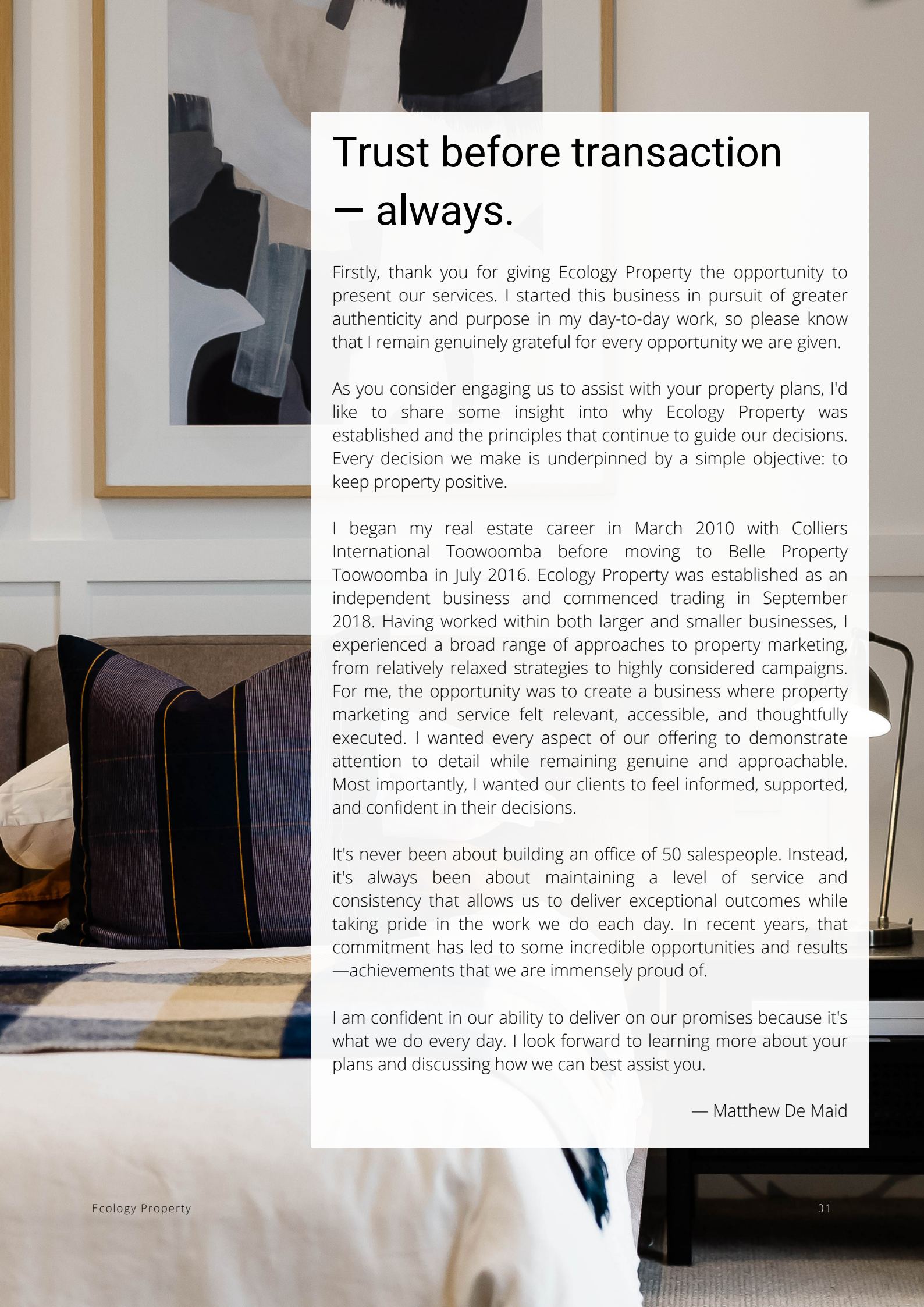




property, positively.

ecology

The background of the page is a photograph of a modern interior. On the left, a bed with a white sheet and a blue and white patterned blanket is visible. A large, dark blue and black striped pillow with yellow piping is on the bed. Above the bed, a framed abstract painting with black, white, and grey shapes is on the wall. To the right, a modern lamp with a gold-colored base and a white shade is visible.

Trust before transaction — always.

Firstly, thank you for giving Ecology Property the opportunity to present our services. I started this business in pursuit of greater authenticity and purpose in my day-to-day work, so please know that I remain genuinely grateful for every opportunity we are given.

