

AGENT TEAM

REAL ESTATE

A family consisting of a woman holding a baby, a young child, and a man holding a bottle of champagne, are celebrating in front of a real estate 'SOLD' sign. The sign is for 'AGENT TEAM REAL ESTATE' and features a large red 'SOLD' banner over a photo of a modern kitchen. The sign also lists property details: '3 BED', '1 BATH', '3 CAR', and '1.5 LOTS'. The address '22 Abercorn Crescent, Isabella Plains' is visible. Contact information for 'EVE LOWE 0414 720 532' and 'JAC MCLEAN 0403 350 947' is provided, along with their email addresses and a small photo of a man. The scene is set outdoors with a brick house and trees in the background, and confetti is falling around the family.

AGENT TEAM
REAL ESTATE

SOLD

3 BED **1** BATH **3** CAR **1.5** LOTS

22 Abercorn Crescent, Isabella Plains

EVE LOWE 0414 720 532
evelowe@agentteam.com.au
Licensed Real Estate Agent

JAC MCLEAN 0403 350 947
jmclean@agentteam.com.au
Licensed Real Estate Agent

HOME SELLER'S GUIDE



DEAR HOME SELLER,

YOU'VE COME TO THE RIGHT PLACE.

We know that selling your property can be daunting. We've put this seller's guide together to show you how to minimise your stress and maximise your profit so you can go to market with confidence.

This guide will give you an idea of what you can expect when selling your home. You'll learn how to:

- Calculate the costs (PAGE 2)
- Decide to either sell first or buy first (PAGE 3)
- Price your property and time your sale (PAGE 4)
- Prepare your property (PAGE 8)
- Understand the services agents offer (PAGE 10)
- Find the best real estate agent for you (PAGE 11)
- Market your property (PAGE 23)
- Open your home (PAGE 24)
- Negotiate with buyers (PAGE 26)
- Navigate the legal process (PAGE 27)

We'd love to talk you through the process and answer any questions you might have about getting your home on the market. We can also meet with you in person to go over any questions you have.

Soon enough you'll be able to crack open the bubbly and toast to your first sale!

Yours sincerely,

Steve Lowe, Tiff Mills and Victoria McLaughlin
The A Team at Agent Team
t: 02 6152 8374
e: admin@agentteam.com.au
agentteam.au



CALCULATE THE COSTS

There are some costs involved in selling your property. The amount you'll need to budget depends on your agent, lender, legal advisor and any improvements you need to make to your home before you sell. Take the time to really think about what costs you might encounter – big and small. Here's a typical breakdown of cost for a \$800,000 owner-occupied home:

- Advertising and marketing: \$4,000
- Agent (2.5% commission): \$20,000
- Auctioneer: \$750
- Mortgage discharge: \$1,000
- Removalists: \$2,000
- Solicitor or conveyancer: \$2,200

TOTAL: \$29,950



GET IN THE KNOW

Ask for our recommendations for great mortgage brokers, conveyancers and building and pest inspectors.

SELL FIRST OR BUY FIRST?

There are pros and cons to both – you just need to decide which will work better for you.

SELL FIRST

Pros

- You don't have the financial pressure of selling fast, so you can wait for the right sale price.
- You know exactly what you can spend when you start searching for your new home.
- You can avoid the expensive hassle of bridging finance (used to fund two properties).

Cons

- If your property sells faster than you expected, you could face the stress of not knowing where you'll live while you look for a new home.

BUY FIRST

Pros

- You can spend time searching for your new home without the pressure of settling for whatever is available.

Cons

- You can't know exactly what you can spend on your new place because you don't know what your home will sell for.
- You may have to get bridging finance if your current home doesn't sell quickly.
- You may not get the price you expected for your existing property, so have to make up the difference with your savings or a loan.

LOT'S TO THINK ABOUT

We have a lot of experience and can guide you in the right direction based on your situation.

PRICE YOUR PROPERTY AND TIME YOUR SALE

Do some research into your local real estate market to help you choose your timing and settle on the right asking price.

A great place to start is allhomes.com.au. Remember to research suburb sales as well as any recent sales on your street.

The market in Australia is constantly influenced by factors like economics, an ageing and growing population, infrastructure, and new housing and suburbs.

Changes to local infrastructure, such as new light rail stops, or changing demographics like a rise in empty nester may make a difference to what your property is worth.

Bear in mind that apartments generally take longer to sell than houses or town houses.

Get in touch with Agent Team Canberra and we can help you decide on the best time to sell your property.

NEED HELP PRICING YOUR HOME?



Scan to book a free in-person
market appraisal with the A
Team



Scan to work out your selling
costs and net result with our
calculator



WHEN TO SELL

Only you can decide when you are ready to sell your property. Consider the following when deciding to make the move:

HOT MARKET

A hot market, which you've probably also heard of as a seller's market, is the best time to sell your property. It's when there are more buyers than sellers, so competition between buyers heats up. This increases listing prices and final selling prices, and means properties sell quickly. In a hot market buyers tend to focus on your property's location, potential and price rather than the features or required maintenance.

COLD MARKET

A cold market is the opposite – there are more sellers than buyers. In a cold market it's essential that you set your price correctly, make your place as attractive as possible, and have a dedicated agent with a watertight marketing plan. The prospect of selling in a cold market may be disheartening, but there's a silver lining – you can move sideways or upwards for a reasonable price and have your choice of properties!

SEASONS

The auction clearance rates and price growth in recent years reminds us that the Canberra property market is active all year round. There are pros and cons to selling in each of the seasons:

SPRING

With warm weather and blue skies, is generally the best time of year to sell. Your garden will be blooming and it will be easy for potential buyers to imagine themselves happily living in your beautiful property. However you'll have a lot of competition from other sellers who have the same idea, and they will also attract prospective buyers.

