

A GUIDE TO SUCCESSFULLY SELL YOUR PROPERTY

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Selling Your Home Doesn't Have to be Hard



Selling your home is not for the faint hearted and can be full of challenges and pitfalls.

So it is important to get everything right by using the best agent and agency to help make sure that the process is as smooth and as short as possible.

A good agent is really worth their fee by helping make sure that your sale is as quick as possible, at the highest price, with the least amount of stress possible.



Some of the benefits we can help you with:

***Unmatched expert knowledge of Southport & the surrounding areas.**

***Help you achieve the best price possible in the shortest timeframe**

***We have a large database of potential buyers who may suit your property**

***You can take advantage of our team of professional marketers that will get the word out**

***We can help you through all aspects of the sale from start to end & everything in-between.**

***The right agent and agency is the best decision you can make when selling your home**

The Basic Steps to Selling Your Home



There are a number of legal processes that need to take place after you have accepted an offer on your property.

A lot of this is taken care of by your agent in conjunction with your conveyancer. This time is called the “settlement period” and usually takes around 60-90 days.

Each state has its own set of regulations. You must get professional legal advice to ensure you are within the regulations.

Normally there will be 2 legal teams working on the final settlement of the sale of your home. Your conveyancer and the buyer's separate conveyancer. There are also other third parties included such as inspectors, valuers, council, and banks (yours and the buyers).

The basic steps to complete the transaction include:

1- Contract of Sale

This is the agreement/contract between yourself and the buyer that states:

- Sale price
- Deposit required
- Settlement date
- Contingencies
- What is included in the sale

There will be two duplicate copies, both signed by both seller and buyer and then formally exchanged.

2 - Vendor Statement

The contract of sale is accompanied by a “Vendor Statement. This is a statement you provide regarding any issues the buyer needs to be aware of. For example:

- Zoning,
- Flood, easements,
- outstanding mortgage.

Please see our separate article on what you legally need to disclose when selling a home.



3- The Deposit

When the contract of sale is exchanged the buyer must pay the required deposit at the same time. This money is normally held in a trust account by the buyers conveyancer.

4- Pre-Settlement

The buyers' conveyancer will manage most of the paperwork.

- The initial settlement statement
- Title Search / Certificate of Title / Transfer of Land.
- Identification of Encumbrances.
- Stamp Duty Application / Electronic Advice of Sale
- All conditions in contract of sale have been met.
- Authority to Proceed to Settlement.
- These vary from state to state.

Conveyancers will work together to take care of various rates and taxes. Inc.

- Ensuring there are no outstanding water or council rates owing.
- Check for outstanding special government levies.
- Ensure there are no outstanding strata levies.

Your conveyancer will liaise with your bank to ensure the correct money is paid to release the mortgage on the property.

Final Settlement

This is when the funds are transacted and the property keys are handed over. This completes the transaction. You (or the buyer) do not need to be present for this, as it is a legal formality.

You will then be advised by phone that the transaction is complete and the funds (less expenses and mortgage payout) have been deposited into your nominated account.

Factors that can Affect the Value of Your Property



Home prices can differ substantially. Factors range from economic and common sense, through to intangible factors.

Position – Position - Position

There is probably nothing that influences a property's price more than it's position. Including.

- Suburb / Street / Position / Views & Outlook / Amenities / Transport / Shops / Schools close by.

Comparable Sales

Known as Comp's. Properties in your neighbourhood that are comparable to your property, & have recently sold. Your agent may provide you with a C.M.A. This is a comparative market analysis report to assist in valuing your home.

Compare with actual sold properties. Not list prices.

Properties are only worth what people will pay for them. Comps must also be comparable to yours in position / age / condition / size / land / number of rooms etc.

Market Performance

Supply and demand of housing has a substantial influence on prices. This can be quite geographical. Where homes in one area have a different supply and demand scenario, than in another area. If there's an availability shortage home prices will normally rise. If homes in a neighbourhood are in low demand and properties are selling for less than the asking price, expect values to drop.

Property Condition

Maintenance is a major factor that can affect a home's value. 2 properties with identical position, size, rooms, can have vastly different values. Because of their differing conditions.

Well maintained properties, of course, demand a higher value. So it is important to keep your house well maintained and in good condition.



Potential for Renovation.

This maybe minor or a complete renovation. Often buyers will want to do some degree of renovation. So the potential for the buyer to improve and personalise the property can have a bearing on the property price.

Interest Rates

Movements in interest rates can affect the value of property. Interest rates can have a huge impact on property affordability. Lower interest rates equal better affordability, which pushes up demand and in turn increases house prices. And likewise higher interest rates can have downward pressure on housing prices.

