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SELL YOUR HOME WITH CONFIDENCE



**A SELLING GUIDE
FOR TODAY'S MARKET**

BY BEN PARR

THE PURPOSE OF THIS GUIDE

There are so many real estate agents in the marketplace, all with different ideas and phrases which can become incredibly confusing. Unfortunately, a lot of these catchy phrases are used to sound impressive but carry very little substance or meaning behind them when it actually comes to a sales strategy.

This guide is designed to open up the curtains and help to explain the confusing world of the sales process including the decision to select the right agent and decipher the best strategy around selling your most valuable asset.

I TRULY BELIEVE THAT THE STANDARD OF SERVICE AND COMMITMENT IN THE REAL ESTATE INDUSTRY IS SEVERELY LACKING. BOTH BUYERS AND SELLERS ALIKE DESERVE THAT STANDARD TO CHANGE.

At any stage, please feel free to reach out on [0466 388 772](tel:0466388772) should you have any questions or queries and I would be more than happy to take the time to explain the whole process and help develop a plan best suited to your circumstance, property and desired results.



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GLOSSARY TERMS WORTH NOTING

GOING TO PAPER

This essentially means putting an offer into a Contract of Sale being a legally binding document (if signed by both parties and dated). A Contract of Sale is subject to a cooling off period (below) but is enforceable and tends to carry much more weight.

FORM 6

This is the letter of authority for an agent to sell your property. In essence, it is an engagement letter giving permission for a real estate agent to approach buyers, market / advertise your home and is generally a 90 day agreement.

EXCLUSIVE LISTING

In a Form 6 (above), there are a few listing options in relation to selling your home but without question, the best option is an exclusive listing agreement. You are essentially selecting one agent to run point for all matters pertaining to your sale!

UNCON- DITIONAL

The state of the contract when all conditions and clauses have been met. At this point, your contract has no more variables and is just awaiting settlement to occur. It is a good time to start planning the move, electricity, gas, phone accounts etc.

SETTLEMENT

Settlement is the stage of transfer from yourself to the new owner. This is reflected by the Titles Office issuing new ownership of the property. The solicitors handle this part of the transaction with the banks. Congratulations!!! Your home has sold!

COOLING OFF PERIOD

In QLD, contracts are subject to a 5 business day cooling off period for the buyer. If the buyer changes their mind in that period, they are subject to pay a penalty of 0.25% of the purchase price. NB: a buyer does not need a reason to withdraw under this.

EXPRESSION OF INTEREST

A way to make an offer on a property without going to contract. Note this is not legally binding and most agents should request offers to be made in contract form as it holds much more credibility. Offers in this format should be taken with a pinch of salt.

EASEMENT

A section of land that forms part of your block, and belongs to you, but someone else has rights to access it. A great example is a shared driveway down a battle axe block to another house OR water mains (or storm water) requiring access by council

BUYERS' RISK

When a contract is signed by all parties, the property is deemed at the risk of the buyer from 5pm the next business day. This means the buyer must take out insurance to protect their new asset. You (the seller) should still have your insurance in place.

METHODS OF SALE

I feel it is my professional responsibility to present all of the options available to you for sale. A majority of agents in the marketplace only show a seller the method of sale they are comfortable with as opposed to talking through the pros and cons of each sale respective to the unique situation of each seller.

There are three methods of sale to consider. Firstly, the private treaty option (take to market with or without a price), "for sale by tender" and followed up by public auction. All of these options have their strengths and weaknesses, and it is important to consider them all when deciding on which method of sale is best for you and your family.



PRIVATE TREATY

A private treaty sale is simply a property being sold on the market, typically with a price. As you may have noticed, many real estate agents seem to have an allergic reaction to putting a price on a property, so sale headings such as "Property Preview", "For Sale", "Expressions of Interest" and "Contact Agent" are often used and still fall under the private treaty method. Offers can be made at any time and you, as the seller, have the option to accept or reject an offer (you play what is in front of you).

TENDER

Probably the least known option, public tender poses the opportunity for each buyer to submit an offer by a nominated closing date. The sale must be disclosed as "For sale by tender" with that closing date. This is effectively a single bid silent auction with all offers opened after the closing date for consideration.

