

10 TIPS WHEN SELLING YOUR HOME



Selling your home is something that most people only do a few times in their lives. For that reason, sometimes it can make sellers feel a little nervous about the process. However, by working with professional sales agents, you can look forward to a seamless and stress-free experience. So, if you're considering selling your home, here are 10 top tips to consider.

1. HOW DO I CHOOSE AN AGENT?

Sellers should look for an agent who is an expert in their local area as well as one who has a proven sales history. On top of that, the best agent for you is also the person who you trust to manage the successful sale of your property and who will communicate with you every step of the way.





2. WHEN IS THE BEST TIME TO SELL?

Contrary to popular opinion, there is no “best” time to sell! That’s because people buy and sell property every day of every week for a huge variety of reasons. The truth of the matter is the best time to sell is when it’s the best time for you to do so personally.

3. WHAT PRICE SHOULD I LIST MY PROPERTY FOR?

A professional sales agent will provide advice on recent sales of comparable properties in your local area. They will also have insights about the current market, which can help you determine the best price to list your property for. An agent who attempts to win your business by suggesting an abnormally high sales price, compared to other agents, is perhaps one who should be avoided.





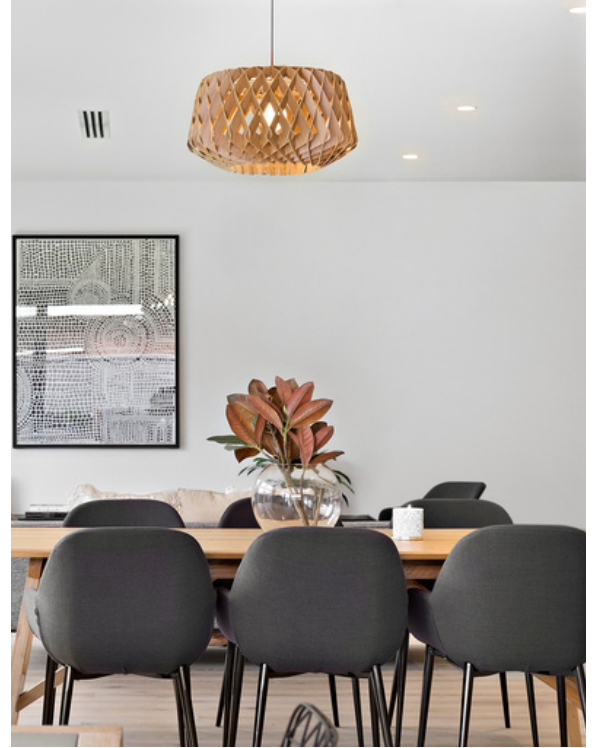
4. WHAT TYPES OF SALES METHODS ARE THERE?

The two most common sales methods are private treaty sales and auctions. Private treaty sales are the traditional method where a property is listed for sale and interested buyers submit offers to the seller via an agent. The successful buyer then signs a contract of sale that generally includes finance approval and building and pest clauses as well as cooling off periods.

On the other hand, the sale of a property at auction is geared to take place on a specific day and time and is a cash unconditional contract that needs to be signed by the winning bidder after the fall of the hammer.

5. HOW DO I PREPARE MY PROPERTY FOR INSPECTION?

First impressions count so it's always important to have your home looking as best as it can. This may mean a fresh coat of paint or perhaps a tidy-up in the garden, plus it's always a good idea to declutter your home so potential buyers can imagine themselves living there. Property styling or staging is also becoming increasingly popular with sellers.



6. WHY IS A WRITTEN OFFER BETTER?

When a buyer is interested in submitting an offer on your property, a professional agent will always get them to do so via a written offer. This is generally facilitated by a contract of sale with negotiations between the seller and buyer taking place after that moment.

Verbal offers can be a good indicator of the potential market price of your home but should never be confused with a formal offer in writing.

7. WHAT IS A RESERVE PRICE?

When selling your home by auction, you will need to set a reserve price for it on auction day. This is the price that you will be happy to sell the property at but is not a number that buyers know.

During the auction, buyers place bids to incrementing move towards the reserve price, which when reached means the property will sell to the highest bidder after that point.

8. WHAT IS A MULTIPLE OFFER SITUATION?

In strong market conditions as well as for in-demand properties, multiple offers are common. A multiple offer is when two or more potential buyers are keen to purchase your home. A professional sales agent will manage the process, which will include each party submitting their best offer to you.



9. WHAT HAPPENS AFTER A CONTRACT OF SALE HAS BEEN SIGNED?

After the buyer and seller sign a contract of sale, there are a number of things that happen. Usually there is a cooling-off period for the buyer as well as a period of time where they must have their finance approved and conduct building and pest inspections if needed. Once finance is approved, then the contract is classed as unconditional, which means that the sale of your home is set to take place at settlement.





10. WHAT HAPPENS AT SETTLEMENT?

Settlement is the legal transfer of your home to the new buyer, including payment of the agreed sales price, less any deposit already paid and the sales commission. This generally happens between each party's lawyers. However, once it's done, the successful sale of your home is now complete, and you are now all set to move forward with the next phase of your property life.



✉ info@imageproperty.com.au

☎ 1300 665 143

