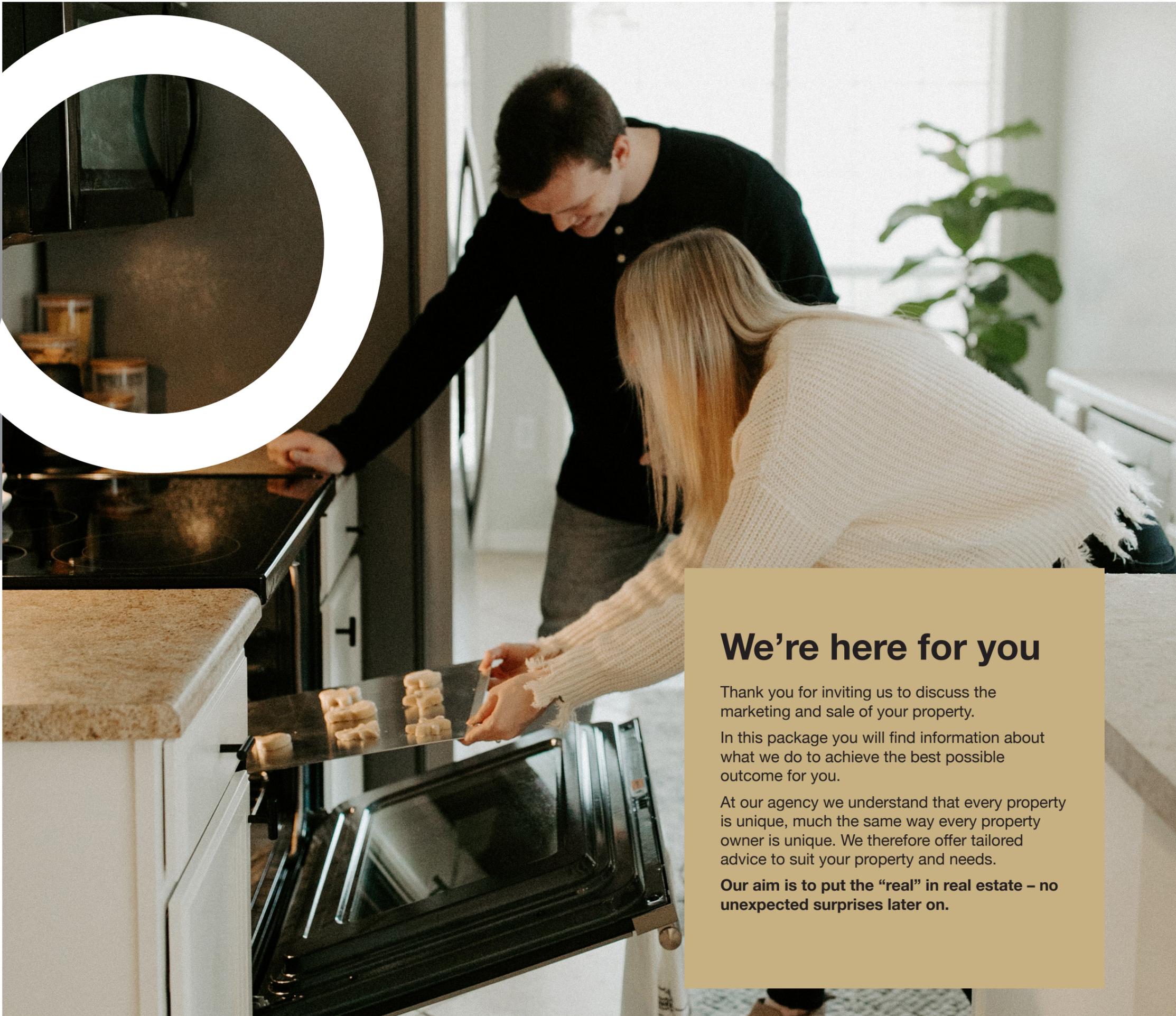


Selling your property

Everything you need to know





We're here for you

Thank you for inviting us to discuss the marketing and sale of your property.

In this package you will find information about what we do to achieve the best possible outcome for you.

At our agency we understand that every property is unique, much the same way every property owner is unique. We therefore offer tailored advice to suit your property and needs.

