



Elders



Guide to *selling* with Elders



Selling your home can be one of the most *daunting, emotional* and *financial* experiences you'll ever face. That's why *most* Australians are choosing the *security* and *knowledge* of a professional real estate agent to guide them through the *process*. Once you've made that *crucial* decision to work with an agent to sell your home, what comes *next*?

You can *rely* on us.

WHAT TO LOOK FOR IN AN AGENT

When choosing a real estate agent, the most important things to look for are trust, communication, experience, local knowledge, passion and reputation. Elders Real Estate knows this. We know just how important selling your home is, and we're determined to make the process as simple and rewarding as we can. With over 180 years' experience in real estate Australia-wide-rest assured, we know exactly how it's done.

Your real estate agent will be guiding you through some big decisions, so building a relationship based on trust is important. A good real estate agent is totally transparent and always listens to your ideas and concerns. When using an Elders Real Estate specialist, we'll ensure you remain in complete control every step of the way.

Good communication with all parties is essential when selling your home, and Elders Real Estate specialists are trained for this. We understand today's real estate is a 24/7 service and communicating with you on a regular basis is our priority. In the early stages of designing your selling plan, we'll work out the best times and modes of communicating with you to suit your needs and your schedule.

Most Australians only sell a home once or twice in a lifetime. With all the rules, regulations, fees and charges that are involved, it's hard to know where to begin and what's next. Elders Real Estate specialists

are fully qualified, experienced agents who'll guide you through the process as simply and easily as possible. We do all the hard work for you, and we'll absolutely never mislead or pressure you into making decisions you don't fully understand or aren't comfortable with.

Elders Real Estate specialists live and work in the communities they cover, so whatever's going on or whatever buyers are expecting, we already know about it. We always study comparable homes sold, or currently listed, in your local area. And by closely networking with our 300 real estate offices across Australia, we stay on top of identifying potential buyers and monitoring interest rates, market confidence and the latest national and international trends.

Passion is the difference between doing a job and doing a job well. At Elders, our agents aren't selected on skill and expertise alone. We choose our real estate specialist for their enthusiasm and belief in the job, and we do this because our experience shows passion creates successful sales time and time again.

Elders is Australia's most established real estate brand. We've worked hard to make sure we continue building on our unmatched reputation as a trusted, hardworking, honest brand, loyal to Australians for the past 180 years. And despite our competition, we continue to be the best in real estate-we have the sales to prove it.



“Your agent will take you through the *options* and help you decide the *best* selling *method* for your home.”

METHOD OF SALE

After you’ve chosen an agent to work with, the next step is to decide how you’re going to sell your house. There are a number of ways to do this in Australia-private treaty, public auction or sale by tender/expression of interest. Your agent will take you through the options and help you decide the best selling method for your home, based on your property’s style, location, current market conditions and how quickly you want to sell.

PRIVATE TREATY

Private treaty is the most common way to sell a home. This is where you and your Elders Real Estate specialist agree on an asking price for your home. Your home is then advertised for a period of time, or until it’s sold. Prospective buyers will submit an offer, which will be negotiated by us, on your behalf. A sales contract is signed, which has a small cooling-off period where both you and the buyer can withdraw from the contract. Selling your home by private treaty can take a little longer than other methods, but you’ll have more time to consider offers and negotiate for the highest possible price.

PUBLIC AUCTION

Auction is often used when a property has unique factors that could draw considerable public interest, or when you want to sell your home quickly. There are three opportunities to sell using this approach- before the auction, at auction, or immediately afterwards. The auction process involves choosing an auction date, time and place, setting a reserve price with your agent (the minimum you’re willing to sell for), and conducting a short, intensive marketing campaign to gain maximum exposure and interest. An auction environment is usually emotionally charged and encourages strong, competitive bidding. As no upper price limit is set, you sell to the highest bid on the day.

If you don’t reach the reserve price on auction day, you can either decide to pass it in (not sell), alter the reserve price, or have our Elders Real Estate specialist negotiate further with buyers. Once a bid has been accepted, a cash unconditional contract is signed and a 10 percent deposit is made on the day. There is no cooling off period with auction sales. Selling your home by public auction encourages prospective buyers to act quickly and emotionally and can often gain extraordinary sales prices, reflecting the true market value of your home.

“Your *Elders* Real Estate specialist will design a well-executed marketing plan to gain *maximum* exposure for your home.”

SALE BY TENDER/EXPRESSION

The tender/expression of interest process requires prospective buyers to submit the highest price they're willing to pay for your home (an offer), by a set date, with a price guideline given. Offers are kept confidential. You're able to accept or reject offers at your will, or our Elders Real Estate specialist can negotiate further. Sale by tender/ expression of interest is a more relaxed and controlled way of selling your home and is growing in popularity.

