



5/15-19 DOBELL DRIVE CHELSEA VIC 3196

Prepared on 23rd September 2026



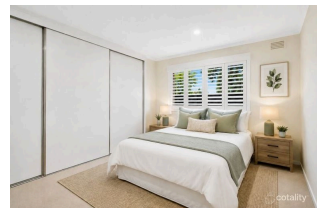
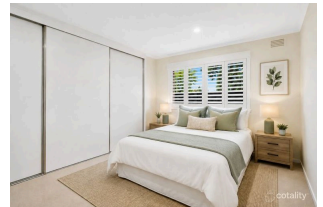
Nicola Stacey
OBRIEN REAL ESTATE CHELSEA

463 Nepean hwy
CHELSEA VIC 3196

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Summary

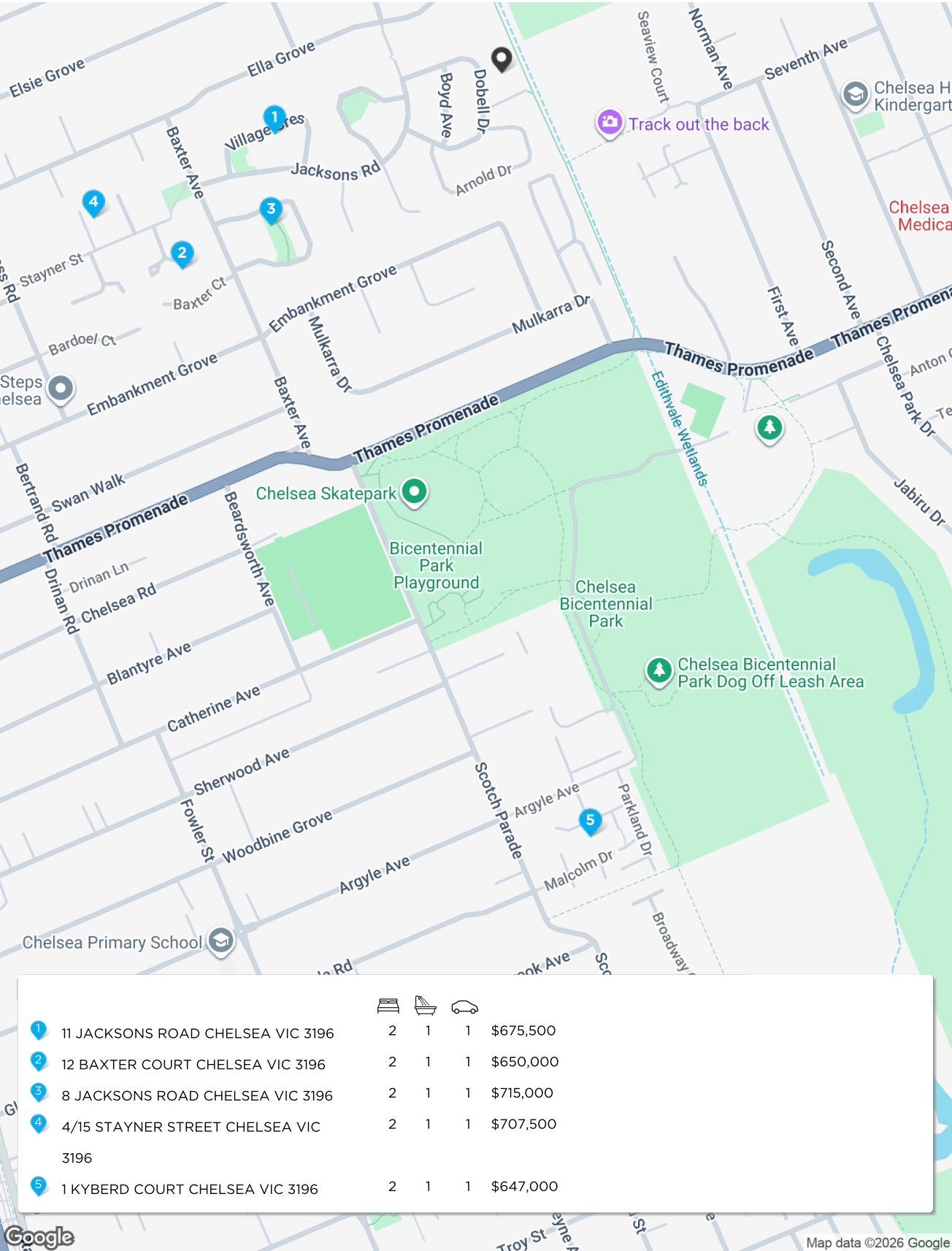
5/15-19 DOBELL DRIVE CHELSEA VIC 3196



Appraisal price range

Notes from your agent

Comparables Map: Sales



* This data point was edited by the author of this CMA and has not been verified by Cotality