PUBLIC AUCTION

Auctions are designed to create fair competition in the marketplace and gives an open platform for buyers to compete by bidding in the public eye. A set auction date with set sales parameters means the sale is easily navigated by those needing security in certain timeframes and results. It is important to choose an agent that is well rehearsed with auction sales as auctions typically govern more work and require an astute professional that knows exactly what they're doing.

THE SELLING PROCESS EXPLAINED

Initial contact- Meet with the agent to discuss how to present your home in its best light. This conversation will also include details of the sales strategy, timeframe, costs and everything that you will need to know leading up to your home actually being listed for sale for the world to see. It is important to understand the whole process prior to listing.



Form 6 signed- This is the authority that a licensed agent requires to sell your property. It will include the information and confirmation of the marketing/ advertising, commission structure and any other relevant information for the sale. It is vitally important to select an agent on their process and work ethic and not the promise of price or a no-frills service.



Photos and marketing- Once booked in, the team will work hard to showcase your home in its best light. Videos are compiled and the pieces of the puzzle start to fall together. Typically, after photos etc are taken, it takes a few days to process and edit and have everything ready to take your property to the market.



The sale- Your home has been advertised and the enquiry starts coming in. The open homes and inspections are conducted and feedback is collected to share with you. Your agent should be working hard to get the relevant information so that you can make the best decisions. You are working toward negotiating a suitable price with your best buyers.



The Contract- You accept an offer and the Contract is drawn up with terms and conditions that you are happy with. The buyer works toward meeting all conditions such as finance and building & pest (if applicable) and the settlement of your home is looming. It is important that the agent maintains an exceptional level of communication between all parties!!

SELLING AND THE THE CURRENT MARKET

As I'm sure you've heard numerous times, the current real estate climate has changed drastically over the course of the last few years. We saw incredible growth at a fast rate and now we are experiencing a re-alignment in prices. This is driven by a number of factors including changes to interest rates, low availability of properties to buy and a mindset shift with a vast majority of people in the market. Covid did play its part to a degree in shifting the mindset of many.



I am often asked when the market will turn. The truth is that we just don't know. What we do know is that right now is a fantastic time to consider your real estate position!!

We've seen more activity in the real estate market over the last 12-18 months than we have in a very long time. More and more people are making the decision to capitalise on the current conditions and close the chapter in search of the next venture.... What a wonderful time to consider the real estate market!

At the end of the day, there is a very simple "supply and demand" equation. There are still more people in the market than there are properties available. We have seen an adjustment in the market due to the increase of interest rates with a slight knock to consumer confidence, however, generally speaking, the market is pretty good. Unfortunately, nobody has a crystal ball and it is almost impossible to predict what the future has planned with property. What we do know is that it is a perfect time to consider selling a property. As we experienced over the last few years, it is impossible to predict what will happen tomorrow and we can really only control what is in front of us today.

PREPARING YOUR HOME FOR SALE

Showcasing your home in its best light is so important. One of the first pieces of the puzzle with a sale is getting the right people through your front door! There are so many things you can do to "lift" your property and give it that WOW factor that makes a real difference in how your home is perceived by buyers. Engaging a stylist to stage or even just style your home (especially for photos) can be a great idea. I have a stylist that can give some wonderful direction with setting your home up for success to best show your home to the market.



We have plenty of wonderful information available including checklists and handy tips to present your home to the market. At the end of the day, we aren't selling a small item, this is your home and I strongly believe that every effort that is put into the sale will certainly be rewarded in the final result.

CONSIDER THIS:

If you made 5 improvements that all helped by 1%, then selling a home worth \$1 million could net you an extra \$50,000 in the final sale price! Ask yourself.. is it worth not doing?

IMPORTANT NOTES TO PRESENT YOUR HOME

- ✓ Clutter is your worst enemy, so clean, clear surfaces make a difference.
- ✓ Invest in gardening and landscaping. Trim trees, hedges and add colour.
- ✓ New bedspreads, rugs, pillows and the like can help to sell the lifestyle.
- ✓ The simple things matter i.e. clean window tracks, weed gardens etc.
- ✓ Grout cleaning can lift tiled areas and make it look brand new!

CHANGES TO LEGISLATION

Since the start of 2022, there have been a few fundamental changes to the legislation around property sales. Often enough, I find people are not aware in any legislation changes, hence the below information.

