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10 Tips to Sell Your Property for More

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Introduction

When you're selling your home, choosing the right agency can make all the difference. This eBook is designed to help property owners:

1. Choose the right agency to sell their home with
2. Sell for market value or potentially higher
3. Avoid mistakes when selling their home

In a thriving market, it is easy to sell a property for a premium. Buyers are queuing at the door and whoever is prepared to pay the most buys the house. You've likely heard this called a 'Sellers Market', where there is a high demand for property and a limited supply. In this case, buyers are more willing to compromise on smaller details and often will pay above an owners expectation.

In a slower market, known as a Buyer's Market, a buyer has more choices and more time to decide. This is where a good agent will make all the difference. Offering strong negotiation skills and building relationships, they drive sale prices higher at a time when that may seem impossible.

This e-book will provide you with a closer look at the areas where sellers could come unstuck, and how to save you time and money. The approaches I recommend have been refined over time and through testing and experience. I hope this will help you in your journey to sell your home, no matter who you choose to sell with.



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How to Choose the Right Agent

It can be overwhelming to know where to start when you're looking for an agency. Most people start by calling a few agents to pull together a shortlist, and this is a great place to start. Instead of just ascertaining what their fees are, I suggest treating the first point of contact a bit like an interview. Asking a few key questions can help you understand how the business operates and what the process will look like.

Here are some examples:

- How will you promote my property and what value-adding services do you offer? (e.g. styling).
- Do you offer any service pledges or guarantees?
- Who will be selling my home and what is their experience?
- What strategies do you use to achieve strong results?

Ask for an appraisal in writing by way of a Comparative Market Analysis or CMA. This will highlight similar properties in the area that have recently sold and will give you an indication of how well they understand the local market.

Research Tip

Write your own questions to ask agents when you're shortlisting, and ask more questions if you're unsure. A good agent will be more than happy to take the time to answer them.

Choosing an Agent Tip

Take the time to ask questions and research your shortlisted agents, a bit of time here can save you money and time in the long run.

Does Size Matter?

The biggest agency may not be the best choice to sell your home. Let's say there's an agency who is interested in selling your home, we will call them: Realty B Graceville. You've also spoken to an agent from Realty B Oxley. They're both from a Realty B franchise, but that doesn't necessarily mean they're helping each other to sell your home, they're still competitors.

Boutique agencies put a premium on quality advice, exceptional marketing and the peace of mind that comes from true customer service. Choose an agency that builds its business on reputation and customer satisfaction, not profits from a mass market. Boutiques have a select number of clients and work harder to deliver the results you expect and deserve. No franchise fees or models here.

Choosing an Agency Tip

Biggest isn't always best. Boutique agencies are locally focused, offer tailored services and won't sting you with any franchise fees. They go the extra mile to ensure you, as a seller, achieve the highest possible price for your property.





Choosing the Best Market Appraisal

Once you have decided on two to three agents to interview, they undertake a market appraisal of your property. Market appraisals can vary significantly depending on the soundness of the current market and the opinions of the agents.

A well-known way to choose an agent is to obtain three market appraisals and then choose the agency based on the middle price, which is supposedly “on the mark”. The thinking being the highest quote is hoping you’ll find the figure irresistible and engage their services. The lowest quote might feel not quite ambitious enough.

This is not the recommended method, because you are looking only at the potential result. It doesn’t take into account the level of service, or the marketing and negotiation skills. You want to work with someone who will tick more boxes than offering the right price tag.

Appraisals Tip

Choosing an agent purely on the middle ground can cost you. There are other more important criteria to consider when choosing an agent.

Not Too Little, Not Too Much

The market is always looking for new listings, and this means the first days and weeks your home is on the market it will generate more inspections than any other time. Those who've been looking for a home for a while will understand the true market value of your property, and an overpriced listing will stick out like a sore thumb.

