



Selling with
**CE Property
Group**



Selling property involves many decisions, none more important than the agent you choose.

At CE Property Group, we understand that our business is not just about your property. It's all about you and your future. We love helping and guiding people through every step of the property sale process, making it as smooth and stress-free as possible.

This booklet provides some practical ideas to make the tasks of selecting an agent, showcasing your property and avoiding some common real estate pitfalls in simple, yet practical ways.

It also covers how to assess your property's value, along with cost saving initiatives we suggest that will help you save money.

CE Property Group is privileged and appreciative of the opportunity to help you achieve a great result when you are ready to sell.



Showcasing Your Property

How to create that extra appeal.

Rarely is there a need to spend thousands of dollars on renovations or repairs to make your property attractive. Paying attention to some of the obvious details can make a big difference to your price.

Remember, buying a home is emotional.

How a buyer feels will be the main reason they accept or reject your property.

The word 'love' is common with a property purchase. Buyers will often say "We loved that property, that's why we bought it." Be sure to showcase your property to maximise the 'love factor'.

Tips for sales success:

- Create a positive mood for prospective purchasers by conducting an initial scan of the outside. Begin by stepping back and considering your property through the eyes of a buyer. Does anything look scrappy or tired? Start with the easily rectified items and work on from there.

When buyers arrive, you want them to think 'this looks nice'. By the time they reach your front door, you want them to think 'this feels nice'.

- When buyers enter your property, they should immediately feel comfortable. Make the atmosphere natural and relaxed.
- Genuine appeal is what wins buyers. Home truly is 'where the heart is' and anything that evokes the emotional feeling of 'home' is something that entices buyers and encourages strong offers.



Important Considerations for Preparing Your Home for Sale

- Nothing turns people off more than bad smells, so be sure your property smells fresh. Use air fresheners, scented candles or open the windows to air your home prior to inspections. Fresh air is always best.
- Opening the curtains will help in making the property bright and airy.
- Most properties have some natural untidiness – a book beside the bed, a newspaper in a kitchen or slippers on the floor – this is acceptable and expected. What is not acceptable is dirt. Ensure your property is clean, including skirting boards and cornices, remember to dust surfaces and wipe basins.
- Declutter! Bedrooms especially should be free of clutter. An inviting, well-presented bedroom, more than any other room, can give the feeling of home.
- Bathrooms should be clean to the point of sparkling. Put the seat lid down and air freshener in the cupboard. Fluffy towels and scented candles add a warm feeling. Atmosphere is everything.
- Focus on your living spaces. If your home is ideal for entertaining, creating special memories, or has a unique benefit, ensure your presentation reflects this.
- Any unfinished works inside the property should be completed. Obvious minor repairs that are likely to catch the eyes of buyers, such as loose or missing door handles, need repairing.
- Be cautious with painting. Painting only one room can cause other unpainted rooms to look dull. Before you know it, you have a major painting job on your hands; this could lead to replacing the carpets and other works. Suddenly, you are involved in an expensive renovation.
- Cleanliness and mood are most important, however, any expenditure need careful consideration. Will you get the money back if you buy all new linen, occasional furniture, soft furnishings or plants?
- Home staging is when a consultant refreshes and styles your property to make it more appealing to buyers. The extent of the makeover depends on your budget – remember it's your money, not the agent's.
- Staging can be thought of as an investment. Like all investments, you must weigh up the cost versus the return. Some properties may benefit from staging, however, for many properties it's an unrequired expense.



Major Improvements

What to be aware of:

If you spend enough money to make a property more attractive, you will usually make it easier to find a buyer at a higher price.

However, it's important to look for the middle ground. It makes no sense to spend the extra money if the cost of the improvements outweighs the return.

A good rule of thumb is that most improvements return only half their cost upon sale.

That's because improvements are influenced by your personal taste. You may have to wait years to find a buyer with the same personal taste as you.

Minor improvements can provide a great return on investment. Major improvements rarely do.

If your property needs a substantial renovation, often it is simpler and the return better to sell for a reduced price.

Either spend a little bit of money to sell your property, or spend a lot of money and stay.