Our aim is to put the “real” in real estate – no unexpected surprises later on.

This pack is designed with you in mind.

For some, the thought of selling a property can be rather overwhelming.

Where do you start? Which agent do you choose? What does the sales process entail? Selling is selling - isn't it?

We recognise that the decision to sell a property is not one to be taken lightly.

This information pack has, therefore, been specifically designed to answer the common questions asked by a vendor, before signing the dotted line and commencing a sales campaign.

Contents

- About us
- Auction, Private Treaty, Expressions of Interest
- Marketing and Advertising
- 21 ways to prepare your property for selling
- Weekly vendor report



About us

Our company has serviced Burwood and the surrounds for over two decades.

Our team of Sales Agents has 125 years' combined experience, thus making our team one of the most knowledgeable, experienced and trusted in Burwood and the Inner West.

We pride ourselves on providing tailored and flexible service. We do not believe in a "one size fits all" policy.

Located in a high profile position on Burwood Road, our recently renovated office enjoys a park side setting and extensive foot traffic. Prospective clients and buyers often pop in for a general chat about the property market, or to discuss the management and potential sale of their own property.

Successful management of properties has led to many of our clients becoming our vendors. Client satisfaction throughout the property management process has resulted in many clients entrusting our agency to sell their property. For any agency, this is the greatest feedback.

We cement long-term relationships through our honest, reliable and caring approach.



A satisfied customer is the best business strategy of all.



Auction, Private Treaty or Expressions of Interest

The key to a successful sale campaign is knowing when to run an auction, private treaty or expressions of interest campaign. “How am I supposed to know?!” we hear you ask. The answer – “You’re not.” It’s our job to monitor the market, provide advice and make a recommendation accordingly. We are here to guide and support you every step of the way. To help you understand the difference between the three methods of selling, we have provided the NSW Government Fair Trading explanations of each, below.

Auction

“An auction is a public sale of goods where:

- People bid for the goods, can see other peoples’ bids and can re-bid if another person has made a higher bid.
- The goods are sold to the person who makes the highest bid.
- The seller is not necessarily a private individual or selling in the course of a business.
- Usually, the only statutory (or implied) warranty is that the goods must be sold with ‘clear title’.
- To sell through an auction process, the amount you want for the property is generally not revealed to potential buyers who are encouraged to attend the auction and bid for the property against other potential buyers.

Auctions have become an increasingly popular way to sell or buy residential property, but before you decide to go down that path, do your homework and familiarise yourself with the process and what it involves.



Setting a reserve price

The reserve price is the lowest amount you are willing to accept for your property. Before bidding begins, advise your agent what you nominate as the reserve price. This is usually not told to the prospective buyers.

If the highest bid is below the reserve price, the property will be ‘passed in’. You will then either try and negotiate a price with interested bidders or put the property back on the market.

If the bidding continues beyond the reserve price, the property is sold at the fall of the auctioneer’s hammer.

Successful bids

The successful bidder must sign the sale contract and pay you a deposit on the spot (usually 10 per cent). There is no cooling-off period for anyone who buys a property at auction. If the property is passed in at auction but contracts are exchanged on that same day, the cooling-off period still does not apply.

Private Treaty

When you sell your home by private treaty, you set a price and the property is listed for sale at that price.

Benefits of a private treaty sale:

- greater control over the sale
- time to consider offers by potential purchasers
- the ability to extend the time for which your home is for sale indefinitely
- potential purchasers must make offers for your property ‘blind’, without knowing what other buyers think it is worth.
- Risks of a private treaty sale that should be considered:
 - if the price you set is too high, your property may not sell
 - if the price you set is too low, you may miss out on maximising the selling price.
- You should also be aware that when a property is sold by private treaty, the buyer has a five day cooling-off period during where they can withdraw from the sale.

Expressions of Interest

Once a buyer has made an offer, they may be asked to pay an initial deposit as an 'expression of interest'. This won't mean that the property is theirs or that it gets taken off the market. It only proves to the seller that the buyer's offer is serious.

