



5 Steps to Get The Best Result When Selling Your Property





Introduction

Selling a home, investment property or any form of real estate can be a daunting and emotional experience. In most cases, a piece of real estate could be your greatest asset, so it's only fitting that you want to extract maximum value from your property when it hits the market.

An accomplished real estate agent will not only make the difference between a good sale and an exceptional one; but in today's challenging real estate market, could also be the difference between selling or not. Finding the right agent for your property can be a challenging and time-consuming task, and if the right questions aren't asked during the agent screening process, you could fall behind the eight ball from the start.

Find The Best Agent understands this and implements a thorough process to connect you with the best agent, to achieve the best possible result for your property. This booklet outlines five critical steps you should take when selling your home and highlights potential pitfalls, agent tactics and easy wins to make sure your experience in selling property is second to none.

Selling Your Home Should Be an Exciting Adventure

Resulting In Great Returns and a Sense Of Achievement



Step 1.

Real Estate Agent Selection

Finding the best real estate agent to sell your property is the most important step in the entire sales process. A skilled agent brings experience, intimate knowledge of the respective area and a database of buyers to the table. They should also have a history of selling similar properties to that of your own for great prices.

So how do we find the best agent?

We only employ senior agents with a successful track record in your area. Our senior advocates, who are also licenced agents, have been dealing with agents their whole career and have a deep and thorough knowledge of market-leading agents in any area.

Once a shortlist of potential agents has been created, we will contact them individually to find the right fit for you and your property.

Questions our advocates ask — and we recommend you ask — include:

- What is their level of experience?
- What work do they believe needs to be done to a home before being listed on the market?
- What is their marketing strategy? (See marketing section of this booklet)
- When do they plan to run open for inspections?
- Who will be at the door greeting potential buyers at these open for inspections? (You ideally want the senior agent or someone who appeals strongly to the buyer demographic).



Don't just go for the agent with the lowest commission:

If an agent is unable to negotiate a decent and fair commission with you, how can you expect them to negotiate a sale on your behalf?

Typically, the commission for a standard agent is approximately 1.5% - 1.9%, while the commission for a senior agent can range between 1.9% - 2.5%.

In our experience, the senior agent is almost always worth the extra commission.

Real estate agents have spent a long time developing a language of their own, which is designed to confuse and 'condition' clients. We call it 'real estate fluff' and spend a good deal of our time translating it to vendors. Make sure your agent regularly communicates with you and don't be afraid to ask them to explain things a different way. Ultimately, you want someone who understands your expectations and does everything possible to exceed them.

Step 2.

Get An Accurate Valuation

Getting an inaccurate valuation could lead to unrealistic expectations on your part as well as the wrong agent being hired, so it's a fairly important step to get right when selling your property. Usually, the first point of contact between a vendor and an agent is organising a valuation of the property in question. How do agents know what it's worth? They don't. The figure provided is their opinion based on the area, the market conditions and comparable sales.

While real estate agents generally have a good idea of what the valuation will be, there are two main reasons they may misquote. These are:

- Not enough knowledge in the local area
- Purposely quoting high to price out other real estate agents.

This is why it's so important to have the right team in your corner. A senior agent from a top-performing agency will have experience selling properties like yours and will be able to accurately gauge the market. Good agents will also be less likely to price high as they have a reputation to maintain.

At Find The Best Agent, we always invite a minimum of two senior agents from competing agencies to complete a valuation of your property. This allows us to evaluate any differences between their opinions and ask appropriate questions as to how they arrived at their figures.

Priced to sell online

In today's market, almost everyone is searching for property online. It's much easier than peering in the windows of an agency or flicking through newspapers. And with specific search queries, it's so much easier for buyers to find what they're looking for.

Pricing strategies used in online listings can include a specific asking price or a price range. In the current challenging real estate market, the most important thing to remember when it comes to pricing, is that you only get one chance to get it right. Working with your agent to establish the correct price in the first place results in more buyers in your specific market coming into contact with your property, which hopefully translates into a quicker sale.

As of the 1st May 2017, your agent must also adhere to the requirements below:

- The estimated selling price must be reasonable and take into account the three most comparable property sales to the property for sale
- A statement of information must be prepared and made available on all internet listings and to all prospective buyers
- A listed price cannot have any qualifying words or symbols, such as 'offers above', 'from' or '+'



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Max beds

Min price

Max price

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Step 3.

