



Mercer &
Cooper

Make your home their dream.

Prepare your home, attract your buyers & maximise your profit.

Australians have a love affair with property.

It's a subject we all talk about and for most, selling the family home or investment is likely to be one of the biggest financial decisions they make.

Selling is a once-off opportunity to maximise your net wealth by getting the best possible result at the time of sale.



Key steps to success

FIRST IMPRESSIONS COUNT

Presenting your home at its best is not only about the buyers' first impressions and getting them emotionally attached; it's also about giving you the confidence that you are going to market fully prepared and not leaving anything to chance.

PRICE IT CORRECTLY

Establishing an accurate price guide to attract the right buyers and creating an environment of competition helps to drive sale prices upwards. Pricing it too high, and you will miss the market. Think like a purchaser; research like a purchaser.

MARKET LIKE RICHARD BRANSON

You can't sell a secret. So investing in a professional marketing strategy is an insurance policy to ensure you don't undersell your home. The more people who see your property, the better the chance you have of achieving the highest sale price.

NEGOTIATE

One of the best ways to come through the selling process is to seek professional advice. Engage an estate agent who can handle and is trained in professional negotiating on your behalf. You are selling one of your most valuable assets; you simply don't get a second chance at getting it right.

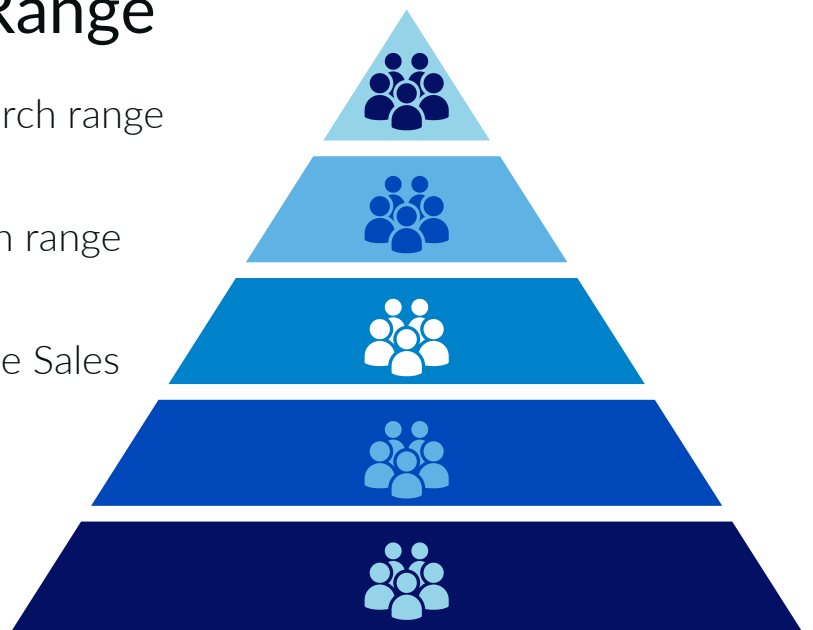
Understanding the buyer pool

The majority of buyers will commence their search in a price range 5-10% below what they eventually will pay for a new home. The correct pricing and strong negotiations are critical to achieving an exceptional sales price.

Marketing your property to the right group of buyers will help maximise your final sale price.

Emotional Buyer Range

1. 10% plus above buyer search range
2. 5-10% above buyer search range
3. Market Value / Comparable Sales
4. Initial Buyer Search Range
5. Bargain Hunters





The first FOUR weeks are crucial

IT IS IMPORTANT TO ENTER THE MARKET WITH IMPACT.

It has been long recognised that the longer a property stays on the market, the lower the expected chance to achieve a great sales result. Most buyers research the market for approximately six weeks before they even view their first property. Real Estate Agents are no longer the 'gatekeepers' of information. When priced competitively in the first instance, researched buyers will be attracted to the property. Greater competition can be expected, thus driving the sales price upwards.

At week 5 & 6, buyers start to ask 'what is wrong with that property?'

The 'Mathematical' VS Emotional Price

Buyers will compare your home with others recently sold or currently on the market. Our aim is to find an emotional buyer to achieve maximum profit. It's about making 'your home their dream'.





Entertain the five senses

Emotion is everything. Your aim is to create just the right atmosphere by presenting your home at its best. With some simple techniques you can set the scene to make your property feel 'just right'.

Sight

Flowers in the living areas and fresh fruit bowl in the kitchen.

Touch

Clean surfaces, walls and bench tops.

Sound

Soft or classical background music; just like the display homes.

Smell

Brewed coffee & tea or the aroma of home-made bread.

Taste

A freshly baked cake or muffins to take.

The golden rule for preparing your home for sale

THINK LIKE A PURCHASER

De-clutter, de-clutter, de-clutter! A home will shine when it is allowed to 'breathe' free from unnecessary clutter. Be ruthless in your approach. Store and remove valuables and hire a skip if necessary for the end of the road items.

The illusion of space. Removing excessive furniture items allowing for a free flowing home with appropriately styled furnishings pulls at the emotional heartstrings of potential purchasers. Less is always more. Clean & fresh like a 'display home'.

Buyers should feel you have prepared your home especially for them. First impressions count and there is nothing like a clean and sparkling home to have a significant impact in those first few seconds. If it needs repairing – fix it.