Use an Integrated Inspection Strategy

The majority of buyers will be introduced to your property in one of two ways: a Private Inspection or an Open Inspection. Each of these methods attracts a different kind of buyer. An integrated, smart, inspection strategy ensures the following:

- ✓ Every buyer that wants to inspect the property has the opportunity to do so.
- ✓ All buyers inspecting the property are known to and accompanied by the agent.
- ✓ All the buyer's details are recorded.
- ✓ The agent has the time to sell the property if the buyer is interested.



How to Select the Right Agent

What the CE Property Group team have done over many years is assess the individual elements of the sales process.

Through this assessment they have identified the smartest possible way of executing each of these elements. The aim being: the best possible outcome for you, the seller.

Therefore, the advice contained in this booklet may be contrary to the advice you receive from many real estate agents.

The greatest problem facing sellers is lack of information.

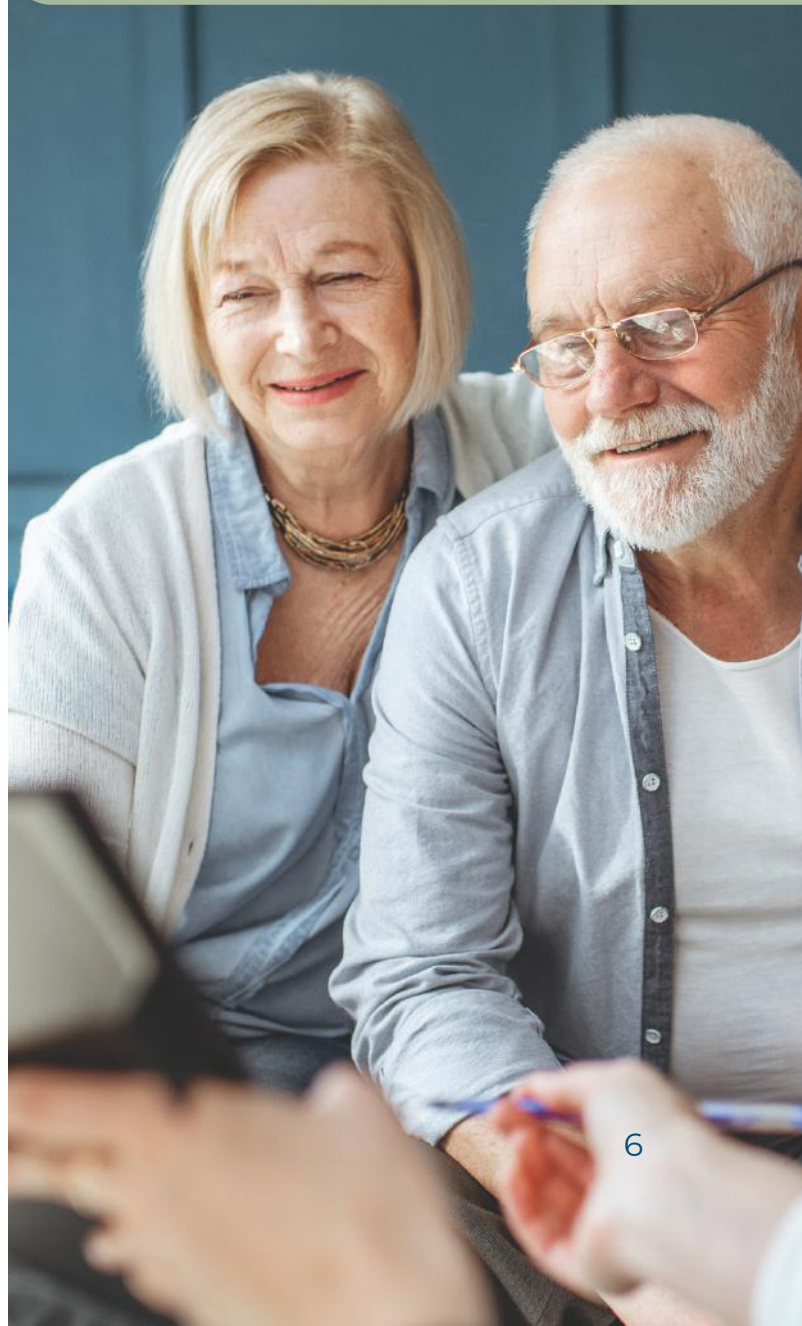
Many people only sell a property every decade or so. Even those who sell more often rarely have the experience or knowledge to obtain the best price with the least risk.

