has carved out a reputation for excellence that is second to none. With a career spanning over 30 years, Fred has become one of Mackay's most distinguished Commercial Property Specialists.

"His dedication to his craft has shaped the Commercial real estate landscape in Mackay and garnered him the trust and respect of clients and peers alike," according to Chris Laval, Founder of Mackay City Property.

Fred's journey in the real estate sector is a story of relentless pursuit of excellence. His legacy is marked by a series of achievements that have set new standards for Commercial real estate services in the region.

**One of the standout qualities that set Fred apart is his ability to navigate complex and multifaceted transactions with finesse.**

"His depth of knowledge in Commercial real estate is unmatched, allowing him to provide clients with insightful

guidance in an ever-evolving real estate market," says Sandra Macklin, Principal at Mackay City Property.

But Fred's influence isn't just limited to his transactional prowess.

**His strategic thinking and problem-solving skills have been pivotal in securing successful deals for his clients.**

For instance, between January and March 2023, Fred was instrumental in closing deals on Archibald St, Connors Rd, Mills Ave, and Boundary Rd.

He also secured four leases during this period.

Fast forward to April through June, Fred, in conjunction with Ethan Laval, facilitated the sale of 2 Aura St in the residential sector, along with four more leases.

And let's not forget the swift sale of Ginger St in just four weeks from listing to settlement, a feat considered unusual in Mackay's Commercial property market.

"Fred's portfolio of accomplishments includes a







→ multitude of remarkable sales and leases, including multiple million and multi-million dollar Commercial sales, each a testament to his expertise,” the report states.

While the specific amounts remain confidential, the impact of these transactions is monumental, shaping the Commercial real estate landscape in Mackay.

Fred’s influence extends far beyond his transactions; he’s a respected figure within the industry.

His insights are sought after, and his expertise has been instrumental in shaping Mackay’s Commercial real estate landscape.

“Fred’s leadership qualities are evident in his ability to adapt to market trends and anticipate future developments,” says Chris Laval MCP.

In summary, Fred Dubois is not just a Commercial Property Specialist; he’s a visionary who has left an indelible mark on Mackay’s Commercial real estate scene.

His commitment to excellence, unmatched expertise, and client-focused approach make him an exceptional asset to the industry and a trusted partner for those seeking success in Commercial real estate.

So, if you’re ready to embark on your Commercial real estate journey, don’t miss the chance to work with the best.

**Reach out to Fred Dubois at 0432 485 143 today and take the first step toward your real estate success.**

# How Fred Revolutionized Property Selling in Mackay: A 22-Day Success Story

**S**elling a property is often a long, stressful process. In Mackay, it takes an average of 90 days to sell a Commercial property. But Fred, a local real estate agent, managed to shatter that average by selling a property in just 22 days.

**That's 11 weeks less than the average time it takes to sell a property in the area. This isn't just a feat; it's a revolution in how property transactions can be handled.**

So, how did Fred manage to pull off this incredible feat?

The answer lies in his unique approach to the selling process, which he calls an EOI, or Expression of Interest.

This is a full-week campaign that starts on a specific date and always closes on a Tuesday. This strategy gave both the seller and potential buyers clear boundaries and expectations.

It was a bit like a silent auction, driven by expressions of interest from potential buyers.

**Once a buyer expressed interest, they received a comprehensive information memorandum prepared by the seller and fine-tuned by Fred.**

But what truly set Fred apart was his commitment to keeping all parties informed throughout the sales process.

He provides his vendors periodic updates in a spreadsheet format, systematically recording each buyer's contact via phone or email, the nature of their inquiry, and any subsequent actions or follow-ups.

**These entries were recorded in real-time, not a week later, making the process transparent and trustworthy.**

Fred would release these updates every few days, keeping the seller in the loop at all times.

This real-time approach proved to be a game-changer. At one point, the seller was considering closing the campaign early, but Fred advised against it, revealing that he had received 10 more inquiries overnight.