The seller or agent can take as many preliminary deposits as they like for the one property. However, when the buyer pays this deposit, the agent must provide the buyer with a receipt and tell them in writing that:

- they have no obligation to sell the property to them,
- the buyer has have no obligation to buy the property, and;
- the agent will refund the buyer's deposit if they don't end up entering into a contract to buy the property.
- The agent must also tell the buyer if someone makes a later offer on the same property, as soon as they become aware of it.

Marketing and advertising

The first few weeks of any marketing and advertising campaign are the most important, as buyers are frequently searching for the latest listings.

THE 3P'S FOR MARKETING YOUR PROPERTY

1. Property presentation

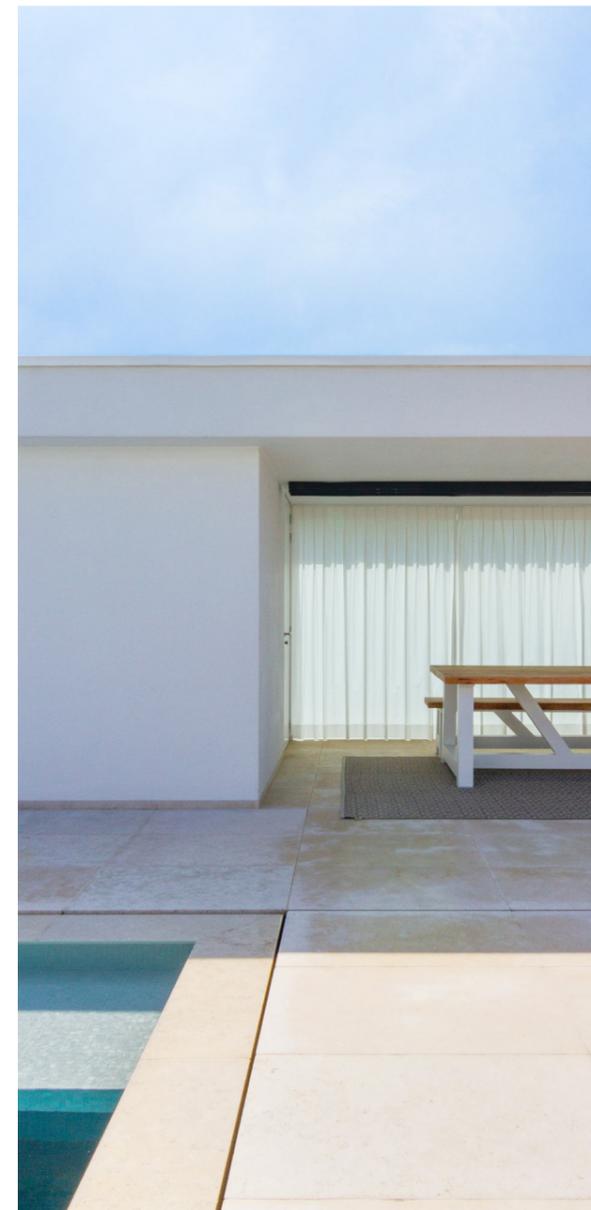
last". When it comes to property and potential buyers, this saying runs very true. If you don't know where to start, don't fret, together with this booklet we have provided a list of 21 ways to prepare your home for selling. Alternatively, we can arrange professional property styling through our trusted, third party provider.

2. Professional photographs

This one is obvious – it is recommended that a professional photographer be employed to photograph your property in a way that best presents light, space and detail. In our sample sales brochure, you will see a series of photographs taken by our professional photographer. This also includes a floorplan of your property.

3. Priority placement

Have you ever wondered why some properties are at the top of a search list with a large eye-catching ad? That, there, is priority ad placement. We offer a variety of advertising packages to suit your budget and requirements. Please refer to our list of marketing options for further information.



21 Ways To Prepare Your Home For Selling

These tips are among the 21 top ways to prepare your home for a sale.

1. Clean, clean, clean

Dust on top of the fireplace mantle and fan blades, polish your appliances and faucets, and give the windows a thorough washing. If you've already moved out or if you're too busy to stay on top of things, consider hiring a cleaning service to stop by every couple of weeks.

2. Pay attention to smells

For example, don't cook bacon in your home the day of a showing - although it might taste great, the smell is strong and lingers for a long time. You don't want your home to smell like a fast food restaurant! Instead, we suggest you light a candle in the living area and kitchen, and use diffuser reeds in the bathroom.