Infrastructure Projects

Infrastructure development in the area is another major factor that influences property prices. If there are major infrastructure projects happening close by, you will generally see a higher demand for property and in turn an increase in property values.

There are many more in-depth factors that can also affect the value of your property.

Please talk to us for a consultation.

Pricing Strategies That Will Help You Sell Your Home



Pricing strategies are a major part of selling your home.

To market your house competitively, you need to set a price based on the facts using tangible factors.

Pricing is a balancing act

Your asking price is pivotal in determining how long your home will be on the market. You obviously want to achieve the best possible price.

- Pricing your home too high may reduce the number of interested buyers. This may cause your home to sit on the market too long, which may in turn create the perception that there's something wrong with it.
- Pricing your home too low definitely won't achieve a great price and also may create some skepticism and raise unwanted questions about what maybe wrong with it.

Research the Comp's

Comparable Sales known as Comps. Research Properties in your neighbourhood that are comparable to your property, & have recently sold. Your agent may provide you with a C.M.A. This is a comparative market analysis report to assist in valuing your home.

It is important to compare with actual sold properties. Not with list prices. Properties are only worth what people will pay for them. Comps must also be comparable to yours in position / age / condition / size / land / rooms etc.

Don't ignore Supply and Demand

Research your local housing market and recent fluctuations. Have prices been going up or down recently? In a seller's market, properties will likely be somewhat overpriced, and in a buyer's market, properties are often underpriced.

Where is the market currently. Your real estate agent is the best person to advise you on this. Even in a seller's market, properties may not be overpriced if the market is on the upswing and not near its peak.

This brings you to the next question if you should sell now or wait. Both your personal circumstances and where the housing market is within the cycle will dictate this decision.

Seasonal housing market shifts

Different markets perform differently depending on the season - Make sure you look at which months are best for maximising the sale price for your home.

Online Pricing Strategy

It is important to adjust your price to account for online pricing benchmarks.

Once you have your home's approximate value, you can then make small price adjustments that may boost a Portal listing's visibility.

Why? People regularly set pricing filters when searching on online property portals. So they only get to view homes that fall into that specific range.

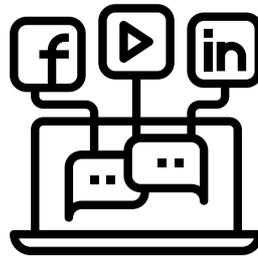
For example - You list your home as \$652,000. Buyers who set their maximum price at \$650,000 will never see your listing in their filtered search results.

It is important that you trust your real estate agent to estimate the sweet spot listing price. Experience, a proven track record and access to the right information will give them the knowledge to set the right price.

Proven Marketing Strategies



**LARGE EXISTING
DATABASE**



**SOCIAL MEDIA
CHANNELS**

Don't keep your house sale a secret.

**We make sure every potential buyer knows
Your home is for sale!**

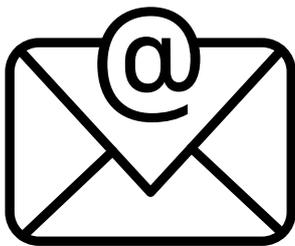
We need to position your home so that it stands out from the crowd. We leave no stone unturned in the search for the right buyer for your home.

A relatively small investment in quality marketing can add 5-10% to the sale price of your property

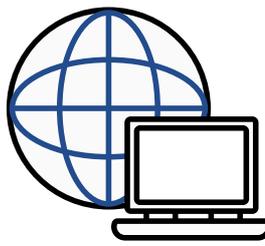
Think - how much 5-10% extra sales price could be worth to you?

It could turn out to be one of the best investments you have ever made!

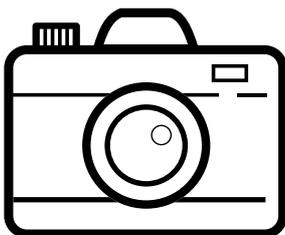
We will develop & tailor a professional marketing plan for you specific to your property.



**EMAIL & PRINT
MARKETING**



**LISTING ON
PORTALS**



**PROFESSIONAL
PHOTOGRAPHY**



**PROFESSIONAL
STAGING**



**MARKETED
OPEN HOUSE**



**VIDEO &
VIRTUAL TOURS**

Properties Currently for Sale in Your Suburb



\$1,250,000

**123 Smith St
Smithville**

4 Bed | 5 Bath | 2 Car

House Size: ????
Land Size: ????

Features:

Pool
Large garden
Views
New Kitchen

Date Sold: Day/mth
34 Days on Market



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How to Get Your Home Ready for Sale



Putting effort into your home before placing on the market can give it a winning edge, & ultimately push up the price and buyer interest.

