@realty



A complete guide to **selling** your property.

When is the best time to sell your property?

There are several factors to consider when it comes to listing your property that won't have much to do with the time of the year. Things like personal circumstances and market conditions are going to play the biggest role in choosing when to market your property. However, if the market is right and it is time for you to sell, then it makes sense to opt for the time of year best suited to attracting buyers. Here we take a look at the benefits of listing your property at different times of the year.

Selling in warmer months:

Traditionally, spring has long been considered the best time of year to sell a property. Your garden and outdoor area will probably look their best in spring, and warmer temperatures mean more people will be out and about and likely to look into an open home.

This being said, we see a lot of properties enter the market heading into autumn, with March, April and May typically attracting a large number of new listings and auctions.

Whilst this means there's also a lot of buyer activity, if you're wanting to set your property apart from the crowd, you might consider listing your property earlier in the year.

This may target buyers who have had time off over the Christmas and New Year period, and have had time to reflect on their next big move for the coming year including buying a new property.

Selling in cooler months:

Whilst not the traditional time of year that most sales consultants will advise you to list your property, winter could still be the right time of year to list your home for sale. One advantage to listing during the cooler months is the relative lack of competition, with other sellers holding off until the spring period. With fewer homes on the market, your property has a much better chance of standing out.

The location of your home may also play a part. If your property is within an area where it snows or is nestled at the foot of a mountain range that looks particularly beautiful in winter, you can use the winter season to capitalise on the views and winter activities.

Make the most of features like fireplaces and wood stoves, light candles and use plush cushions and warm throws throughout living areas.



Selling over school holidays:

There's lots of commentary on whether or not listing your property for sale during a school holiday period is a good idea. One perspective is that this is a great time of year, with people able to view open homes and attend auctions held mid-week. Another suggests this isn't the best time of year, with people often travelling or switching off during their downtime.

There's no real indication that school holidays have a huge impact on the success of sales. Sales figures over the past several years indicate that sales volumes tend to peak in March, most likely as the market sparks back into life again after the summer holiday period. April and May are also traditionally strong months, on average across the whole country. There can also be peaks in early spring and often in November when more people try to buy or sell before Christmas.

There are merits to listing your home at several different times of the year. Ask your @realty sales consultant which time of year they would recommend for your home and location. They'll be able to draw on their market insights and knowledge to make an informed suggestion for your situation.

Our experts will help you decide when is the best time to sell depending on your property.

What you need to know.

Marketing through to Settlement at a glance, to help you understand the process.

1

Advertising.

Our job is to negotiate on your behalf to get you the best price possible for your home. By doing so, we would need to have the essential marketing material to help maximise your advertising potential.

Tasks include - Signboard - Photography - Brochures

2

Accepted Offer.

Congratulations! We now have a finance period of 21-28 days to organise funds for the property.

Tasks include - Offer passed for assessment - Building and pest conducted - Conveyancing both parties

3

Finance Due.

The purchasers' loan application has been Unconditionally Approved. Please allow a further 21 - 28 days from finance approval for settlement to take effect.