SUMMER

Summer offers beautiful days, great sunlight and often people have time off work to browse houses. However, they also head overseas or interstate and prioritise holidaying over property hunting.

AUTUMN

Autumn can be busy because people who sold their properties during the spring or summer rush are looking to buy. Families might be feeling the pressure to upsize their homes before the school term starts and life starts getting hectic.

WINTER

Winter is generally considered the worst choice of season for a seller – but with less competition and the correct marketing, your warm and cosy property could look more inviting to potential buyers.

SET A PRICE

Pricing your property correctly is essential for attracting the right buyer and achieving a smooth, timely sale. There are plenty of resources available to guide you in setting the right price. If you'd like expert advice tailored to your property, reach out to Agent Team—we're here to help you make an informed pricing decision.

TIPS FOR PRICING IT RIGHT:

- Speak to two or three trustworthy real estate agents for an honest agent appraisal – an estimate of your home's value based on the current market and location, condition and similar sales.
- Go to a few open houses and auctions around your neighbourhood to see how your place compares. This also lets you see how agents deal with prospective buyers.
- Use the free property reports and applications to help you with your research. Check out allhomes.com.au, propertyvalue.com.au, realestate.com.au and onthehouse.com.au for suburb reports and to see the sold prices for properties in your area.

TOP TIP!

You can download a free property estimate from www.agentteam.com.au

INFLUENTIAL FACTORS

Location

WHERE IS YOUR HOME?

There are many questions potential buyers will be considering when they inspect your property, such as:

- Is it in a popular neighbourhood?
- What is the street like?
- What is the local school like?
- Are there green spaces?
- How easy is it to access public transport, bike paths, shops, popular cafés and commute to major employment centres?

Condition

WHAT STATE IS YOUR HOME IN?

Highlight the best features of your home – think about what will draw buyers in and what will make them want to pay for (and live in!), this house in particular. Think about how to make the most of what you've got, whether it's heritage, modern, well-maintained, in need of some attention, updated with new appliances or on a block with a large backyard.

Similar sales

HOW MUCH HAVE SIMILAR HOMES SOLD FOR?

We all like to believe our home has that special something that will make buyers fall in love and pay top dollar instantly—but it's crucial to get an objective opinion.

Don't let emotions influence your judgment—reach out to Agent Team for a no-obligation property appraisal.

Our experienced agents have sold hundreds of homes in your neighborhood and engage with buyers daily. We understand the market and know how to set realistic yet ambitious price expectations.

During your appraisal, we'll assess recent sales in your area by analysing both our data and competitor insights. By comparing similar properties based on size, location, condition, and unique features, we'll provide you with expert advice on pricing your property to attract the right buyers.

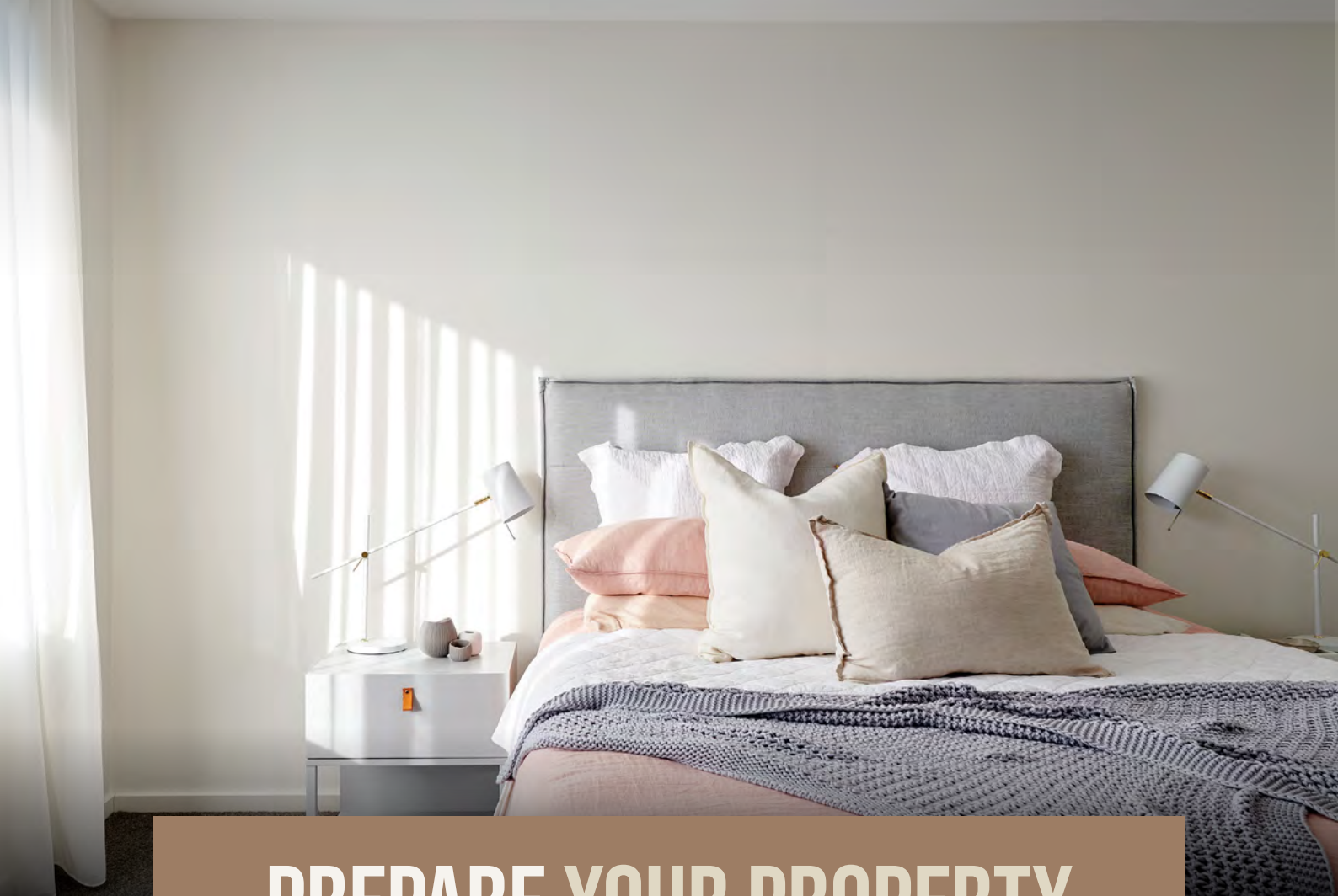
Let's meet and discuss your home's potential—contact Agent Team today!