3. Clear out the clutter

You want buyers to focus on how awesome your space is, not how messy it looks. Banish that piles of shoes from the entry, that stack of mail from the kitchen table and anything else that detracts from your home's gorgeous features.

4. Repaint the walls neutral colours

As much as you love your dramatic red dining room, it could turn off a good portion of your buyers. So repaint your rooms in neutral tones like tans and whites that allow buyers to focus on the spaces themselves, not the colour of the walls. A neutral palette allows buyers to envision their own furniture in the property.

5. Keep the décor simple

To help buyers imagine themselves in your space, get rid of any art or other décor that might turn off people with different tastes. A classic landscape painting? Totally fine. Your zebra print leather couch? Might want to slipcover that for showings.

6. Get rid of personal items

Buyers want to be able to envision themselves in your home, so remove anything overly personal, like family photos in the hallway or your kids' artwork on the fridge.

7. Let there be light!

Open up all the windows to let in natural light and add floor or table lamps to areas that are dim. A bright, cheery room looks bigger and more inviting.

8. Bring nature inside

Potted plants or a few pretty buds in a vase can help bring energy into a space, fill in empty corners and even draw attention to features you want buyers to notice. Just make sure the plants are in good health (and bug-free!).

9. Get rid of bulky furniture

Your furniture should fit the scale of the room, so get rid of any extra or oversized items that could make your space look smaller than it really is.

10. Organize your closets

Storage space is a huge selling point, and if your closets are stuffed to the brim, buyers will think you don't have enough of it. Invest in some boxes, dividers and other solutions that will help you make your stuff look more organized, and remove extra items you don't need immediately (you can stow them away until you move).

11. Tackle that honey-do list

All those little things you've been meaning to do but never got around to? Buyers will notice them, and they'll detract from the value of your home. So set aside a weekend to tighten those loose doorknobs, fix that leaky faucet and paint over the scuffs from when you first moved in your sofa.

12. Do a faux “renovation.”

Little tweaks can make a big difference in the overall feel of a room. Kitchen a little outdated? Replace the fixtures, faucets and hinges. You'd be amazed at the difference new kitchen cupboard handles can make. Family room furniture beaten up? Throw some slipcovers over it.

13. Give each room a purpose

That spare room you've been using as an office / guest room / dumping ground won't help sell your home unless you show buyers how they can use it themselves. So pick a use (office, guest room, crafts room) and clearly stage the space to showcase that purpose.

14. Turn the bathroom into a spa

Create the feel of a relaxing, luxurious bath — for less than \$30. Stack a few pretty washcloths tied with ribbon, add some diffuser reeds and faux plants, and buy bathmats and towels in coordinating tones such as light green, blue and white.

15. Close the toilet!

When it comes to both showing and photographing your home, this little trick can make a surprising difference.

16. Turn the living room into conversation central

Help buyers picture themselves relaxing with family and guests by grouping your furniture into arrangements that inspire conversation.

17. Keep the flow going

The last thing you want is people bumping into furniture as they tour your home; it disrupts their focus and makes your space look cramped. Do a dry run as though you're seeing your home for the first time and tweak anything that interrupts the “flow.”

18. Make something yummy

Real estate agents don't put out fresh cookies at open houses just to treat buyers; a “homey” smell like baking cookies or bread can help people connect with a kitchen. Not a baker? Fake it with a cinnamon or vanilla and caramel scented candle.

