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# Selling your home



Everything you need to know  
about selling your property

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Selling your home is often an emotional decision, but there are many practical factors to consider too. Whether you've simply outgrown your first home, you're looking for a change in lifestyle or have recently become empty nesters - there's a lot to think about.

In an ideal world, selling your home would be as simple as putting up a 'For Sale' sign and throwing open the door to potential buyers. But if you're looking for an optimum result or quick sale, there's much more to it than that.

This e-book has been specifically created as your step-by-step guide to sailing through the sales process and ensuring that your sale is a success.

In the guide, we'll cover everything from selecting the right real estate agent, deciding on the right method of sale and the negotiation and contract process too.

# The essential steps to selling your property:

## Time it right

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Consider the state of the property market at the time you're planning to sell, in conjunction with what's best for your personal circumstances. Economic factors, such as interest rates and government incentives are hugely influential on market activity, so it pays to monitor them and plan accordingly.

Traditionally, certain times of the year see more real estate activity than others. Spring in particular is a popular time for selling - gardens present at their best and the days are longer, warmer and brighter.

Having said this, choosing to list your property in an 'off peak' season could pay off, because you'll be competing with less vendors.

# Do your research

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Have a look at what comparable properties in your area have recently sold for, so that you enter the selling process well informed, and with plenty of confidence.

Whilst you want to achieve the highest possible price for your property, it's important to set realistic expectations about what buyers in today's market are prepared to pay.

Current market conditions and competition will affect your property's pulling power and the end sale results.



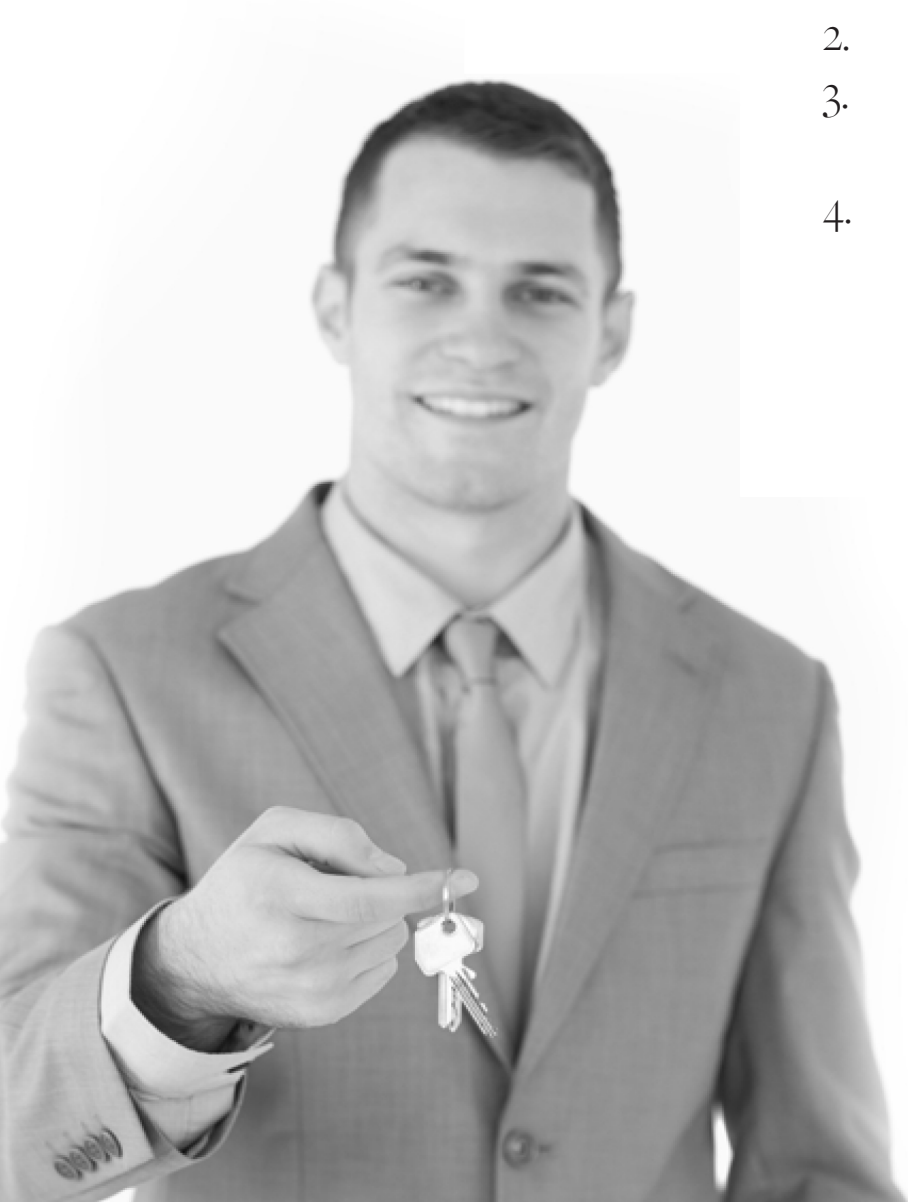
# List with an experienced agent

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When selecting an agent, ensure you choose carefully. Ultimately, you should feel 100% comfortable with who you select, so it's worth asking lots of questions.

It also pays to remember that the agent who quotes the highest price they can get for your property, may not always be the best agent for the job. Factors you should also take into account include:

1. Sales experience
2. Local market knowledge
3. Recent sale outcomes for similar properties in your area
4. Testimonials from other sellers



# Select a method of sale that's right for you

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The right method of sale will depend on a number of factors, including the urgency with which you need to secure a sale.

Both the auction process and private treaty methods have their advantages and disadvantages, so it pays to weigh these up before making your decision.

Some vendors prefer the certainty of an auction process (assuming the reserve price is reached), whilst others would prefer to avoid the anxiety and stress that often comes with an auction - and so they might decide to sell their property via private treaty instead, taking the time to look at all offers on the table.



## Price it right

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Pricing your home accurately creates genuine interest and generates greater competition amongst prospective buyers.

Having a property sit on the market for months on end due to over-pricing, is not a good image and will ultimately ruin any chance of a good outcome.

When selecting a final figure however, ensure that it covers the pay out of any existing mortgage on the property and any other associated costs, such as agent and legal fees or capital gains tax.

## Decide what's included

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Ultimately, it's up to you to decide on what specifics will be included and excluded in the sale contract. Buyers will usually assume that items such as curtains come with the property.

If there's any doubt about an item, it's always best to make it crystal clear. Some things you may wish to give additional thought to, prior to the contract being drawn up, are expensive items such as white goods and above ground pools and spas.



# Start negotiating

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Once your property is on the market, your agent will act on your behalf to negotiate and secure the best price and conditions of sale - whether you opt for an auction or private treaty method.

Once the terms have been agreed, the buyer will provide a security deposit, and at this point, the both of you instruct a conveyancer or solicitor to look over the contract and ensure that all legal and financial requirements have been met.

After this due diligence has been completed, the sale is finalised and settlement day is set.





# Get ready to settle

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Provided there are no issues along the way, on settlement day you'll hand over the keys and legal rights to your property, in exchange for the balance of payment - direct from the buyer or their bank.

Then, it's time to relax and celebrate a successful sale!



When it comes to selling one of your most important assets, research, a great agent and well devised strategy will help produce a solid sales result.

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