

**GREATER**METRO  
Real Estate

OPEN

OPEN

*Guide*

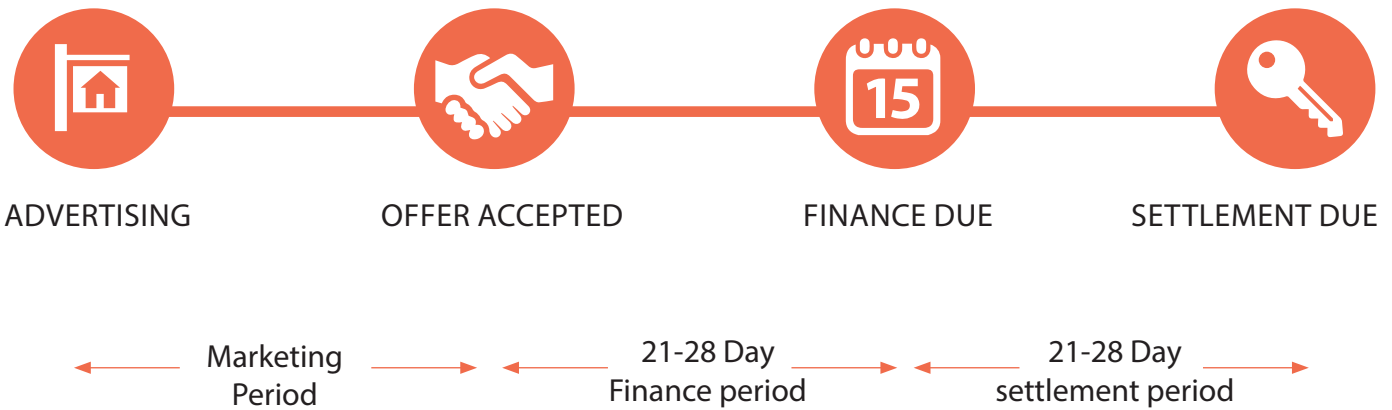
TO SELLING YOUR HOME.

[www.greatermetro.com.au](http://www.greatermetro.com.au)



# MARKETING THROUGH TO SETTLEMENT

## WHAT YOU NEED TO KNOW AT A GLANCE



### ADVERTISING

**We are busy working for you from day 1.**

Our job is to negotiate on your behalf to get you the best price possible for your home whilst keeping you fully informed along the way.

**Marketing period tasks**

- Sign, photography and advertising schedule will be arranged
- Private inspections conducted
- Open homes conducted
- Follow up managed
- Constant communication in the form of Progress Reports, phone calls and meetings with you.
- Negotiate offers

### OFFER ACCEPTED

**Congratulations on your accepted offer.**

Generally there will be a 21 - 28 day finance period - please refer to your offer.

**Finance period tasks**

- Offer passed to broker / bank for assessment
- Building & pest inspection conducted
- Conveyancer/solicitor appointed by each party
- Buyer deposit paid
- Bank valuation conducted
- Unconditional finance approval issued by the bank

### FINANCE DUE

**Congratulations,** the purchasers' loan application has been Unconditionally Approved and we are now moving towards settlement. Please allow a further 21 - 28 days from finance approval for settlement to take effect - please refer to your offer.

**Settlement period tasks**

- Further conditions on the contract to be met
- Your bank contacted in regards to discharge of mortgage
- Settlement paperwork signed eg. Transfer of Land forms
- Final inspection conducted by the buyer
- Keys to be handed over by 12 o'clock the day following settlement.

### SETTLEMENT DUE



## PRIVATE TREATY

### THE PRIVATE TREATY METHOD IS RECOMMENDED FOR PROPERTIES:

- Where time of sale is not an issue
  - Where the client is most comfortable with a clear price
  - Where marketing budgets are small
- 

### MARKETING WITH A PRICE:

- Buyers usually spend 10-15% more than they intend, therefore we don't want to lose them before they view the home
- Many owners put 10-15% on top to avoid 'underselling' however this can hinder enquiries
- Overcoming the gap of 20-30% between the advertised price and the likely buyers' price, needs the skill of our agents
- Price the property too high and we can miss our buyers
- Price the property too low and the premium price is lost