DID YOU KNOW?

Steve came to real estate from the building trade, so our team brings a builder's eye to your home's condition and the improvements most likely to lift your sale price.

At Agent Team we don't just offer advice: we can manage the preparation work for you. From small touch-ups to larger improvements, we'll organise it so your home is market-ready and achieves the best possible result.

Let us take the stress out of preparing your home for sale, so you can focus on what matters most.



PREPARE YOUR PROPERTY

Look at your property through the eyes of potential buyers: is it fresh, clean, well maintained and ready to move into? People will pay more for a property that is. There are some things you can do to make your place as attractive as possible – you can spend as little or as much as you like preparing you home for sale, but be careful not to over capitalise. Speak to us first!

FIRST IMPRESSIONS FIRST

Think about kerb appeal – how attractive your property looks from the street. Stand outside and take a good look at your property. For a few hundred dollars and a few weekend hours of work, you can increase your sale price by thousands. Mulch the front garden and plant shrubs or flowers. Clean the shutters, window frames and door and give them a fresh lick of paint. Repair and tidy any steps, railings or paths. Remove dirt and cobwebs. Sweep the verandah, oil the timber if it's worn and put out a bench or a table with a few chairs. A shiny new house number is a great finishing touch.

FOLLOW THE NEUTRAL RULE

Think of your place as a display home – a blank canvas for curious eyes. Remember that bold feature walls, overbearing décor and unusual furniture may suit your own tastes but may put people off when they're trying to envision their own space. Aim for a neutral look. Paint your walls a neutral tone, clear away clutter to show off bare floors and bench tops and use fresh white bed linen.

REMOVE ALL MESS

Prospective buyers often baulk at the sight of mess or personal items. Be ruthless: eliminate dirty dishes and clothes, chewed dog toys, bills on the fridge, holiday photos and family keepsakes. Create an open, uncluttered space by storing some furniture and décor elsewhere – even if you have to rent a storage place for a couple of months. Clear out and organise your cupboards and closets. This makes it easier for buyers to imagine themselves moving in and living there. When a buyer makes an emotional connection to the property this makes it easier for you to sell.

PAINT IT GRAND

Paint is one of fastest, easiest and cheapest ways you can transform your home. If any areas of your home are looking drab, grab a brush and start painting or call in some professional help. This can add thousands to your final sale price.

Tip: Dulux Natural White or Antique White USA are great internal colours!

CARE FOR YOUR KITCHEN

You can make fairly minor, inexpensive repairs and cosmetic changes to your kitchen to transform it into a warm, inviting, modern space. Paint tired, old-fashioned cabinets white or a light neutral colour. Update the handles and knobs. Replace the taps with a simple clean set. Paint or replace splashbacks. Re-grout tiles. Scrub every centimeter of the kitchen – even the ceiling. Dress the benchtops with a bright bowl of fruit or flowers.

BRIGHTEN YOUR BATHROOM

No prospective buyer will forgive a dirty bathroom. Scrub every surface. Whiten old tile grout with a grouting pen. Paint walls a white or neutral shade. Repair or replace old taps, handles and towel rails and clean the shower screen. Display clean rolled up towels. Use a fragrant candle, small vase of fresh flowers or French soap for a sophisticated look.

LET THE LIGHT IN

To make your home seem bright and spacious, bring in natural light wherever you can. Clean and open blinds and curtains and clean windows. Trim any greenery that's blocking your windows and wash windows from both sides. Replace heavy drapes with lighter ones. Put up mirrors to reflect light into darker areas.

Rooms seem brighter and more welcoming with lamplight. Avoid dimness by choosing bright ceiling globes but don't turn on every light in your house – think about what makes the space bright and welcoming without being overly harsh.

SMELLS LIKE ROSES

Often we're so used to the smells of smoke, food or pets in our own place that we don't notice them. Prospective buyers can turn their noses up at your place if they're confronted by odours. Ask a friend or family member to step into your home and give you their honest opinion. Thoroughly air it out. Clean all your soft furnishings. Vacuum all pet hair and take your pets away when you have an open home. Put out fresh coffee, flowers or scented candles.

SCORE OUTDOORS

Australians often see an outdoor space as another room. Pay attention to your garden. Fix fences. Hose down paths and pavers. Remove the old clothesline and any rubbish. Oil decks and outdoor furniture. Plant some new plants. Add mulch or soil to garden beds and pots so they look full and appealing.

DID YOU KNOW?

We can do some or all of your prep for you! Call us today and we can assist with trades and services!



NEED MORE TIPS?

Scan here to find out more!

WHY HIRE AN EXPERT?

Selling your property could be the biggest financial decision you'll ever make. You may feel confident in selling it yourself, but there's no guarantee you'll get a better result or save money in the long run – plus it will take up a lot of your time and energy. An agent will bring years of experience and a professional touch to the sale of your property – they know what works.

As well as providing you with legal protection and market knowledge, a real estate agent will do the hard yards for you. They'll show your house, speak with prospective buyers, negotiate tricky deals and handle the paperwork.