Comparable Sales

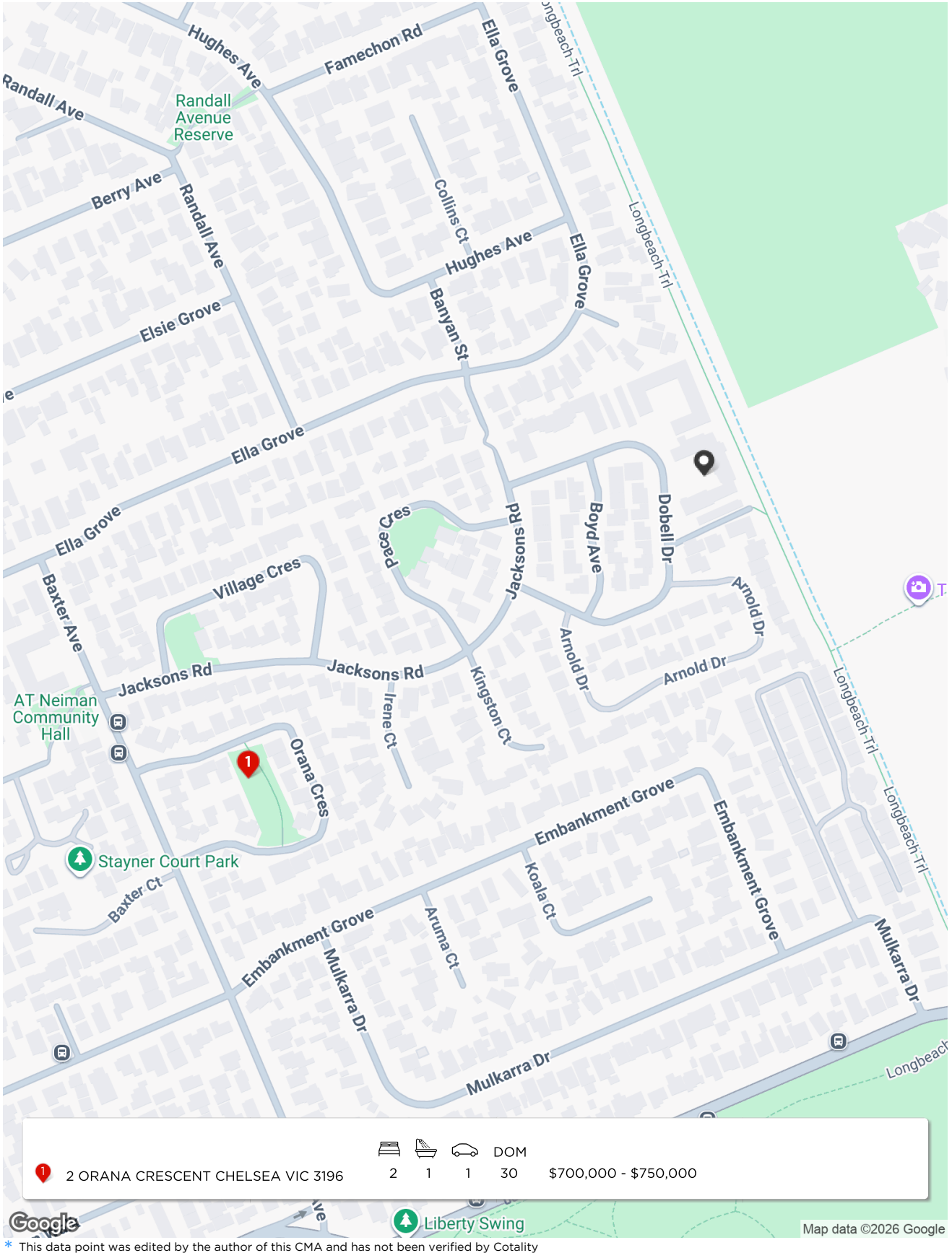
1	11 JACKSONS ROAD CHELSEA VIC 3196		 2  1  1  284m ²  84m ²	Sold	^{RS} \$675,500
			Year Built 1980 DOM 26		
			Sold Date 25-Jul-26 Distance 0.36km		
			First Listing \$625,000 - \$680,000		
			Last Listing \$625,000 - \$680,000		
2	12 BAXTER COURT CHELSEA VIC 3196		 2  1  1  191m ²  98m ²	Sold	\$650,000
			Year Built 1970 DOM 23		
			Sold Date 23-Jun-26 Distance 0.58km		
			First Listing \$600,000 - \$660,000		
			Last Listing \$600,000 - \$660,000		
3	8 JACKSONS ROAD CHELSEA VIC 3196		 2  1  1  324m ²  85m ²	Sold	\$715,000
			Year Built 1980 DOM 8		
			Sold Date 17-Aug-26 Distance 0.43km		
			First Listing \$650,000 - \$715,000		
			Last Listing \$650,000 - \$715,000		
4	4/15 STAYNER STREET CHELSEA VIC 3196		 2  1  1  271m ²  89m ²	Sold	\$707,500
			Year Built 1980 DOM 29		
			Sold Date 13-Jun-26 Distance 0.67km		
			First Listing \$650,000-\$700,000		
			Last Listing \$650,000-\$700,000		
5	1 KYBERD COURT CHELSEA VIC 3196		 2  1  1  245m ²  91m ²	Sold	^{RS} \$647,000
			Year Built 1980 DOM 10		
			Sold Date 18-Sep-26 Distance 1.19km		
			First Listing \$620,000 - \$660,000		
			Last Listing \$620,000 - \$660,000		

