

A guide to selling your home

Everything you need to know

How we can help you

independent



**Thank you
for the
opportunity
to discuss
the sale of
your home.**

There are several really important decisions you will need to make when selling your home. We'll be your partner throughout the entire sale, helping to make things easier for you. Our role is to guide you, minimise disruptions to your life and help you to achieve a successful result.

This document will give you an idea of what's involved and how we can help you to have a positive experience.

Achieving a great sale result requires a great team and Independent has led the Canberra region's real estate market since we first opened our doors in 1958. We are passionate about our vision "To deliver remarkable property experiences everyday" and live and breathe our "We Do" values. Our dedication to technological innovation, extensive experience, high level training, and strong local market knowledge make us your perfect partner when selling your home.

Our community is important to us, so we're active in local events and sponsor some of our flagship teams such as the GWS Giants and ACT Women's AFL. We also work with organisations such as Communities at Work, The Canberra Hospital Foundation, ACT Down Syndrome Association, St John's Care, Bossum Buddies, Menslink, Orange Ski, Lifeline and the Indigenous Marathon Project.

When you sell through us, we contribute a portion of our fees to our Foundation, which supports community organisations who make a real difference to those who need a hand up in the ACT region. In recent years the Foundation has donated over \$900,000 to local causes.

But enough about us, let's talk about your property sale.

Discover our values and learn more about our Independent Foundation at independent.com.au

Ready to sell your home?

Ask yourself these questions:

When are you thinking of selling?

Now 1 month 3 months 6 months 12+ months

Have you looked at similar properties on the market?

What do you think your property is worth?

Why did you buy the property?

What is the best thing about the location?

What are the most attractive features?

What type of buyer do you think will like your home?

What did you enjoy/not enjoy about your past real estate experiences?

Do you have any special requirements for the sale?

trust experience knowledge

To get great result from your sale we need to work together to understand what is important to you and what you need to achieve.

Have the confidence to make the right decisions by talking to us about your reasons for selling, what you want to achieve from the sale, what's important to you in an agent and what you expect from us.

We want this to be a positive experience for you, so it's our job to make sure you have a good understanding of the current real estate market and the way homes are sold - but don't be afraid to ask any questions you have about how it all works.

What are the most important things to you in an agent?



What should you look for in an agent?

Trust, teamwork and commitment. These are all crucial to the relationship you form with your agent. That's because the agent you choose will have a significant impact on both your final sale price and your overall experience.

Think about the kind of person you would like to work with. How important is trust, knowledge, professionalism and communication to you?

When you interview an agent make sure you ask the right questions to get a feel for their values and the things that are important to them. This will help you decide if they're someone you'd feel comfortable working with and can rely on to help you achieve your goals.

**support
partnership
teamwork**

Here are some good questions to ask when choosing an agent:

1

What are your strengths in the following areas?

- » Marketing
- » Registered buyers
- » Local knowledge

2

How will you help me achieve the best price?

- » Negotiation skills
- » Proven performance
- » Staging and property presentation
- » Finding buyers

3

Can I talk to you whenever I need to?

- » Communication plan
- » Questions
- » Concerns
- » Advice

4

What can I do to improve the outcome?

- » Presentation
- » Access
- » Responsiveness to feedback

5

How do you guarantee high standards and what will you do if things don't go as promised?

How do you achieve the best result?

Factors that could impact your sale:

What's happening in the market?

Is there a significant demand for properties like mine?

What similar properties are currently for sale?

What are they selling for?

Why are they not selling?

How will finance availability and the cost of
borrowing impact my sale?

communication
commitment
understanding

Every home is different and what works well for one property might not be the best approach for yours.