FRED DUBOIS SUCCESS

25 GINGER STREET, PAGET

**SOLD IN  
22 DAYS**

**PLAY NOW**



→ This level of responsiveness allowed the seller to make informed decisions, ultimately leading to a successful sale.

Fred's meticulous approach didn't stop there. Even after the first contract was taken up, he went back to all the expressions of interest who had made an offer.

He indicated that there was a contract pending and gave them the opportunity to improve their offer without disclosing the pending contract price.

And even on the final day of the Expressions of Interest, he followed up with all inquiries, giving them a chance to stay in the game if things changed with the current contract.

In summary, Fred's 22-day property sale in Mackay wasn't just a stroke of luck; it was the result of a well-thought-out strategy, meticulous planning, and a commitment to transparency and communication.

**His approach not only shattered the 90-day average but also made the process far less stressful for the seller.**

It's a blueprint for how property transactions should be handled, and it sets a new standard for real estate agents everywhere.

# Silent Auctions: Fred Dubois's Strategy for Commercial Property Sales

**W**hen it comes to selling Commercial properties, the traditional methods often involve a lot of effort and, sometimes, stress.

**Fred Dubois has been a game-changer in the Commercial property market, particularly because of his innovative use of silent auctions.**

This method has not only streamlined the sales process but has also proven to be a winning strategy for his clients.

Let's delve deeper into the myriad of reasons why silent auctions are so effective.

## **Transparency for Sellers**

One of the often-overlooked benefits of silent auctions is the transparency they provide to sellers.

All bids are submitted in writing, allowing sellers to clearly see and evaluate each offer.

This eliminates any guesswork or ambiguity, making the decision-making process much more

straightforward.

## **Flexibility in Terms**

Silent auctions often allow for more flexible terms, such as different closing dates or contingencies.

This can make the property more appealing to a broader range of buyers, thereby increasing the chances of a higher final sale price.

## **Level Playing Field**

In a silent auction, every bidder has an equal chance of winning, regardless of their bidding strategy or experience level.

This creates a level playing field, which can be particularly beneficial for sellers who want to ensure that every potential buyer has a fair shot.

## **Reduced Risk of Collusion**

The anonymous nature of silent auctions makes it difficult for buyers to collude and keep the price low. This ensures that the property is more likely to sell at its true market value.

## **Case Studies and Testimonials**

Fred Dubois's clients have often 

## Silent Auctions Fred's Secret Formula



→ been amazed by the results. One client, who had struggled to sell a Commercial property for months, decided to try the silent auction method.

The property was sold within weeks and at a price that exceeded their expectations.

Another client appreciated the reduced stress levels, stating that the silent auction made the entire process “surprisingly enjoyable.”

**In summary, Fred Dubois has taken the concept of silent auctions and applied it**

**masterfully to the Commercial property market.**

The benefits are numerous, from increased competition and reduced stress to time efficiency, transparency, and even a level playing field.

**Fred's clients have been more than satisfied, often achieving higher sale prices and enjoying a smoother, quicker sales process.**

It's a win-win situation that's setting a new standard in Commercial real estate sales.

### TESTIMONIAL

*We found Fred Dubois to be very efficient, hard working and dedicated in their appointment as our selling agent. Fred provided considerable assistance to us with the sale of several Mackay properties. - Helen Newman*

# Fred Dubois: The Name You Can Trust in Mackay's Commercial Real Estate

In Mackay, a city bustling with opportunities, the competition among agents is fierce.

**So, why would you recommend Fred Dubois over the many other agents in the area? The answer is simple: trust, timeliness, and certainty.**

Imagine you're a young couple entering your first Commercial transaction or perhaps a seasoned investor who's sold properties over many years.

You're sifting through a list of Commercial real estate agents in Mackay, wondering who to trust with your investment.