THE THINGS THEY'LL DO FOR YOU INCLUDE:

- Advise on whether to sell by private treaty, auction or expressions of interest
- Attract potential buyers through their active database
- Create and coordinate a professional marketing campaign to expand your advertising reach beyond private sale listing websites (major sites such as realestate.com.au only accept professional listings from agents)
- Draw on their market experience to give you a realistic value
- Guide you through the legal process
- Handle the open inspections and enquiries
- Negotiate to achieve the best price and terms
- Coordinate a building report, energy efficiency report and contract of sale
- Ensure exchange and settlement proceed smoothly

+ 97 other things required for a successful sale! The right real estate agent will make the selling process successful and as stress-free as possible.

HERE'S WHAT YOU SHOULD CONSIDER IN ORDER TO SHORTLIST THE BEST AGENTS:

- Are they knowledgeable about the market and your neighbourhood?
- Are they professionally licensed by your state?
- Do they communicate honestly and care about a personal rapport with you and other clients?
- Do they have a large active database of people who may be interested in your home?
- Do they have positive reviews from past clients?
- Do they have relevant experience? (Have they sold properties that are similar to yours in the same price range?)

LOTS ON YOUR MIND?

There are so many things to think about when selling a property. Hiring Agent Team means you can let us do the worrying for you!

A man with a beard and a bald head, wearing a grey blazer over a light-colored shirt, is smiling and talking to a woman whose back is to the camera. They are in an indoor setting, possibly a home or office.

FIND THE BEST REAL ESTATE AGENT FOR YOU

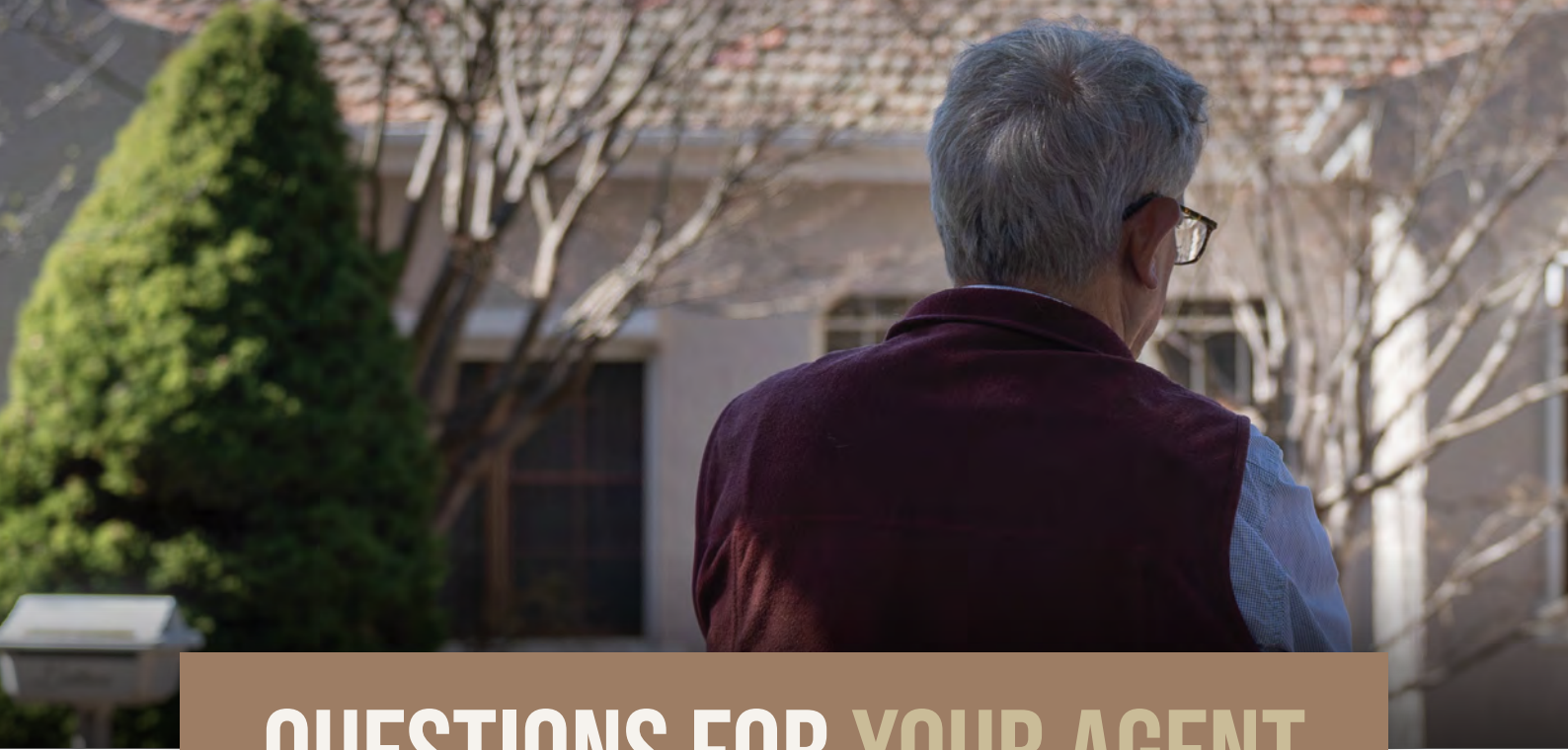
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Here's what you should consider in order to shortlist the best agents:

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- Do they communicate honestly and care about a personal rapport with you and other clients?
- Do they have a large active database of people who may be interested in your home?
- Do they have positive reviews from past clients?
- Do they have relevant experience? (Have they sold properties that are similar to yours in the same price range?)
- Are they easy to get hold of?

COMMUNICATION IS KEY

Choose an agent that answers and returns your calls. Give them a test by calling on a private number to see if they answer!



QUESTIONS FOR YOUR AGENT

1. HOW MANY YEARS OF EXPERIENCE DO YOU HAVE AS AN AGENT?

Keep an open mind. While an experienced agent will have honed their negotiating skills and know how to read people and situations, a newer agent may use their energy and enthusiasm to work harder to achieve your ideal outcome.

