

PROPERTY

SELLING TIPS



1 PREPARE YOUR PROPERTY

- COMPLETE ALL INTERIOR & EXTERIOR REPAIR WORK
- HIRE PROFESSIONAL CLEANERS BEFORE INSPECTION



2 CHOOSE AN AGENT

- INTERVIEW EXPERIENCED LOCAL AGENTS
- CHOOSE ONE WITH A SUCCESSFUL TRACK RECORD
- HAPPY CLIENT TESTIMONIALS - AN AGENT YOU CAN TRUST



3 CHOOSE AN AUCTIONEER

- YOUR CHOICE OF AUCTIONEER IS CRUCIAL
- PLAN CAMPAIGN AROUND AVAILABILITY OF A GREAT AUCTIONEER
- A QUALITY AUCTIONEER CAN HELP ACHIEVE THE BEST POSSIBLE SALES PRICE



4 SELLING PRICE

- HAVE PROPERTY VALUED BY AN EXPERT
- ATTEND LOCAL INSPECTIONS & AUCTIONS TO ASSESS MARKET



5 MARKETING

- ONLINE
- PRINT
- SOCIAL MEDIA



6 KNOW YOUR BUYER

- UNDERSTAND YOUR BUYER'S LIFESTYLE
- LOCAL SCHOOLS, PET-FRIENDLY PARKS, RESTAURANTS
- TARGET ADVERTISING FOR MAXIMUM EXPOSURE



7 KNOW YOURSELF

- KNOW WHAT YOU REALLY WANT FROM THE SALE
- BE PREPARED TO MAKE WELL TIMED DECISIONS
- BUYERS CAN BE LOST THROUGH INDECISION OR PROCRASTINATION