19. Make it look “lived in” with vignettes

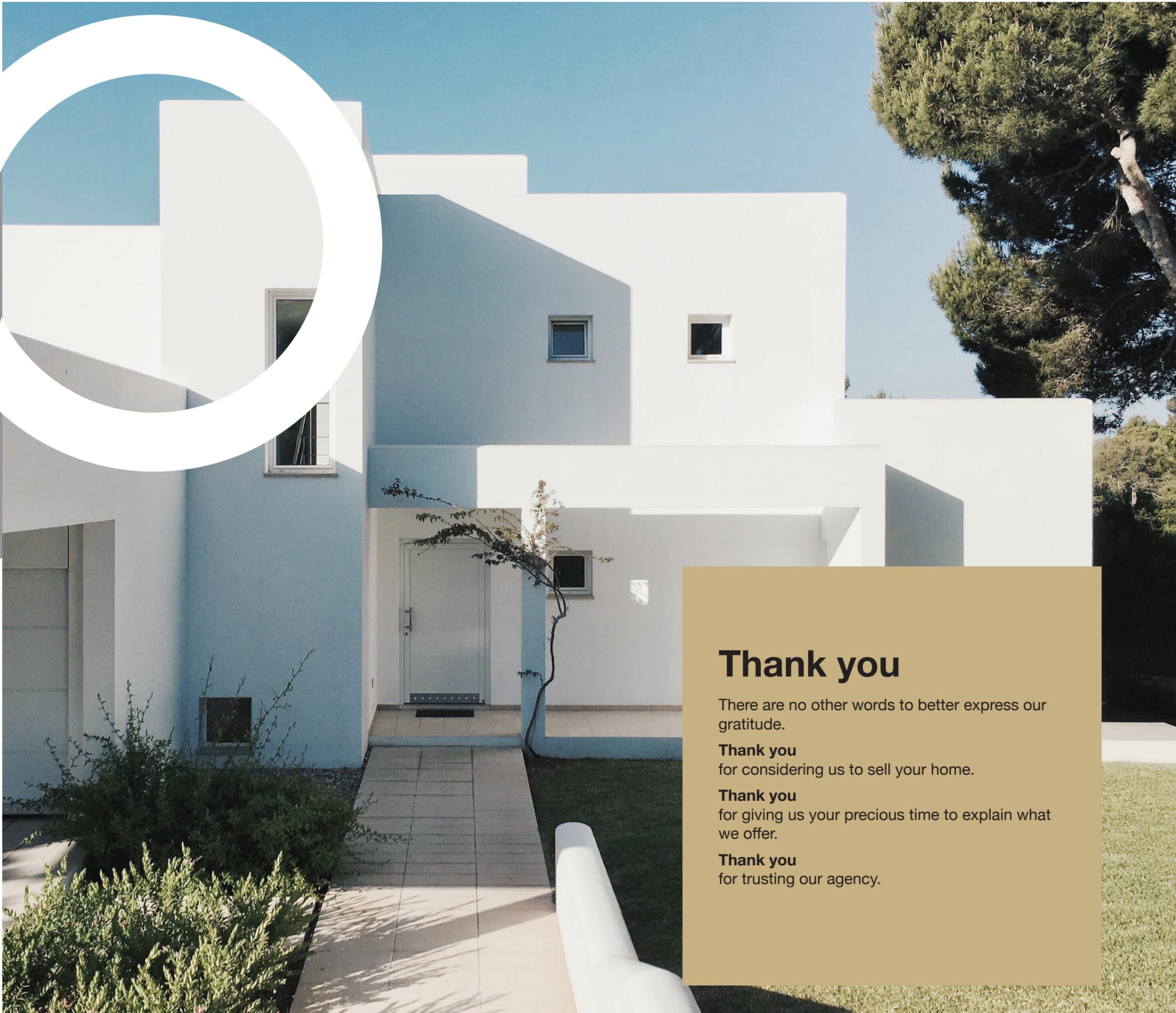
Help your buyers see themselves in your home by adding deliberate vignettes that showcase how your home can be lived in. An inviting armchair and a tray with a coffee cup and book can turn that empty corner into a reading nook. Pretty soaps in a decorative tray can make your tiny half-bath more appealing.

20. Highlight focal points

Draw buyers' eyes towards any special features with bright colours or accents like plants. A pop of red throw pillows can draw a buyer's attention to that lovely window seat. A striking fern on the mantle can show off your fireplace.

21. Boost the curb appeal

Don't spend all your time indoors. More than one buyer has decided not to even enter a home based on its curb appeal, so make sure your home's exterior looks excellent. Trim your shrubs, weed your flower beds, fix any peeling paint and keep the walkway clear. Just adding a row of potted plants along the walkway or a cheerful wreath to your front door can make a big difference.



Thank you

There are no other words to better express our gratitude.

Thank you
for considering us to sell your home.

Thank you
for giving us your precious time to explain what we offer.

Thank you
for trusting our agency.



Contact us today

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