DOM = Days on market RS = Recent sale

UN = Undisclosed Sale

* This data point was edited by the author of this CMA and has not been verified by Cotality

Comparables Map: Listings



Comparable Listings

 2 ORANA CRESCENT CHELSEA VIC 3196



 2  1  1  277m²  94m²

Year Built

1970

DOM

30 days

Listing Date

24-Aug-26

Distance

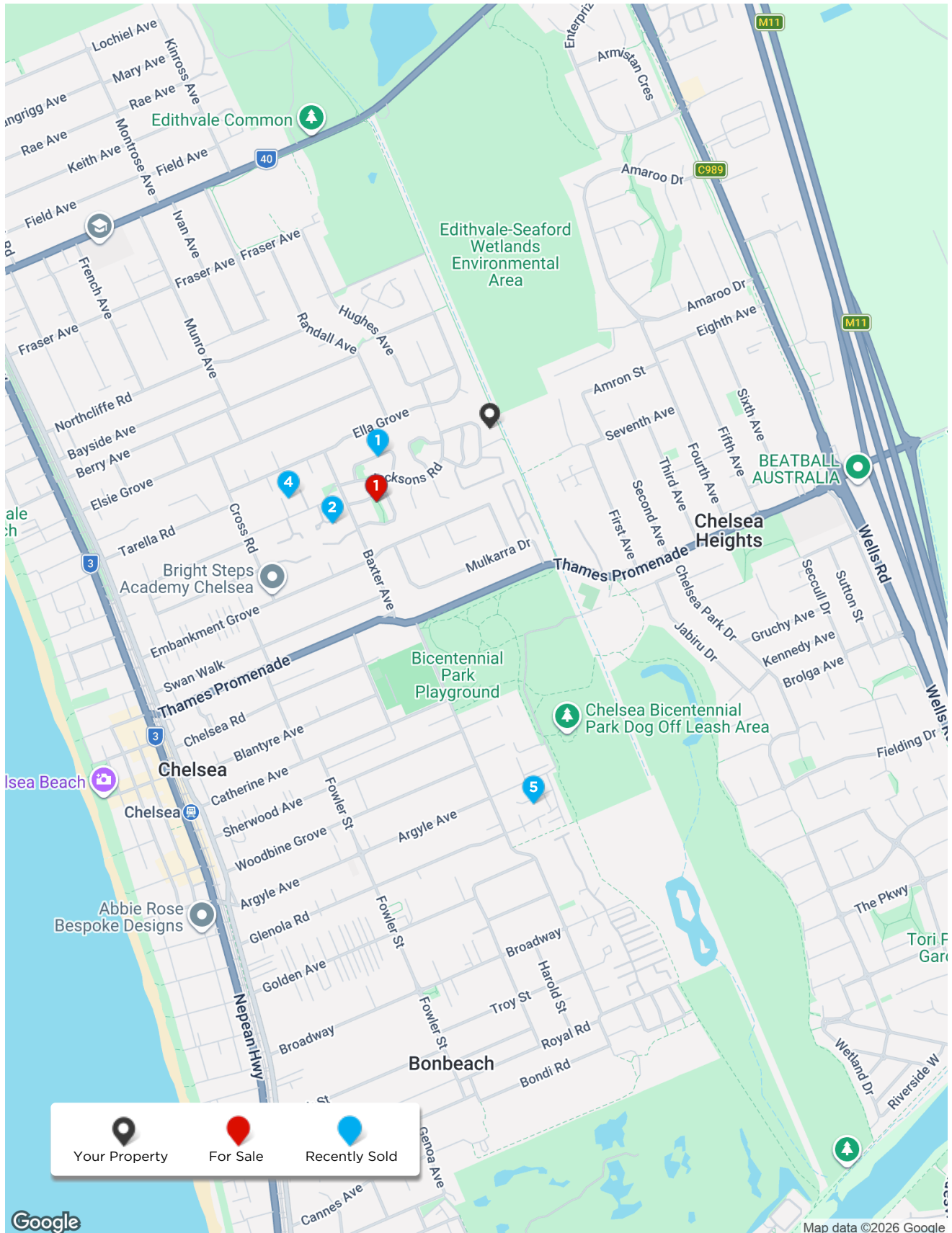
0.43km

Listing Price

\$700,000 - \$750,000

DOM = Days on market * This data point was edited by the author of this CMA and has not been verified by Cotality

Comparables Map: Sales & Listings



About Nicola

With almost 20 years of experience in the real estate industry, including the past 17 years specialising in Bonbeach, Chelsea and the surrounding Bayside suburbs, Nicola Stacey has established herself as one of the area's most respected and trusted property professionals. Her deep understanding of the local market, combined with her genuine passion for helping people, has enabled her to consistently achieve exceptional results and premium sale prices for her clients.