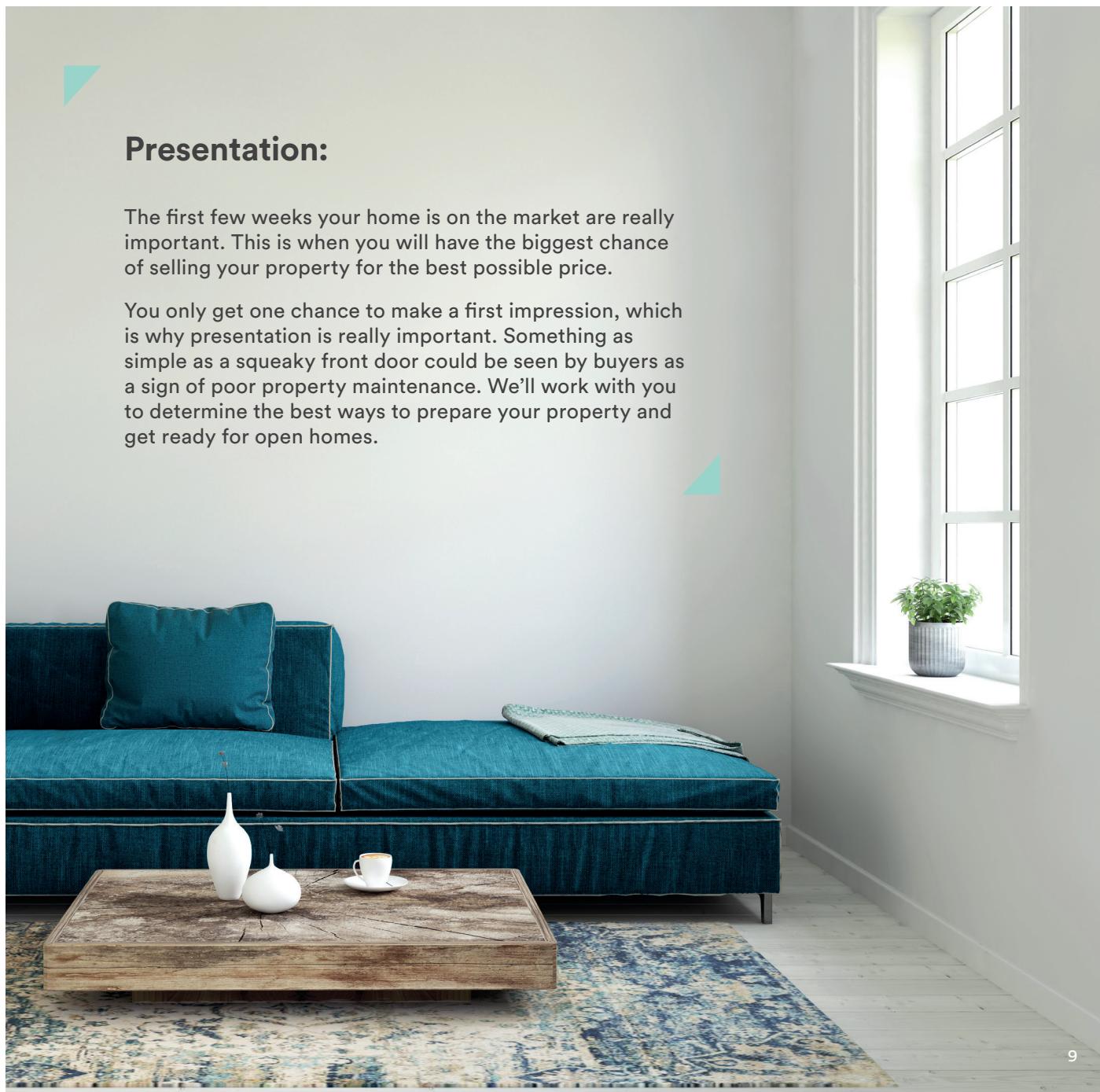
There are a lot of factors that come into play when working out a sales strategy. You need to look at your asking price, your method of sale, your home's strongest features, what's happening in the real estate market and your own goals.

We'll talk you through everything you need to know and give you our advice on what we think will work best. We'll also help you create a sales strategy that is specifically tailored to your home and will help you achieve the best outcome.

Presentation:

The first few weeks your home is on the market are really important. This is when you will have the biggest chance of selling your property for the best possible price.