2. WHAT MAKES YOU DIFFERENT FROM OTHER AGENTS IN THE AREA, ACCORDING TO YOUR PREVIOUS CLIENTS?

Hearing what previous clients say about an agent can help you decide what qualities you're looking for in yours. Perhaps you want someone who 'goes the extra mile to make the process easier' or 'communicates more clearly and more often than others'.

3. WHAT'S THE CURRENT ATMOSPHERE IN THE MARKET FOR PROPERTIES LIKE MINE?

Asking this questions will reveal an agent's understanding of the market and will show that you're a savvy seller. An agent should be able to tell you how many people are showing up to open houses compared to this time last year, what the current auction clearance rate is and how long properties are on the market before being sold.

4. OVER THE LAST SIX MONTHS, WHAT PROPERTIES HAVE YOU SOLD THAT ARE SIMILAR TO MINE?

Talk to them about their recent sales to see what they've learned about buyers in your market. They may also have suitable people in mind who recently missed out on a similar property. Before you shortlist your agents, it's worth using [ratemyagent.com.au](https://www.ratemyagent.com.au) to see their sales record.

5. IN TERMS OF SALE PROCESS, DO YOU RECOMMEND FIXED PRICE, AUCTION, NEGOTIATION OR PRIVATE TENDER AND WHY?

An agent should be able to explain why a certain method is the best one to follow to achieve your sale price. This should be based on your objectives and what has proven to work well for your type of property.



6. WHAT WOULD YOU HIGHLIGHT TO POTENTIAL BUYERS ABOUT MY HOUSE? (ALSO: WHAT IS THE 30-SECOND PITCH FOR MY HOUSE?)

Agents will have the chance to tell many different people about your property. You want to hear how they'd convey the selling points to them. Imagine you're a prospective buyer when you hear the agent's answer: if you're sold, others probably will be too.

7. WHAT MARKETING PLAN DO YOU PROPOSE?

In Australia, agents often come to an interview with a marketing plan proposal. Compare these plans and their associated costs to see what agent will attract the right buyers and give you the best value. We expand on this on page 25.

8. HOW LONG DO YOU THINK MY PROPERTY WILL BE ON THE MARKET BEFORE WE GET SUITABLE OFFERS?

The best time to sell your property is usually within the first few weeks on the market, when it's still 'new' to prospective buyers. When it's on the market for many months, they may start to think something's wrong with it. You want to know that your agent is confident in and

committed to getting the right result as fast as possible.

9. USING YOUR PROPOSED SALES METHOD AND MARKETING PLAN, WHAT SALE PRICE IS ACHIEVABLE?

We recommend that you ask this question towards the end of your interview. This gives you the chance to understand how your agent came up with the figure they quote you, i.e. are they informed by their proven expertise or are they quoting a fantastic but unachievable price to win your business?

10. WHAT COMMISSION DO YOU CHARGE?

It's important to go with the best real estate agent for you, not necessarily the one with the least commission. Look at the high end and low-end estimates: you'll see that the difference in price outweighs differences between commission structures. A great agent will be able to justify their higher price and have a track record of delivering top sales for their clients.

COMMON CONCERNS

SHOULD I CHOOSE AN AGENT BASED ON THE LOWEST COMMISSION?

No.

Choosing an agent solely because they offer the lowest commission is often a false economy. Focusing on the commission rate alone can distract you from the bigger picture—the final profit you walk away with. A lower fee doesn't guarantee the best result.

Instead, consider the agent's track record. An experienced agent with a history of successful sales and a proven strategy will know how to maximise your property's sale price and overall return. The right agent's expertise can make a significant difference in your final result, far outweighing any savings from a lower commission.

SHOULD I CHOOSE THE AGENT WITH THE HIGHEST APPRAISAL?

No.

All agents give you a free market appraisal but it's important to know whether they are being honest, or quoting a higher price to win your business.

A good agent will usually give you a price range instead of an exact figure. This will be based on their market expertise, recent sales in your area and your property's unique selling points. If the figure seems too good to be true or you're unsure about how they reached it, ask them to show you their research and give you similar examples.





FIGURE OUT COMMISSION

THE TRUE COST OF CHOOSING THE LOWEST COMMISSION AGENT

It can be tempting to choose the agent with the lowest commission rate—but commission percentage isn't the full story.

Let's say your property is valued at \$1,000,000. Most agents in your area charge around 2.5% commission. If your home sells for \$1,000,000, you'll pay \$25,000 in commission, leaving you with \$975,000 in your pocket.

Now imagine you choose an agent offering a lower 1.5% commission. Here's what to consider:

They may have limited time to dedicate to preparing and marketing your property to achieve the highest price.

They might be inexperienced and trying to build their portfolio by offering low rates.

They could lack the negotiation skills and market confidence needed to maximise your sale price.

Let's assume this agent's lack of experience and attention results in your home selling for \$980,000 instead. While you're paying a lower commission of \$14,700, you're only left with \$965,300. That's \$9,700 less than you would've received by working with an experienced agent who justifies their commission with a superior result.

Cheap Agents Can Cost You More

A commission isn't just a fee—it's an incentive. At Agent Team, we earn our commission by consistently delivering above-average results that put more money in your pocket.

When it comes to selling your most valuable asset, it pays to work with professionals who have the track record, time, and expertise to achieve the best possible outcome.

NEGOTIATE AGENT FEES

Not all agents structure their fees the same way. While basic commission rates vary by location, most agents charge between 2% and 2.5% of the sale price.

For example, on a property selling for \$800,000, the commission would range from \$16,000 to \$20,000.

Marketing fees are often added on top of the commission and can range from a few hundred to several thousand dollars, depending on the marketing plan you choose. Some agents offer higher commission packages that include advertising, while others use a sliding scale, particularly for high-value properties.

