

## How to Successfully Sell Your Home



Focus on and follow these key steps to successfully sell your home!

**The Sales Contract** - engage a solicitor or conveyancer to prepare your contract of sale and to manage the legal transfer of ownership from you to the buyer.

Their role encompasses many aspects: supplying information in the contract about approvals and the nature of improvements to the property and any restrictions on the title; listing inclusions of fixtures and fittings in the contract; making you aware of any tax implications; arranging settlement timing and protecting your interests during the sale process.

**Auction or Private Treaty?** A general rule is to go to auction in an over-heated market and private treaty in an under-heated market.

The uniqueness of your home will have a bearing on which method to use. Your home may have a certain style or unusual inclusions which have a very high utility to a narrow market, both of which would point to a sale by private treaty.

**Determine Home Value** - is critical in achieving a good sales outcome and a premium price for your property. You do not want to pitch your house at too high or too low a price. A good understanding of the market based on recent and comparable local sales, will indicate the value of your home.

**Appoint an Agent** - you should be looking for someone who is experienced, knowledgeable, helpful and professional. Selling a home can be a stressful process, and so you need to choose someone you have a good rapport with, can trust and can have a good business relationship with.

The internet has revolutionised the marketing of property and now more than ever, agents have to demonstrate how they can add value to your sale process.

**Review Marketing Strategy** - you need a unique marketing strategy, which focuses on the subtleties of your property. Avoid being a number on a production line.

Ask for eye catching photography, creative advertising copy, the best internet advertising and demand a professionally managed marketing campaign.

**Prepare Your Home** - de-cluttering is now an essential part of preparing your home. Aim to remove as many personal items as possible and produce a minimalist clean look. This helps buyers to imagine themselves in their prospective new home.

Now make the best 'first impression' by making your home sparkle. You may wish to consider speaking to a stylist. An attractive garden too, is an element, which can be a great drawcard.

**Open House** - buyers need to feel relaxed and unhurried during their inspections, which is why private and Sunday inspections are particularly valuable.

Inspections are a prime time for agents to add value for the vendor. The agent's role is to listen closely and observe attendees to gauge buyer interest and motivation.

**Execute Contract** - the conclusion of a successful marketing campaign.

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