



THE ESSENTIAL GUIDE TO SELLING YOUR HOME

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The seller's market is as rewarding as it is competitive and with an experienced team you will be able to rise above the noise and get the best results on the sale of your home.

Prime Property's expert agents can help you sell your home successfully, guiding you through every step of the way from pricing to staging and marketing until your home is sold.

In this guide, we share some insights on the important steps you need to take in order to guarantee a sale and how you should go about it.

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Identifying The Right Price For Your Home:

Determining the market price from the outset can help ensure that you create demand and sell your property quickly.

So, how do you determine the right price for your home?

Do your due diligence by discussing with your agent what is currently for sale in your neighbourhood, and what has recently sold.

While you may have your own assumptions about your property's value, you want to be on the same page as your agent on the market price. Your agent will determine the price based on a number of factors including:

- Location
- Structure and attributes
- Sold prices of similar listings
- Improvements to your property

You may decide on an aggressive asking price with the option of price reductions. However you should note that constant reductions might adversely affect the value of your home as some buyers may view it as a mark of desperation.

Professional market data provided by your agent will provide valuable insights into better decision-making to sell your home.

To get a better understanding of your property's value, get a personalised **Market Appraisal** today.

Decluttering, Staging & Winning Over The Buyer:

To make your home irresistible to buyers, staging is an important step in marketing the property. The best agents will offer tips on style fixes that will generate the most excitement among buyers.

Your efforts can be as simple as de-cluttering - tidying away mail and magazines from floors and tables, clearing small appliances, dishes and groceries from kitchen benchtops, and minimizing over-stuffed wardrobes. You may also want to consider rearranging furniture or even removing a few pieces to maximise space. Consider depersonalising your home by storing family photos and toys, then carefully curate by adding some stylish accents such as a vase full of flowers or a small collection of candles in pots on a shelf.

However thorough you decide to stage your home, remember to be consistent and pay attention to every room. Staging just one room looks half-hearted and will only draw unwanted attention to those rooms that haven't received the same level of attention.

Even significantly large properties can benefit from staging to provide a sense of scale and perspective. Look to draw the buyer's eye to architectural features, high ceilings, open floor plans and other assets. Maximise the presence of a great view or invest in a centre rug.

Empty properties can also benefit from the addition of "virtual furniture" which looks authentic to the house. Your agent can advise you on all of these aspects and more.

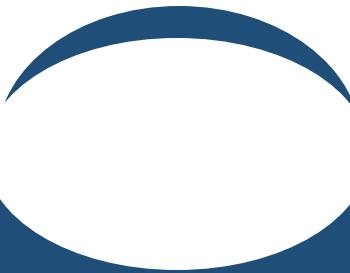
Create the dream home for a buyer so that they can envision living in it.





Finding Out What Buyers

Want:



With the electronic age well upon us and the limitless choices they are offered, today buyers spend a lot of time researching for their perfect home based on prices and budget limitations.

Buyers are looking to see what their money can potentially get them on the current market, and they may even consider looking at other neighbourhoods to get the most for their money.

So, how do you find out what buyers want?

In order to answer this question correctly, try to see things through the eyes of the buyer. Doing this allows you to assess your home from an unbiased view as you will be able spot the flaws in your home which you would have to compensate for if necessary.

Think about this; If you would not buy your home, why should another person buy it.



Marketing - What's Your Point Of Difference?



Your real estate agent's marketing skills and ability to reach out to a broad audience is one of their key attributes. With their experience and expertise, a good real estate agent can target your ad campaign to attract the maximum number of buyers in the demographic which most suits your property.

With striking imagery and well written copy, your agent will be able to tell a great "story" about your home via a range of media which may include online, print and social media.

Open houses are another area where the right agent can make a huge difference to the final outcome. Your agent should be skilled at not only highlighting the best selling points of your home, but also overcoming any hurdles a buyer may present. They will give the best possible representation of your home.

Determining The Best Offer For Your Home:

With a properly scheduled open house, the difficulty of making out what the best offer for your home increases if you receive multiple offers for your home.

Despite how attractive multiple offers might seem, they sometimes lead to the total collapse of a deal if not handled properly.

The truth is that the best offer is not usually the highest offer. A superb offer goes beyond the price as it also relies on your needs, proposed terms of purchase and the timing of the offer.

In order to know the best offer, your agent will help you analyse every offer made for your home and maximise every opportunity in terms of both price and terms.

This way you will be able to make the best decision and get your home sold for the best possible price in the shortest possible time.

Like most sellers, you are probably looking to get the best value on the sale of your home. There is a balance between a high price to obtain the best gain, whilst maintaining a fair price to attract buyers.

An early offer does not necessarily signal a quick sale as early buyers can back out easily.





Getting Through Settlement:



The final days of a home sale could be absolutely nerve-wrecking. After having gone through so many stages, arriving to near-completion of the transaction and experiencing any form of delay can be quite irksome.

A good real estate agency will endeavour to make the process as smooth as possible, but this is largely dependent on clear lines of communication from the very start.

It is still wise to expect the unexpected. There are terms to be met, possible contract variations, finance to be settled and so forth. To forestall inconvenient delays, sellers should be upfront from day one about what they are taking, what they are leaving behind, and their exit timeline. This will ensure the deal runs smoothly and without any unnecessary delays.

The Importance Of Picking The Right Agent:



Picking the right agent to help with the sale of your home is a big deal as agents play a vital role in determining how soon your home is sold and how much it is sold for.



Experienced and qualified real estate agents will represent your best interests, working tirelessly to ensure that you get the best value for your home. Using their expertise and knowledge they will help provide your home with the much-needed buzz and publicity in order to capture the attention of potential buyers.

A great real estate agent is also knowledgeable of the neighbourhood and always accessible, with excellent communication skills and quick response time.

This is why it is very important to pick the best agent who will represent you.

Principals Bevan Horsnell and Brenden Southey at **Prime Property** lead a team of experienced real estate agents who will serve your best interests. We will guide you through every step of the way and ensure that your home is sold to the best buyer at the best deal you can possibly imagine.

At **Prime Property**, we are exceptionally qualified to handle a transaction that involves your home, your finances and your dreams. Reach out to us today.



**Sell Well,
Sell Prime**

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