As you consider engaging us to assist with your property plans, I'd like to share some insight into why Ecology Property was established and the principles that continue to guide our decisions. Every decision we make is underpinned by a simple objective: to keep property positive.

I began my real estate career in March 2010 with Colliers International Toowoomba before moving to Belle Property Toowoomba in July 2016. Ecology Property was established as an independent business and commenced trading in September 2018. Having worked within both larger and smaller businesses, I experienced a broad range of approaches to property marketing, from relatively relaxed strategies to highly considered campaigns. For me, the opportunity was to create a business where property marketing and service felt relevant, accessible, and thoughtfully executed. I wanted every aspect of our offering to demonstrate attention to detail while remaining genuine and approachable. Most importantly, I wanted our clients to feel informed, supported, and confident in their decisions.

It's never been about building an office of 50 salespeople. Instead, it's always been about maintaining a level of service and consistency that allows us to deliver exceptional outcomes while taking pride in the work we do each day. In recent years, that commitment has led to some incredible opportunities and results —achievements that we are immensely proud of.

I am confident in our ability to deliver on our promises because it's what we do every day. I look forward to learning more about your plans and discussing how we can best assist you.

— Matthew De Maid

ecology

ecology

noun

the branch of biology that deals with the relations of organisms to one another and to their physical surroundings.

Our Philosophy

Trust before transaction – always.

Saying that you care is great, showing that you care is greater.

Hustle and bustle doesn't always equate to business success, cultivating genuine connections does.

From little things, big things grow; the finer details are what makes the masterpiece.

Strive for the alchemy of warmth and excellence; the two can co-exist.

Freedom comes from pressing pause, frequently.

Never underestimate the power of being present.

Where you choose to reside matters; make it meaningful.

A handwritten signature in black ink, reading "Matthew DeMaid". The signature is written in a cursive, flowing style. The first name "Matthew" is on the top line, and the last name "DeMaid" is on the bottom line, slightly overlapping the first.

The heart of the house; our people.

Every company will say this, but we genuinely believe it to be true. Our people are pretty special.





ABOUT

Matthew De Maid

Director

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matthew.demaide@ecologyproperty.com

Partner, father, business owner and a name that pops up often in the Toowoomba real estate market. Born in Brisbane - relocating to Clifton at seven years of age and subsequently moving to Toowoomba - Matthew has always considered the 'Garden City' his home.

A driven yet humble family man, with great compassion for those around him (and questionable taste in music). His success in the local market is a reflection of his broad, in depth knowledge and genuine desire to help those he comes into contact with.

Developing Ecology Property in September 2018; he and partner Rhiannon set themselves on a journey to develop a genuine, non-corporate feeling agency - something that resonated with their own values and desire for authenticity in their day to day lives.

Matt's considerate, professional approach on all levels and his unique, refreshing way of articulating his ideas has renewed the perspective of many. He has an ability to see through the 'fog' of our industry and formulate ways of achieving the most desired results of those clients who entrust their properties with us. He has found a way to do property, positively.



ABOUT

Tom Fuller

Sales Associate

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A reliable & steadfast character, with an extremely personable nature - Tom Fuller joins us after extensive management level experience with premium European car marques; Audi, Jaguar & Land Rover. Highly respected for his level of emotional intelligence, Tom is someone who clearly understands that people are the key component in any type of sales transaction.

Husband to Nikki, and a father of three young children Eden, Mackenzie & Henry - Tom is a family man at heart & enjoys nothing more than spending time with his family & friends.

This, combined with his own personal experiences of buying & selling real estate; both with Ecology Property & also without, Tom has an appreciation of all the moving parts involved with property purchase & sale decisions - and seeks to make any transaction he's involved in, a more pleasant one for his client.

After a long-standing friendship spanning nearly two decades with Matthew De Maid (our director) & 12 years' service with his previous employer, Tom decided to make the switch to real estate in October 2021; and we're absolutely thrilled to have him here, partly because we know you will be too.



ABOUT

Stacey McCarthy

Sales Associate + Property Stylist

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stacey.mccarthy@ecologyproperty.com

A proud Toowoomba local, Stacey brings almost 10 years of real estate experience and a genuine passion for property, people and presentation. Known for her warm approach, attention to detail and strong work ethic, she is committed to delivering exceptional support throughout every stage of the sales process.

Stacey's love of interiors and property styling has fostered a deep appreciation for how homes connect with buyers, helping her identify and showcase the features that make each property unique.