Enter Fred Dubois, a name that has become synonymous with reliability and expertise in the Mackay Commercial real estate scene.

**Fred Dubois is not your average real estate agent. With over 30 years of experience as a business owner and 13 years as a Commercial Developer, Fred dived into the world of Real Estate in 2010 and never looked back.**

His unique industry background and international experience make him perfectly placed to help business owner-operators, developers, and COMMERCIAL investors achieve their property goals.

Take, for instance, the experience of a couple who recently bought a property through Fred.

**Before the ink had even dried on the contract, they had already appointed Mackay City Properties, led by Fred, as their property management agent.**

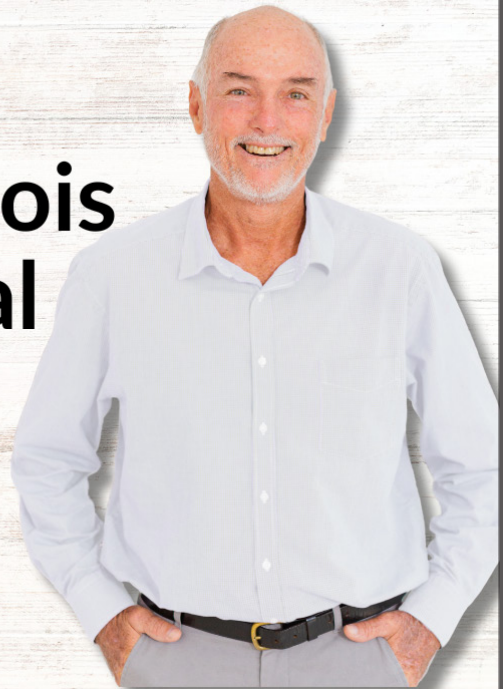
This wasn't a decision made lightly or in haste. It was a choice born out of a positive experience and immediate confidence in Fred's abilities.

They could have easily sought out another agent, thinking, "Well, they've sold it to me, so maybe someone else will look after me better."

But they didn't. Their entire transaction process was so smooth and confidence-inspiring that they immediately followed



# Why do people choose Fred Dubois to sell commercial property?



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→ it up by entrusting Fred with the property management as well.

Fred's approach to real estate is not just about closing deals; it's about building relationships.

He has an active management engagement style that focuses on "making it happen" while keeping all the details "tight," even in the final stages of a transaction.

It's not just about getting you to sign on the dotted line; it's about ensuring that you feel secure and satisfied throughout the entire process.

Fred's passion has always been: creating properties, creating value, and creating opportunities for his clients.

He likes to turn 'nothing' into 'something'—to take vacant or unrealised land, explore its

true potential, and achieve an outstanding result.

Mackay City Property's logo talks about "deliverables of certainty," a phrase that perfectly encapsulates Fred's approach to his work.

But it's not just about certainty; it's about delivering that certainty "timely and in full."

**In a market where timelines and full deliveries can often be compromised, Fred stands out as an agent who delivers on his promises, making him the go-to choice for Commercial real estate in Mackay.**

# Fred Dubois's Guide To Selling Commercial Property In Mackay



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## Meet Fred Dubois, Mackay's Commercial Property Expert.

When it comes to navigating the complex world of Commercial real estate, Fred Dubois is the person you want on your side.

With a career spanning over three decades as a business owner and 13 years as a Commercial Developer, Fred made his foray into real estate in 2010 and has been a game-changer ever since.

What sets Fred apart is his unique blend of industry experience and international exposure.

This makes him an invaluable asset for business owner-operators, developers, and Commercial investors looking to hit their property targets.

But Fred's expertise goes beyond just transactions and deals. He's a creator at heart.

Whether it's turning underutilized land into a lucrative investment or unlocking hidden value in existing properties, Fred thrives on making the impossible possible for his clients.

In essence, he transforms 'nothings' into 'somethings,' always striving for exceptional outcomes.

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