## AUCTION

### THE AUCTION METHOD IS RECOMMENDED FOR PROPERTIES:

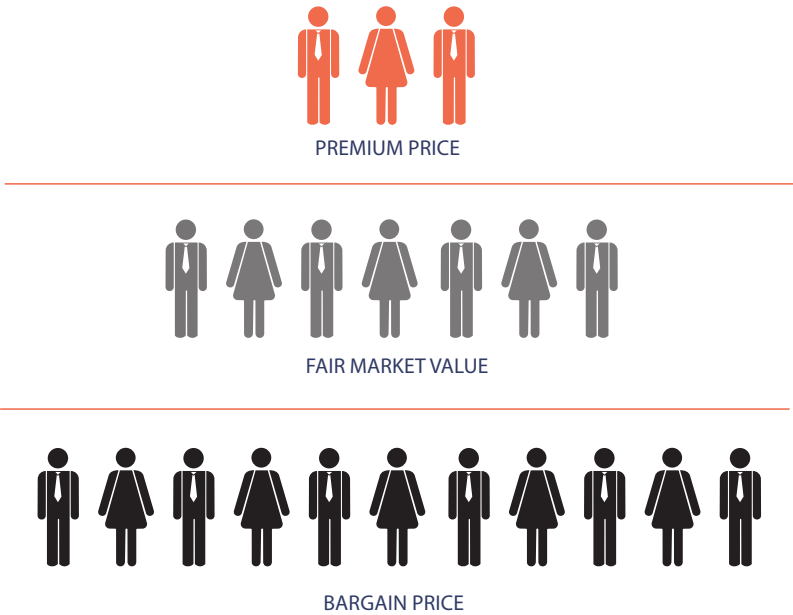
- Where the aim is to achieve a premium price
  - When it is important to have a set time frame to work with
  - Where the client is comfortable using market demand to help achieve the price
  - For any property in any market where the client is committed to sell
- 

### MARKETING WITHOUT A PRICE:

- A premium price comes from competition between buyers. The more buyers, the more competition, the higher the price.
- Well handled no-price marketing comes down to the buyers' perception of value. This can differ by a little or by a lot. Using the right dialogue with buyers will help maximise your result.

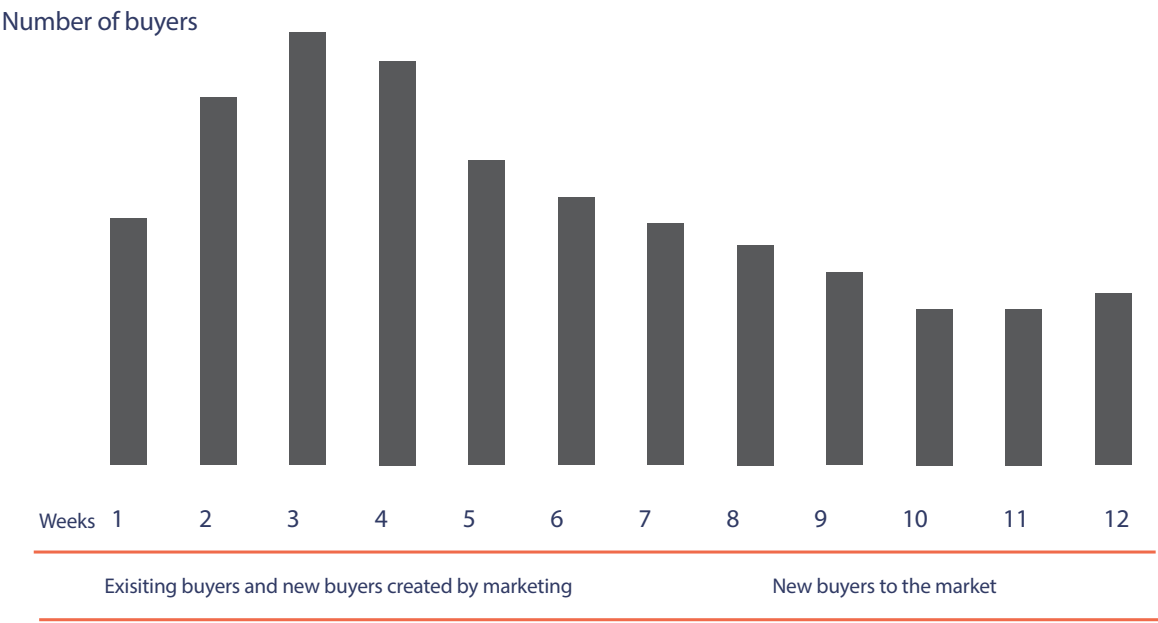
# PROPERTY PRICE & BUYER ACTIVITY

## PRICE OF PROPERTY



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

## BUYER ACTIVITY



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.

# POWERFUL MARKETING TOOLS

## BEFORE WE GO TO MARKET

### PREMIUM PHOTOGRAPHY

Great photography does wonders for the warmth, space and overall perception of a home or investment.

### FLOORPLAN

Properties advertised online that include a floorplan can receive up to 30% more enquiries than properties without floorplans.



## CORE MARKETING PRODUCTS

### SIGNBOARDS

Allow your property to be on show 24 hours a day, 7 days a week.

