

SELLER'S GUIDE

By Kristen Gou



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BE PREPARED - DECIDE TO SELL

It might seem obvious, but the first step you need to take is to decide when or if you want to sell. Look at property prices, interest rates, capital gain, yield and any recent or likely changes to government policy.

Visit my market reports section which contains the latest market reports.



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FIND AN AGENT

Research potential candidates, and get referrals from family and friends. Interview 1-3 agents who have local acknowledge. Check their references and go with your gut.

If you decide to go with me, I will analyze comparable property sales, assess the competition, work with you to determine pricing strategy, and outline a strategic plan to achieve the best possible result for you as a seller .

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PREPARE TO SELL

Before you put your house on the market, it's important to know your competition, the market and make sure your house is looking its best.

My extensive background working with luxury brands means I can provide valuable insights into presenting your home in its best light.

4 TAILORED MARKETING STRATEGY

Sale method - I will help you work out the best way to sell your property that's right for you and your house by going through different selling method

Marketing - I will develop and execute an intelligent, effective paid marketing plan in relevant publications.



5 ON THE MARKET

Open home - keep the house presentable, where necessary I will organize flowers and candles placed in the house.

Barfoot network - we hold agent-only viewing to utilize the power of the Barefoot network to promote your property to find buyers. faster.

Buyer feedback - we promote the prize draws at open homes to encourage buyers to provide feedback on the property and most importantly the price.

6 EDUCATING BUYERS

Not all buyers are up-to-date with current purchasing trends and many require a great deal of help to confidently submit the right offer.

Based on the level of support you require, I work with my buyers to ensure they are informed and that the process is as seamless as it can be. This, in turn, leads to better offers in a fast time frame.



7 ACCEPTING AN OFFER

There may be conditions on the offer. If so, these will need to be met before the offer becomes unconditional.

Once an agreement is unconditional, neither the buyer nor the seller can change their mind, and the buyer must pay the rest of the purchase price on the settlement day.

We'll hold your house keys at the Barfoot & Thompson office until your solicitor advises us, in writing, that the settlement has taken place.

Deposit payments are made by the buyer to the real estate agency, which is required by law to hold the money in an audited trust account, only releasing it when legally authorized to do so.

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POST SALE

After the offer is unconditional, as the seller, you will need to ensure the property is left in the agreed condition to release possession to the buyer. The purchaser will conduct a pre-settlement inspection normally a week prior. Settlement day is the date on which the balance for the property is paid. Usually, it is the same date as the date the buyers get possession – the keys – but that is not always the case. In cases where there is a delay in the settlement from either party may result in a penalty.

Congratulations! You've sold your property.