



Selling your property

Here's the full
guide to selling
your property...



No strings.

Whilst we'd love to be there helping you every step of the way, this checklist is yours to help guide the sale regardless of who you select.

The Full Checklist

☐ **Select the best time to sell** Page 7

When putting your house on the market, the right time to sell comes down to two factors – the current state of the real estate market and your own personal situation.

☐ **Select the right agent to represent you** Page 9

An agent has two main responsibilities when representing you – presenting your property to the market and negotiating on your behalf. The overall goal for both is to get you the best price possible.

☐ **Choose your preferred sales method** Page 10

Selling by auction or through private sale are the most popular sales methods for sellers and buyers alike, but it's up to you to choose which one will suit you (and your property) the best.

☐ **Set a sales price** Page 14

An accurate sales appraisal of your property will include research using real estate databases (such as RP data), comparative data (from recent sales in your area) and the unique attributes of your property.

☐ **Check your financial house is in order** Page 15

Buying and selling property can be two of the biggest financial decisions we make in life, so it's good practice at this point to do a review of your finances – to ensure you're on track to achieving your lifestyle goals.

☐ **Put your house on the market** Page 16

Marketing your property for a successful sale comes down to identifying what makes that property a great buy, and effectively communicating that message across a variety of marketing channels.

☐ **Complete the sale** Page 18

Going under contract, settlement day and finalising payments are the last steps to successfully selling your property.

Select the best time to sell

The two main factors to consider – the market and you

1. Current market conditions

Questions to ask your agent, the expert on property.

- What is the current state of the real estate market locally and for your particular area?
- How is the local economy currently performing, and is there an upcoming change predicted?
- What trends should you be aware of in the property and financial markets?

2. Your personal situation

Questions to ask yourself, the expert on you.

- Do you have timeframes to work within, such as a relocation?
- Are you planning on purchasing a new property, and have you already found it?
- Are you selling an investment property, and do you need to offload it by a particular time?

Select the right agent to represent you

Things to consider when selecting an agent

Choosing an agent to get the best price on your property is like partnering with someone – you want to have a strong, respectful relationship where both you and the agent will benefit from a successful sale.

- Proven sales record – even better if they are a specialist in your area, there is no substitute for local knowledge
- A good listener – this is your property that is being sold, so you need someone who is listening to you and doing what's in your best interests
- Value for money – like any service provider, your agent needs to have an excellent work ethic, a ton of integrity and a focus on what's best for you
- Honesty first, always – realistic sales prices, open communication and transparent dealings are all the absolute minimum you should expect from your agent
- A team player – many hands make light work! A successful agent always has a strong team to support them, and you

Is your preferred sales method an auction?



How an auction works

- Choose the best location: If your property has a great view, we recommend having an on-site auction. You can also sell as an in-house auction where a selection of properties are auctioned off in one night – which can be another great drawcard for buyers.
- Target the right buyers: Auctions have a buzz of excitement – but to create that, you need to make sure you've got qualified buyers there. This is where a great marketing campaign comes into play.
- Conduct open homes: We recommend holding your open home about three weeks leading up to the auction. Potential buyers can view your property and, with the limited timeframe, it adds to the urgency of the sale.
- Host the auction: Sit back and relax! This is where your auctioneer will take the lead and help you secure the best price possible for your property.

Create urgency and other seller benefits of auctions

- Generates more interest: Auctions stand out above standard sales listing because you have a group of properties being auctioned together at in-house auction events.
- Create competition and urgency: Capitalise on the excitement and sense of competition that an auction creates to bring a buyer to make that final decision (or bid against each other to make your sales price higher).
- Price protection: You and your agent will set the reserve price for an auction, so you're protected from getting less than what you're willing to sell for.
- Increase your reach and buyer variety: When your property goes under the hammer with other listings, it can attract buyers who weren't originally aware of your property.



Is your preferred sales method a private sale?

How a private sale works

- List your property for sale: A comprehensive marketing strategy with multiple touchpoints is essential to target the right kind of buyer for your property.
- Receive an offer: When someone is interested in buying your property, they will submit an offer for consideration. Typically, a buyer will try to negotiate for under the asking price.
- Negotiate the deal: This is where your agent's experience is essential! Negotiations need to work for both sides but of course, your agent should be in there battling for you to get the best price.

Maintain privacy and other seller benefits of private sales.

- Buyer's comfort zone: Listing a property for sale and inviting expressions of interest is a less interactive process than an auction, which may suit some buyers better.
- Lower cost: If you are on a tight budget and don't have an immediate need to sell your property, you may prefer a listing with a lowkey marketing campaign.
- Privacy: Auctions tend to be quite high profile so if you are wanting a more "under the radar" approach to sell your property, a private listing would be a better fit.



