

# THE STORY....

## TIPS FOR SELLING YOUR HOME

EVERY HOME TELLS A STORY.

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

Selling your property is a major life event and it's normal to feel overwhelmed throughout the process, so choosing the right agent is an imperative part of this decision.

When thinking about selling a house it's easy to think about the profit but not the cost that goes into achieving it. Your agent will appraise your property and inform you of an appropriate asking price, as well as any potential works to complete prior to listing your property on the market; in order to help you maximise your profit.

Getting to know your local market, and searching for prices that similar properties are selling for, will help you have an idea of an asking price, before speaking to an agent.

### CHOOSING YOUR AGENT

Selecting the right agent is a very important step in the process. You'll benefit best from choosing an agent who knows the local market and is familiar with selling similar properties to yours. We recommend you do some research and chat with multiple agencies before making this decision, to compare multiple agents approaches and fees.

If you are set on a particular agent but cannot afford their fees, discuss your financial situation with them and see if you can come to an agreement.

### THINK ABOUT MARKETING OPTIONS

When it comes to advertising your property there are a few important items to tick off such as professional photos, signboards, brochures, floorplans and, our personal favourite, a great property video!

We encourage you to speak to your agent about all of the available options to decide on the best strategy to market your particular property, ie: a property video would be best to advertise a larger property.

Researching local real estate agencies marketing tactics, BEFORE choosing an agent, might help you decide who to choose.





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### **PRESENT YOUR PROPERTY AT IT'S BEST**

It's important to ensure your property is presenting at it's very best, to ensure a good first impression for potential buyers. This means fixing any damages or finalising any renovations. We also recommend staging your property with non-personal items, as this is a great way to help potential buyers envision themselves moving straight in.

If you're selling a tenanted property, your agent will provide your tenant with plenty of warning before arranging the property photos and open homes; in order to provide the tenant with a chance to tidy the property before it's shown to potential buyers.

### **CHOOSING TO LIST AS AN AUCTION OR AT A SET PRICE**

Your agent will advise you on whether your property would perform best at an auction or at a set price by comparing it to similar properties that have recently sold in the local area.

Don't be discouraged if your property passes in at auction, because you did not receive an asking price close to your chosen reserve price. Your agent will discuss the next steps best suited to selling your property, ie: re-listing your property at a set price.

### **RECEIVING & ACCEPTING OFFERS**

The goal is obviously to sell your property for a really good price, at any point in the campaign. Your agent will keep you updated throughout the process; updating you with enquiries and offers. They will also advise you on when to accept an offer or when to consider waiting for a competing offer, if the property has received a lot of interest.

Sometimes it's not all about the price though. If you have competing offers but you'd prefer to sell your home to a first-time home buyer, as appose to an investor, discuss this with your agent and they will do their best to meet your wishes.

## **STAY TUNED FOR ALL THINGS REAL ESTATE IN CANBERRA & SURROUNDING AREAS**