Outside of real estate, Stacey enjoys spending time with her husband Shaun, their two sons, Benji and Maxi, and their Boxer dogs, Alvin and Winnie. Whether supporting the boys at basketball, catching up with friends and family, or searching for the perfect homewares piece, she loves being part of the Toowoomba community she proudly calls home.



ABOUT

Hannah Codd

Executive Assistant + Client Care

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With a warm personality and a keen eye for detail, Hannah brings both passion & precision to her role at Ecology Property. Married to Travis and a proud parent to Levi & Lettie, Hannah also shares her home with Hazel, their gorgeous Border Collie.

Hannah's creative spark comes from her mother, a talented seamstress, and it's reflected in her own style—an old-world, traditional aesthetic enriched with organic textures. This deep appreciation for design and home interiors has led Hannah to explore various creative avenues, including sewing, and sourcing unique pieces for her home.

Growing up surrounded by tradesmen, including her husband, Hannah has always been involved in the practical aspects of home renovation. She's currently channelling this experience into a new build at Habitat Mount Kynoch, demonstrating her commitment to creating beautiful and functional living spaces.

Hannah finds joy in watching her son perform in musicals and cherishes family camping trips. Her interest in real estate stems from her love of home styling, colours, and textures. She is excited to help clients bring their unique tastes to life, from styling with photographers through to the final sale. Hannah looks forward to offering her expertise and support throughout the real estate process.



ABOUT

Rhiannon Trace

Operations + Accounts

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As co-founder of Ecology (with partner, Matthew De Maid), Rhiannon is essentially the face behind the brand. She enjoys the challenge of bringing its innovative business concept to life in the form of minimal, yet polished marketing materials that reflect Ecology's simplistic & earthy style.

Capitalising on her skills acquired through her studies in Business Administration & Design, along with years working alongside Matt, Rhiannon is a strong communicator, with an eye for exacting detail.

Modest by nature, Rhiannon brings with her traditional values coupled with a warm & genuine approach, ensuring clients feel connected & comfortable throughout their dealings with Ecology.

On a personal level, Rhiannon is a proud & dedicated mum to Orlo & Jasper and enjoys cooking & baking as well as all things design.

Our Standout Sales



2 FLETCHER STREET REDWOOD

A result lead by the 16 years of working relationships prior to it. A sale that reset the benchmark in Toowoomba and one that will be remembered for a long time, for all the right reasons.



19 GUIDO AVENUE BLUE MOUNTAIN HEIGHTS

Close to home; the first property our Director, Matthew and his family constructed for themselves. A property that birthed Matthew's appreciation for quality design & landscapes. Sold for a suburb record at its time of sale in 2022.



52 WARWICK STREET HARRISTOWN

A home with mass appeal, further reaching than initially expected. Rambling country gardens, rustic charm and an aura that is hard to put into words. Art and an appreciation for the earth - a house that embodies the meaning of home.



135 WEST STREET NEWTOWN

'Warrabey House'. Showing clear signs of two years in an unfortunate situation; we helped this old lady shine again, on behalf of the absentee owner. A new record sale price for Newtown at its time of sale.

