

HOW TO GET TOP DOLLAR WHEN SELLING YOUR HOME



SO, YOU'VE DECIDED TO SELL....



Your home is likely one of your most valuable assets in life, so if you're planning to sell **it's vital to maximise your selling price & overall profit!**

You'd be surprised at the difference completing small renovations could make to the total sale price.

So, to avoid missing out on tens or even hundreds of thousands of dollars, keep scrolling to see our tips on how you can get top dollar when selling your home.

1. HIRE A GREAT AGENT

When choosing a real estate agent, we highly recommend you research the local agencies in your area and compare multiple Sales Agents who have sold properties similar to yours.

Your Sales Agent will assist you with the process from A to Z to take away any stress and anxiety.

Sales Agents will conduct property appraisals and view your property thoroughly, looking for any potential flaws that buyers might identify; so you can rectify these issues before listing your property for sale.

Your Sales Agent will assist you with this by recommending reliable tradespeople to handle things such as cleaning, painting, repairing and renovating.

Your Sales Agent will look for the best ways for you to maximise the value of your property to help you maximise your overall profit come sale time.



2. STAGE YOUR HOME

Pro Tip: Remove any personal items to help potential buyers can envision themselves moving in.

It's no surprise that people are good at judging a book by its cover, so staging your home is always a great way to ensure you make a fantastic first impression for potential buyers.

We recommend asking for an expert's opinion so that you present your property in a way that maximises its buyer appeal.

Your Sales Agent can connect you with a professional stylist who can attend your property to assess and advise you on your current furniture and layout.

Some professional stylists also provide furniture hire for the duration of the campaign, so they can stage your home even if you do not have any furniture to work with.

3. FILM A HIGH-QUALITY VIDEO

Having a professional videographer film and edit a high-quality property video is a great way to achieve a "wow-factor" when showcasing your property.

Property videos provide potential buyers with a better understanding of the layout of your property, by offering a virtual tour of sorts, helping potential buyers envision themselves being inside the property.

Your Sales Agent will share your property video across multiple platforms to ensure maximum exposure for your property, in order to maximise buyer competition.

Really well-done property videos have the chance of going viral on social media, providing your property with even more exposure, so the better the video the better your chances are of maximising your overall profit!



4. PRICE YOUR HOME ACCURATELY

So, we've touched on the fact that the best way to maximise your overall profit is to maximise the buyer competition - but, if the listing price is too high, you run the risk of scaring away potential buyers.

We highly recommend you research similar properties to yours that have recently sold in your local area, as this will provide you an idea of an appropriate asking price before speaking with an agent.

Your Sales Agent will assess the current market conditions as well as recent previous sales in the area, at the time of the property appraisal. Based on this information, your Sales Agent will determine the best asking price for your property and decide if your property would perform best at a set price/offers over, or an auction.

5. FINAL WORD

When selling your property, it's imperative that you:

- choose a Sales Agent who you are comfortable with & trust with your property & financials
- present your home at its very best
- choose marketing options best suited to your property
- set an appropriate asking price

Selling a home is a huge life decision, so ideally you will choose a Sales Agent with a lot of experience and a strong track record, with not only their sales record but with their past clients too.

You should feel like your Sales Agent understands you and genuinely cares about you and your interests, as their number one priority should be helping you achieve your goals, with selling your property, and maximising your overall profit.