To achieve these dual goals, it is crucial that you select the right real estate agent to handle your sale.

The most dangerous way to select a real estate agent is to make a superficial price decision. That is, select the agent who charges the least, or who quotes the highest selling price to you.

Remember, an agent's quoted price is a motivated price; to impress you and win your listing.

Selecting the cheapest agent or the highest quoting agent can severely affect the money you get in your pocket.



3 Critical Points to Consider When Selecting Your Real Estate Agent

1. Trust

Find an agent you trust.

If you don't trust the agent, don't hire the agent. A major component in any relationship, business or personal, is trust.

There are two types of trust when selecting your real estate agent: affective and cognitive.

Affective Trust:

This is your gut instinct – in other words, your ability to like this person, based on shared values and whether you believe they are essentially a good person. You're really asking whether you trust this person as an individual.

Cognitive Trust:

You also need to trust the systems and skills of the agent, because systems and skills create the best result. Simply put, you trust in their ability to get the job done.

For a successful sale, it's essential to trust your agent.

Before choosing an agent, ask good questions, check reviews and test their negotiation skills.

Ask yourself the BIG question:

Do I feel comfortable with this person handling the sale of my greatest financial asset?

If you are unsure, then don't hire the agent.



2. Skill

Choose an agent that can negotiate.

When you spend time interviewing real estate agents, you will notice that often they talk endlessly about their advertising, but few will talk about the one thing that is essential to getting the best price – their negotiation ability.

Poor negotiators will inevitably cost you a lot of money.

Be sure the agent you choose has a genuine competitive negotiation strategy rather than a comparative strategy.

Comparative strategies allow all buyers in a negotiation to know how much the other buyers have offered. A common example is public auction.

Despite the media hype, whenever a comparative selling strategy is used, a seller rarely gets the maximum price.

A good negotiator can achieve up to an extra ten percent on your selling price. This can mean tens of thousands of dollars extra.



3. Investment

Choose an agent that financially invests in your sale.

Selling a property shouldn't mean taking on all the financial risk yourself.

The real estate industry has convinced itself, and the marketplace, that the more exposure a property gets during the sales process, the better the outcome.

This is dangerous and costly thinking.

Print newspapers once dominated property marketing, however expensive exposure-based advertising has shifted online.

A seller who pays all advertising costs has an increased financial stake in the sale. Their commitment has increased. A 'Motivated Seller' is gold for an agent.

Furthermore, this motivated seller is now also paying for the agent's personal marketing.

Have you noticed how many property advertisements also have the agents' faces prominently displayed?

Yes, the house is being advertised, but the agent is also marketing themselves to other potential sellers at your cost.

By charging 'vendor paid advertising', agents achieve the ultimate trifecta: minimising their exposure to financial loss, gaining a more motivated seller, and promoting themselves in a crowded marketplace at the seller's expense. All this for free – well, free for the agent.



Someone has to pay for the advertisements and most real estate agents have assigned that expense to the seller.

We can discuss with you the CE Property Group marketing program which includes shared cost options for you, and will help you save money on essential marketing actions.

Consider Price & Fee

Every agent will value your property with one major motivation: to win your business.

Therefore, selecting your agent based solely on their answers about price and fees can be risky, as it may lead to agents overquoting sale prices to avoid losing your business.

Sellers who select an agent using this method almost always end up with much less in their pocket, or worse still, no sale and an expensive marketing bill to pay.

Ask the right price.

Let us show you how your property is individually price assessed and how we work with you to set the correct listing price.



Assessing Your Property's Market Value

It's important for sellers to understand how an agent determines the value of their property. Often, little explanation is given about the assessment process. There are several methods used to estimate value, and not all will apply equally to your property. These approaches should be based on facts and market evidence, not motivation (agents competing for your business) or emotion (a seller's personal attachment to their home).

