

WHY USE A REAL ESTATE AGENT

When you decide to sell your home one of the first decisions you must make is whether you are going to sell your home through a real estate agent or sell it privately. In Australia approximately 90% of sales are made through real estate agents.

The key to successfully selling your home is choosing the right agent. A real estate agent is a professional with local market expertise and experience selling property. They can provide you with up-to-date information regarding prices, financing, marketing, and information about the housing market in general.

Throughout the sale an agent will act on your behalf providing you with advice and guidance to help you objectively evaluate buyer offers.

Selecting an agent

When choosing an agent you should consider the reputation of the real estate agency, the sales agent's track record in real estate, recent sales and knowledge of the local area.

On a personal level you should consider how agents present themselves and the rapport you have with them. When selling your home you want someone you can communicate openly with and trust.

The advantage of a National/International real estate network over independent operators should not be overlooked. In real estate networks such as Raine & Horne, clients have immediate access to specialist advice and promotion through our invaluable inter-office referral system.

For those properties which require exposure and successful marketing beyond the local market place, our network of offices throughout Australia and internationally are readily called into action.

Ask for a copy of our

NETWORK DIRECTORY

The Raine & Horne network consists of franchise offices operated and independently owned by their proprietors.

SELLING



WHAT IS YOUR PROPERTY WORTH?

One of the most important decisions to be made when selling your property is setting the price. Your local real estate agent will conduct a market opinion on inspection of your property which will provide a true estimate of price.

Be wary of any agent who tells you he or she can achieve a high price without substantiating it with facts. Always remember that agents interpret the market; they do not create it. Overpricing is the most common reason properties fail to sell.

The market opinion will be made based on evidence from:

- (a) data sources, for example, property data;
- (b) recent advertisements;
- (c) recent sales negotiated by the office
- (d) sales made by other agents ; and/or
- (e) any valuation from a registered valuer

It is very important that you agree on the price set and the agent feels it is realistic. If the price is unrealistically high enquiry will be limited and the property will not sell.

Method of sale

There are a number of ways you can choose to sell your property. The most commonly used are auction or private treaty. Both these methods have advantages and disadvantages. Your agent will advise on the best method of selling your property based on the type and location of the property, nature of the market and the preferred time frame.

SELLING YOUR PROPERTY

Before your property is officially put on the market there are a number of matters you must cover.

There are legal requirements to be satisfied, a marketing plan to arrange that will attract people to your property and you must prepare your property for sale.

Agency agreements

When you engage a real estate agent to sell your property, you must sign a contract called an agency agreement. An agency agreement is a legally binding contract that authorises an agent to act on your behalf in relation to the sale of your property.

The contract of sale

Before a residential property can be sold a contract of sale must be prepared. The contract must include; all documentation relating to the property as required by law in each State or Territory. Your agent will explain the required documentation for your property.

Reaching buyers

Marketing plays a very important role in achieving a successful sale. A carefully planned well executed marketing plan will bring the best result.

Your agent will recommend a marketing campaign that is suitable for your property. The program will set out a period for promotion, the various media to be used and the cost of the campaign. Each program is carefully prepared to suit each individual property and the agent is responsible for carrying out the campaign.

Preparing your property for sale

First impressions are lasting so the presentation of your property is critical in creating strong initial interest from potential purchasers. A good guide to styling your home is to remove everything that is not absolutely essential.

Your agent will be able to advise you of any changes that should be made to your home that could add value or increase the attractiveness of your property.

On the next page are some simple suggestions that will improve the presentation of your property and help you achieve the highest possible price.

PRESENTATION TIPS

- **Exteriors** – A bright and cheery home invites inspection. Keep your lawn trimmed and edged and the flower beds cultivated. Be sure that the windows are sparkling. Remove leaves from the paths and verandas.
- **Remove obstructions** – Remove any objects from the floor such as children's toys which might cause accidents. Keep the front entrance and stairways clear.
- **Sparkling interior** – Clean the walls, floors, skirting and marks on the carpet or around light switches. Put clutter away neatly in cupboards, clear table and counter tops and don't leave dishes in the sink. A thorough house cleaning will give your home that well-kept look.
- **Odours** – Refresh your house and remove any bad or strong odours.
- **Storage and closet space** – Storage is an important feature. Remove all the unnecessary articles that have accumulated.
- **Fix faults** – Repair defects that can annoy buyers such as dripping taps, sticking doors, loose tiles, etc.
- **Bedrooms and bathrooms** – Neat orderly rooms look larger. Tidy up bedrooms for a spacious appearance. Check and double check your bathroom. Bright and clean bathrooms sell many houses.
- **Leave the house** – Avoid having too many people present during inspections. The prospect will feel crowded and uncomfortable. Do not accompany the prospect or the sales agent during inspections of the property.
- **Remove animals from the house** – Animals can get in the way and some people are allergic to, or don't like animals.
- **Background sound** – If you choose to play music make sure it is subtle. Turn off the TV and radio – they can distract people. Let the sales representative and the buyer talk free of distractions and disturbances.