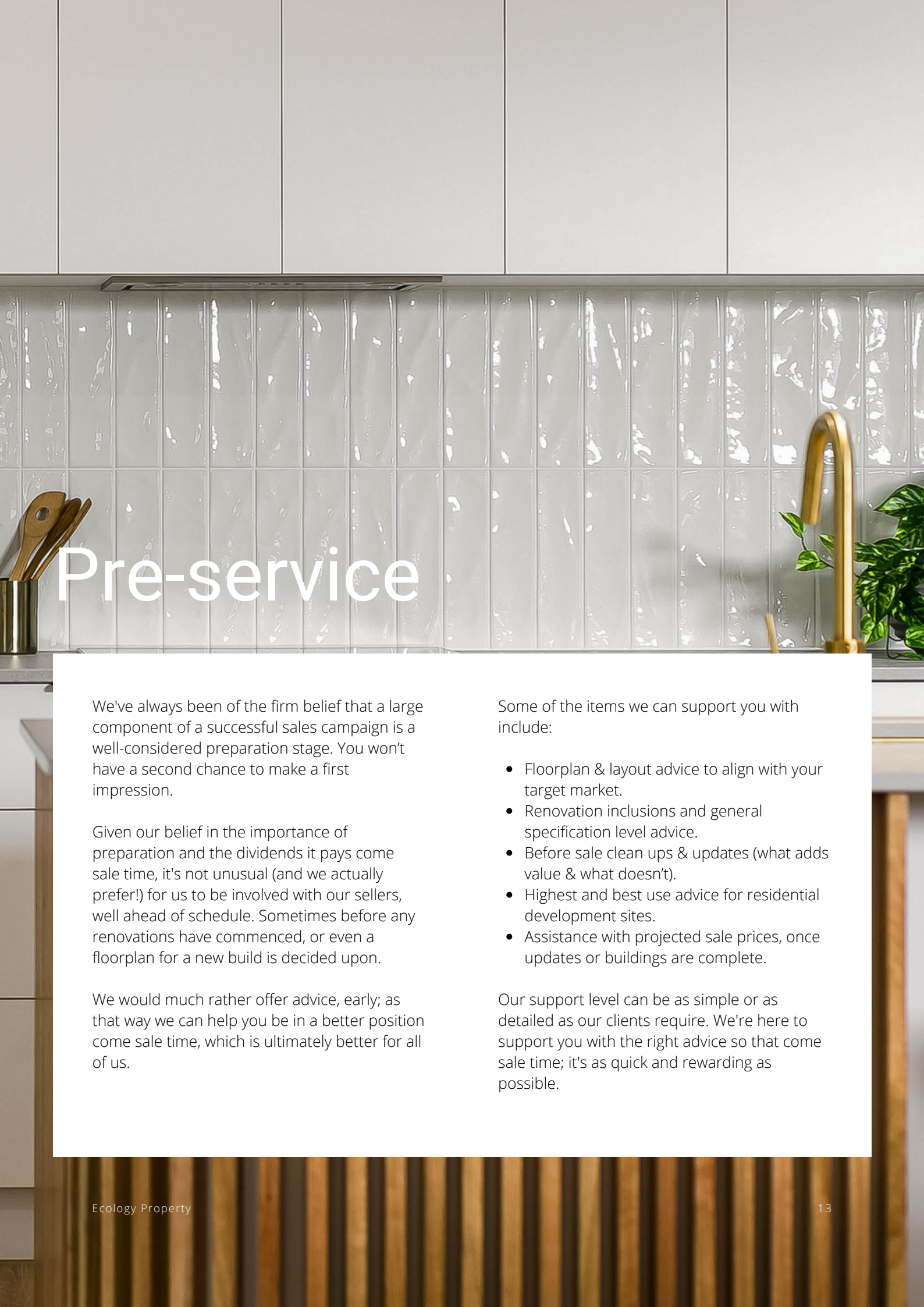
Approaching property, positively.

Saying that we care is great, showing that we care is greater.

From the initial appraisal, to the photo shoot, to the negotiations, sale, and post-sale care, we believe it's the finer details that make the masterpiece.

In short, we sweat the small stuff.





Pre-service

We've always been of the firm belief that a large component of a successful sales campaign is a well-considered preparation stage. You won't have a second chance to make a first impression.

Given our belief in the importance of preparation and the dividends it pays come sale time, it's not unusual (and we actually prefer!) for us to be involved with our sellers, well ahead of schedule. Sometimes before any renovations have commenced, or even a floorplan for a new build is decided upon.

We would much rather offer advice, early; as that way we can help you be in a better position come sale time, which is ultimately better for all of us.

Some of the items we can support you with include:

- Floorplan & layout advice to align with your target market.
- Renovation inclusions and general specification level advice.
- Before sale clean ups & updates (what adds value & what doesn't).
- Highest and best use advice for residential development sites.
- Assistance with projected sale prices, once updates or buildings are complete.

Our support level can be as simple or as detailed as our clients require. We're here to support you with the right advice so that come sale time; it's as quick and rewarding as possible.

Sale Timeline

1

Conduct Market Appraisal

Typically both Matthew & Tom will visit your home and seek to understand both your situation and your property in detail. This enables thorough accurate research, relevant to your situation.

2

Pre-sale Meeting

We love to make sure that our clients understand the 'moving parts' and also have a thorough understanding of the suggestions we're making. An opportunity to feel at ease with the plan.

3

Listing Meeting / Sign Listing Agreement

We arrange a suitable time with you to chat about & sign our listing agreement. This is also an opportune time to speak about key dates and make some plans about what happens, when.

4

Follow Up Appointment for Presentation / Works

Most clients love that we can help them understand and complete what will make their sale process more rewarding. We can also help you to arrange tradespeople for any work needed.