### BROCHURES

Available at open homes

### DIRECT MAIL & LETTERBOX DROPS

A large number of potential buyers live locally



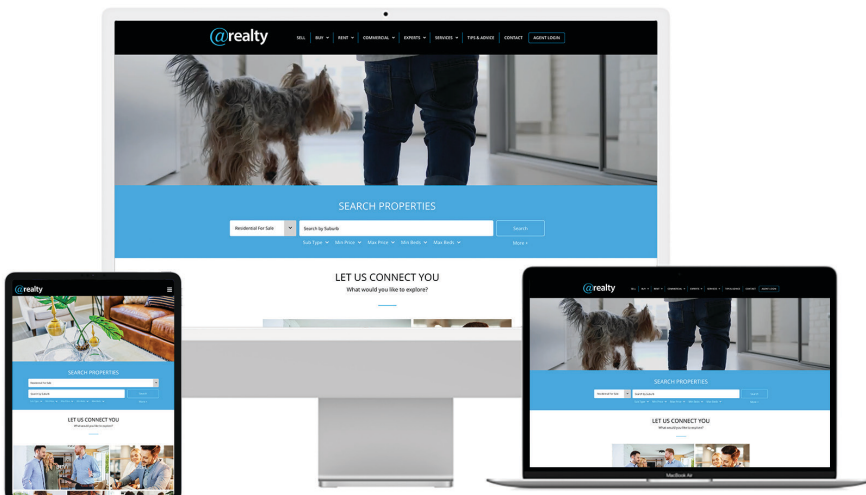
## REACHING THE DIGITAL MARKET

### FREE ADVERTISING ON:

- domain.com.au
- atrealty.com.au
- realestateview.com.au
- homesales.com.au
- homely.com.au
- onthefhouse.com.au
- ratemyagent.com.au
- homes.com.au
- tradingpost.com.au
- listglobally.com
- + 100 International Websites

### SOCIAL MEDIA LISTING BOOSTER

Reach passive buyers on social media through enhanced targeted audiences.



# PREPARING YOUR HOUSE FOR SALE

## CLEANING

**Every area of the house must sparkle and shine! Each hour spent will be worth the effort. Make it easy for the buyer to want your house.**

Clean all of the windows, 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 all woodwork. Pay particular attention to kitchen and bathroom cabinets.

Clean all light fixtures. The glass covers of most ceiling fixtures can be made to sparkle by running them through the dishwasher.

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.

## 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.**

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.

Remove all clutter

Use light to create a sense of space. All drapes should be open. Turn on all lights throughout the house for showing.

## NEUTRALISING

**Select a neutral colour scheme that will make it easy for the buyer to mentally picture the house as theirs. Consider replacing unusual or bold colours with neutral tones. Two coats of off-white paint may be one of the best investments you will ever make.**

## 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 deodorisers, but the best strategy is to remove the source of the aroma rather than cover it up.

Once offensive odours have been eliminated, consider adding delightful scents. Recent studies have shown that humans have strong, positive responses to certain aromas, Cinnamon, fresh-cut flowers, bread baking are all excellent ways to enhance your house.

## 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



# GREATERMETRO

## Real Estate

Adam has enjoyed a successful real estate career spanning over 20 years working across all aspects of property sales and marketing.

As a Licensed Real Estate Agent, Adam's driving force is his commitment to achieving the best results for his clients, proven through the strength of his relationships built over his career.

With a personable nature, Adam has great negotiation skills and a clear understanding of every client's individual needs. Focused on providing an exceptional level of service, he prides himself on maintaining excellent levels of communication with his clients through every stage of their engagement and with an appreciation of the importance of real estate decisions to people's lives, he will always be on your side.

Outside of real estate Adam loves spending time with his wife Alexandra and two daughters. When he finds the time, he relaxes by keeping fit, travelling and reading biographies.



Adam was a fantastic agent to work with. He was able to help guide us through the process of buying our first home. He was full of knowledge and was patient with our questions. He was always contactable and ready to answer any question or concern we had about the purchase. As a buyer we couldn't have been better served then by Adam.

*- Daniel Powell and Mikala Swift*

Adam is a friendly and warm person to deal with when looking for a home As first home buyers my wife and I needed a real estate professional to guide us and help us achieve the dream of owning a property. Adam has been patient and available to help us understand our options. We found Adam to be honest, diligent, knowledgeable and hard working. We strongly recommend him.

*- Renou and Ash Koul*

Adam was an absolute pleasure and removed all stress for me throughout the sale journey As well as going above and beyond Adam was very supportive, helpful and knowledgeable from the start. Very reassuring to know everything was in capable hands and very well taken care of in all matters. We would not hesitate to work with Adam again should the opportunity arise, and we would recommend him to anyone. We cannot thank and praise Adam enough.

*- Trung Cuong Vo*

Amazing Service and Extremely Quick Sale Adam did an incredible job in a very short period of time and got me a price much higher than I expected. He is very professional, transparent and very personable. He kept me informed throughout the whole process and was always helpful and forthcoming with information. I would highly recommend him!

*- Wendy Helen Appleton*



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