

Selling property with CE Property Group





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

We invite you to arrange a talk with one of the professionals from CE Property Group.

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learn more about
CE Property Group](#)

At CE Property Group (CEPG), we understand that our business is not just about property. It's also about people and helping with their future. We love helping and guiding people through the property sale maze.

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

This booklet provides some practical ideas to make the tasks of selecting an agent, showcasing your property and avoiding some common real estate pitfalls as easy and stress free as possible.

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 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 constitutes a consultant giving the home a makeover. The degree to which is only limited by 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

- Be Careful!

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.

How to maximise your price

The CEPG team are committed to ensuring you achieve the best result in today's market.

Here are some simple, easy to implement strategies that our sellers continually find success with.

Keep your cards close

An interesting trend has emerged in real estate advertising, with both privacy and price implications.

Too much personal information is being revealed during marketing campaigns.

A property is a stand-alone entity. It has no emotions or feelings, and this is how it should be marketed.

The features and benefits of a property, and how these relate to the wants and needs of the buyer, are the key marketing and negotiation points in a property sale, not why the property is being sold.

Personal circumstances such as divorce or illness are often featured in advertisements as agents try to use bad and distressing situations to attract buyers.

Some agents even promote personal issues with buyers during inspections.

In negotiation, as with all things, knowledge is power.

The more knowledge the buyer has regarding the seller and their personal circumstances, the more power they have in subsequent negotiations. They can use this knowledge against you.

**CE Property Group
will never disclose your
personal information.**

Use an integrated inspection strategy

The majority of buyers will be introduced to your property in one of two ways: an Open House or a One-on-one Inspection. Each of these methods attract 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.

Ask the right price

Price is a major factor in marketing and it's critical to get it right.

Much of the deception the real estate industry is known for revolves around the quoting of the price to property sellers and buyers.

Some agents deliberately quote high prices to sellers to win their business.

This is known as 'buying the listing'. They then entice buyers with a lower price to attract them to the property.

Our team rely on evidence to benchmark buyers' offers and to negotiate the best price from every buyer interested in your property.

CE Property Group will work with you to set the correct listing price.



Understand the Heart Buyer

The location is ideal, the home has the right number of bedrooms and living spaces, the garden is great – this feels like the perfect home. Occasionally, a buyer believes a property is perfect.

There is an instant and strong emotional connection.

This is the ‘heart buyer’.

Heart buyers are seen early in marketing campaigns and love that specific property.

The best offers repeatedly come early, and it’s often detrimental to reject them.

Ask our team about how to capitalise on the early interest throughout your selling campaign.

Should I wait?

The real estate market is not a single entity. It is millions of people making individual decisions based on their personal needs and opinions.

Current real estate trends vary widely from state to state, city to city and even suburb to suburb, making the real estate market of tomorrow virtually impossible to predict with any accuracy.

When deciding to sell, many people use their personal opinion of the real estate market as the basis for that decision.

Feelings, and not facts, often influence seller decisions.

The hope of making a few thousand dollars more will often induce people to hold onto a property which they would ideally prefer to sell now. They hold out for a price they may not achieve. Sometimes at a higher cost.

The danger comes in trying to predict the market. Neither a rising nor a falling market is a bad thing; it is just the market. Based on individual needs, the right time to sell may be in either market.

The key question that needs to be asked before any sale is:

'How will my life improve as a result of this sale?'

If there is no definite answer, the move should be reconsidered.

The final sale price shouldn't be a seller's only consideration if selling and buying in the same market.

The Opportunity Cost

For some, the real cost of selling is not selling at all. This is called the 'opportunity cost'. A buyer interested in your property creates an opportunity for you to change your life. However, only you can make that decision.

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.

Selecting the cheapest agent can negatively affect the money you get in your pocket.



Choose your agent based on their skill and you will net a higher price from your property sale.

Points to consider when selecting your real estate agent

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.

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.

Our team can demonstrate this point for you.

Choose an agent that offers risk free options

Selling a property should not be a financial risk for you.