Known for her integrity, professionalism and approachable nature, Nicola believes successful real estate is built on trust, honest communication and lasting relationships. She provides tailored advice, strategic marketing and skilled negotiation to ensure every campaign is managed with confidence and care, delivering a seamless experience from start to finish.

Backed by a dedicated team and the strength of the O'Brien Real Estate network, Nicola combines innovative marketing with proven negotiation expertise to consistently deliver outstanding outcomes. Her reputation has been built not only on exceptional sales results, but on the trust, repeat business and referrals of clients who confidently recommend her to family and friends. Proud to live and work in the community she loves, Nicola remains passionate about helping people achieve their property goals while delivering the outstanding service for which she is known.

Specialty

Specialising in Bonbeach, Chelsea and the surrounding Bayside market, Nicola is renowned for her strategic marketing, skilled negotiation and ability to adapt to changing market conditions. Whether guiding first-home buyers, families or seasoned sellers, she delivers tailored advice, clear communication and premium results from start to finish.

Awards

Community Service & Excellence awards, Top 20 agent list & Top 10 agent list multiple times over the years.

Community Involvement

Bonbeach Primary School
Bonbeach Kindergarten
Patterson River Golf Club
Bonbeach Young Womens Football Club
Chelsea Christmas Community Association
Bonbeach Life Saving Club Little Nippers

Obsessed With the Outcome

18

Average Days
on Market

44

Properties
Sold

80+

Five-Star
Reviews

85%

Auction
Clearance Rate

\$2.7M

Highest Sale Price

\$850K

Average Sale Price

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obrien

Report Card

Nicola Stacey

0411 236 501

nicola.stacey@obre.com.au

Below is a snapshot of my results over the past 6 months.
As a part of one of Melbourne's fastest growing real estate groups, I look forward to the opportunity to achieve the best possible results for you.

Number of sales

19

Properties currently for sale

6

Number of Clients

1503

Lowest Sales price

\$490,000

Highest sale price

\$1,380,000

Average Sale price

\$845,000

Average Days on market

35

Number of Open Homes conducted

123

Buyers met

562

Total Value in Sales

\$12m

Postcodes sold in

5

Clearance rate

82%

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Reviews

Down to earth agents

Vendor – Courtney

Nicola came highly recommended and did not disappoint. Always kept us up to date and was very down to earth. Would highly recommend.

Professional and prompt

Vendor – Peter

Hard-working. Their knowledge of the market was excellent. The campaign for the sale of my house was spot on , From the photographs to the write-up everything was great, Feedback from prospective buyers was prompt and each time the house was open for inspection.

Above my expectations

Vendor – Robert

Nicola and Ebony were great agents and looked after the sale of our property, guided us through the process with great advice and lots of helpful information.

Outstanding knowledge

Vendor – Jenny

After meeting with several local Agents, it was obvious that Nicola was the right agent to sell our home. Nicola was quick to highlight the homes features & was able to provide referrals for prepping the home for sale. Spot on with the price guide and her negotiation skills are second to none.

Professional

Vendor – Peter

Highly recommended. Nicola produced a great result that exceeded the expectations of other agents.

5 stars

Buyers advocate – Kate

I can highly recommend Nicola on her excellent communication and willingness to assist in the sale. A most professional and dedicated agent.

Professional

Vendor – Paul & Jenny

Nicola produced a great result that exceeded the expectations of other agents. Prompt with feedback and kept us in the loop from day one.

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MARKETING

SMALL PACKAGE - \$967 (Pay Later plus fee \$66.72)

Admin fee & AML check

OBRE WEBSITE ONLY

For Sale Board

MEDIUM PACKAGE - \$2,121 (Pay Later plus fee \$146.35)

Admin fee & AML check

Domain.com & OBRE website

Photos, floorplan, Matterport, aerials

For Sale Board 8 x 3

50 Brochures

LARGE PACKAGE - \$5,749 (Pay Later plus fee \$396.68)

