

HANNELLS HELPFUL HINTS

Tips on Selling

LIGHTING Light is essential. If it doesn't exist, look for ways to create it. Add a lamp, use curtain hooks to keep curtains back from windows, cut foliage away from windows or perhaps even fit a skylight. Buyers love light so give them as much as you can.

KEEP IT UNCLUTTERED AND PRACTICAL The potential buyer will want to see the space they will have to utilise so keep surfaces shelves and worktops as clear as possible. Buyers also love big rooms so keep open spaces hallways and doorways uncluttered don't be afraid to remove excess furniture to achieve this.

ODOURS AND AUDIO Smells and sounds can add a lot to the character of a house. The classic combination is the smell of fresh coffee grounds and some relaxing classical music such as Vivaldi's Flute concerto, but feel free to experiment with whatever suits your home best. Keep the property well ventilated so that stale smells from tobacco, food etc don't linger.

APPEARANCE There is no second chance at a first impression, the feeling that the buyer has either positive or negative will influence their buying decisions. Make sure that your house looks its best as you approach it from the road. Are there any jobs inside or out that could improve the appearance of your property? Graffiti to be removed? Rubbish around the property?

SELL BEFORE YOU BUY Selling when you want to sell rather than when you have to sell is by far the best approach. There will be less pressure and you can consider offers calmly and carefully. Also selling before you buy means you know exactly how much you have to spend - no sleepless nights wondering where you're going to get the bridging finance for your next house.

VALUE PERCEPTION There is no recommended retail price on your home, but most buyers shop on price. Rather than trying to guess what would be the best price to start selling your property for, choose a base price or price range this allows more people to consider your property than an artificially high starting price would do.



DON'T MULTI LIST YOUR PROPERTY It may seem like a good idea to get two different agents to try and sell your property but you may not end up getting the best price for your property. Would you work as hard if you knew another agent might get in there before you, leaving you with no fee for your hard work? It is much better to get one agent to do a proper job and they will deliver a much better service for your fee.

QUESTIONS FOR YOUR ESTATE AGENTS Is your fee negotiable? If you can negotiate their fee down, think what a potential buyer might be able to achieve with the price of your property! Rather than going for the cheapest agent go for the one that can add most to your property value.

QUESTION 2 FOR YOUR ESTATE AGENTS How will they achieve a higher price for your property than their competitors? If they can sell you their services and you feel confident that they can deliver the results you are after, then they can probably do the same to potential buyers.

QUESTION 3 FOR YOUR ESTATE AGENTS If you can't sell my property what will it cost me? You need to clarify that if they haven't sold your property within a certain amount of time or if you are not happy with their services that you can withdraw your house without incurring any costs. If you end up paying their fees whether your property is sold or not there is no incentive for the agents.

Why you should leave selling to the experts...

Buyers may feel uncomfortable raising objections with the owner. These objections may be buying signs and an experienced salesman will be able to use these to their advantage; the owner may take them personally and alienate the buyer. It is usually good practice for the owner to be absent during viewings as well, for the same reason. The buyer may speak more freely and feel more comfortable if alone with the agent.

Most owners have great difficulty 'closing' the sale of their home. They tend to cling to the hope that the buyer who seemed interested will buy only to find out later they can't or won't. In the meantime many possible buyers have been missed.