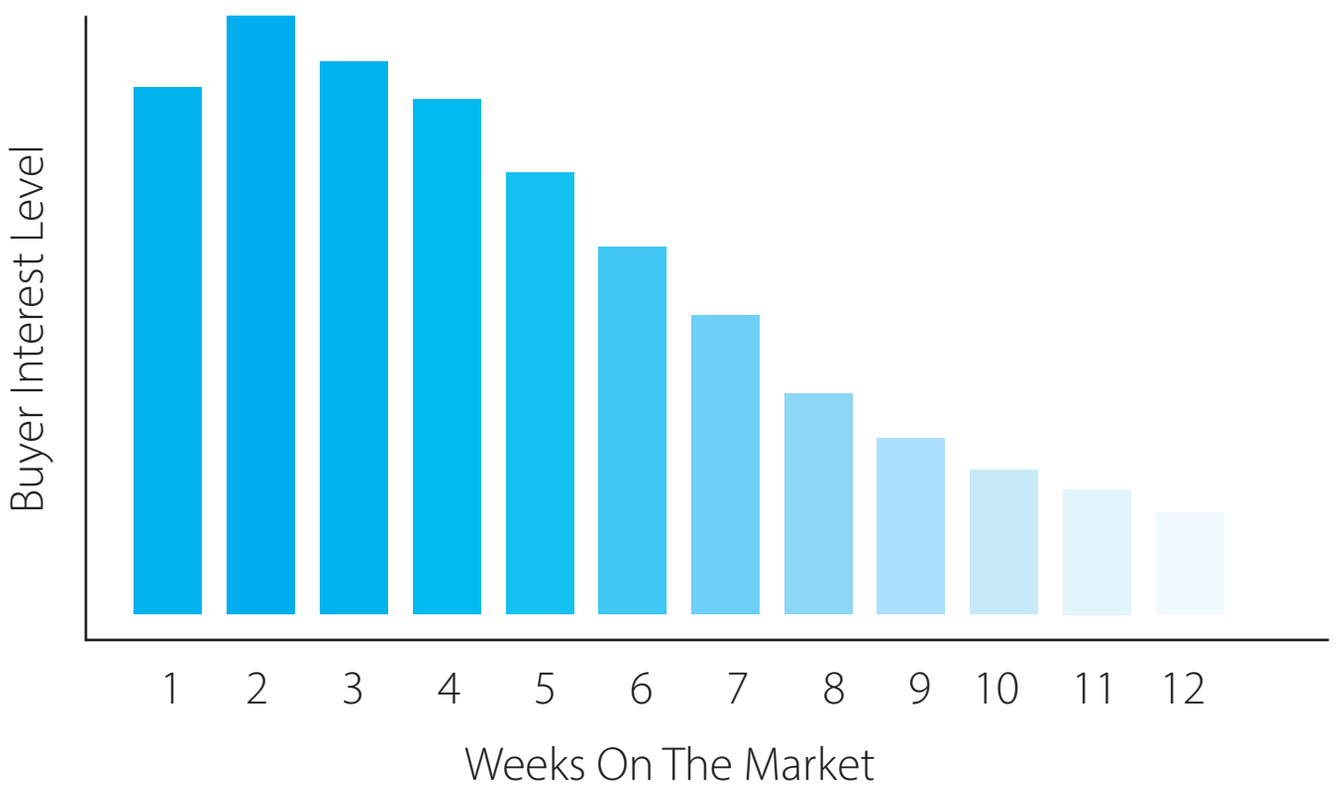
Tasks include - Further conditions on the contract to be met - Settlement paperwork signed - Final inspections by buyer

4

Settlement Due.

Once settlement is sorted, you have now successfully sorted funds and cleared everything. **Time to pack!**

Buyer activity & property price.



The first few weeks is the most important time for marketing. It's best to take advantage of them. Buyers seek out new listings which are always of interest to the existing buyer group.

Premium Price

Fair Market Value

Bargain Price

Depending on the price of your property, it will affect the number of buyers.

The best way to sell your property.

Exclusive listing

The best option is listing exclusively with one company. Exclusive listing avoids the frustrations and lack of action so often experienced when dealing with a number of different real estate companies. It sidesteps the conflicting agendas and different procedures, and maintains a strong brand grounding for your property. Most importantly, listing your home with @realty ensures your home is backed by the best possible resources come sale time

General Listing

A general listing means that you can list your property for sale with multiple real estate agencies. Getting many people from different real estate companies working for you may sound great, but in reality it can be confusing and frustrating. The lack of co-ordination, cohesion and focus is often more disruptive than advantageous, and personality and ego conflicts can add to the stress and sense of dislocation sellers sometimes experience.

To get the maximum amount of time, effort and resources spent on your property, the best option is listing exclusively with one company. You'll then have your appointed sales consultant assume total responsibility for the successful sale of your home.

Auction

The advantages of an auction are numerous. You set the terms, conditions and deadline. You agree on an undisclosed minimum reserve price, with no pressure to sell if the property fetches a lower than expected bid.

You'll also attract only genuinely interested, cash-in-hand buyers with no subject-to-sale or subject-to-finance uncertainty. There is even the opportunity to accept offers prior to auction day.

Auction marketing motivates genuine buyers to act. It's also the least disruptive and intrusive method because you only need to open your home at times that suit you best.