Check your financial house is in order

Do a review of your overall lifestyle goals, and make sure you're on track to achieving them

Mortgage assistance

A good Mortgage Broker can assist with the sale of your property. If your property is mortgaged and the necessary release paperwork is not handled in the correct fashion, it may jeopardise the settlement of your property. A Mortgage Broker can make the transition hassle and obligation free. A Mortgage Broker will, in addition, provide expert advice in comparing all of Australia's top lenders if and when you are deciding to purchase another residence, locally or anywhere in Australia. Having a pre-approval in place not only saves time, it provides bargaining power when purchasing another property and allows you to explore more purchasing opportunities.

Wealth Management

A relationship with a Financial Planner is long term. A competent Planner will take the time to sit down and fully explain strategies to invest your funds upon sale, and other strategies to protect and secure your financial wellbeing. Whether or not you're making another purchase or investing funds, talk with qualified professional.

Insurance

A big shift in assets is a crucial time to re-evaluate your General Insurance (Home & Contents, Commercial Property, Rural & Business Insurance, Public Liability). Contacting a well-connected Broker allows you to easily compare options across Australian and internationally owned insurance corporations.

Get the best sales price with an accurate assessment

Assessing the value of an individual property is based on a number of factors, and provides the cornerstone for setting a sales price with your agent. The assessment should include:

- Prevailing market conditions – what's happening in the property market and, more broadly, the local economy
- Relevant sales statistics – agents should use RP Data, the leading source of property data in Australia, which allows them to generate reports and perform information checking to get a realistic market assessment to help determine the value of your property
- Your property's unique attributes – where you are located and the property's features need to be taken into account, as each property is different and will appeal to different types of buyers

Put your house on the market

Investing in a marketing campaign is the best way to position your property for sale.

The more touchpoints you have with your prospective buyers, the more likely they are to enquire on a property that could suit their needs.

As a guide, this is what a marketing strategy could include

Marketing Preparation

- Property styling/staging to take the pressure off you for presentation
- Photo shoot to create an image library of your property
- Video shoot and production to create a property video, suitable for TV and digital

Digital Marketing

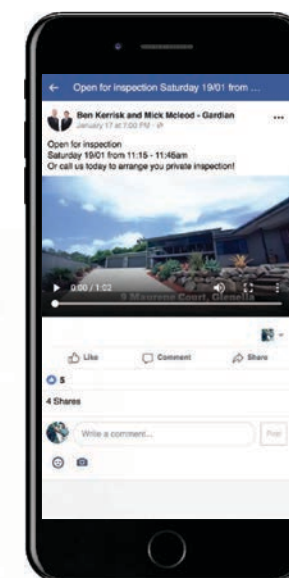
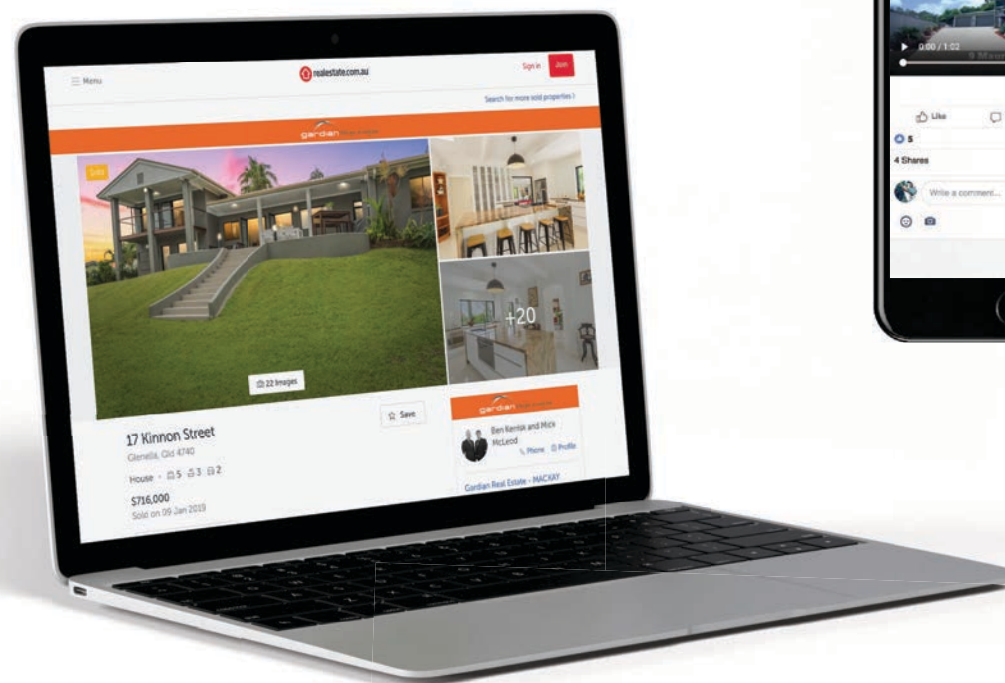
- Premium listings on top two rated real estate websites in Australia (realestate.com.au and domain.com.au)
- Support listings on online directories (such as finda.com.au) and the selling agent's own website
- Social media promotion across multiple Facebook, YouTube and LinkedIn pages
- Facebook and Google ads