A sliding scale structure could look like this: 2% on the first \$800,000 and 10% on anything above that. This incentivises agents to secure the highest possible sale price.

Tips for Negotiating the Most Effective Commission Structure:

Compare Apples with Apples: Include advertising fees in your comparison to get a clear picture of total costs.

Ask for Transparency: Get commission rates from your shortlisted agents and let them know you're comparing options—your preferred agent may be willing to match or adjust their fee.

Avoid Choosing the Cheapest Option: Selecting an agent based solely on a low commission rate can be a false economy if it results in a lower sale price.

Get Everything in Writing: Ensure all fees and structures are clearly documented.

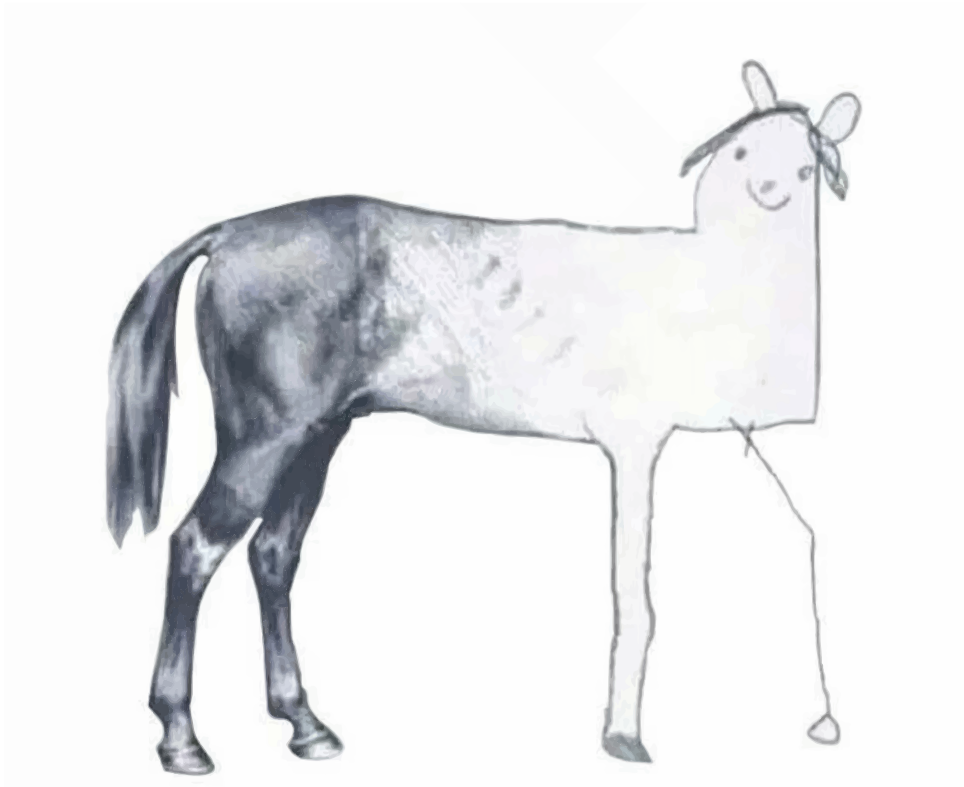
Be Realistic About Premium Service: If you're aiming for an above-market, record-breaking sale price, expect to pay a premium for the additional effort and expertise.

Consider a Sliding Scale: A tiered commission structure can motivate your agent to achieve a higher sale price by rewarding exceptional results.

AGENT TEAM TIP

Agents offering low commission rates often rely on high-volume sales to stay afloat. Make sure your chosen agent has a manageable number of active listings—ideally around 10 or fewer at a time—to ensure they can give your sale the attention it deserves.

**IF YOU THINK IT'S EXPENSIVE
TO HIRE A PROFESSIONAL
TO DO THE JOB,**



WAIT UNTIL YOU HIRE AN AMATEUR.



CHOOSE THE BEST SALES METHOD

The three main ways to sell your property in Australia are auction, private treaty and expression of interest. Your agent will advise you on the best one for you and your property, but it's worth weighing them up in your own time first.

Auction

An auction is where your property is offered for public sale through a competitive bidding process. Before going ahead, bidders must be registered and you'll have set your reserve price (which remains confidential between you, your agent and the auctioneer). The auctioneer declares when the reserve price has been matched or exceeded. The winning bidder is legally obliged to buy your property and put a 10% deposit down straight away.

ADVANTAGES:

- If your property doesn't reach the reserve price, your agent can negotiate with registered bidders afterwards.
- Its competitive nature can help you get the best possible price. It's particularly effective in a high-demand market.
- Its public nature is often the best way to help you determine your property's true value.
- The campaign leading up to your sale date – auction day – is usually four weeks, which gives you time to plan and adjust your own living situation.
- The marketing costs are generally higher, but it also allows you to contain your marketing costs, assuming it sells on the day.
- Winning bids are legally binding so you don't have to worry about withdrawals or delays.
- You're still free to accept any attractive offers before auction day.



Private Treaty

A traditional private sale involves setting an asking price or using an “offers over” approach and selling via private treaty. Your agent negotiates directly with interested buyers to secure the highest possible price.

Once an agreement is reached, the contract is updated, but before the property is officially sold, there are still a few more steps to complete. These include the cooling-off period, securing finance approval, and finalising the settlement arrangements.

While this method is flexible and often feels less intimidating for buyers, it can also take longer to reach a sale since it lacks the urgency and competitive momentum of an auction or a set closing date.

ADVANTAGES:

- A fixed price attracts prospective buyers who are looking for, and know that they can afford, a property like yours.
- Canberra buyers generally prefer a listed price when searching for property and this results in higher open home attendance and interest.
- Buyers often find this less intimidating than an auction so may be more likely to submit an offer.
- Unlike at auction, you’re not under pressure to make an instant decision.
- You’re free to define or negotiate the settlement terms.