Private Treaty

A Private Treaty sale is where negotiations are carried out 'in private' between your sales consultant and the buyer. You will then negotiate the terms with prospective buyers. Private Treaty allows for greater flexibility for both you and the buyer as certain conditions can be negotiated into the contract at your request or the request of the prospective buyer, such as subject to a building inspection or finance.

Powerful marketing tools.

How to maximise your property's exposure



Before we go to market

- Premium Photography
- Professional Videography
- Floorplan
- Buyer data match

Core marketing products

- Signboards
- Brochures
- Letter Box Drops

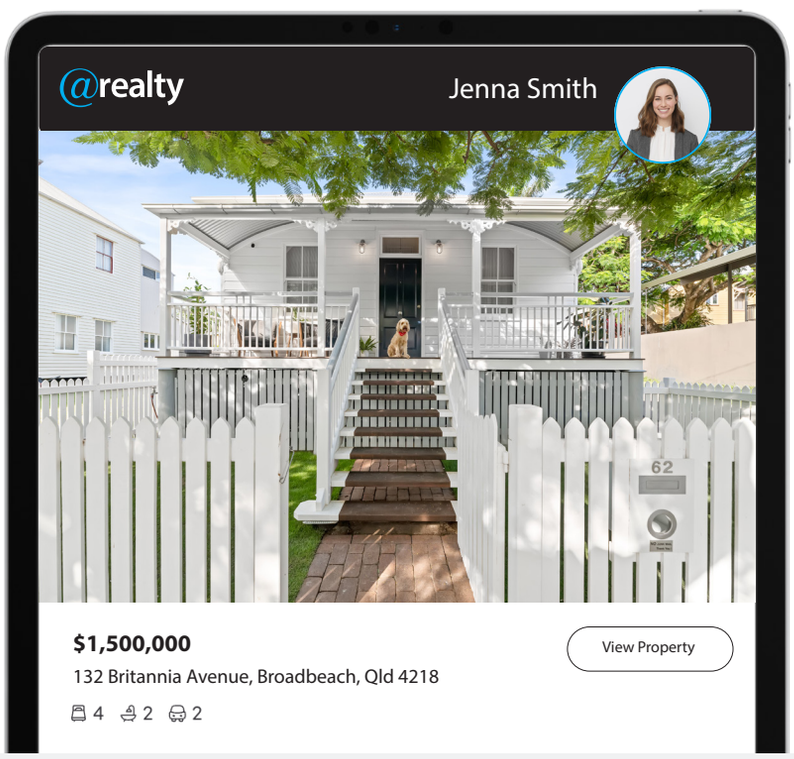
Digital marketing platforms

- Realestate.com.au
- Domain.com.au
- Realestateview.com.au
- Homesales.com.au
- Homely.com.au
- Onthehouse.com.au
- Listglobally.com
- Mass email & SMS database
- Social Media Boost

Customised marketing catered for your property.

Our sales experts are not required to hit advertising targets and therefore are able to create custom campaigns that are in the best interest of you, the client. @realty has discounted marketing packages including signboards, brochures and photography. With @realty you receive online advertising on all major real estate portals.

- realestate.com.au
- domain.com.au
- atrealty.com.au
- homesales.com.au
- onthehouse.com.au
- realestateview.com.au
- homely.com.au
- ratemyagent.com.au
- sohoapp.com
- homes.com.au
- tradingpost.com.au
- listglobally.com



Advertise Now, Pay Later

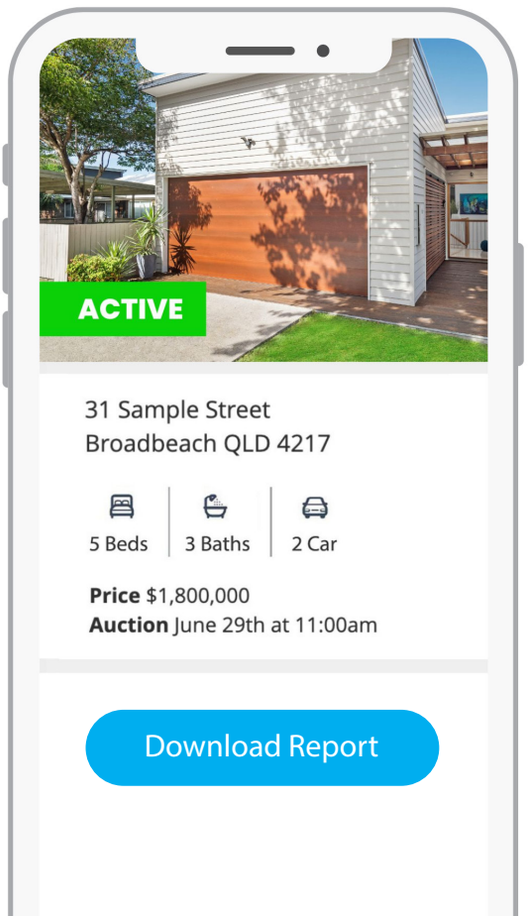
Take the stress out of paying for advertising before you sell your property with an advertise now, pay later funding solution.