Perfect Presentation

What separates good homes from great homes is the difference in the detail, and getting your presentation right could add thousands of dollars to the property value. Presentation is all about triggering the emotions of a potential buyer and helping them visualise living in your home.

To achieve this, here are a few points to consider before placing your property on the market:

- Old or peeling paint is one of the easiest fixes for your home. Buyers are always on the lookout for things like this, knowing it could potentially be hiding larger structural problems. If your home does need new paint, we recommend choosing light, neutral colours. Such colours accentuate space by making them appear larger and brighter. They also help to de-personalise the home and create a clean slate for buyers.
- Homes are supposed to be lived in, but when it's for sale it's important that a home looks open and inviting. A good real estate agent will be able to advise you on what to keep in your house and what to remove. Decluttered homes are stylish, comfortable and, most importantly, sell quicker.
- As a general rule, a presentable garden can help sell a house, but make sure your priorities are right. There is no point creating a world-class garden if your interior is out-dated. Before going all Jamie Durie, it's wise to assume that the future buyer isn't a gardening enthusiast and therefore has a preference for a clean, simple and easy to maintain garden. Such gardens will generate wide appeal and save you time and money.
- Only a very small percentage of buyers can visualise an empty house furnished, so if you've already moved out of your home, hiring furniture is a wise investment. Not only does it fill the empty spaces, it creates warmth, injects a splash of modern style and leaves a lasting impression. An overwhelming majority of furnished homes also sell before a home that is unfurnished.





Step 4.

Modern Marketing Strategy

The most common reason a property doesn't sell is because the price is too high. The second most common reason is the marketing strategy was poorly executed. Even if your house is priced to sell, it won't if it lacks presence in the marketplace or open for inspection times aren't easily accessible.

There are two ways to advertise a property: 'passive' marketing and 'active' marketing. Passive marketing is the type of marketing you will typically receive from agents who cover your marketing costs themselves. This will include agency windows, real estate agent boards and local newspapers. While all agents do this kind of marketing, it rarely sells a property quickly.

We recommend vendors employ an active marketing strategy, developed together with the agent, that puts your property under the nose of potential buyers.

In today's market, this means the Internet and promoting your property on websites like realestate.com.au. These sites have overtaken the big newspapers and magazines as the most popular place to house hunt.

Due to its popularity, there is understandably plenty of competition online and showcasing your property to the right market can be difficult. To capitalise on your advertising investment, make sure your property has as much information as possible and that it's easily accessible and digestible.

Your property listing should contain professional photos of the interior and the exterior (as many as possible), a video walkthrough, floorplans,

a professionally written description, agent contact details and open for inspection times. Once the listing is uploaded online, try calling the agent to make sure they answer their phone or return your call. There is nothing worse than having potential buyers lose interest because they can't get in touch with your agent.

There are many methods agents use to sell a property, such as Auction, Private Sale, Fixed Date Sale or Sale By Negotiation. These methods can be discussed with an agent or a vendor advocate to find the best sales process for your property.

Fixed Date Sale

One sales technique vendors often know less about is the Fixed Date Sale. Selling with a fixed date can create a sense of urgency among buyers. With a correct valuation, a vendor can be confident as to what the property is worth and set up a focused 30-day advertising campaign, complete with open for inspection times. This can work for both agents and vendors as vendors get the quick sale they desire and agents know exactly what their time commitment to the property will be.

A Fixed Date Sale encourages buyers to make offers early rather than wait to see what else is out there. By creating a sense of urgency in your listing, buyers will have a fear of missing out and will therefore be likely to make larger offers earlier in the process.



Step 5.

Understanding The Costs Of Selling

It's easy to forget about the costs involved when selling a house, so we've provided a breakdown of the costs you may encounter during the sales process.

Agent Fees:

Typically 1.5% - 1.9% for a standard agent and 1.9% - 2.5% for a senior agent. This is one area where you shouldn't cut corners. However, you can be clever when negotiating commissions and offer a lower base rate with incentives for achieving agreed upon price milestones.

Marketing:

Even if the agent suggests otherwise, vendors should pay their own marketing fees to avoid a potential conflict of interest. For a home worth approximately \$900,000, a typical marketing budget can cost between \$4,000 and \$10,000.

Auctioneer Fees:

Most real estate agents aren't registered auctioneers, therefore a third party needs to be employed to run the auction. This can cost between \$400 and \$500. One of the advantages of using Find The Best Agent is we have licenced auctioneers who are able to conduct your auction at very reasonable prices. Our auctioneers boast an industry-leading 95% clearance rate.