Expression of Interest

The expression of interest method is also known as a ‘set date sale’, similar to a tender process. You set a price range but do not make it public. Then your agent shows your property over about four to six weeks. Interested parties submit their best, final offer in sealed envelopes which are shown to you after the set date. You can accept the highest offer, negotiate the settlement terms further or put the property back on the market if you’re not happy.

ADVANTAGES:

- It suits premium properties and slower markets as an alternative to auctions that usually deliver lower clearance rates in this space.
- Prospective buyers feel as though they only get one chance so are likely to put their best bid forward.
- Since bids are sealed and not publicly shown, you have privacy and control during the process.
- The campaign leading up to your deadline is usually four to six weeks, which gives you time to plan and adjust your own living situation. It allows you to contain your marketing costs.

AGREE ON AN AGREEMENT

There are three types of agreements to consider when you partner with an agent:

1. EXCLUSIVE AGENCY AGREEMENT

One agent gets the exclusive right to represent and sell your property. They're paid their agreed commission rate when your place is sold, even if they use another agent or you find your own buyer. This is the most common agreement.

2. SOLE AGENCY

One agent has the exclusive right to represent your property but you don't have to pay their commission if you find a buyer and commence the sale process yourself.

3. GENERAL LISTING OR OPEN AGENCY

List with more than one agency and only pay commission to the agency that successfully sells your property. You may get more exposure to prospective buyers but agents may be less motivated to make your property sale a priority. Many won't even consider this option.

Before signing any agreement, make sure you read the fine print and ask your agent to clarify anything you're unsure about. Ask as many questions as you need until you feel comfortable that you understand what you are signing. You shouldn't feel pressured to sign anything after your first meeting with your chosen agent.

We recommend that you choose a 90 day listing agreement to give yourself some flexibility without overcommitting. However, you can discuss other options with your agent.





ASSESS YOUR AGENT'S MARKETING PLAN

A marketing plan should reach the right buyers – the ones who will put good offers to you. Aside from the traditional signage, letterbox flyers, newspapers and a real estate agency window display, there are many ways to market your property online. Your shortlisted agents should consider things like video tours and social media.

Ask agents the following questions:

- Are advertising fees covered by your agent fees or an upfront cost
- What marketing mix do you recommend?
- What are the costs, frequency, benefits and proven results of each media in the mix?
- Will you use a targeted multi-media approach?
- Will you use professional photography to showcase my property effectively?
- Which other technologies can they offer you engage with buyers?

CHECK OUT OUR WEBSITE TO VIEW THE MARKETING OF OUR CURRENT PROPERTIES FOR SALE!

GET SOCIAL

Our social media marketing package will help you reach more potential buyers more often than our competitors!



AGENT TEAM

REAL ESTATE

FOR SALE

STEVE LOWE 041

Steve@lowe.com
Lowell Real Estate, Inc.

MAC MCLAN 041

mac@mcclan.com
Lowell Real Estate, Inc.

MARKET YOUR PROPERTY

HERE'S HOW THE DIFFERENT TOOLS IN YOUR MARKETING MIX CAN HELP YOU ATTRACT PROSPECTIVE BUYERS:

PROFESSIONAL PHOTOGRAPHY

Professional photography is essential to make your property look as attractive as possible. Make sure your place is clean and tidy, the garden is manicured and there are fresh flowers in vases. Schedule your photos for a sunny day at a time when the natural light in your home is most flattering.

PROPERTY STYLING

A fully furnished home always sells better than a vacant home. If your furniture is looking old and tired, it may be a good idea to get the property styled by a professional. They will supply and install modern furniture, décor and accessories to suit your house and show it at its best. The furniture is rented for a specified period. This will really help buyers see the potential of your property and picture the kind of life they could have there.

ONLINE ADVERTISING

Prospective buyers will typically see your property on their phone, tablet or computer before they see it in real life. Your agent must make the most of your property's virtual display.

Sites like realestate.com.au, allhomes.com.au and domain.com.au allow your agent to upload video tours, display professional photos and floor plans and describe key features. They also let you track how many people have viewed the listing. Your agent will likely link back to these sites from their own website, where your property will be displayed in greater detail. Social media channels such as Facebook, Twitter and Instagram are free to use and popular with agents for reaching a wider audience

TRADITIONAL ADVERTISING

Online sites are prospective buyers' first ports of call, but many people still like to browse properties listed in a magazine or newspaper. It's worth considering having this in your marketing mix, especially if it suits the age, lifestyle and location of your most likely future buyers. Letterbox drops can also be worth doing since printed flyers can capture the attention of local renters or current homeowners looking to buy.

SIGNAGE

A professional sign outside your property will let people know it's on the market and pique their interest. Your agent's chosen sign will usually display interior photos, state the basic features such as how many bedrooms there are, list the open times and show the agent's contact details. It should be placed where it'll have maximum visibility without being obstructed by bins or trees.

COMING SOON PROMOS

Ask us about our coming soon promos that can have you sold without any public marketing!

WHY MARKET MY PROPERTY?

Marketing is vital to get the best results. Think about it - why else would we pay a premium for bottled water? We show you how we apply these same techniques to your property.



OPEN YOUR HOME

When it's time to open the door to people, remember that people won't offer hundreds of thousands of dollars for a property without first walking through it and paying attention to every aspect. An open home can win or lose the interest of suitable buyers. Here's what you should pay attention to:

ADJUST THE TEMPERATURE

Air out your house. People are turned off by houses that are too hot or too cold so get your temperature just right. They should walk into a cool place if it's hot outside and a warm one if it's cold. Set the AC or heater to a comfortable temperature.

WALK THROUGH AS A BUYER

Walk through your home, inspecting it as if you wanted to buy it anew. This will help you to see what clutter you should remove and whether it looks welcoming enough. Pay attention to its best features – you want them to stand out. Ask a trusted friend (with a great sense of style) to walk through with you to suggest any final improvements.