You only get one chance to make a first impression, which is why presentation is really important. Something as simple as a squeaky front door could be seen by buyers as a sign of poor property maintenance. We'll work with you to determine the best ways to prepare your property and get ready for open homes.



Methods of Sale:



Auction



Tender



Private Treaty

SET
PRICE

PRICE
RANGE

OFFERS
OVER

BY
NEGOTIATION

Marketing Considerations:

Price range

Positioning your home in the market

The best sales strategy

Attracting the right buyers

Presenting your property to potential buyers

Agent communication, negotiation skills and strategies

guidance
professional
advice

What are your legal requirements?

There are certain legal requirements you will need to meet before we can put your property on the market.

In the ACT, the Civil Law (Sale of Residential Property) Act 2003 has certain requirements that mean sellers and their agents can't misrepresent a property or mislead buyers.

We'll be there to help you understand all the relevant regulations and requirements that apply to your sale.



Your agent can have a huge impact on your end result and your overall experience. The following information will tell you all about our strengths and advantages and how we can help you.

Contract for Sale:

You will need a draft contract for the sale of residential property before you offer your property for sale. The contract must include all documents relating to any searches you have completed, including:

Title search

The deposited plan, showing the land and any easements

A building conveyancing inquiry, includes a certificate of occupancy, survey certificate, approved building plans, drainage plan and building summary sheet

An energy efficiency rating statement

A building and compliance inspection report (where applicable)

A pest inspection report (where applicable)

Tenancy agreement (where applicable)

Depending on the class of building, unit titled properties may also require a Section 119 Certificate which can be issued by your Strata Manager. This will provide an up-to-date overview of the strata finances, a copy of the Units' Plan or Proposed Units' Plan, a copy of the minutes of the Owners' Corporation and Executive Committee for the last two years.

We will help you make sure all your legal requirements are met before your property hits the market.

How do we give you more?

OVER 10,000
REGISTERED BUYERS
ON OUR DATABASE

We have a database of registered buyers who are actively looking for properties in the local market, increasing our reach when looking for buyers for your home.

OVER 60 REAL ESTATE
SPECIALISTS
LOOKING FOR BUYERS

Your agent is part of a network of sales professionals who will all be looking for buyers for your home. Maximising your exposure in the market means we can locate more buyers and the increased competition can lead to a higher sale price.

OVER 60 YEARS
OF EXPERIENCE AND
MARKET KNOWLEDGE

We've stayed at the cutting edge of real estate practice through exceptional market knowledge, innovative technology and a level of experience that can't be matched. We know the Canberra real estate market better than anyone else and we know what it takes to help you achieve your goals.

vision
innovation
results



What are our commitments to you?

Help you to maximise the presentation of your property

Provide regular updates and feedback from buyers, including a full report each time your home is open for inspection

Develop a targeted marketing campaign aimed at attracting the most appropriate buyers for your property

Contact all buyers whose requirements match your property

Professionally highlight the features and benefits of your property to all potential buyers

Give every member of our sales team equal opportunity and incentive to introduce buyers to your property

Promptly present all offers on your property and advise you on how to deal with each offer

Respect your needs and act in your best interests at all times

Keep your personal information confidential and only use it for its intended purpose

If you're ready to get started, or if you have any questions you'd like to ask, get in touch.

Sales offices

Open 8:30am - 5pm weekdays

Belconnen

Suite 2, Swanson Plaza,
11-17 Swanson Ct, Belconnen
6209 4444

Gungahlin

Shop 2, Ernest Cavanagh St,
Gungahlin Town Centre
6209 9666

Inner North & City

Level 1, 91 Northbourne Ave,
Turner
6209 4000

Tuggeranong

Unit 16, Level 1, 175 Anketell St,
Greenway
6209 7777

Woden & Weston Creek

18-24 Townshend St,
Phillip
6209 5000

Queanbeyan

Level 1, 272 Crawford St,
Queanbeyan
6299 4400



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