



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.

For more information about Elders Real Estate, visit: [eldersrealestate.com.au](http://eldersrealestate.com.au)



## Selling your home

Selling your home can be one of the most daunting emotional and financial experiences you'll ever face. Our agents and experience can guide you through the process.



Real Estate



Real Estate

## 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. We know just how important selling your home is, and we're determined to make the process as simple and rewarding as we can.

## Method of Sale

Our agents will take you through the options and help you decide the best method for selling your home, based on your property's style, location, current market conditions and how quickly you want to sell.

**Private Treaty** is the most common way to sell a home:

- You 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 your agent, on your behalf.
- A sales contract is signed, which has a cooling-off period which allows the buyer to withdraw from the contract.
- Settlement date is agreed and the property is sold.

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** 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:

- You choose an auction date, time and place.
- You set a reserve price with your agent (the minimum you're willing to sell for).
- Conduct a short, intensive marketing campaign to gain maximum exposure and interest.
- Auction takes place and the agent encourages strong, competitive bidding.
- If you don't reach the reserve price on auction day, you can either decide to pass it in (not sell) or negotiate with the highest bidder.
- You can achieve sales in excess of your reserve price

- Once a bid has been accepted, a cash unconditional contract is signed there and then.
- 10% deposit is made on the day with no cooling off period.
- Settlement date agreed.
- Property is under contract.

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.

**Sale by Tender/Expression of Interest** 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 your agent can negotiate further.

## 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 multi-media 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 information will be loaded onto our innovative MyDesktop real estate system, which allows us to list your property on all the major real estate websites such

as [eldersrealestate.com.au](http://eldersrealestate.com.au), [realestate.com.au](http://realestate.com.au), [realestateview.com.au](http://realestateview.com.au) and [realtyonline.com.au](http://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.

Our agents can now also buyer match with their in house buyer database.

## 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. Here are a few tips to get you started:

### Outdoors

- Tidy your front and back yards by removing any toys, rubbish, leaves, weeds and any evidence 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.
- 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.