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 upfront for advertising 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 for advertising upfront, agents achieve the ultimate trifecta: minimising their exposure to financial loss, gaining a more motivated seller, and promoting themselves in a crowded marketplace. 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 our marketing program which includes risk free options for you, and will help you save money on essential marketing actions.



You get the whole team

When you sell your property with CE Property Group, you will 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.

Your agent will work closely with you throughout the sale, yet the entire team will support them and you to achieve the best outcome.

When a property is listed with a collaborative team such as ours, we search for the best price in the market.

The salesperson who makes the sale is the salesperson who negotiates the highest price, not the salesperson who negotiates the first price a seller will accept.

This guarantees the owner the best result.

We can explain this crucial point to you in further detail. It is one of the main differences that stands CE Property Group apart from everyone else.

Meet the CEPG Team



MARK WATKINS
Director/Sales Manager



ALI BURDETT
Property Sales Specialist



AMY TRAEGER
Property Sales Associate



SHERRIE DEDMAN
Property Manager



ZENA BIRTLES
Client Support Team



NINA TROETH
Client Support Team



DEE WATKINS
Office Manager



SUE MINERDS
Sales Secretary



REBECCA REID
Marketing Coordinator

What our clients have to say



Wow! Just wow. CE Property Group sold our house in less time that it took us to decide which agent to use. Got a better price than we dreamt possible. Settlement was easy and clean. Our entire experience with the team was excellent. No matter who we spoke to when we phoned, their finger was on the pulse. Their understanding of our unique situation was much appreciated. Their professionalism, humour and sympathy made what could have been a difficult decision so much easier. We genuinely believe we made a brilliant choice asking CE Property Group to be our agency.



Absolutely amazing! All staff were very easy to work with. I would definitely recommend them and use them again.



Having sold two properties through CE Property Group, I can confidently recommend them to others. The team, understand the current market and your desire to achieve the best outcome. Knowing the whole team is working together, there's confidence that the property will be well represented when enquiries are received.

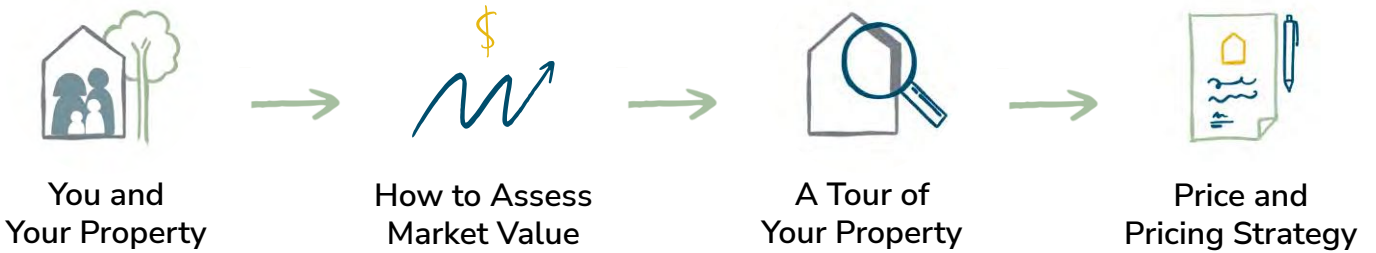


We'd just like to say a big thank you to your team for all the help and support over the last few months, it made the whole thing much less stressful and an easy decision . The CE Property Group team have done a fantastic job at selling our unit and we would highly recommend them to anyone who's looking at selling a property.

The Next Step

Your Selling Road Map

We know that your situation is unique, therefore, the approach to selling your property should be too. When you appoint CE Property Group to sell your property, we will follow these steps as a guide to learning more about you, your property and what the right course of action is for you.



Agent Selection Considerations including:



Skill and the importance of negotiation.