MAKE IT SPICK AND SPAN

Ideally you'll have done everything you can to prepare your property correctly (see page 13). This will make cleaning before your open day a lot easier.

Remove everyday mess that's accumulated, such as shoes in the hall, papers on the desk and toys.

People are curious and love to poke around, so clean inside the oven and tidy the cupboards and closets. For your own peace of mind, put away any small valuables.

BE FLEXIBLE WITH VIEWING TIMES

Your agent will usually schedule a weekend or weeknight viewing to suit most people's schedules. However, people can request to see your place at unexpected times. Keep your home tidy and be ready to pop out at short notice. It could be your preferred buyer who you're accommodating.

USE THE EXCUSE TO TAKE SOME TIME OUT

It's tempting to hang around to see how the open house goes but it's better to leave. People will feel more comfortable in the space and talk more honestly to their partners and your agent about their impressions if you aren't there.

Don't forget to take your pets with you too.

USE THE FEEDBACK

Your agent will talk to you about people's feedback. This might be face-to-face, through a phone call or a detailed email and report. Use the feedback to create positive impressions for the next open home.

Your agent will help you do this, whether it's by adjusting your price range, changing your marketing tactics or making a few cosmetic changes.

EXCLUSIVE TO AGENT TEAM

Our buyers can book open homes using our appointment software. Get the right buyer at the right time!



NEGOTIATE WITH BUYERS

A great agent is an expert negotiator. When you've partnered with one, you'll enter the negotiation phase feeling confident that they'll get the best price for you.

Here's how negotiations can differ depending on your sale process:

AUCTION NEGOTIATIONS

Your agent may bring pre-auction offers to you, but think very carefully before accepting one (unless it's an auction stopping offer). You don't want to settle straight away, when it's very likely you'll get a much better outcome on auction day.

If your home does not reach your reserve price, your agent will negotiate with the top bidders and any other interested parties in the same way they would through private sale negotiations.

PRIVATE SALE NEGOTIATIONS

Your agent will bring all offers to you for consideration so it's important to know how to get the price you really want.

Here are five top negotiating tips and strategies:

- 1. Be prepared to compromise on the price and terms in order to come to a win-win for both you and the interested party. Remind yourself not to get caught up in the emotion. Giving a little on your side usually encourages the potential buyer to move closer to your ideal price, instead of walking away all together.
- 2. It may be tempting to dismiss the first offer on your place but your agent will be able to do serious negotiation with the potential buyer. They will often be the most interested person – one who's been looking around and knows your home is the one for them.
- 3. Negotiate everything because you may be able to get closer to the price you want by being flexible on other terms. Perhaps the buyer needs a longer settlement, prefers a 5% deposit or wants your outdoor furniture included in the sale.
- 4. People may give your agent a verbal offer, but get them to commit to their offer in writing and sign an agreement with a deposit. That way you know they're serious.
- 5. If a sale does fall through, it's important to know when to move on. It doesn't matter whether the prospective buyer couldn't get a loan, couldn't sell their own home or saw a more suitable place – it doesn't mean someone else won't want your property! Discuss the options with your agent and focus on the right sale.

NAVIGATE THE LEGAL PROCESS

Selling a home can be a complex and intimidating legal transaction for anyone who's not a property law expert. Your agent and your solicitor or conveyancer are in your corner to ensure your interests are lawfully protected.

SOLICITOR OR CONVEYANCER?

You don't necessarily need a solicitor to sell your home. If your property sale is fairly straightforward, you can use a conveyancer – a licensed specialist in property law. Many Australians use conveyancers rather than solicitors because they are usually cheaper and perfectly capable of handling the typical property transaction. However, you may want to choose a conveyancing solicitor if your property deal is especially large or complex, as they can also advise you on other associated legal matters.

LEGAL STEPS

1. PREPARE THE CONTRACT OF SALE AND BUILDING REPORT

Your legal advisor will prepare your contract of sale. This sets out all the terms and conditions of the sale, including the price, settlement date, deposit and what fixtures are included. Your legal advisor will prepare the contract, which informs the buyer about the property title they're about to sign for, such as mortgages, easements and zoning.

2. EXCHANGE CONTRACTS

There's one copy of the contract of sale for you and one for the buyer. You each sign one copy and exchange them. The buyer pays deposit upon exchange, which is usually held by your agent in a trust until settlement day. Sellers are usually bound to the purchase at this stage while buyers have a cooling-off period.

3. PREPARE FOR SETTLEMENT

You'll need to be ready to move out by the time the property sale settles. Before settlement day, legal advisers and banks will be in touch on behalf of both you and your buyer to make sure any conditions of the contract have been fulfilled and that financial documents have been prepared.

4. SETTLEMENT DAY

On settlement day, you'll hand over the keys to your legal advisor and receive the purchase price minus any outstanding mortgage. Your legal advisor usually attends the settlement meeting at your bank.

CONGRATULATIONS, YOU'VE SOLD YOUR PROPERTY!

WE'RE HERE FOR YOU

Our local team at Agent Team is on hand to answer any questions you have about selling your home. Call the office on 02 6152 8374, email admin@agentteam.com.au, or book a free appraisal with the agent of your choice at agentteam.au/appraisal.



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YOU CHOOSE WHO LEADS. YOU GET ALL OF US.

Behind every good agent is a team, and here we have the A Team. Pick the agent you click with. Whoever leads, the whole team is behind your sale: strategy, market data, creative, buyer follow-up and settlement, working as one.

Steve came to real estate from the building trade, so we can tell you which repairs pay for themselves and which do not, and manage the preparation work for you when it makes sense.

82

HOMES SOLD IN THE
LAST 12 MONTHS

WINNER

REIACT MARKETING
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FINALIST

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NOTES

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AGENT TEAM

REAL ESTATE



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