When it comes time to sell, however, we're looking to attract the *emotional buyer* (the person who falls in love with your property and is willing to pay an emotional price because it feels like home to them).

5 ways to assess market value:

These may or may not be relevant to your property.

1. Comparative Sales:

Are there any similar properties that have sold recently?

This method is relevant in condensed residential areas. It is less relevant when there are minimal sales in the area and when your property is individual in what it offers.

\$ _____
Comparative Sales

2. Capital Appreciation:

What has the market done in the time you have owned the property?

This method considers market changes and any monetary improvements you have made. It only applies if you purchased the property in the last few years.

\$ _____
Capital Appreciation

3. Capital Value:

What is the Government property value?

This is usually shown on your Council Rates Notice but is typically unreliable in relation to the market value.

\$ _____
Capital Value

Assessing Your Property's Market Value

4. Summation Method:

This is the combined value of the home, other structures and land.

Home =

_____ m2
x \$ _____ per m2 = \$ _____
+

Total of other structures
(sheds, tanks, etc)

\$ _____
+

Land value
(location, size, productivity,
water, etc)

\$ _____

= \$ _____
Summation Method

5. Professional Knowledge:

What are our professional instincts
telling us?

A skilled agent will have a sense
about the value of your property in
the current market.

\$ _____
Professional Knowledge

\$ _____
*Comparative
Sales Value*

\$ _____
*Capital
Appreciation
Value*

\$ _____
Capital Value

\$ _____
*Summation
Method Value*

\$ _____
*Professional
Knowledge Value*

Setting the Right Pricing Strategy

The ultimate decision maker is you.

When it comes to price, no-one, including the agent, should force you to sell. The price and pricing strategy should be:

- what is right for you (enables you to move on)
- high and achievable (not too high, which could do more harm than good)
- justifiable (based on methods of assessment)
- considerate of the 'wow' factor, if your property has one (emotional value over logical value)

There are typically 3 pricing strategies to consider:

1. Fixed (or set) Price:

Usually recommended by negotiation experts as it sets the expectations of price and buyers know what they should expect to pay.

\$ _____

2. Price Range:

Used by agents to attract more buyers by an enticing lower price, which may produce a high price by increased competition (but be careful of advertising a low figure as there are laws about this).