SMOKE ALARM COMPLIANCE

Clause 7.8 of the standard terms of a Contract state: "the seller must install smoke alarms in a domestic dwelling in accordance with the Smoke Alarm Requirement Provision by settlement. This requirement is that all alarms are interconnected by way of being hardwired OR wireless with a particular battery. If you (the seller) fail to comply with this, the buyer, by way of adjustment can claim a penalty of 0.15% of the purchase price if claimed in writing on or before settlement so it is in your best financial interest to just get them done. Similar to the pool safety requirements, this clause is inserted into a Contract to provide certainty to the new owners and raise the standard from a safety aspect for all properties in Queensland being sold.

EXTENTION OF SETTLEMENT DATE

This change in the terms of a Contract of Sale is an interesting one. In essence, it states that either party may extend settlement (even up to 4pm on the actual settlement day!!) by nominating a new settlement day, up to a maximum of 5 business days. This extension can be effected by way of mutual agreement or, under clause 6.3, if there is a 'delay event' whereby a party cannot perform their settlement obligation. Check with your solicitor for further information.

POOL SAFETY CONDITION UPDATE

Simply put, you either have to provide a Pool Safety Certificate (Form 23) or a Notice of No Pool Safety Certificate (Form 36) before the Contract is signed in the spirit of disclosure to your prospective buyer. If no pool safety certificate is issued, the buyer has three (3) months to put one into effect after settlement. Note that this could pose a deterrent with some buyers and my advice is to always get that safety certificate done.



DOING YOUR RESEARCH



Selling your home is not a small ticket item so it certainly warrants as much time and effort that you can spare in the research, preparation and execution of the transaction. I mean, why risk ten's of thousands of dollars in your pocket right?? Before anything else, research can help to make a foggy landscape clearer to see and understand. Knowing your local area, what has sold recently and any other good information can assist in putting the pieces of the puzzle together.

Take the time to research the market (you will be surprised with how much you can learn). This can include spending some time in the sold section of [realestate.com.au](https://www.realestate.com.au) and [domain.com.au](https://www.domain.com.au) to get a solid understanding of what is selling and for how much as well as the professionals in your area.

Research doesn't just mean looking at the properties that have sold, it also means researching your local agents. If you are going to trust someone with your biggest asset, why not spend the time and go to open homes and see how they truly conduct their business when they're not in the middle of their sales pitch! The way in which they engage with buyers, understand the property they are selling and the overall feel of the open home is important. All too often I see agents just standing at the front door with some brochures and looking at their watch or phone... is this really the person you want selling your home?

COSTS ASSOCIATED WITH SELLING

The costs associated with selling are quite streamlined but there are a few considerations that need to be taken into account.

The first consideration is the commission the agent charges. The golden rule behind the sales fee is to never pick an agent based purely on a lower commission, rather their ability to show practicality behind their process and give a deep understanding of their approach to selling your home. Would you prefer to pay a no frills dentist on a root canal to save a few bucks but risk complications that could end up costing you far more down the track? Well, the same rings true in real estate. Agents offering a care-free approach to real estate without the desire to put in the hard work might cost you \$100,000 in a heartbeat.



OFTEN, AN INVESTMENT MADE INTO THE SALE OF YOUR PROPERTY WILL RESULT IN A BETTER RETURN WITH THE FINAL SALE PRICE.

The other main costs associated with selling a property lies with the marketing and advertising. There are so many options available and over the years, the marketing options have drastically changed. Most properties can be effectively marketed with a budget of around \$3500. There are plenty of options available depending on the calibre of buyers that you are trying to attract.

Others cost considerations may include **works that need to be done around the home** to present the best way possible to the market, **solicitor fees**, as well as **legislative requirements** such as pool safety certificates and smoke alarm compliance. Take the time to speak with your agent regarding these costs.

COST CONSIDERATION CHECKLIST

- | | |
|---|---|
| <input type="checkbox"/> AGENT'S SALES FEE | <input type="checkbox"/> REPAIRS TO BE DONE? |
| <input type="checkbox"/> SOLICITOR/ CONVEYANCOR FEE | <input type="checkbox"/> ARE SMOKE ALARMS COMPLIANT? |
| <input type="checkbox"/> STAMP DUTY (NEW PURCHASE) | <input type="checkbox"/> IS A POOL SAFETY CERT. DONE? |
| <input type="checkbox"/> MARKETING/ ADVERTISING COSTS | <input type="checkbox"/> IS STAGING / STYLING REQUIRED? |

OTHER CONSIDERATIONS

CAN YOU JUST TELL ME THE PRICE!?

