## j0090386Selling your Property For the Best Possible Price

## Introduction

From our research of the market place we have established that there are generally 5 concerns people have when they are considering selling, these are  
  
Your choice of agent……..your choice of the agency and salesperson is crucial the success of the sale of your property. Choose a salesperson who can prove they have the level of experience and skill that you require.  
  
The price…….it is the market that determines the value of your property not the salesperson. Do not listen to any pricing stories unless the price the agent is suggesting is logically showed to you and you have written comparisons.  
  
The marketing plan…….every agent must have a thorough marketing plan that is specifically tailored to you needs and to your property. Be wary of agents who suggest you need to spend thousand of dollars to sell your property.  
  
The agents fee……not all agents fees are the same but do not fall into the trap of going with the agent who has the lowest fee. Choose an agent who’s fee is reasonable in your market place.  
  
The service…….all agents should offer you a guarantee of the level of service that you will receive. If you do not receive this level then you are permitted to break the exclusive agency agreement.  
  
It is important that you take all these concerns into consideration and do not use just one of the concerns to base you decision upon. It is a combination of these five points that will help you achieve the success you want.  
  
Other selling tips that maybe of use  
  
Presentation…..the way that your property presents to a prospective purchaser could mean the difference between a sale or not. Make sure that you look at your property objectively and from the buyers point of view. If you need help with this ask your agent, they should be able to give you’re an accurate idea of what buyers look for.  
  
Marketing Expenses…….have your agent present a well thought out marketing campaign that does not involve spending thousands of dollars in advertising. There are many different ways of exposing your property to the potential market place and a good agent will logically point out your options. If you are asked to contribute to the campaign, don’t be stingy, your investment in the marketing expenses is an investment in obtaining the final sale price.  
  
Method of Sale…….there are 3 methods available to sellers in NSW. The 3 agency agreement types are, Exclusive, Auction or General. The majority of real estate in Byron Bay is sold by using the Exclusive Agency Agreement. Recent figures have shown that approx 83% of sellers choose this method and get pleasing results.   
  
Agent Guarantee……you should only deal with an agent that offers you a written guarantees that the service they say they will provide you is actually provided. Let’s face it, there are some agents who will just list you and leave you, sometimes for as long as 6 months. A guarantee is your insurance policy against these types of agents

## Ten Handy Hints

1. The owner should not be present during an inspection. The owner's presence may prevent a buyer from asking a question for fear of offending the owner. If you have faith in the agent handling things for you, it's better to leave and let them do their job.
2. There is no second chance at a first impression. The moment a buyer enters your property, a positive or negative thought will dominate. This is of major importance when it comes to influencing a buyer's opinion.  
   From the chapter *10 Questions to Ask when Choosing a Real Estate Agent*
3. I understand my home contents insurance will probably not cover theft during an open for inspection. Will your firm guarantee against any loss?
4. Would you be prepared to give me the names and phone numbers of the last 20 sellers handled by your firm?  
   From the chapter *12 Reasons Not to Sell Your Property by Auction*
5. Suffering the humiliation of knowing the agent receives a large financial kickback on your advertising money whether you sell or not.
6. Having strangers, neighbours, lookers, sticky noses and goodness-knows-who-else coming through your property when all you really want is buyers.
7. When a property is sold by auction there is no way to guarantee the purchaser has paid the highest price. In many cases the only person who has been forced to pay the highest price is the losing bidder.  
   From the chapter *10 Things to Remember When You're on the Market*
8. Don't confuse the number of people who look at your property with real buyer interest. Filling your home with "lookers" at an open house is easy. Organising a private appointment with a qualified buyer takes skill and expertise.
9. When you list your property for sale, you expect someone will fall in love with it the same way that you did. But this doesn't always happen quickly. Keep in mind the number of homes you looked at before you bought.   
     
   You don't see Australia's richest people selling their properties by auction. They didn't become wealthy by making poor business decisions.  
     
   Taken from Ray Wood's **How to Sell Your Home for More**, published by Primemedia Publishing, Victoria, for $14.95. More information is available by calling 1800 64 62 63 (toll-free) during business hours.