GETTING THE RIGHT PRICE

Setting the sales price for your home is one of the hardest and most emotional decisions you'll have to make. This is where our expertise can really help. We assist you in setting a realistic asking price after researching and considering comparative sales prices and competing properties in your area, potential buyers, current market demand and your home's special features. Once potential buyers have been identified and market trends have been evaluated, we'll design a marketing campaign specifically for your property.

MARKETING YOUR PROPERTY

The first 21-days are when you'll get the most interest in your home. Your Elders Real Estate specialist will design a well-executed marketing plan to gain maximum exposure for your home during this period, and beyond if necessary.

We'll formulate a multimedia campaign to capture the attention of your home's specific target market to find that perfect buyer. This includes signage, print adverts and editorials in local and national newspapers and high-profile magazine, direct mail, window displays, internet profiles and our extensive email database. Your home will be listed at eldersrealestate.com.au which is visited by on average, 1.6million Australians a month. We also link your property details to our wide network of close to 300 offices throughout Australia. Your information will be loaded onto our innovative Agentbox real estate system, which allows us to list your property on all the major real estate websites in Australia, like domain.com.au, realestate.com.au, realestateview.com.au and realtyonline.com.au, and keeps your property consistently at the top of search engine returns. The system also allows us to produce online brochures and floor plans to use on websites, where we can monitor interest in your property.





FIRST IMPRESSIONS COUNT

Now you've made all the big decisions, it's time to get your home in order to increase interest and entice potential buyers. During our time in real estate, we've seen all the tricks and trends in the business come and go, so we know exactly what current buyers are looking for. Spending an extra few hundred dollars getting your home into prime condition could grow into thousands when you sell. Our real estate specialist will talk you through the process of seeing your home through the buyers eyes, and offer advice on how to add value to your home by showing it at full potential. Here are a few tips to get you started:

OUTDOORS

- Your front yard is often the first impression a buyer has, so you need to make sure that impression is a good one. Tidy your front yard by removing any toys, rubbish, leaves and weeds. Give your garden a mini-makeover by planting some attractive flowering perennials and mowing, edging and fertilising your lawn.
- Your back yard is just as important, so make sure you give it a good clean-up and remember to remove any evidence of your pets.
- Wash your windows and remove cobwebs under verandas, carports and around windows.
- Check all hidden areas where a buyer might look. Things like flaking paint on eaves, posts and window sills might need to be touched-up. Check if your front door needs painting or cleaning.
- Make sure your boundary fences and gates are in good condition. A quick repaint or repair job could make the world of difference.

INDOORS

- De-cluttering is the most important thing to do inside your home. Make sure all your bench table surfaces are clear and remove unnecessary items from your floors to create the impression of spaciousness.
- Give your home a spring clean and open all curtains and blinds to let in the natural light and show off garden views.

- In the eyes of the buyer, the two rooms of most interest are the kitchen and bathroom. Make sure they're sparkling clean and at their best. Remove electrical appliances, packaging and personal items. Clean your oven, cook top, fridge door and tidy inside your cupboard -yes, people will peek inside your cupboard doors! Make sure the toilet, shower and hand basin are spotless and smelling fresh-open windows, burn essential oils or use a gentle air freshener in bathroom areas to help.
- Bedrooms should be neat and tidy. Make the beds with fresh sheets and clean bedspreads/quilt covers and plump-up the pillows. Putting personal items away will create more space and always remember to tidy inside walk-in-ropes and cupboards.
- Lounge and entertaining areas should be neat and tidy, with all unnecessary items put out of sight. Carefully display any interesting photos, books or ornaments to add warmth and interest, without creating clutter.
- Fix any annoying little faults you've been putting off like broken light bulbs, missing drawer handles, broken toilet roll holders/towel rails and dripping taps.
- To create a welcoming atmosphere on open day, make sure the temperature of the house is comfortable- if it's a hot day, turn on the air conditioning. If it's a cool day, turn up the heat. Place some beautiful flower arrangements strategically through your home: Introduce some homely and appealing odours like Freshly baked bread or brewing coffee; and create a pleasant mood by playing some relaxing music softly in the background
- Make sure you and your pets leave the house during open inspection. Not only is it a nerve-racking experience for you, it can also be off-putting and uncomfortable for potential buyers. Your Elders Real Estate specialist will ensure everything runs smoothly and your home is well respected during your absence.

We understand how important selling your home is and we know exactly how to help you do it well. Call a local Elders Real Estate specialist in your area today for your free, no obligation quote.

