

Agents'Agency

NETWORK PARTNER



MAKE YOUR HOME
THEIR DREAM.

Prepare your home, attract your buyers & maximise your profit.





Australians have a love affair with property.

It's a subject we all talk about and for most, selling the family home or investment is likely to be one of the biggest financial decisions they make.

Selling is a once-off opportunity to maximise your net wealth by getting the best possible result at the time of sale.



KEY STEPS TO SUCCESS

FIRST IMPRESSIONS COUNT

Presenting your home at its best is not only about the buyers' first impressions and getting them emotionally attached; it's also about giving you the confidence that you are going to market fully prepared and not leaving anything to chance.

PRICE IT CORRECTLY

Establishing an accurate price guide to attract the right buyers and creating an environment of competition helps to drive sale prices upwards. Pricing it too high, and you will miss the market. Think like a purchaser; research like a purchaser.

MARKET LIKE RICHARD BRANSON

You can't sell a secret. So investing in a professional marketing strategy is an insurance policy to ensure you don't undersell your home. The more people who see your property, the better the chance you have of achieving the highest sale price.

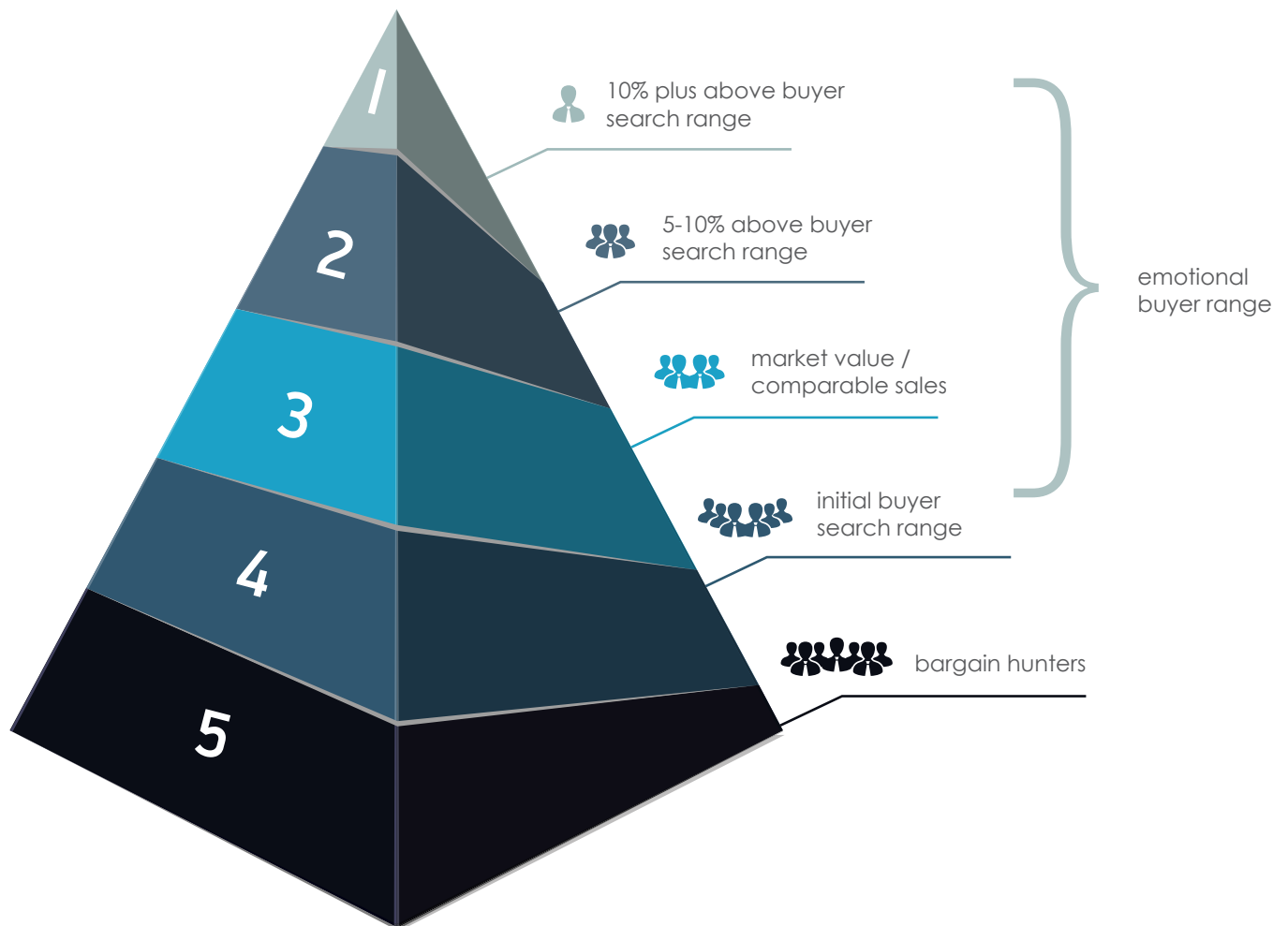
NEGOTIATE

One of the best ways to come through the selling process is to seek professional advice. Engage an estate agent who can handle and is trained in professional negotiating on your behalf. You are selling one of your most valuable assets; you simply don't get a second chance at getting it right.