I know that this question is immensely frustrating for buyers to have to ask. So how do you get around it? Most agents don't list with prices so where do we start!?

In short, I always believe in pricing a property (unless you are selling via auction and cannot) as it is about making it as easy as possible for a buyer to buy your home. At the end of the day, you want to attract as many people with the right budget to your property.

If time equals money, then the last thing we want to do is waste the time of the buyer, myself (who is working hard to get the best result) and you as the seller. There is a large number of people in the market place that ignore properties without a price, so why exclude those buyers from considering your home?



OFF MARKET TRANSACTIONS

Imagine this scenario... An agent calls you with an opportunity to view a property. You meet them and there is one other couple to view the home. You like it so you submit an offer to purchase. There is a small amount of back and forth then you reach an agreeable figure. Great news right? BUT you know that you would have paid an extra \$30,000 if you had to..... see where I am going with this?

My opinion of off market transactions is they can be dangerous. Without a competitive environment, you are not allowing yourself the best opportunity to secure a "don't want to lose it" offer from prospective buyers.

Sometimes, as circumstance allows, this is an astute way to conduct real estate. Marrying up buyers and properties can be smart, and utilising your database can be a powerful means to conducting good real estate business.

In this current market, when you have a substantial amount of buyers in the market place, why would you not engage as many people as possible?

Of course, there are circumstances whereby you need to transact away from public eye such as health or other personal reasons, however if you have the opportunity to take your property to the full market, my advice is absolutely do it!

DON'T RISK UNDERSELLING YOUR HOME! ENGAGE THE SERVICES OF SOMEONE THAT IS COMMITTED TO DOING THE HARD WORK TO GET THE BEST RESULTS AND THAT TRULY WORKS IN YOUR BEST INTEREST.

CASE STUDY- 46 HARDY ROAD, BIRKDALE



The sellers of this property had originally approached another agency to sell their home but unfortunately, their strategy was to see if they could run a few buyers through to secure a quick sale and make the fast dollar.

After a month or so of little result / interest and a best offer of only \$940,000, the owners then approached me through a referral to take their gorgeous home to the market with a sales strategy designed specifically for them.

I took the property to market, engaged a breadth of buyers and over the course of 8 days, facilitated inspections, open homes, conversations and then ultimately negotiations. After 5 hours on the Sunday after two more open homes, I put the property under contract for **\$1,101,000.**

The moral of this story is: Through my approach to real estate and my commitment to the hard work required to get the best results, I was able to achieve and **EXTRA \$161,000** more than that previous agency for my very deserving clients to set up their retirement and move into the next chapter.

IF YOU ARE CONSIDERING THE PROPERTY MARKET RIGHT NOW, DON'T RISK UNDERSELLING YOUR HOME. LET ME DO THE HARD WORK FOR YOU AND SHOW YOU WHAT WORKING IN YOUR BEST INTEREST REALLY LOOKS LIKE.

BUYING + SELLING AT THE SAME TIME

The idea of facilitating a transaction to sell and purchase simultaneously seems to scare a lot of real estate agents. Why, you ask? It's simple; there is a lot of work involved, and most of the time, agents aren't prepared to roll their sleeves up.

The process obviously involves the turning of more cogs at the same time and you really want to make sure that you have an agent working for you that is committed to the work to make sure that everything stays smooth sailing.

The biggest concern for most people looking to transact a purchase and sale at the same time is ending up out of the market. So how do we start the conversation of facilitating both sides of this coin without the risk? Firstly, you can hit one nail on the head by preparing your home for photography and having the work done to get the property ready for market. In doing this, you mitigate the timeframe of getting the property ready for sale and launching online when you do find that dream home you are looking to purchase.

Once you find the property that you like, your "subject to sale" clause (see below) is much easier to facilitate by giving more confidence to the agent that your property is ready to go and there is no waiting period.

The other option is to sell your property and have your sale subject to an extended settlement timeframe and purchase of a suitable home, with the flexibility to decrease that settlement period to align with your purchase once you have found that perfect property. The risk here is that you may not be able to find a suitable property within the appropriate timeframe.