Mass Media Marketing

- Half or full page press ad in the Mackay region's weekly Real Estate Guide (in the Daily Mercury newspaper every Friday)
- TV advertising campaign
- Targeted letterbox drop
- Suite of marketing collateral, including window display, picture board and marketing brochures

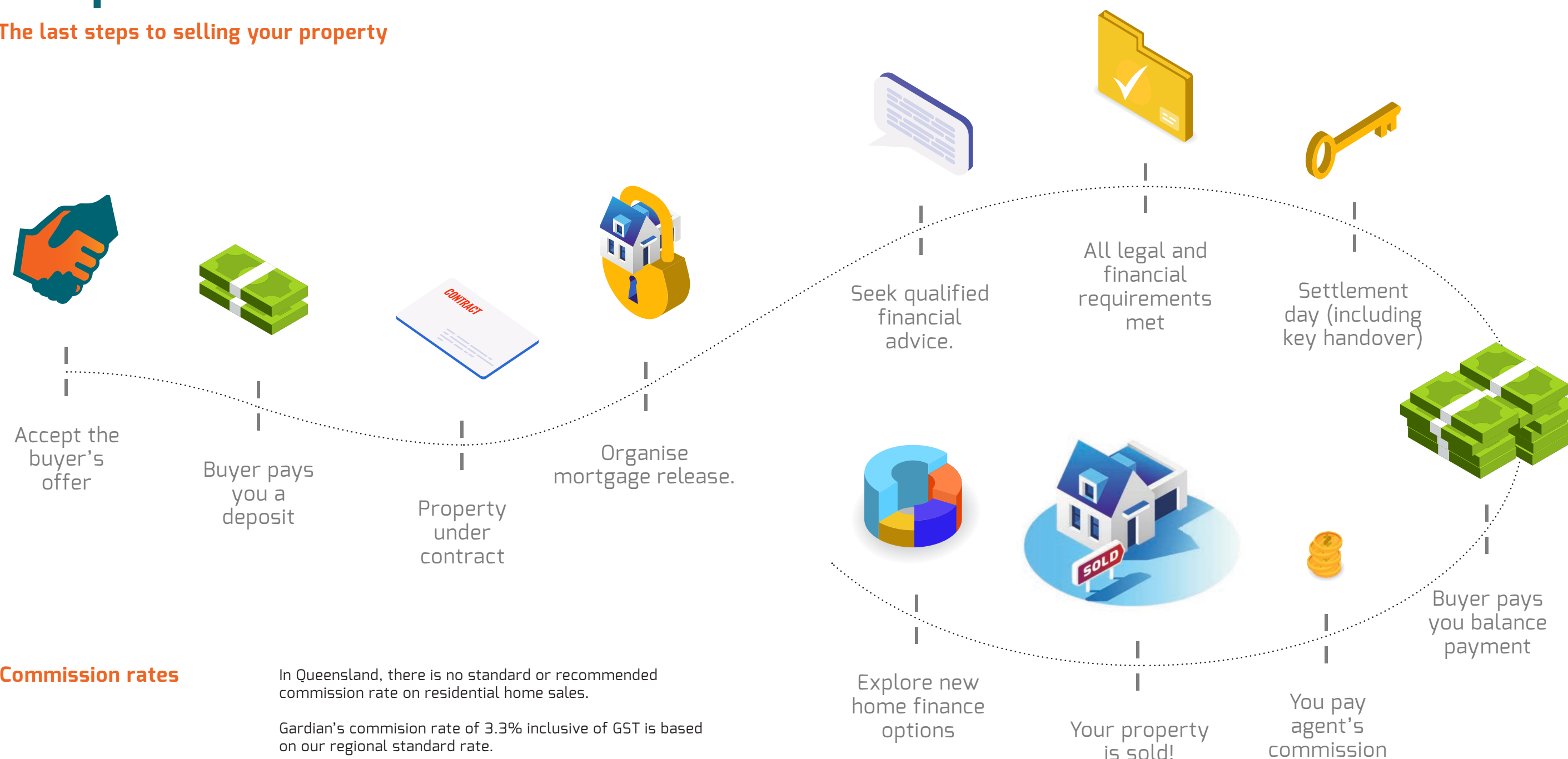
Point of Sale Marketing

- For Sale property signage
- Open homes and private inspections by appointment



Complete the Sale

The last steps to selling your property



Commission rates

In Queensland, there is no standard or recommended commission rate on residential home sales.

Gardian's commission rate of 3.3% inclusive of GST is based on our regional standard rate.



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