Value for money and property marketing



Likeability, trust and finding the right agent



Inspections & Receiving Offers



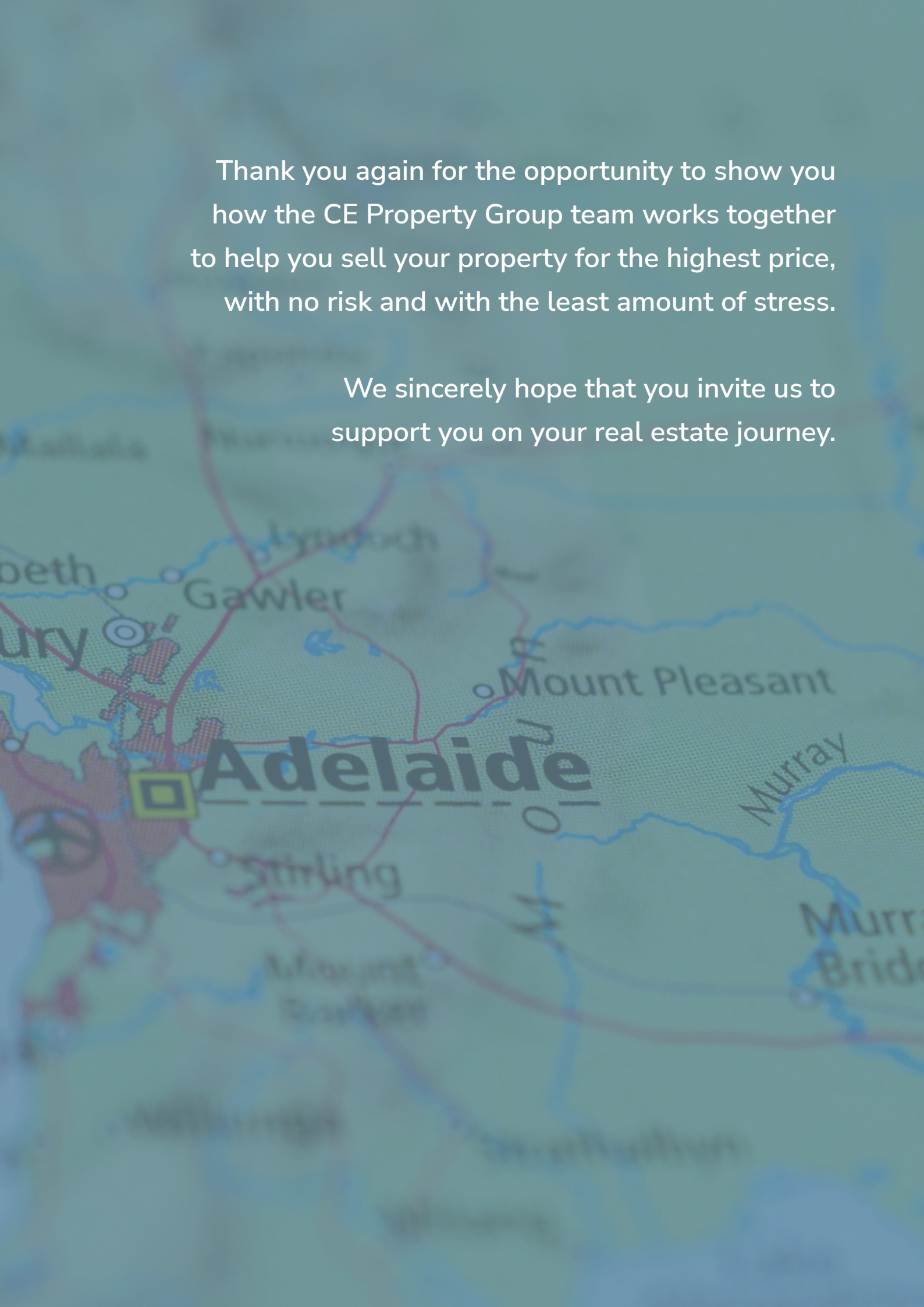
Selling Expenses Summary



Agent Appointment

Thank you again for the opportunity to show you how the CE Property Group team works together to help you sell your property for the highest price, with no risk and with the least amount of stress.

We sincerely hope that you invite us to support you on your real estate journey.



Sell with trust and confidence.

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