UNDERSTANDING THE BUYER POOL

The majority of buyers will commence their search in a price range 5-10% below what they eventually will pay for a new home. The correct pricing and strong negotiations are critical to achieving an exceptional sales price.

Marketing your property to the right group of buyers will help maximise your final sale price.





THE FIRST FOUR WEEKS ARE CRUCIAL

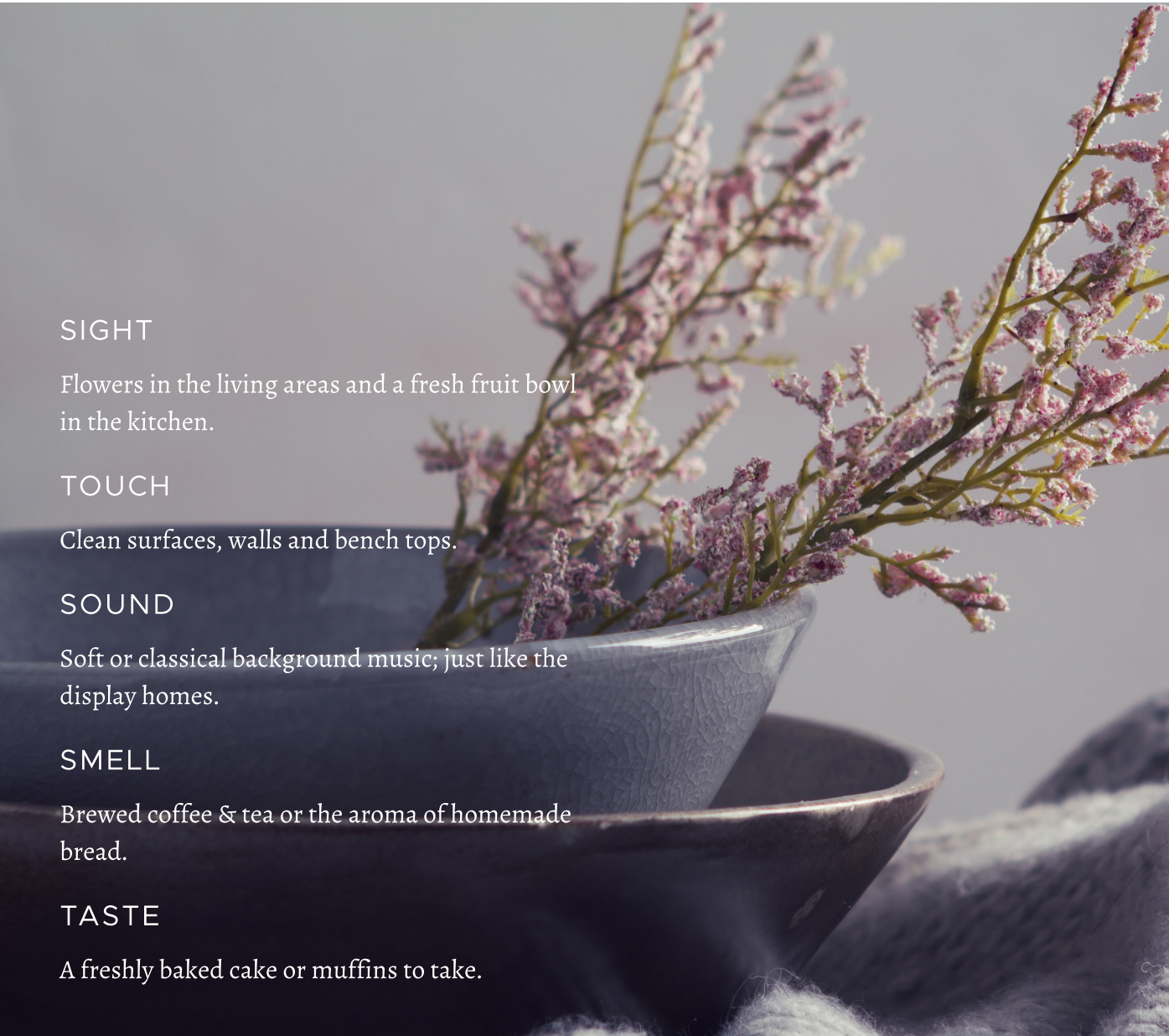
IT IS IMPORTANT TO ENTER THE MARKET WITH IMPACT.

