

FREE REPORT: How you can sell your property for the BEST NET PRICE.

7 crucial steps to getting a premium price in a time frame that suits your needs.

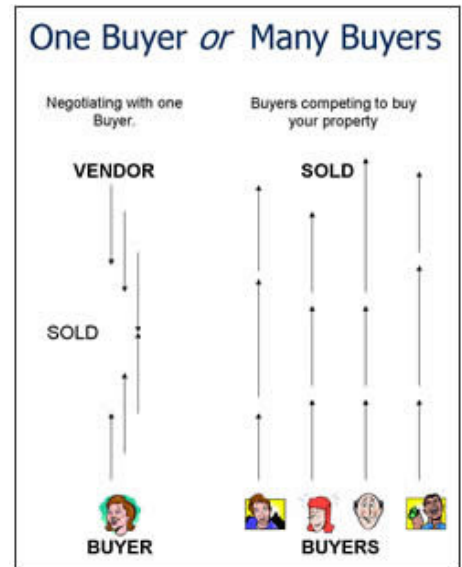
Step 1: List with a real estate agent that uses SalesPartner real estate software.

Salespeople that have invested in this technology can introduce your property to hot buyers in their database within hours of it going on the market. They can record crucial feedback from buyers and provide you with written marketing reports each week.

Step 2: Get buyers competing with each other to buy your property.

When working with one buyer you are forced to come down to meet **their** price. When multiple buyers are competing for your property they push each other up to meet **your** price.

The best agents recommend holding a preview of your property in the first week of marketing for buyers on their database. With crucial pricing feedback and depending on the interest generated they can recommend a Tender, Auction, or Set Price campaign to create the most possible buyer competition.



Step 3: Get buyers emotionally attached to your home.

Your property doesn't need to be spotless to achieve this (buyers can get very attached to fixer-upper properties). What's important is to choose an agent who recommends investing in professional photography of your property to highlight its key features or potential.

The reasons why you bought your current home may be the same reasons why the next buyer will fall in love with it. The agent you choose to should ask questions like: "What attracted you to this property?" and "What do you think are the benefits of living in this area?"

Step 4: Tell the neighbours!

Often your closest neighbours can be a great source of potential buyers. They may well know someone, or have family who would like to move into the area.

The salesperson you choose should offer to personally visit the closest 40 homes near you, and ask them: "Who do you know that would be interested in moving to this area?"

Step 5: Promote your Property.

To help get a premium price for your home, you need to make it stand out from the other homes for sale in your market. A great way to do this is to invest in extra profile advertising for your home in publications like the Dominion Post & the orange Real Estate Book.

Investing 1-2% of the value of your home in marketing & advertising will help attract more buyers, which increases your chance of getting the best possible price.

Real Estate agents are able to secure advertising at rates much lower than the general public. Talk to your salesperson about which publication you would like to see your home advertised in.

Step 6: List your home with 1 salesperson.

When selling your property it can be tempting to list with multiple agents (often know as an 'open' listing). Choosing to go this way can make your property 'open' to less security as you'll have a large amount of people going through your home and no one agent to manage the viewings and give you feedback. You become everyone's listing and no one's responsibility.

The hard truth is that agents will usually take their hot buyers to exclusive listings first. So by choosing to have an 'open' listing you might just help sell other people's homes. Are you prepared to have that happen to you?

List your home with 1 agent who schedules weekly feedback meetings with you from day 1. During these meetings your agent

can cover who has been through your property and what their feedback was.

Step 7: Should you buy first or sell first?

Ask yourself this question:

What would you rather have – 2 homes or zero homes?

Often you can arrange to sell and buy at the same time, setting up the settlement dates on both homes to occur at the same time. However its best to look at your situation before making a move and decide what would be the easiest to manage; 2 homes or zero homes?

You may have relatives you could stay with in the area so you could sell your first home, and keep your belongings in storage while you stay with family and look for a new home. Alternatively, if you can arrange bridging finance you may find it easier to find a new home, buy it, then sell your current home with no need to rush.

In Conclusion

List with an agent who uses a SalesPartner database, has tools to get multiple buyers emotionally attached to your property and ensures they compete to buy it.

Choose an agent who will offer to personally visit the 40 homes closest to yours. Note: You shouldn't need to ask them to do this, they should offer to do it!

List with 1 salesperson and don't be afraid to invest in extra marketing to attract more buyers to your home. It could be the best investment you'll ever make.

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