



Free Report

Think Like a Buyer When Selling.®

Copyright – Gold Coast QLD July 2008

Selling your home is a relatively easy process: get a good agent, set the right price and prepare the property. These three steps seem so obvious you may ask yourself: *Why is it that many properties are on the market for what seems a very long time i.e. longer than the expected selling norm of three months?*

We can't help you with the agent side. There are many good agents in the market place and probably the best way to find one is through *word of mouth*. The right price can be more difficult. If you have a good agent then the agent will give you a very good guide as to the selling price. It can be done with research (finding out what prices other like properties sold for in the area) or quite simply employ a valuer to determine the price. In fact, *Determining Value*, is a separate report which you will find on the *IFYL* website.

This report concentrates on the 3rd area mentioned: *prepare your property*. So often vendors get the other two right but don't get this all important area correct despite the pleadings of the agent.

All the suggestions we are making in this report are in essence attempting to make the most of what you have as a product to sell. The really good part is that most of these cost very little to implement (depending on the condition of the property, of course).

First Step: Carry Out the 'Street Appeal' Test

The first thing you must do is to try to look at your home the way a potential purchaser will view it. This can be difficult because of your natural bias towards it. But you must try. Try this: walk around the block and then stand in front of your house and view it as if you had not seen it before

- Do you like what you see?
- What can be improved?

Remember: ***First impressions are vital in selling a property***

Get the Garden Right

Your garden and lawn are going to be a big part of the "first impressions" of the property. The following are simple matters that are a big help:

- Mow the lawn
- Trim edges
- Weed the garden
- Sweep paths and driveways
- Remove rubbish and garden clippings
- Toys and tools are to be out of sight
- Add colour to the garden
- Make the fences look good (paint/repair)
- Ensure letter-box is in good condition
- Mulch the gardens

Ensure the Exterior of the Home is 'Inviting'

Still on the "first impressions" theme, have a good look at the home itself. Is it appealing? What can be done to improve the appearance? Try some of these:

- Buy a new doormat
- Dust and wash the front door
- Freshen exterior paintwork
- Repair broken windows
- Clean and repair gutters and downpipes
- Dust and wash windows (inside and out) and sills
- Remove all cobwebs
- Wash the garage door

Outdoor Entertainment Areas

An outdoor entertaining area can be a major selling feature of any home. It tends to be one part of the home that is void of personal items such as photographs. AND most people love to entertain. As a result of these two things, this is the one area of the property that potential owners can visualise themselves in easily.

Make sure their 'visual experience' is a pleasant one:

- Keep the area clean
- Add colour and potted plants
- Sweep up leaves and remove spent pots
- Oil any timber decking or furniture
- Clean pool regularly and open umbrellas
- Generally, make the area clean, warm and inviting

Make the Interior of the Home Sparkle

Once you have the outside appealing to any potential purchaser. Let's look at the inside. The exterior of the property will always be vital for the first impression part of the sale. Just as important is the 'wow' factor you get with the interior of the home. You have got the buyer interested by having the right first impression but now you are going to 'WOW' the potential purchaser by showing a really well presented home. Some tips which will not cost you a large amount of money:

- Spring clean the **whole** house (use a professional if necessary)
- Reduce your furniture and clutter (gives the feeling of more space)
- Clear the clutter off the kitchen benches
- Clear your refrigerator of its displays
- Remove personal photographs

- Resurface old cabinets
- Replace old out-of-date counter knobs
- Replace faulty light-globes
- Attend minor repairs such as leaking taps
- Get rid of any mildew/mould
- If you must repaint, neutral colours are best
- Clean flyscreens, exhaust fans, range hoods, mirrors, fireplaces
- Don't have litter trays and pet bowls in the house
- Remove clutter from bedroom walls
- De-clutter your storage areas (buyers will look!!)
- Wash and polish woodwork
- Brighten up the house with fresh flowers
- If you have pets, make sure there are no pet odours
- Scent your home using oil burners, potpourri or perfume
- ***Feng shui*** can be used (by placement of furniture and water features) for potential buyers to feel calm and safe

Tips for Open House Inspections

'Open Houses' are instigated by the selling agent. However, there is nothing to stop a vendor doing their own open houses if they are selling it privately. By definition an open house is when a property that is available for sale is offered to the general public to inspect on a set day and set time. We don't advise private

vendors trying this as dealing with the public takes a certain amount of skill. This is what agents are employed to do.

As an agent will, in most cases, instigate the open house, work with this person to ensure the best possible outcomes. Think very seriously about the following suggestions:

- Choose times your property looks best
- Open all curtains to allow as much light as possible
- Turn on lamps and lights to get as much light as possible
- Look to create atmosphere. Fires are excellent in winter
- Take care with the cooking so as to limit odours
- Make all the beds
- Put out matching clean towels
- Make sure your house is clean
- Take out the garbage
- Keep pets out
- Fresh fruit and flowers add colour
- Get the washing off the line
- Take yourself out of the house. An owner present can be very off-putting to potential buyers

(The last point is very important. Over the years we have seen and been part of seeing well-intentioned vendors making mistakes by being present during an open house)

Remember:

Selling your property is basically easy. Just follow these steps:

1. Set the right price
2. Employ a **good** agent
3. Follow the things outlined in this report...

...and the sale will happen