



# 5 TOP TIPS TO GET YOUR HOME SOLD QUICKLY AND FOR TOP DOLLAR







# Welcome to an exciting journey

For most people, selling a residential property is typically the largest transaction they will deal with in their lifetime. And while some properties sell as soon as they hit the market, others can sit there for months or years with no offers at all. There are many factors which affect the sale price and length of time on the market, and as top selling Agents on the Sunshine Coast, we know how to achieve the best possible price and sale conditions, which will not only meet, but exceed your expectations.

To assist with this process, we've analysed many hundreds of our property sales in all price ranges, and identified the 5 top tips that enable our sellers to achieve the best price in the shortest amount of time on the market.

This is not an exhaustive list of everything you need to know, but by taking these top 5 tips on board, you will have a head start on 98% of the market - they are very valuable insights.

So lets get started...

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# 1

# PRICING – A GAME OF STRATEGY!

**One of the first questions people ask when selling their home is “How much is my property worth?” Great Question! And there are so many factors that can determine a successful sale.**

When you first call an Agent to discuss selling your home, they will ask you for the address of your property and then complete a market appraisal. The appraisal will be primarily based upon:

1. Recent sales in the area
2. Current properties on the market
3. Your home's unique selling points
4. The age and condition of your property
5. The Agent's confidence in their buyer attraction strategy.

It is highly likely that an Agent will give a price range, and a good Agent will be able to walk you step-by-step through their thought process as to why they have arrived at the suggested price range to achieve a sale within your desired time-frame.

If you don't agree with their logic, then you should discuss it with them. Remember, it's your property, and the agent is being paid by you to represent your best interests.

Once you have established a reasonable price range for your property, the next step is to develop a clever pricing strategy. The pricing strategy can make the difference between an acceptable price and a champagne price, and a slow sale or a fast sale. An experienced agent with solid sales history will know the best way to achieve a winning result.

We always recommend picking the right agent first, then working out the final pricing strategy together.



# 2

## TOP NOTCH PRESENTATION - DE-CLUTTER, CLEAN & REPAIR

You might not be able to change your home's location or floor plan, but having it clean, tidy and well-presented generates a greater emotional response from the buyer, increasing your sale price.

Through our years of experience, we have found that potential buyers want to "try on your home," in the same way they would try on new clothes. If the home/clothes are dirty, cluttered or in need of repair, it is difficult for them to feel comfortable enough to imagine themselves an owner.

Experts agree on the importance of decluttering. To sell your home faster it's in your best interest to take out all the personal stuff and make it look very appealing and spacious to the buyer. By removing your very personal possessions such as family photos it becomes easier for potential buyers to imagine the home as their own.

Potential buyers look in all the nooks and cranny's so your aim here to is to strip your home back to essentials and show it off at its most spacious. Allow the home

to look like it has lots of storage and only keep what is necessary so buyers can see the true potential of your home.

Once the decluttering is complete, take the opportunity to do a deep spring clean. This is not your usual run of the mill weekend tidy... think of it as spring cleaning on steroids. To sell quickly, your house needs to shine, and built-up dirt and grime will detract from this. Consider cleaning the grout on tiles and in the bathrooms, scrub walls, baseboards, clean any mould, window and door tracks, water-blast driveways, clean cupboards, dust, clean curtains and carpets, tidy the garden and clear all roof gutters.

Repairs are important as a property that has been recently repaired and shows consistent maintenance will be more appealing and can lead to a quicker sale.



# 3

## STYLE AND/OR STAGE YOUR HOME!

**Without a doubt, properties that have been styled attract more buyer enquiry, sell more easily and attain a much higher price. It is one of the best investments you can make in selling your home and really helps create WOW factor and instant attraction.**

In the first 20 seconds of entering your property a buyer has already decided whether or not they can see themselves living there. Home styling and/or staging can transform your home without great expense and increase your sale price.

A fresh pair of eyes from an expert is beneficial as you might not be able to see where improvements can be made. Buying a home is a very emotional decision and a property stylist knows how to make potential buyers fall in love with your home.

A lot of people ask what the difference is between staging and styling. Styling is where the consultant gives you advice on how to get the most out of the furniture you already have, and

may suggest moving, decluttering or buying a few more decorative pieces. They will give you advice on how to get your bed linen looking like it's ready for a magazine photo shoot!

Most stylists also hire out full furniture packages or just a few pieces you may need to improve the presentation of your home. The small investment of staging is far less than a price reduction and the frustration of a home sitting on the market for 6-12 months.

### *Did you know?*

**If you choose to list with Melissa and John, they will gift you a complimentary styling consultation valued at \$295.00!**



# 4

## PROFESSIONAL PHOTOGRAPHY

**Homes that use a professional photographer for their listing on average sell 50% faster than homes with standard photos. Studies show that 98% of home buyers decide whether or not to walk through a property by first seeing the photos online.**

Listings spark initial interest from potential buyers, and professional photography can make all the difference, so you want yours to stand out.

A good agent will have tried and tested many photographers and will only work with the best photographer who knows:

- > how to capture the best angles to create space and light;
- > utilises top grade camera, lens, extra lighting and flashes;
- > has advanced editing techniques to minimise shadowing, improve light and airbrush images;

- > offers a quick turn around time; and
- > understands buyer attraction.

Homes with more photos sell faster too. A home with one photo spends an average 70 days on the market, but a home with 20 photos spends an average 32 days on the market

Real estate videography is also an excellent investment when marketing your property and will attract more buyers. There is no better way to show off the features of a home than through video, as it gives the prospective buyer the feeling of moving through the home and is far more descriptive of the space than still images can ever be.



# 5

## SPRUCE UP YOUR PROPERTY'S CURB APPEAL

**Getting your exterior right is essential and can mean the difference between potential buyers deciding to visit your property or moving on to the next open home.**

Curb appeal is your number one priority as first impressions count. If you are short on time focus on the front exterior first to ensure you get those buyers through the front door.

Entice those buyers in with a well-maintained front fence, sprucing up the garden, washing the home's exterior, repainting dull or cracked paintwork, clean and brush those cobwebs away and consider a new front door if yours is not up to scratch.

Always feel free to ask your agent for a list of fix-up for sale projects to complete before marketing your home to prospective buyers. In some cases, it can take a few weeks to get the work done, so it's wise to start early.



# In Summary...

We hope this information has provided you with a useful overview to the process of selling your home.

In essence, when selling your property, there is a direct relationship between Price, Presentation, Promotion and Timespan. If your property is not presented or promoted well and you want to get your property sold in a hurry, then you will probably need to drop the price. If it is well presented and promoted and you have the time to wait for the right buyer, you can expect to realise a better price

With the right agent, fair market pricing, excellent presentation and a strong campaign, you have a formula for sales success.

Your agent's role is to help you review these four elements and develop a campaign that works for you and your property.

Your agent works for you. They will present your property to the market and get paid when the property sells. Their time should be spent finding you a buyer

**Melissa and John would love to offer you a **FREE** appraisal and their expert advice on how to achieve the best results for your sale. Connect with them **NEXT**.**

*Best wishes for your journey*

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