

HOW TO GET THE BEST SALE PRICE FOR YOUR HOME

Selling your home is a big decision and for many of us it is among the most stressful of life's events.

To make sure the process goes as smoothly as possible you need to do your homework and make sure you know what the market expects of you. These days selling a house is a highly specialised activity and this is why it's wise to ensure the real estate agent you choose is up to date with their professional skills. Also, doing a little bit of your own homework will help improve the end result and ensure you get top dollar for your property.

To make it easier, the REIQ has provided five top tips that will help you maximise your sales price.

1. **Shine online:** Most home purchasers begin their search on the internet so this is the first area where your home must stand out and be a cut above the rest. Invest in the best and make sure the words and photographs are of the highest quality. Neither of these things are a huge expense, but this simple investment at the beginning will pay dividends at the end. If someone falls deeply in love with your house online, they'll crawl over broken glass to own it. Make that happen.
2. **Plans are stars:** Including a floorplan online finishes the story that your photos have begun. Help potential buyers put all the beautiful photos into context by being able to see very clearly how the rooms are laid out and how the space fits together.
3. **Kerb appeal:** The very next opportunity you have to make a great first impression comes when potential buyers arrive at the front gate. What will they see? A tidy yard with clipped lawns and clean windows and gutters? Or an overcrowded garden with little room for their imagination to thrive? Take the time to make kerb appeal improvements so people want to see what's inside!
4. **Internal appeal:** Let the clean lines, de-cluttered spaces and shiny floors win their hearts. The less mess there is the more room there is for someone to imagine themselves living in that space. Property styling is an excellent opportunity for an expert to add that professional touch to your home and really make it look like a stunning magazine spread – really give it a professional, polished look that will appeal to everyone who sees it.
5. **Odd jobs:** Address those little jobs you never got to - missing or loose tiles, rotten floor-boards, painting walls that kids drew on, cleaning gutters. These jobs (when not undertaken) indicate you've failed to care for the home and this can put people off. Also, potential buyers tend to focus on these negative things and they imagine they are more expensive to repair than they really are.

Perhaps one of the most important tips is to work closely with your real estate agent to make sure you operate effectively as a team to sell your house. Use their local knowledge and their experience in the selling process. Let them know how much communication you want from them, and what format that communication should take – texts, emails, or phone calls?

Consumer Advice



Now is a great time to sell and if you take these simple steps right from the start you will give yourself the best opportunity to maximise your sale price.

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