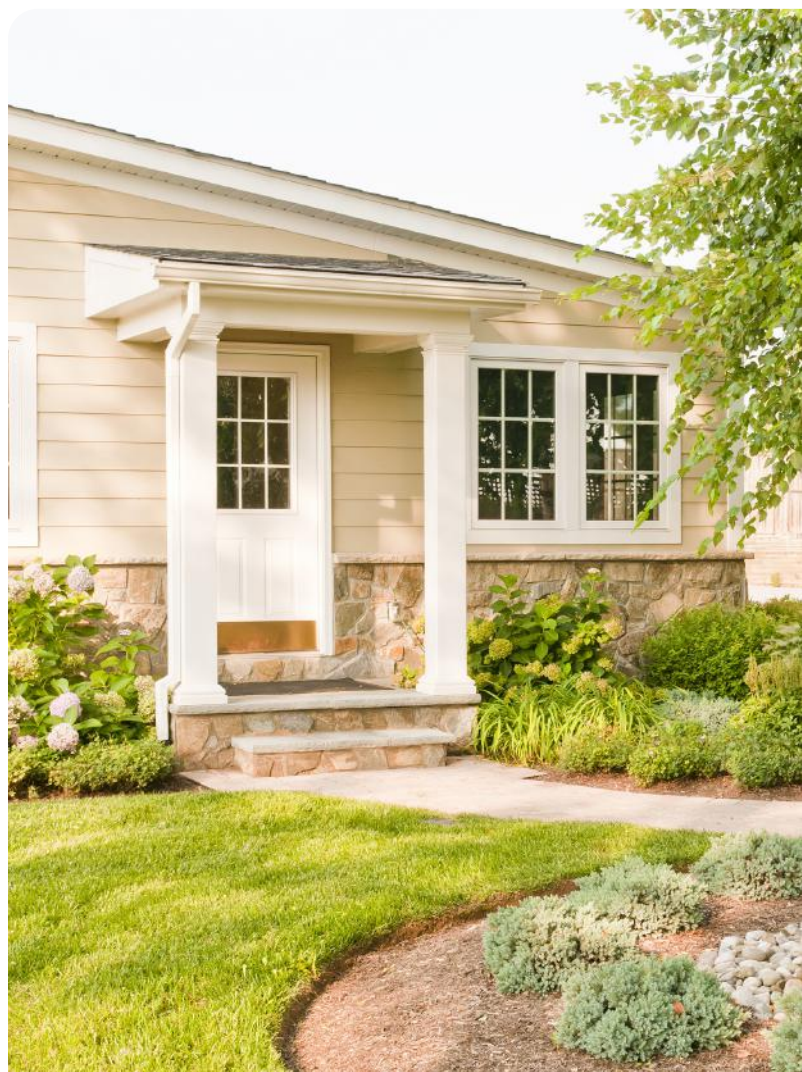
\$ _____ to \$ _____

3. No Price:

Often suggested by agents who are scared of telling you a figure you won't like, or occasionally when a property is very difficult to value and buyers' opinions will be widely varied.

e.g. Best Offers By, Contact Agent, Expressions of Interest, etc.

We can discuss with you the merits and legalities of each strategy and which one is best for you and your property.



Selling Expenses

There are 4 selling expenses to consider:

Conveyancer Expenses (separate to agent expenses):

A conveyancer has three main roles:

1. Orders the required statutory searches
2. Prepares contracts and Form 1 documents
3. Ensures title and funds exchange at settlement

The the team at CE Property Group can provide in-house preparation of your contract and Form 1, saving you approximately \$400.

3 Agent Expenses:

1. Marketing Administration

We don't sell you advertising, we provide a complete and comprehensive marketing/administration package that has everything you need, and nothing you don't.

Then, CE Property Group invests in your sale by paying an equal share of this cost with you.

This cost saving initiative is exclusive to CE Property Group and demonstrates a financial commitment to you and your property's sale.

We will show you the comprehensive marketing program when we meet.

2. Professional Fee

This fee is usually a percentage of the sale price, however can be a fixed amount, and once your property's value has been assessed we can insert the fee on the summary of figures page.

3. The biggest Expense of All!

As mentioned previously, not obtaining the buyer's maximum price is a huge expense you will incur. The difference between an agreed price, a high price and the highest price can be huge. Our price goal is the highest price for you.



Your Summary of Figures

Asking Price

(attract good early interest)



\$_____

Negotiated Highest Price:

(final sale price)



\$_____

Expenses:

Marketing & Administration

\$_____

(shared expense)

or

\$_____

(at settlement)



\$_____

Professional Fee

_____%

(Inc. GST)



\$_____

Net from Sale



\$_____

Remember to budget for your conveyancer (between \$1000 - \$1,500). Contact your conveyancer for a quote.

You may also need to account for potential bank fees, rate adjustments, and any tax considerations, all of which we recommend discussing with your accountant.

You Get the Whole Team

When you sell your property with CE Property Group, you get our whole team working for you.

Our team consists of real estate professionals, not mere assistants. You see plenty of advertised teams in real estate, yet often these consist of one actual agent.

Our team will work closely with you throughout the sale and will support you to achieve the best outcome.

When a property is listed with a collaborative team such as ours, we obtain the best price, not just an agreed outcome and provide full support throughout the entire selling process.

This guarantees you, the property owner, the best result.



Meet the CEPG Team



Mark Watkins
Director / Sales Manager



Ali Burdett
Property Sales Specialist



Sherrie Dedman
Property Manager



Dee Watkins
Office Manager



Zena Birtles
Client Support Team



Nina Troeth
Client Support Team



Sue Minerds
Sales Secretary



Tarni Waples
Receptionist



Sheydin Dew
Marketing Coordinator

Thank you again for the opportunity to show you how our team from CE Property Group can help you sell your property for the highest price, without unnecessary risk and with the least amount of stress.

We sincerely hope that this is the beginning of a long and rewarding relationship with you.





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