Admin fee & AML check

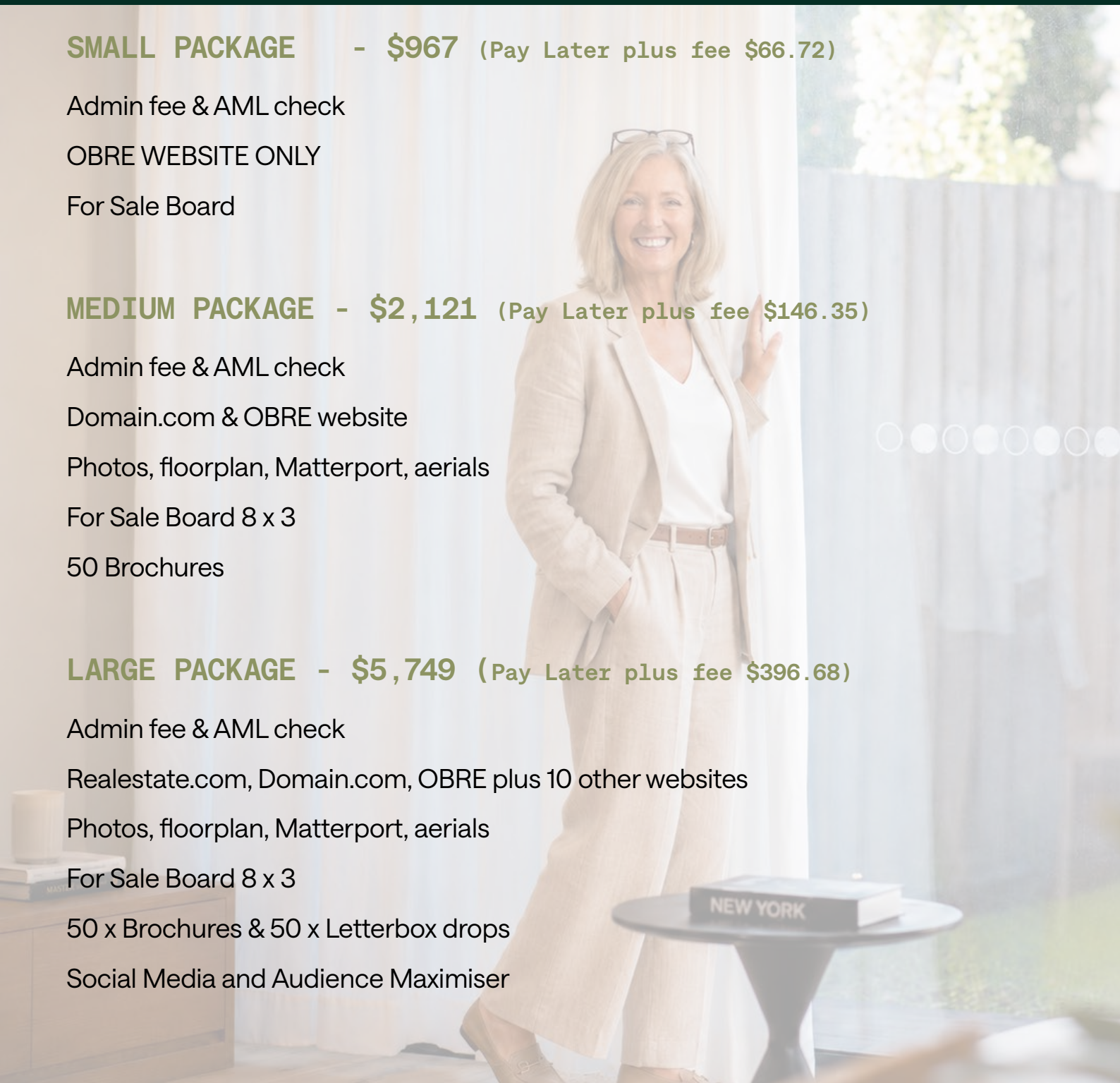
Realestate.com, Domain.com, OBRE plus 10 other websites

Photos, floorplan, Matterport, aerials

For Sale Board 8 x 3

50 x Brochures & 50 x Letterbox drops

Social Media and Audience Maximiser



obrien

MARKETING - OPTIONAL EXTRAS

Property Video with voice over plus drone	\$550
Property highlights Social Reel	\$100
Aerial overhead Drones x 3	\$265
Professional Property Staging:	
• 2 Bedroom (quotes available)	\$3,000
• 3 Bedroom (quotes available)	\$3,800
Auctioneer only	\$660
Auctioneer and Video	\$880
Building & Pest Inspection (BYB)	\$399
Social Boost	\$289



SELLING YOUR HOME FROM 1 JULY 2026: WHAT AML/CTF MEANS FOR YOU

From 1 July 2026, real estate professionals in Australia will be regulated under Anti-Money Laundering and Counter-Terrorism Financing (AML/CTF) laws. This means agencies must complete identity and customer checks when brokering the sale, purchase or transfer of real estate.

What does this mean for you as a seller?

When you appoint an agent to sell your property, the agency will need to collect and verify information about you before or during the transaction. This is part of its legal obligation to know its customer and manage financial crime risks.

You may be asked to provide:

- Photo identification, such as a driver licence or passport
- Confirmation of your name, date of birth and residential address
- Information about anyone acting on your behalf, including proof they are authorised to do so
- Extra information if the property is owned by a company, trust or other entity rather than an individual
- Further information if the matter is considered higher risk under AML/CTF requirements

Why is this required?

These laws are designed to help prevent criminals from using real estate transactions to launder money or hide illicit funds. Real estate professionals must identify customers, verify information, assess risk, and monitor for unusual activity.

Will this delay my sale?

No, but it may slow the process if requested information is not provided promptly. From 1 July 2026, agencies must complete initial customer due diligence before providing a designated service, subject to limited exceptions in some cases.

Important to know:

If your agent is brokering the sale, AML/CTF checks must apply to both the seller and buyer. AUSTRAC's guidance for real estate says that, in these transactions, the customer is both the seller and the buyer.

