

Canberry.

UNDERSTANDING THE SELLING PROCESS



What is a property appraisal?

An experienced real estate agent can visit your property and give you an estimated market value – a property appraisal.

Get in touch with us for a free appraisal

Understanding your property value

We can help you discover that all important question. "What's my house worth?"

Agents will review the area

- market data in your suburb and street
- market trends
- recently sold properties
- other properties on the market for sale now.

Agents will look at your property features

- your property's location
- the property design, quality and condition
- the size of land and living space
- the number of bedrooms and bathrooms
- the number of car spaces
- closeness to schools, parks or other amenities
- any renovations and structural changes
- areas for potential future enhancement
- local zoning
- any uniqueness or X-factor.

Comprehensive report

Our agents will give you a comprehensive report on the local area as well as an estimated price for your property.



Easy steps for your property appraisal

- contact us
- our sales team will visit you at your property for less than an hour
- we'll give you a detailed report and guide as to its market value.

How to maximise your Sale Price

There are several things to consider when selling your property. Read on for our best tips.

Choosing how to sell your home

There are 3 methods by which you can sell a property

- private treaty or private sale
- auction
- tender or expression of interest.

Your real estate agent can guide you. They will consider these points to come up with their suggestion.

Key considerations

- type of property
- location
- market condition
- timing – your urgency to sell
- your preference

Their aim is to achieve the highest price for your property. The sale method is an important consideration. Talk to your agent to discuss the best method of sale for you.

Choosing an agent

We know that a top agent can get you top dollar for your property. We do it all the time.

How can you find the best agent?

- do they have local experience and know-how?
- what are they like at an open inspection?
- are you comfortable dealing with them?
- do they listen to you?
- review their sales results
- ask for their references

What are the selling costs?

It's good to be prepared for selling costs so you can plan a budget.

The main costs are

- legal and conveyancing fees
- agent's commission
- videos and photography for marketing
- general marketing costs
- repairs and renovations if needed
- styling to prepare the sale
- auction fees
- exit fees from home loan
- removalist costs.

Ask us for help selling your property



How can you market your property?

One of the best selling tools is a good marketing plan.

A marketing plan can include

- signboards
- digital advertising
- posting on real estate sites
- print media ads, advertorial or editorial
- photography, video, floor plans and copywriting
- flyers and brochures
- email campaigns to your agent's database of contacts.

Discover how useful data can be

It can definitely help your sale if you have a good idea what your ideal buyer is looking for.

It can help improve

- how many buyers are interested
- the speed of your property sale
- how much you sell for

Seek information on

- real estate website stats
- what people are seeking in a house
- information on your likely buyers

Armed with more information you can spend your marketing budget effectively.

Your Canberry Sales Agent is across all the buyer data in your area.

Preparing Your Property

Add up to 10% to your selling price when you prepare your property for sale.

Easy steps to take

1 – First impressions

Make your property stand out and present its best face to the street. Study it to see what you can easily do to create those all important first impressions. Spruce up the garden and the front façade.

2 – Repair

Get stuck in early and fix anything that is broken. Painting can truly freshen up a property for sale.

3 – Depersonalise and declutter

The aim is to clear your home of personal images and items so your buyers can imagine themselves there. Clearing out knick-knacks creates more of a blank slate to let their imagination run and picture their own belongings within the space.

4 – Spring clean

Every minute you spend cleaning will pay off when selling. A thoroughly clean house will attract more buyers.

5 – Styling

These days, professional styling of houses is a key selling strategy. It can add a sizeable amount to a sale. Ask us for a recommendation to a stylist.



If I'm not selling Do I need a property appraisal?

Here are 4 occasions when knowing your property's value might help you make more informed decisions about your property.

Occasion 1 – about to renovate

Avoid the trap of overinvesting in renovations that won't add value. An appraisal will help identify the most popular features buyers in your locality want.

Occasion 2 – finished renovating

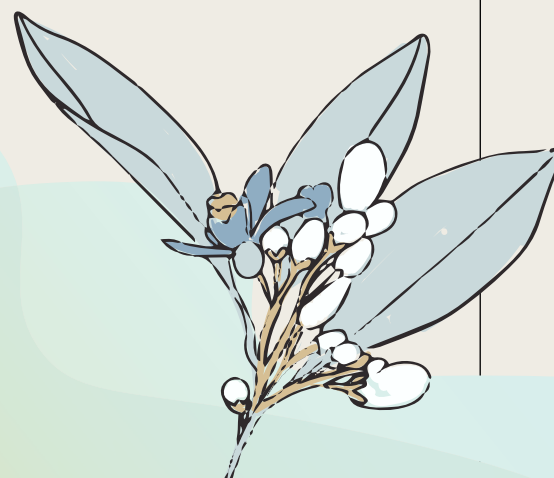
Once you're done renovating, an appraisal can determine the impact on your property's market value.

Occasion 3 – changes in your suburb

Area-level changes like new developments, infrastructure or transport can affect your suburb's valuations. An appraisal keeps you informed and ready to act.

Occasion 4 – considering property investing

Knowing how much equity you have in your existing property is a key step in planning to invest in other. An appraisal will provide the answer.





FINAL STEPS

Choose the best agent

A good agent can significantly add value to your selling price. Learn how to ask the best questions to identify the agent for you.

What's your place worth

Get a property appraisal, no strings attached and learn more to help you make informed property decisions.

Still curious about selling?

Develop a relationship with one of our professional team who are experts on the Canberra Property Market. Your Canberra Consultant will be able to advise you of any additional information you may need and inform you how you can become one of our valued members.