Everyone is so busy. Potential buyers are prepared to pay for someone else's sweat and effort. They are also prepared to negotiate down should they feel there are major repairs to attend to. Non-critical minor repairs and perceived owner neglect may also lower the price or lengthen the time to sell.





Jump in

AN HOUR

With a notepad in hand, take a tour of your property inside and out. Make a list of items which may need to be placed into storage and those that may need repairing. For any 'big' issues, call a tradesperson or handyman for help.

A DAY

It's de-clutter day! Arrange for that skip or storage unit to remove unwanted items. Call in some favours and get friends to help. The more hands-on deck, the more enjoyable the process will be.

A WEEK

Complete minor repairs and splash on a possible fresh coat of paint. Don't go overboard, touch ups will do. Mulch the gardens and trim some plants; external appeal is critical and special attention is needed. A weekend working bee is an Australian tradition; exploit it.

A MONTH

You'll possibly be on the market by this stage. All your hard work will be paying off and purchasers will be inspecting your home. Making 'your home, their dream' is the ultimate goal. Continue to impress; its showtime!

A YEAR

So where will you be? Preparing your home for sale is as much about your ultimate destination as it is maximising your profits. Make sure your selling goals match your destination goals. Selling the family home can be an emotional and at times stressful process. Focusing on the desired outcome and your reason for selling will help you through this stage.



We will be with you
every step of the way.

Our 10 step sales plan



01

Selecting an Agent

It is important you feel comfortable with the agent you select. The right agent in front of the right buyer will ensure the best outcome.



02

Method of Sale

Every property is unique as is a seller's needs. We will help you select the right method of sale best suited to your desired outcomes.

- Private
- Auction
- Tender



03

Prepare your Home

Follow our golden rule for preparing for sale, 'think like a purchaser.' Use our checklist to cover off on the most important aspects of presenting your property at its best.



04

Pre-market/off-market launch

Before exposing your property to the market, subject to your needs & market conditions, a pre-launch to pre-registered buyers may create strong competition. Allowing your agent to negotiate a great outcome without going to market.



05

Marketing Collateral

You can't sell a secret. An investment in quality marketing tools to highlight the features of your property to a wide audience ensures the most amount of buyers get to view your property.



10

After Sale

Our service continues well after the Contract of Sale is signed. We will assist in the smooth transition from Sold to Settled and beyond to ensure your move is as simple and stress free as possible.



09

Contract for Sale

This is more than a legally binding contract. It outlines all the relevant conditions which you may request at the time of sale. We will help guide you through the paperwork to ensure nothing is missed.



08

Negotiations

You need a trained professional when it comes to negotiating one of your most valuable assets. It cannot be left to chance and we have specialist skills and techniques to ensure the best result every time.



07

Buyer Inspections

It is important that your selected agent builds strong rapport with all potential buyers. Providing sound market knowledge of the local area, pre-qualification and guiding them through the buying process.



06

Launch to Market

Once your marketing collateral is created, your agent will outline a strategic approach to enter the market with high impact.

The checklist

In general

- ☐ De-clutter, less is more
- ☐ Use storage facilities or utilise garage space to hide unused items
- ☐ Organise personal items
- ☐ Hold a garage sale

External checklist

- ☐ Front gate to front door appearance; attention to detail
- ☐ High-pressure clean driveway and exterior house
- ☐ High-pressure clean weatherboards
- ☐ Could you render your brickwork to instantly update your property?
- ☐ Clean gutters, windows and entrance doors
- ☐ Replace any damaged flyscreens to windows
- ☐ Mulch & weed garden beds.
- ☐ Remove and replace dead shrubs
- ☐ Mow lawns and fertilise
- ☐ Cut back overhanging trees
- ☐ Make sure water tanks are in working order
- ☐ Storage sheds de-cluttered, neat & tidy
- ☐ Consider a fresh coat of paint – neutral is best

Internal checklist

- ☐ Steam clean or replace carpet
 - ☐ Clean curtains
 - ☐ To update bathroom or kitchens, try resurfacing
 - ☐ Dress your home with furniture hire; contact us for a professional home stylist
 - ☐ Ensure your home is free of pet odours
 - ☐ Check smoke detectors
 - ☐ Clean & disinfect the dishwasher
 - ☐ Clean kitchen ovens, range hood and filters
 - ☐ Wash all windows and mirror surfaces
 - ☐ Dust and vacuum the tops of cupboards and hard to get to places
 - ☐ Ensure all light fittings are clean and in working order and bulbs replaced
 - ☐ Install battery lights to wardrobes that lack built in lighting and remove items off the floor to make them appear generous and well planned
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- ☐ Repair loose knobs, latches or handles on doors
 - ☐ Repair leaking taps
 - ☐ Utilise air fresheners for a pleasant fragrance
 - ☐ Fresh flowers

NOTES:

Let's discuss about
how we can help you.



Area with horizontal dotted lines for writing notes.

We would love to be your agency of choice

You only get one chance to sell your property and we know how to do it well. It would be our privilege to manage the sale of your property and help you maximise your profits.

LET'S GET STARTED.



Mercer & Cooper

The Property Collection

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