How you can help to keep your campaign moving smoothly:

- Provide requested ID documents promptly
- Ensure ownership details are correct
- Tell your agent if someone is acting for you
- Advise early if the property is held in a trust, company or partnership structure.

A simple change for a safer system

These checks are becoming a normal part of property transactions in Australia and are aimed at protecting clients, agencies and the broader financial system from misuse.

How it works at OBrien Real Estate

As the vendor and seller of the property, your agent will provide you with either direct access to the First AML third-party app on a phone or tablet, or a secure link via email to the First AML portal, so you can complete your self-identification. As part of this process, you will be required to submit personal identification documents to verify your identity and satisfy Customer Due Diligence (CDD) requirements.

Declaration regarding privacy and document access

First AML is an independent third-party provider engaged by OBrien Real Estate to facilitate identity verification. Any identification documents submitted by you through the First AML platform are uploaded directly to that provider. OBrien Real Estate, its offices, employees and agents do not have access to, and do not retain, your personal identification documents submitted through this platform.

This process is designed to support compliance obligations while also protecting your privacy and handling sensitive personal information in accordance with applicable privacy laws.

POWERED BY



Is home staging worth the investment?

In a competitive real estate market, home staging has become a popular way to increase a home's selling price and sell a house faster. But is it worth the investment? Here is an insight on what the home staging process looks like and if it really works.



What does the home staging process look like?

Home staging can be as simple as cleaning the entire house and removing personal, day-to-day living items or it can be a significant investment involving painting or even landscaping. Think of it as depersonalising a home so prospective buyers can imagine themselves in it.

Typically, the process starts with a full assessment of the home, with the home stager addressing the following questions: What's the general condition of the home? Is there sufficient and visually appealing lighting? Does the house need a new coat of paint? Are there any necessary repairs?

The home staging process is as straightforward as bringing in a stager to come up with a plan. He or she will help lay out the space to maximise what can be done. Then, the stager will often create look pages that highlight the textures, colors, and furniture styles of where they see the property going.

Having an accurate floor plan is important during the staging process. Use the floor plan to determine what furniture to use—size, style, color; it's all about the space. Also critical to the home staging process is the lighting, art, mirrors, accent pieces, and extra touches that bring the space to life. Flowers are also an important addition.

Does home staging really work?

Home staging absolutely works. People want to envision themselves in the home and for most it's hard to do that in an empty room or a home that has unique furnishings.

Buyers really need to feel connected to the space and most sellers are not designers. The unique qualities, the room sizes, and the specialties really need to be accentuated.

Staging will not necessarily yield more money in the end, but it may be the difference between sitting on the market or selling.



How does home staging affect the listing and selling price?

Home staging can sometimes effect the sale price of a property. A home that is empty, or sparsely furnished, does not present the same value as a home that is well put together.

Staging does not always guarantee you a better price or automatically justify a higher list price. The reality is that staging generally helps sell property faster and provides an opportunity to maximise the sale price.



Should you hire a home staging company or do it yourself?

The clear advantage of hiring a professional is that you get furniture that is much more specific to the space than off-the-rack furniture from rental outfits. Though you can save money staging yourself, the time of picking things up, arranging for movers, and finding all of the accessories isn't always ideal.



What to consider when hiring a professional home stager.

Ask for references and examples of past work, specifically in homes similar to yours that have had proven success.

Here are some questions to ask a potential home stager:

- + How long have you been working as a professional home stager?
- + What formal training have you received?
- + Do you work with a furniture rental company or do you have a warehouse of pieces to use. How does that affect the quoted price?
- + How long will it take to style the home?
- + Are you familiar with the real estate market in my area and the expectations of buyers in my price range?

HELP POTENTIAL PURCHASERS BUY YOUR PROPERTY WITH CONFIDENCE

Don't let an inspection report hold up the sale of your property

From over 130,000 reports sold in the last 12 months, BYB had over 70% of successful property purchasers buying our report.

Further, 85% of sold properties had either the successful purchaser or an under-bidder buying the report. That means that for a fraction of the cost of a report, your vendors have the opportunity of getting at least one qualified buyer on your property in over 85% of cases.

These reports not only reduce the risk of a sale falling over, but can significantly push your sales price up. This is why agents strongly recommend getting a report upfront through BYB.



BE PREPARED TO SELL

Before You Buy offer BUILDING & PEST inspection reports prepared by qualified and insured report writers. Our pricing structure makes reports affordable for vendors and potential buyers. In other words, you could secure your sale sooner with minimal cost.

That's why it's smarter to rely on Before You Buy.

Dec-2025

REPORT COSTS	VENDOR PAYMENT	POTENTIAL BUYER PAYS
Building & Pest	\$399	\$49*

Pricing is subject to change
* Successful Buyer will have a further charge of \$300
*** **\$200 Vendor refund after the successful buyer is identified**

4 good reasons to action an independent professional report before you go to market



MITIGATE RISKS

Identify issues early and stay in control



INSTILL BUYER CONFIDENCE

Buyers trust your property from Day 1



IDENTIFY SERIOUS BUYERS

Agents can recognise genuine interest



AVOID DELAYS

Keep momentum and prevent sales falling through

To action your report, ask your sales agent to provide a link or contact us on 1300 253 761 or at beforeyoubuy.com.au/contact



Domain Introducing



Matterport®

NEW

Immersive experiences and assets built
to bring your property to life*.