Mortgage Discharge:

Check whether your bank charges a mortgage discharge fee to cover the paperwork involved. Most do, but sometimes the fee is waived in advance.

Conveyancer/Solicitor Fees:

Legal processes must be completed when selling a house. Conveyancer/solicitor fees usually range between \$800 and \$1,400.

Renovation & Moving Costs:

If the house needs any work done before the sale, these costs should be factored into the costs of selling, along with any costs that may be involved in moving. For example, hiring a moving van or booking temporary accommodation.

Vendor Advocacy

What Is It & Why Use It?

As we said at the beginning, selling your home can be daunting and emotional. With many agents telling you how to sell your home, what it's worth and why they are the best agency in the area, it can be difficult to separate opinion from fact and know who to trust.

Find The Best Agent solves these problems for you by simplifying the complexities of selling your home and provides a comprehensive, personalised service on behalf of vendors. With our experienced advocates taking care of agent selection, negotiating commissions, setting agent expectations and sourcing appropriate advertising channels, we are the only people you need to deal with from start to finish.

Find The Best Agent interviews the top 10% of successful agencies and salespeople in your area in order to select the best agent to represent your property. As an independent adviser, we will guide you through all options thoroughly and transparently to ensure you understand every step of the process and are comfortable with the decisions being made. We also require agents to contact any and all interested buyers before settling for an offer.

How do we get paid?

We receive a referral fee from the selected agent, so there's no cost to you. Due to the volume and quality of work we're able to send agencies, real estate agents want to work with us and work hard to impress us in the hope of receiving repeat business. Therefore the agents do not inflate their fee's by having us involved. This structure works incredibly well for vendors as there is no shortage of agents trying to prove themselves and we have our pick of the best.

Due to our standing within the real estate industry, you can be confident the agents we work with will prioritise your property without cutting corners.

IMPORTANT.. Using Find The Best Agent to guide you through the selling process is a free service to the vendor. It will not cost you any extra at all.

See our comparison table to discover exactly what we offer.

	Find The Best Agent	Rate My Agent	Local Agent Finder	Open Agent	Choose The Best Agent	Agent Select
Inspect the property, before selecting an agent.	✓	?	?	✗	✗	✗
Interviewing agents at the property on the client's behalf.	✓	✗	✗	✗	✗	✗
Negotiate commission on behalf of the client.	✓	✗	✗	✗	✗	✗
Assist in selecting the right advertising campaign.	✓	✗	✗	✗	✗	✗
Provide advice on how to best present the house.	✓	?	?	?	?	?
Provide all feedback to the client.	✓	✗	✗	✗	✗	✗
Available for in office meetings.	✓	?	?	?	?	✓
Available for at home meetings.	✓	?	?	?	?	?
Conducts the auctions for the client.	✓	✗	✗	✗	✗	✗
Are all senior advisors licenced Estate Agents?	✓	✗	✗	✗	✗	✗

? = Unable to obtain information as to whether or not this service is available.

All information contained in this chart has been gathered by Find the Best Agent from publicly available sources.

Our competitors may vary their products or services from time to time and Find the Best Agent does not warrant the accuracy or completeness of the information contained in the chart.

Find the Best Agent does not accept responsibility for any loss or damage caused by reliance on this chart.



Why choose Find the Best Agent?

With more and more companies offering services to vendors it's become buyer beware. Many companies are no more than agent comparison agencies. At Find The Best Agent, we take care of vendors right from the moment you decide to sell your home through to the final handover.

Don't get caught out with a partial service that leaves you stranded when things don't go as planned.

Call us today on **1300 885 442** for a free no-obligation conversation about your property.



My wife and I are very grateful to Steven James and the team at 'Find the best agent'. Steven provided a fantastic service from start to finish and through his management and advice achieved an incredible result on the sale of our home. I would encourage all home owners looking to go to market to give Steven a call and we can comfortably recommend his service to you. We have no doubt that Steven and the team will be a source of trusted advice for our family for many years to come.

2/25 Coronation Street, Brighton East

Thanks to Steve James at Find the Best Agent for the stress free process in selling my mother's home. Up to date reporting and worry free. Everything went seamlessly with a magnificent result!! Would recommend you to anyone who wants to sell.

59 Sir Garnet Rd, Surrey Hills



I recommend this company to all who are selling their home. I would not have even looked at the agent who we chose. Steven not only helped us through what could have been a very stressful time selling my parents' home for them to move into care, but we got well over our expected result.

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