

Sell your largest
investment with us

Petrichor 
property

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Our Story



Melinda and Scott brought Petrichor Property to light through their unique experiences in the Real Estate & Building Industries.

As an independent agency, Petrichor Property offers personalised solutions and expert advice—always putting your interests first.

With over 30 years in real estate, Melinda Cotton's leadership combines strategic insight, hands-on management, and genuine care.

Scott brings decades of building experience, along with building inspectors expertise.

Scott's practical approach ensures properties are prepared for market efficiently and transparently.

At Petrichor Property, you benefit from a friendly, knowledgeable team focused on maximising returns, protecting your investment, and delivering seamless service—every step of the way.

Every property is someone's home

A bespoke experience designed for results

At Petrichor Property, we understand that selling your home is more than a transaction — it's a moment of transition, opportunity, and emotion.

That's why we offer a tailored sales experience that combines strategic insight with personal attention, ensuring your property is showcased to its fullest potential and reaches the right buyers — locally, interstate, and internationally.

We're hands-on from day one, guiding sellers on where to invest for maximum impact and helping buyers understand both the current and future value of your property. Every campaign is crafted with care, backed by targeted marketing and a passion for results.

Why Sellers Choose Petrichor Property

We provide personal guidance for sellers and buyers, with clear advice and transparent communication.

We have strategic insight into property value and smart pre-sale investments.

We are passionate about achieving outcomes that feel like a win for everyone.

Marketing that is local & beyond



1

Targeted social media campaigns

We don't just advertise — we amplify. Our social media campaigns are strategically targeted across high-traffic local, interstate, and international platforms to ensure your property reaches the right buyers.



2

Messaging that resonates

We believe every property has a story worth telling — and the right messaging brings that story to life. Whether it's the morning light in the kitchen or the quiet charm of the garden, we focus on what makes your property truly special.



3

Strategic placement

We don't rely on chance — we place your property where it matters. Every campaign is strategically positioned to reach motivated buyers across all platforms and locations that align with your property's appeal. Through data-driven targeting and platform-specific strategy, we maximise visibility and engagement.

Inspections & open homes that work for buyers & you

Our inspections are thoughtfully scheduled around buyer availability, ensuring your property is seen when interest is highest. Every open home and private viewing is carefully scheduled to highlight your property's best features.

From first impression to the final walkthrough, we craft experiences that help buyers envision their future.



Building & pest inspections explained in plain english

Building & pest inspections can be daunting and create doubt in the buyer's mind.

We have the experience to explain what it means to the buyer in terminology that they understand.

Listing | Selling | Settlement

From the moment you entrust us to sell your property, you are a part of Petrichor Property.

As business owners we keep you updated every step of the way, using online or in-person meetings to keep you informed every step of the way, discuss marketing options, feedback from buyers, and offers to purchase.

With WhatsApp, Microsoft Teams or Google Meet we can be face-to-face no matter where you live.

We monitor buyer interaction to the marketing and make adjustments as needed. A single advertisement may not be enough to attract as many buyers as possible, so we use alternatives like local community groups or international platforms to boost the marketing of your property.

We look at each property from different angles. We work with you to understand what you need and want, and we gather buyer feedback to help adjust the marketing plan or prepare strategies to overcome buyer hesitation.

Once the contract is signed, we don't stop. This is when we work solidly with the buyers to ensure they feel comfortable and prepared for the process. We do everything we can to ensure the buyer is moving smoothly toward settlement, to achieve the outcome everyone wants.

**Right through to when the contract
is settled & beyond,
we are there for you.**



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Let's work
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