SUBJECT TO SALE/ SETTLEMENT

This clause is inserted into a contract for the benefit of being able to facilitate your purchase of the new home as well as the sale of your current. Typically, you have a 30 day period to sell and another 30 day period to settle on top of that (60 days all up). This date range can be altered to suit the property you are selling and remember there is always more than one way to skin a cat, so to speak.

Most "subject to sale / settlement" clauses are also followed by a "sunset" clause of 72 hours which is to protect the seller against a timeframe that may become elongated. This reads that if a more favorable offer is presented, you would need to go unconditional on your contract within that 72 hour period or withdraw your contract to purchase.

This is why it is vitally important to have an agent that is committed to the hard work and doing whatever it takes to facilitate these kinds of transactions. All too often I've heard of people almost becoming homeless due to the lack of care by some agents, so having someone in your corner that you trust is imperative!!

SELECTING THE RIGHT AGENT

Picking an agent can be a frustrating process. Not only do you have to decipher the vast array of different personalities, but each agent will attest to a multitude of street records, suburb records and their ability to get the best price. So how do you begin to select the right agent for you? I'll give you a hint, its not about a promise of price, nor the 'bonus' of that 0.25% discount in commission.... it is about the agent's process and their ability to show their approach to market and a proven sales strategy that is a complete picture of how your home will be sold.

WOULD YOU PREFER TO SAVE A COUPLE OF THOUSAND DOLLARS OF COMMISSION AT THE HIGH RISK OF MISSING OUT ON A CONSIDERABLE PROFIT ON THE FINAL PRICE?

A good agent is worth their weight in gold! You are relying on a professional with a skillset to directly affect your personal wealth, so it is vital that your agent is working in your best interest at all times through the journey.

WHAT YOU WANT IN YOUR AGENT

- ✓ A proven strategy (with detail) to take your property to market.
- ✓ A commitment to the hard work required to get the best results.
- ✓ A trustworthy demeanor and willingness to understand what suits you.
- ✓ Someone that takes the time to talk through ALL available options.
- ✓ A dedicated individual / team with a track record of exceptional results.
- ✓ A service orientated approach to real estate (someone that listens to you).

WHAT YOU WANT TO AVOID

- ✗ An agent that pushes for off-market transactions.
- ✗ The "I've got buyers right now" spiel (we all have a database of buyers).
- ✗ Someone that seems fixated on their own ego with street records etc.
- ✗ The 'typical' pushy salesperson that needs that paperwork signed NOW!
- ✗ A feeling that you're just another sale; there is no rapport.

WHAT ARE YOU PAYING FOR?

What is an agent actually doing to earn their commission? Long story short, you are engaging a professional in a highly regulated and particularly arduous field whereby their unique skillset and negotiating prowess offers a benefit over trying to do things yourself. Similarly, you wouldn't attempt to re-do the plumbing in your bathroom or have a crack at re-wiring the new downlights, so leaving a real estate transaction in the hands of a fully licensed agent is key.

The commission fee is not a regulated amount, meaning agents can theoretically charge whatever they like. In the local area, a standard rate of commission is generally between 2.5% and 3% including GST.

The commitment to my clients and the hard work involved in each and every transaction is of utmost importance. I offer honesty, service and trust coupled with a sincere passion to deliver the best results each and every day. Ultimately, you want someone in your corner that you can rely on, whether that be preparing your home, giving sound advice and all aspects of the selling stage.

If a real estate agent says their job is to just sell property, they have missed the point. We market and negotiate deals! Properties sell themselves on their own merits to a group of buyers fitted for that style of property. At the end of the day, you want an agent in your corner that is a fantastic negotiator, communicator and someone that can astutely identify the right buyers for your property and one who engages them with the mindset of delivering the best result for you!



CHOOSING A REAL ESTATE AGENT IS JUST LIKE A BOTTLE OF WINE.... YOU CAN PICK THE CHEAPEST ONE BUT JUST DON'T COMPLAIN ABOUT THE HEADACHE!

CHOOSE AN AGENT BASED ON THEIR PROCESS, NOT THE PROMISE OF A PRICE OR A "SAVE YOU MONEY" SPEIL BASED ON COMMISSION.

WOULD YOU PREFER TO "SAVE" ON COMMISSION COSTS OR SIMPLY ALLOW THE RIGHT AGENT TO WORK HARD FOR YOU WHICH COULD RESULT IN AN EXTRA \$161,000 AS PROVEN IN THE CASE STUDY OVER THE PAGE.