5

Book Photoshoot

Once we are all comfortable with the plan in relation to presentation of your property, we book the photoshoot time and this becomes the 'line in the sand' to work towards for us all.

6

Pre-market Buyer Inspections (from our Database)

We have a database of Buyers who we have kept in contact with. If we have suitable potential Buyers for your property, we arrange for them to see the home at opportune moments.

7

Attend & Direct Photoshoot

We always attend our photoshoots along with our photographer, Ben from Statik Illusions. This way you feel supported and we feel the right aspects of the home have been suitably shown in images.

8

Signboard Installation

The signboard is usually ordered on the morning of the photoshoot, so it's not in the way of the photography and will be installed within a couple of days by our signage provider.

9

Listing Online

Once we have received the photos (usually within one business day of the photoshoot, videography can take a little longer), we write the advertising text for your property and put the listing online.

10

Buyer Inspections Commence

We will liaise with you to discuss suitable times for private inspections and/or open homes each week.

Preparing for Photos & Sale Time

MAIN / EXTERNAL

- ☐ Hide your car in the garage or in front of your neighbour's home.
- ☐ Remove any bins, hoses or anything else distracting to the eye (place in the garage or down the side of the home).
- ☐ Lawns mowed, edges done and gardens neatly presented to create an optimal first impression.

INSIDE THE HOME

- ☐ Optimise flow of light: open up all shutters, curtains and blinds all the way up; turn on lights and any lamps if applicable. Be sure to replace any blown bulbs as this will definitely show in the image. Light bulbs all the same colour also helps.
- ☐ Kitchen presentation (minimalistic as possible: clear the benches, hide the tea towels & bins, remove fridge magnets from fridge and anything that will distract the eye). The addition of flowers or fruit will add a pop of colour if desired.
- ☐ Bathroom presentation: clear the benches, remove laundry baskets, caddies & toiletry items in shower, floor mats & towels.
- ☐ We don't generally photograph in pantries, walk-in robes, garages and laundries so these spaces are a good place to temporarily store items whilst undertaking photos.
- ☐ Remove pets and pet items (kennels, beds, feeding bowls, etc).
- ☐ Remove personal items that you don't want displayed in the photography.

The more organised you can be and the cleaner & tidier the home, the better the result will be.

It's preferable for you to go out for a coffee or take the dog for a walk, etc and we will contact you once we have completed the photo shoot. It's a busy time on-site (at your home) and less people will mean a smoother photo shoot with more focus on the creative process.

From Our Clients



"Every experience has been excellent. There's been no bad ones. Whether he is selling for us or we are buying through him, everything's great. He is consistent from both sides which is important. It needs to work for the buyer and it needs to work for the seller, and it seems to be what he's able to do, easily."

"I like that there's no sell. There's not that fake-ness; he's genuine. He actually tells you like it is and sometimes that's not easy to hear. If you've got a product that's not meeting the market, he definitely doesn't hide or pretend it is what it's not. Again, it's that honesty and integrity."

— Mitch & Helen

"5 stars is not enough praise for Matt and his team. They go above and beyond anything we could have expected and we felt completely supported throughout the sale. We had great honest clear communication and they always responded. We would recommend Matt and his team to all our friends and family and also to anyone who would ever need his services! Thank you Ecology for everything, we are forever grateful!!"

— Kate

"What a fantastic real estate agent and overall human being! It was a pleasure to enlist Tom to sell our house for us and I can't recommend Tom and the whole Ecology Property team enough!"

If you want a small team where everyone is involved in the sale, not just one of the sales agent's team members, Ecology is the way to go."

— Leanne

"Matthew is absolutely phenomenal. What he achieved with the sale of our block of land - price and timeframe - was well beyond my expectations and what I had thought was possible. I would love to work with him again in the future - as a buyer and / or seller. I highly recommend Matthew."

— Caroline

"Matt is always a pleasure to work with. Both Matt and Tom assisted us with the sale of our recent property in Kearneys Spring. Their attention to detail from marketing through to buyer negotiation is second to none."

— Annie

"Matt's easy-going nature and dedicated to his work, underpins his ability to buy and sell homes on our behalf. I'm very pleased with what Matt has achieved for us on two occasions now.

When we first sold our family home with him, he was so gentle and caring. He's got a wicked sense of humour too which was always good. If you were feeling a bit on edge, he always knew how to diffuse it, so I really appreciated that. He was always very professional, but cared, which is why we went back to him for the second time. I couldn't recommend him highly enough; he's a good bloke".

— Rod & Doreen





ecology

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