It has been long recognised that the longer a property stays on the market, the lower the expected chance to achieve a great sales result. Most buyers research the market for approximately six weeks before they even view their first property. Real Estate Agents are no longer the 'gatekeepers' of information. When priced competitively in the first instance, researched buyers will be attracted to the property. Greater competition can be expected, thus driving the sales price upwards.

THE 'MATHEMATICAL' VS EMOTIONAL PRICE

Buyers will compare your home with others recently sold or currently on the market. Our aim is to find an emotional buyer to achieve maximum profit.
It's about making 'your home their dream'.





SIGHT

Flowers in the living areas and a fresh fruit bowl in the kitchen.

TOUCH

Clean surfaces, walls and bench tops.

SOUND

Soft or classical background music; just like the display homes.

SMELL

Brewed coffee & tea or the aroma of homemade bread.

TASTE

A freshly baked cake or muffins to take.

ENTERTAIN THE FIVE SENSES

Emotion is everything.

Your aim is to create just the right atmosphere by presenting your home at its best. With some simple techniques you can set the scene to make your property feel 'just right'.

THE GOLDEN RULE FOR PREPARING YOUR HOME FOR SALE

THINK LIKE A PURCHASER

De-clutter, de-clutter, de-clutter!

A home will shine when it is allowed to 'breathe' free from unnecessary clutter. Be ruthless in your approach. Store and remove valuables and hire a skip if necessary for the end of the road items.

The illusion of space.

Removing excessive furniture items allowing for a free flowing home with appropriately styled furnishings pulls at the emotional heartstrings of potential purchasers. Less is always more.

Clean & fresh like a 'display home'.

Buyers should feel you have prepared your home especially for them. First impressions count and there is nothing like a clean and sparkling home to have a significant impact in those first few seconds.

If it needs repairing – fix it.

Everyone is so busy. Potential buyers are prepared to pay for someone else's sweat and effort. They are also prepared to negotiate down should they feel there are major repairs to attend to. Non-critical minor repairs and perceived owner neglect may also lower the price or lengthen the time to sell.







JUMP IN

AN HOUR

With a notepad in hand, take a tour of your property inside and out. Make a list of items which may need to be placed into storage and those that may need repairing. For any 'big' issues, call a tradesperson or handyman for help.

A DAY

It's de-clutter day! Arrange for that skip or storage unit to remove unwanted items. Call in some favours and get friends to help. The more hands on deck, the more enjoyable the process will be.

A WEEK

Complete minor repairs and splash on a possible fresh coat of paint. Don't go overboard, touch ups will do. Mulch the gardens and trim some plants; external appeal is critical and special attention is needed. A weekend working bee is an Australian tradition; exploit it.

A MONTH

You'll possibly be on the market by this stage. All your hard work will be paying off and purchasers will be inspecting your home. Making 'your home, their dream' is the ultimate goal. Continue to impress; its showtime!

A YEAR

So where will you be? Preparing your home for sale is as much about your ultimate destination as it is maximising your profits. Make sure your selling goals match your destination goals. Selling the family home can be an emotional and at times stressful process. Focusing on the desired outcome and your reason for selling will help you through this stage.

We will be
with you every
step of the
way.