Listing a home for above market price isn't a good strategy. For example, say a property is listed for \$500,000, which is overpriced for that area. Educated buyers will notice and will happily wait for the price to come down because they know the current market value. This means the seller has no choice but to reduce the price to reignite some attention, which could result in a much lower sale.

In the alternative scenario, if the same property was originally listed for \$470,000 which is closer to the true market value, buyers will see a good deal and fueled by urgency can be pushed higher towards your ideal sale of \$500,000. This is the outcome of two or more buyers vying for your property. If this happens, an agent will have each buyer sign a "multiple offer acknowledgment" document. This encourages the buyers to make their best offer first as they may not get a second chance.

Pricing Tip

Pricing to market is the key to selling sooner and for more, this attracts early offers when interest is high. Before you can make an informed decision about what price you can list or sell at, you need to understand the market, buyer motivations and your strategy, which can all have a positive or negative effect on the outcome of a sale.

Who Should Pay for the Marketing?

No cost advertising and marketing expenses sounds great, but there are some things you need to consider before jumping into this:

- Who is taking the photos of your property when the advertising is no-cost?
- Who writes the text for online and print advertising?
- Will they be providing 360° Virtual Tour Photography (which can have the effect of quadrupling the number of buyers clicking to view your property online), and what about a quality floor plan?

Great results come from targeted advertising, professional photography briefs and understanding the ideal buyers in all advertising copy. These all require attention to detail and premium service.

Ask Yourself These Questions:

- Will this marketing achieve the best price for your property in any market?
- Will the marketing reach more of your ideal buyers?
- Would you be prepared to invest \$1,000 now to gain \$5,000 in two months?
- Do you believe your property will get the exposure, attention and offers that it deserves with a “free” marketing campaign?

A Note on Commission Discounts

Commission discounts are tricky, you want an agent who is going to trust their skills and sell your property for as much as they can get. Any savings in commission are likely to be lost in the sale of your home.

Marketing Costs Tip

Select and pay for an agent because of their level of service, advice and commitment. Don't choose an agent based only on low cost marketing fees when there are other factors to consider.



Presenting Your Home to Attract the Right Buyers

Beautiful photography is the key to showing potential buyers the value of owning your home. However, the words used in the advertising pieces are what give context and tell the story of the property, it describes the feeling of living there and sells the lifestyle. Your home deserves more than just factual information and a couple of images.

Using a Copywriter

A professional real estate copywriter wants to know your home as well as you do. They work to describe the warmth, features and lifestyle opportunities it offers. Not everyone reads the text for new listings, but those who do want quality in what is written. Copywriters tell a story. They want to put buyers right there, in the home, before the first open home has even commenced. Professional copywriting can truly be the difference between a potential buyer taking no action and you achieving a sale for a premium price. Serious buyers need to get hold of all the information they can before enquiring so that they can make an informed decision.

For example, here is a piece of professional copywriting that helps potential buyers see how they would live in this home:

LIFESTYLE:

A wonderfully private setting embraced by green surrounds, this architectural masterpiece is a complete lifestyle sanctuary for the growing family. Spectacular interiors showcase leafy views from every aspect, and the rear of the home flows to a vast entertainment area overlooking a resort-inspired pool and lush gardens. It boasts a desirable position not far from the Brisbane River and is only moments to cafes, first-class schools and public transport.

ACCOMMODATION:

The layout is perfectly suited to families with a spacious open plan living area that allows everyone to come together to socialise and entertain. Yet with a separate study and a second living area upstairs, there is room to break away and find a quiet spot, when needed.

FEATURES:

A magnificent lifestyle choice, this Graceville home offers superb contemporary living. The purposeful use of voids expands on an already capacious design and offers a stunning visual link to the lower and top levels. The subtle detailing, simplistic lighting and elegant chandeliers add greater depth to the design without becoming overbearing.

Presenting Your Home Tip

Show great images and tell a compelling story. Make it easy for your prospects and you'll sell your property sooner and for more. One of the best investments you can make to sell your property is professionally written advertising copy.