Remove the Clutter

We all have it. But prospective buyers don't want to see it. Rooms will look larger if there's less stuff in them.

You might need to rent a storage unit to store all but the most critical pieces of furniture and decor. Don't go overboard; it's better to leave some furniture so potential buyers can imagine where their furniture would go.

Repairing and Painting walls

This can immediately improve the look and feel of your home. It is also a good idea to paint any feature walls a more neutral colour. Ensure you have a Consistent colour scheme throughout your home. Neutral colours are more universally appealing to more buyers. Try to keep the colour scheme flowing throughout your home from the walls, through to your furniture. It makes it easier for potential buyers to imagine themselves moving into your property.

Give Your Home a Heavy Duty Clean

It can make a world of difference to the look and feel when buyers come through.

- Get in and clean everything.
- Steam clean your carpets
- Wipe over every surface to remove dust and grime.
- Deep clean your kitchen and appliances.
- Bathrooms can really benefit from a deep clean.
- Use a high pressure water cleaner to clean the outside

Time to Style and Stage

Hiring professionals to do this will give you the best results. Hiring professionals is not in everyone's budget. If you are doing it yourself, you need to set the scene. This will depend on your target market.

If you are selling a family home in the suburbs or a inner city 2 bedroom unit, you need to style your property to suit.

Don't Forget Outside

One of the most important factors in presenting your house is its Street Appeal.

First impressions are vital. Even before a look inside, they often drive past.

Make sure you declutter in the exterior of your house, mow the lawn, clean up the gardens and touch up any exterior paint.

There are lots of smaller tasks you can do to help prepare your property to look its best before you put it on the market.

The right styling can give your home a winning edge, and ultimately push up the price and buyer interest.

The better your property looks and feels, the more money you are likely to get and the faster it will sell.

Is Property Styling a Good Investment?



It has been proven that property styling can increase your sale price by as much as 10%

A good property stylist will highlight your home's best features and potential, while at the same time draw attention away from any shortcomings. This will make a massive difference to both the impact of your photography and open house inspections.

Effective property styling is neutral. It is not about your style & taste. It removes personal style that may distract potential buyers.

Home styling helps your home appeal to the most number of potential buyers. It:

- Creates a perceived lifestyle
- Emphasises space
- Adds warmth and atmosphere to a home
- Freshen up & improve the all round aesthetics
- Sets the stage for photography

Potential buyers will be able to see themselves using each space without being distracted by current homeowner lifestyle preferences.

- **Styling your home can mean the difference between a quick sale or a property that sits on the market for too long**
- **Styling is not the same as interior design**
- **Professional styling & staging could potentially make you substantial money & save you months of stress & anxiety that occurs when your home stays on the market for too long**

Preparing Your Home for Photography



One of your most important assets will be good quality photos. Professional photos are worth every penny and then some!

- De-clutter & remove any extra furniture & children's toys
- TOTALLY deep clean & dust everything / Hide any clutter & personal effects
- Clear kitchen benchtops, fridge & window sills from all clutter
- Straighten chairs / Fluff cushions / Remove personal photos
- Make all beds immaculately and arrange pillows attractively
- Ensure all light globes are working / Conceal all electrical cables
- Clean windows especially if you have nice views
- Open all window coverings, blinds, curtains and awnings
- Mow the lawns and trim edges & gardens / Remove dead plants or pot plants
- Clear cars from driveway / Hide any garden tools / Remove mail from letterbox
- Take the washing off the line / Rake leaves / Ensure outdoor lighting is working
- Turn on all lights / Open all blinds, shades and curtains



About us



Elements Real Estate Group is a completely Australian owned, based and run Company.

It is a company that is based on people and exceptional customer service. We offer tailored real estate solutions to ensure our clients achieve their property goals.

Whether they are sellers, investors, buyers or renters we do things differently and have created a culture that is founded on ethics, professionalism and skillful negotiation.

We break the mould on buying & selling real estate. Through our team of dedicated professionals, we connect people with new homes or investments, we guarantee the best value prices, and offer down to earth, honest and caring service along with access to our resources and approved suppliers that ultimately connects people with lifestyle solutions.

Members of our staff are fluent in English and Mandarin.

The philosophy and standards of *Elements* are reinforced through the company values:

Fairness

Acting towards all parties (sellers, buyers, landlords, service providers, and staff members) with integrity and fairness.

Sensitivity

Respectfully listening and understanding in all our actions and communications.

Honesty

Always conducting ourselves with openness and truth towards all parties.

Competent Actions

Always focused on what has to be done. Do more for less.

Contact us

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