OUR 10 STEP SALES PLAN



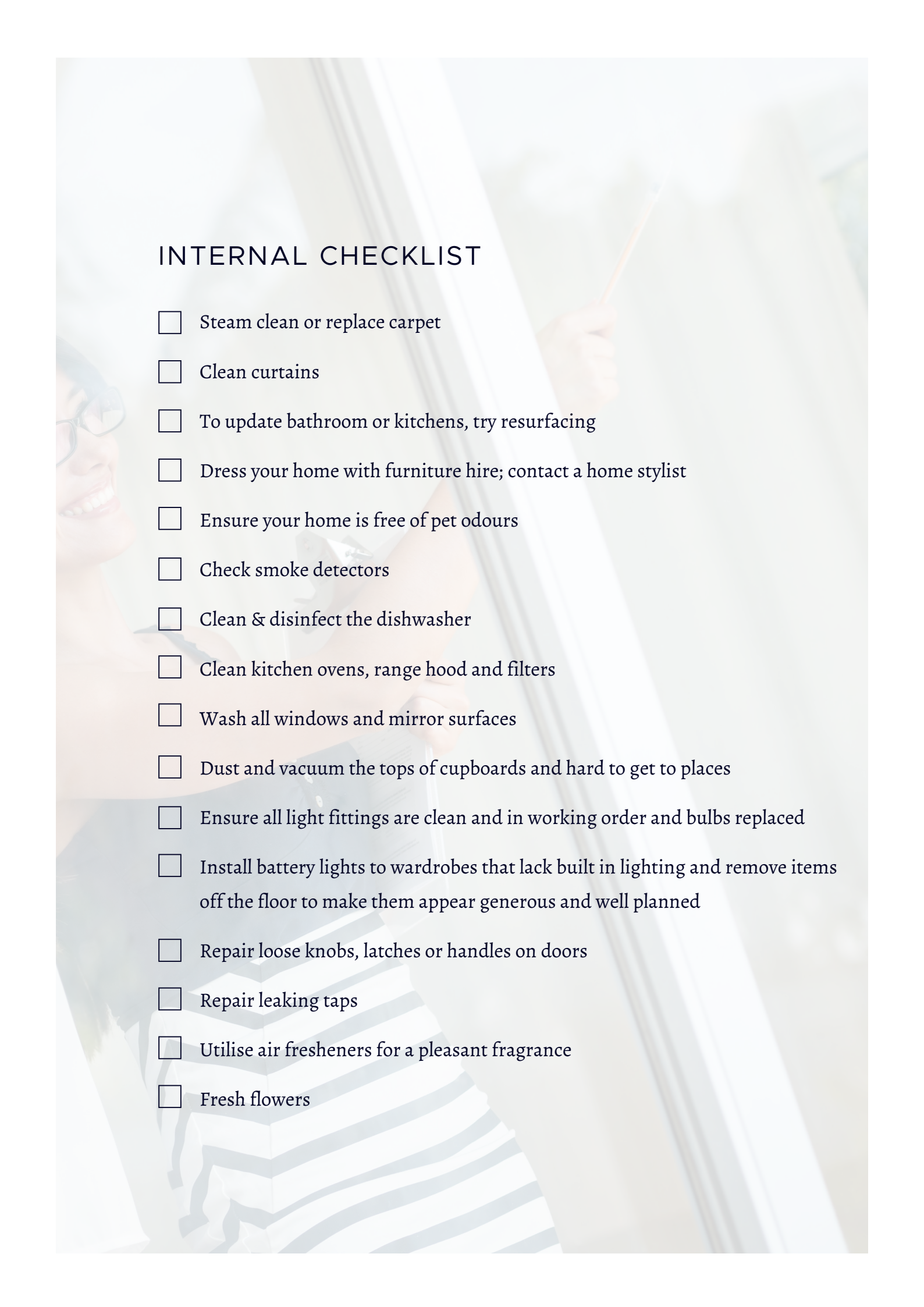
THE CHECKLIST

IN GENERAL

- ☐ De-clutter, less is more
- ☐ Use storage facilities or utilise garage space to hide unused items
- ☐ Organise personal items
- ☐ Hold a garage sale

EXTERNAL CHECKLIST

- ☐ Front gate to front door appearance; attention to detail
- ☐ High-pressure clean driveway and exterior house
- ☐ High-pressure clean weatherboards
- ☐ Could you render your brickwork to instantly update your property?
- ☐ Clean gutters, windows and entrance doors
- ☐ Replace any damaged flyscreens to windows
- ☐ Mulch & weed garden beds. Remove and replace dead shrubs
- ☐ Mow lawns and fertilise
- ☐ Cut back overhanging trees
- ☐ Water tanks in working order
- ☐ Storage sheds de-cluttered, neat & tidy
- ☐ Consider a fresh coat of paint – neutral is best



INTERNAL CHECKLIST

- ☐ Steam clean or replace carpet
- ☐ Clean curtains
- ☐ To update bathroom or kitchens, try resurfacing
- ☐ Dress your home with furniture hire; contact a home stylist
- ☐ Ensure your home is free of pet odours
- ☐ Check smoke detectors
- ☐ Clean & disinfect the dishwasher
- ☐ Clean kitchen ovens, range hood and filters
- ☐ Wash all windows and mirror surfaces
- ☐ Dust and vacuum the tops of cupboards and hard to get to places
- ☐ Ensure all light fittings are clean and in working order and bulbs replaced
- ☐ Install battery lights to wardrobes that lack built in lighting and remove items off the floor to make them appear generous and well planned
- ☐ Repair loose knobs, latches or handles on doors
- ☐ Repair leaking taps
- ☐ Utilise air fresheners for a pleasant fragrance
- ☐ Fresh flowers

NOTES:



Let's discuss about
how we can help you.

A series of horizontal dotted lines for writing notes, spanning the width of the page.

WE WOULD LOVE TO BE YOUR AGENCY OF CHOICE

You only get one chance to sell your property
and we know how to do it well. It would be
our privilege to manage the sale of your
property and help you maximise your profits.

LET'S GET STARTED.

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agentsagency.com.au