Marketing Channels

Queensland is one of the fastest-growing Australian states, and many potential buyers are moving from interstate or overseas. It's not always possible for them to get to a property before making an offer, they are actively looking for alternative marketing like videos, virtual tours, detailed floor plans and drone photography to gather as much information as possible.

A good agent will develop an integrated marketing strategy for your property to target as many potential buyers as possible. The strategy is slightly different depending on the method you choose to sell your home.

Photography

Good photography is one of the greatest investments you can make when selling your home. Buyers will decide whether to click on your home or move to the next one very quickly, often within seconds! Strong visual imagery may be the difference between a prospective buyer deciding to look at your home or scrolling to the next. Buyers want to see images of kitchens, bathrooms, backyards, swimming pools etc. However, remember that they are buying a lifestyle, not just the house.

The best part about online marketing is that it doesn't cost extra to showcase a selection of photos, and we suggest you do! If you only present two or three pictures of a four-bedroom family home, buyers will think you're trying to hide something. A good number of images available online creates a greater sense of desirability, which has the potential to add perceptive value to your home.

Social media

A good social media campaign can create a much broader interest in your property, and include passive buyers who may not be directly looking for a home on realestate.com or domain, but are 'thinking of selling if the right property comes along'. It's a great cost effective way to get more people looking at your home, right through their phones.

Signage

Signage is a must, it captures the interest of those who didn't realise the home was for sale. Buyers often enquire about properties after they discover a FOR SALE sign on their way to work or walking the dog. Upgraded signage which often includes photos and a few sentences of copy can highlight the key points of why your home is worth buying.

Open Homes

One of the most important aspects of selling and where good agents shine! A well-run open home places professional agency staff on-site to talk about your home, meet buyers and collect feedback. From a buyers' perspective, attending an open home with plenty of competition creates urgency and desirability for your property.

Videos

Videos capture a buyer's attention and draws them into your home. It allows them to experience your property and visualise many of the specific details, especially the flow of the house and some of the main features of the local area. This is a powerful selling tool for broadening the potential buyer pool to people who can't attend in person.

Floor Plans

A detailed plan shows the layout of your home and where your home is positioned on the block. Immediately buyers can see the flow of a property, how they might fit their furniture into it, and what changes they may make immediately and/or in the future.

Additional media opportunities

Changing technology means there are many other ways of promoting your home, all of which add reach for minimal cost. For example, an easy to scan QR codes where buyers can be instantly linked to a virtual tour of your property. Some agents have a weekly newsletter where they promote their new properties. These are all additional services that your agent should provide to maximise exposure to buyers.

Marketing Channels Tip

You can't sell a secret. Buyers need to see and find your property in multiple places- online and offline.

Understanding the Buyer

In the negotiation process, relationships are very important. Understanding the current positions and what's important to the buyer is key to achieving a fast and great result. Some things to consider are:

- What is your buyer's motivation?
- Do they need to move quickly?
- Do they have funds ready or will they need to sell first?
- Do they understand the current market status?
- How many properties have they inspected and how long have they been looking?

Agent Choice Tip

Choose an agent who you can build a natural rapport with potential buyers, and wants to learn their motivations for buying. You should feel comfortable that they can negotiate the sale for a positive outcome for you and a smooth process for all.



From Our Hauss

We hope that you can use the advice in the pages of this e-book, to equip and empower you to choose the right agent for you. By following a logical selection criteria and thoroughly interviewing an agent, you'll find an agent aligned with your values and goals.

At Hauss, we believe that the property journey should be a pleasure. We provide professional and personalised service from the first encounter to a successful result, and our team of local experts are here to guide you through every step of the process. We're 100% family owned and operated, so not only will you work directly with our senior staff but you can be confident your money is going directly back into the community- no franchise fees or models here.

If you can choose an agent that is connected, skilled and experienced, you will be taking a step in the right direction in finding a brilliant agent to sell your home.

Good luck on your property journey, we hope to join you.



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