There's nothing to pay until settlement, so you can get to market fast and showcase your property to its full potential. It takes just minutes to apply and funds can be ready in as little as 24 hours.

Why sell with us?

What makes an @realty expert different

	@realty	OTHER AGENCIES
Avg Agent Experience of 10 years +	✓	Not all
24/7 Access to listing performance / stats	✓	X
Customised marketing packages based on your property	✓	Not all
Digital / Social Media marketing packages	✓	Not all
National Network of 750+ agents working together	✓	X
Professional head office team providing agent support	✓	Not all
Secure trust accounting system to prevent fraud	✓	X
In-house mortgage broking to assist buyers with quick settlement	✓	X
In-house conveyancing for quick and simple settlement	✓	X
Free ads on 100 + international websites	✓	X



24/7 Access to your property's statistics

We've built the first modern real estate platform, pairing top talent with technology to make the selling experience intelligent and seamless.

- ✓ View property campaign results instantly
- ✓ Track enquiries and open home attendees
- ✓ View current or past offers
- ✓ Access your documents and invoices

How to prepare your home for sale.

Cleaning

Every area of the house must sparkle and shine! Make it easy for the buyer to want your house.

Clean all of the windows and light fixtures, including the laundry and garage.

Clean all carpets and rugs. Clean and polish lino, tile and wooden floors. Consider refinishing a wood floor if necessary.

Clean and polish ceiling fans. Take down and clean exhaust fan covers, these are dust magnets.

Maintenance

The Rule of Thumb is – if something needs repair fix it!

Check all corners for peeling paint, chipped edges and loose wallpaper and repair accordingly.

Repair all major problems. In today's climate of open disclosure and vigilant home inspections the "Golden Rule" applies. Treat the buyer as you would treat yourself.

Atmosphere

A clean smelling house creates a positive image in the buyer's mind. Be aware of any odours from cooking, cigarette smoke, pets etc.

You can use products like carpet deodorisers, air fresheners and room deodorises, but the best strategy is to remove the source of the aroma rather than cover it up.

Set the Scene

This part of preparing your home for sale can be the most fun and involves the use of colour, lighting and accessories to emphasise the best features of your home.

The use of a bright coloured pillow on a chair or a throw rug on a sofa can add dimensions to an otherwise neutral room. Use accent pieces of colour.

Soften potentially offending views, but always let light into your rooms. Consider replacing heavy curtains with something lighter.

Space Management

Create the illusion of more space by removing all clutter.

Arrange furniture to give the rooms a spacious feeling. Consider removing some furniture from any room that may seem over crowded.

Pack up your collectibles – both to protect them and to give the room a more spacious feel. Leave out just enough accessories to give the house a personal touch.

Exterior

First impressions count. Don't let your property's exterior turn a buyer away.

Mow the lawns and clear the garden of weeds and dead flowers. Wash down driveway and sidewalk

Plan your next move.

Position yourself to make the best offer

If you are purchasing another property after the sale of your current property, you will want to make sure you are in the best position to make the most compelling offer so you don't miss out.

The @realty Finance expert can help you with finding the best finance option for your next purchase as well as discuss bridging finance options with you so that your offer is not conditional on the sale of your current property.

Our expert team works with **60+ banks** to find the best home loan options for you.

Schedule an obligation free 5 minute call to find out

- Your borrowing capacity
- Best interest rates available
- Bank Cashback offers
- Bridging finance options

Contact Us



@realty

Thank you.

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