

SOLD



Sue Dewar's
3 Top Tips for Getting a SOLD sign
on your property

Price – Presentation – Marketing

www.suedewar.com.au

1. Price Right for Today's Market

The market is sensational provided that you price your property right, as pricing will definitely put you ahead of the queue. A successful sale does not happen by accident. As your Agent, we need to be working in a collaborative partnership to set a price that will attract buyers to your home for the best price possible. We do this by researching the market, looking at the land value and the attributes and improvements, of your home. Are you serious about selling, and what is your motivation? This can also be a key factor in setting the price, in knowing what you are going to do, when your property sells.. We will look at "Sold" listings around your home with similar attributes. We will also look at what your competition is currently on the market for, however, remembering that these are NOT Sold listings, but a guide only to pricing. We will take lots of factors into consideration before determining a realistic pricing structure for your home.

2. Presentation

a) De-clutter

Create ease of flow throughout your home by getting rid of everything that doesn't serve you anymore. The biggest stumbling block I find for sellers is their lingering attachment to their home. I always like the "Less is More" principle when selling. Removing personal photos and belongings gives the buyers a chance to imagine their personal belongings in your home. This also works for furniture. Create space so the buyers can imagine their furniture in the home.

a) Spring Clean

Scrub, scrub and scrub some more. The cleanest, well kept and loved homes sell the fastest. Wash windows, clean down walls, get the carpets cleaned, hang up fresh towels, clean the oven, vacuum, mop and deodorise. Use a pressure cleaner to wash down the exterior walls, the roof and the driveway if needed.

Tidy up the gardens, mow the lawns, and take away any rubbish. Your house needs both curb appeal and interior appeal, so spend some time getting your presentation right. I am more than happy to offer advice on what you can do, to enhance your property.

Would you go in? Stand out the front and imagine, if you were looking for a home, would you go in??? Does your house welcome you? Walk through your home as if you are a buyer.. Is your furniture well placed, and is it easy to get around?

Sometimes, a coat of paint and new carpets/floor coverings are a definite bonus to getting a better price.

3. Marketing

You can spend as much, or as little as you want on marketing, however, I am sure you have heard of the old saying “You have to spend money to make money”. Well a more spot on statement could not be made, in the “Selling” process of your most valuable asset. . This is where working very closely together to achieve a sale result, and setting an affordable marketing budget according to your circumstances

The key areas to focus on for the sale of your home are:-

a) Professional Photos

With real estate marketing the image is everything. A picture tells a thousand words plus more. We work with a professional photographer who can make your home look amazing. Its totally worth the effort and expense (which we keep to a minimal) as professional photography definitely attracts more buyers

b) Professional Property Video

We are one of the very few who produce professional real motion videos as part of our marketing. These videos appear on the major websites on the second link of the photos. To view some of my videos, see the link on the front of this website.

c) Internet & Newspaper Advertising

Everyone researches the internet these days, but we focus always on providing an address, and price. Research has shown that properties that do not display these details are often bypassed. We also will do local advertising in the Caboolture News. As an established business for 20+ years, the local market looks for our full page/s of Real Estate every week in the local paper.

d) Open Homes

This is often a personal preference, and I am happy to do Open Homes, as it really is a great way to gauge buyer feedback on the pros and cons of your property.

Can You Sell a Secret? *The simple answer is No. Some vendors are apprehensive about having a "For Sale" Sign Board out the front of their property, for whatever reason. However, there are always buyers driving around looking at property, and I have often sold homes from the sign board, from Arthur and Martha who were just out driving around on the weekend, saw the property, liked what they saw and gave me a call.*

For more information or a free Market Appraisal,
please give me a call on 0409 636 473 or visit my
website.

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