3D tour



3D Exterior

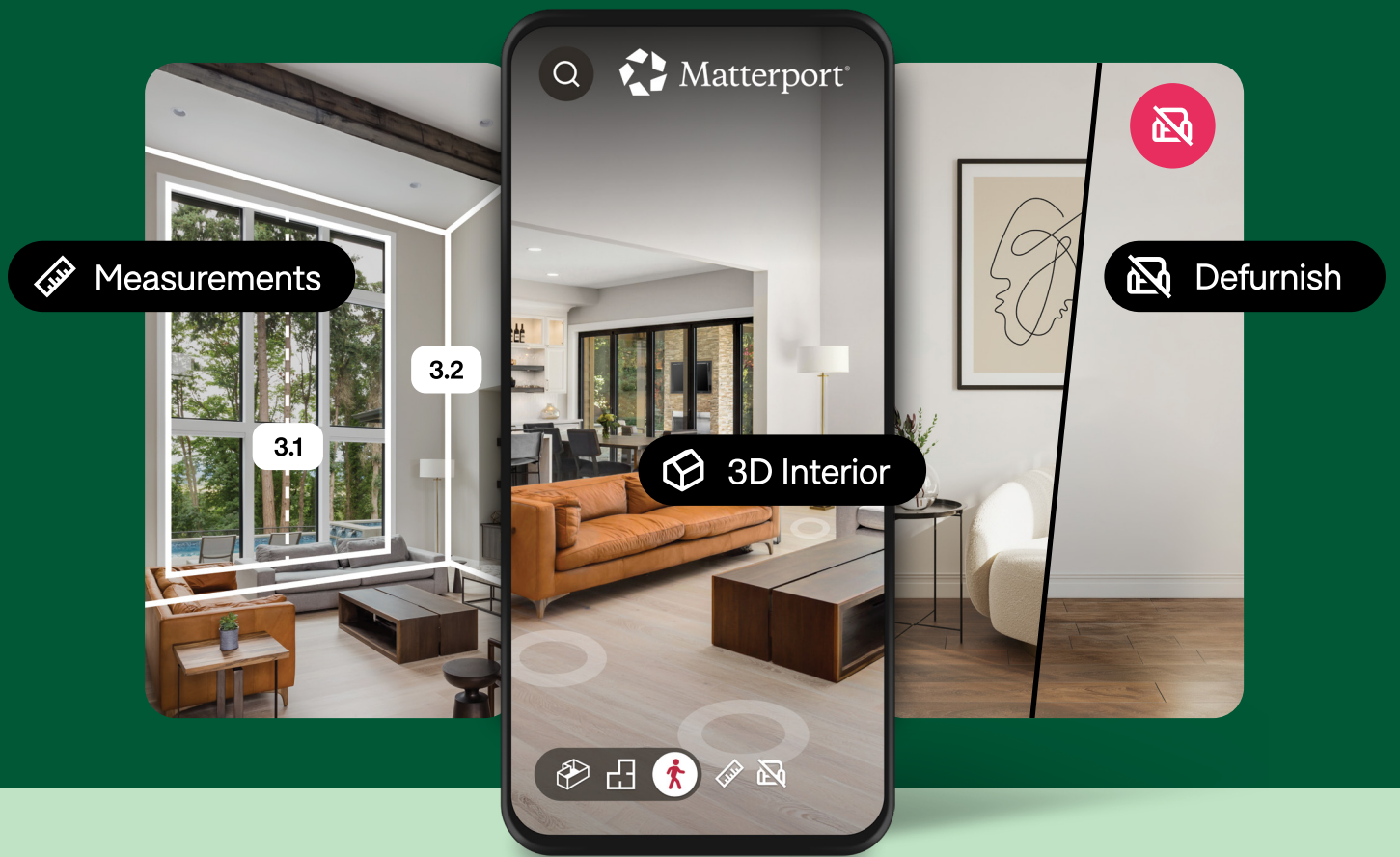


Defurnish



Measurements





More interactivity for your property with our Matterport suite*, now included with your Platinum Edge listing on Domain



Matterport 3D Tour

Invite more buyers to view your home with an interactive walkthrough of your property they can view anytime, from anywhere.



3D Exterior Tour

Help buyers understand your property before they arrive by showcasing the exterior, land and surrounding areas in one seamless view.



Precise Measurements

Give buyers the ability to check room sizes and layouts, helping them feel confident about your home before they step inside.



Defurnish and Furnish

Allow buyers to experience your home as a blank canvas with the ability to remove furniture with the tap of a button.

*Available from 1 Jul 2026 on eligible Platinum Edge residential sale listings in supported metro areas only. Subject to eligibility criteria and conditions. Listing exclusions apply. A photography fee will be charged to your agent if eligibility is not met or maintained for the duration of the campaign. Matterport is not a standalone product and is not sold separately.

Speak with your agent to learn how Domain can help your property shine.

Discover more domain.com.au

Tips to Prepare Your Home for your Domain 3D tour Shoot

To help your home look its best, it's important to have everything ready before your photographer arrives. Our team will capture the property exactly as it is on the day, so a little preparation goes a long way.

Your recommended pre-scan checklist:

- ☐ Declutter surfaces (benches, tables, shelves)
- ☐ Arrange furniture as desired
- ☐ Remove personal items (e.g. family photos)
- ☐ Make beds and fluff cushions
- ☐ Remove rubbish bins and visible clutter (inside and outside)
- ☐ Move vehicles out of the driveway
- ☐ Tidy lawns and gardens
- ☐ Keep people and pets off-site during the shoot (*incl. pet beds, bowls and litter trays*)

Optional finishing touches (for best results):

These small details can noticeably enhance your final images

- ☐ Replace any blown bulbs
- ☐ Put away toiletries and cleaning products
- ☐ Ensure small appliances are positioned neatly or hidden
- ☐ Clean glass, mirrors and key surfaces
- ☐ Neatly hang towels
- ☐ Remove fingerprints from appliances
- ☐ Vacuum or mop floors

On the day, our photographer can assist with small adjustments such as:

- Turning on lights and opening blinds
- Close washing machine and toilet lids
- Turn off TVs and screens
- Neatly tuck away visible cables

Good to know

- The Matterport scan captures all visible areas in detail
- Advanced edits, styling or object removal are not included
- Images include standard lighting and colour adjustments
- Cleaning, repairs and styling should be completed beforehand
- Outdoor scans depend on weather conditions and permits
- Please ensure access is arranged via your agent or entry instructions
- Most scans take between 1–5 hours depending on the size of the home

Conveyancers

VICTORIAN STATEWIDE CONVEYANCING PTY LTD
Suite 1 Level 1 58-60 Victor Crescent
Narre Warren VIC 3805
T: 03 8790 5488
E: info@victorianstatewide.com.au

RIGHT CHOICE CONVEYANCING
Unit 1 398 Nepean Highway
Chelsea VIC 3196
T: 1300 001 866
E: info@rightchoice.com.au

SUNNYOAKS CONVEYANCING
6 / 200 Nepean Highway
ASPENDALE VIC 3195
T: 03 9782 1432
E: conveyancing@sunnyoaks.com.au

SARGEANTS BAYSIDE CONVEYANCING
32 East Concourse
Beaumaris, 3193
T: 03 9589 6988
E: info@sargeantsbayside.com.au

Next Steps

- 1.** Agency Agreement: Once you have considered our proposal and decided to appoint OBrien Real Estate to sell your home, we will ask you to sign an agency agreement.

- 2.** Property Presentation: We will then sit down with you to talk about the importance of property presentation and provide our recommendations and suggestions for your home.

- 3.** Section 32 Preparation: Get in touch with your relevant legal representative or conveyancer and have them prepare the relevant documentation.

- 4.** Photography: We work with professional residential photographers who will visit your home and take photos of your property to showcase its best attributes and display it in the best light. At the same time, a floor plan specialist and professional copywriter will draft up plans and a property description highlighting distinctive features and benefits.

- 5.** Preview Marketing Materials: Using professional photography, floor plan and descriptions, our team will create all marketing materials, from brochures, to print advertising to the For Sale/Auction board and present it to you for approval before we proceed.

- 6.** On Market: Now we're ready to sell! The For Sale/Auction board will be displayed outside your home and we will commence with our previously agreed Open For Inspection and Auction (or Private Sale) schedule.

Summary

TIMELINE: Works to be done

EXPECTED ON MARKET:

SETTLEMENT:

CURRENT MARKET CONDITIONS: Who's your buyer. Days on Market

PRIVATE SALE / AUCTION:

- AUCTION EXTRAS; COFFEE VAN/ VIDEO
 - FURNITURE STYLING
 - BUILDING & PEST INSPECTION REPORTING \$399
-

MARKETING: (Pay Now OR Pay Later)

Photos, Floorplan, Drones _____

VALUATION: Approximate only:

ADVERTISED PRICE RANGE:

OPTION FOR OFF MARKET/LIST TO LAUNCH:

- STEP 1. Photograph/floorplan/drones/Board (DOMAIN)
 - STEP 2. Push out through O'Brien Website/DOMAIN to DATABASE
 - STEP 3. 1 Week ONLY ON DOMAIN
 - STEP 4. Book 2-4 scheduled Open Homes.
 - STEP 5. Full Market – Realestate.com
 - STEP 6. Open homes – Mid week and Saturdays
-

COMMISSION: 2.15% incl GST or 1.8% incl GST up to a set reserve figure \$_____ Then 10% Of any figure over the set reserve.

CONVEYANCER: SECTION 32 & COS

AML CHECK: Link from OBRE

COMMUNICATION; WhatsApp / email / text

All parties involved.

NOTES:

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Floor Plan

5/15-19 Dobell Drive, Chelsea

