



# **Sell your property privately**

## Steps and printable checklist

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This document has been prepared by Abode Angels for Customers wishing to sell their home privately.

Welcome and thank you for requesting a copy of the Abode Angel's Checklist. Here you will find an overview of the key steps involved in selling your home privately.

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# Getting ready to sell printable checklist 1

Use this list to keep track of the Abode Angles step by step sales process



**To do**

**Who**



Prepare your contract for sale

A conveyancing solicitor



Decide on the unique selling points for your property

You



Decide on the list price for your property

You



Prepare your property for sale

You



Have your home styled and professionally photographed

You



Complete your Abode Angels property form

You



Create and launch your social media buyer search campaign

Abode Angels

## Sales campaign printable checklist 2

Use this list to keep track of the Abode Angles step by step sales process



**To do**

**Who**



Get your property ready for viewing

You



Show prospective buyers your property

You



Agree on a sales price with your buyer

You



Exchange contracts with your buyer

Your solicitor



Await settlement

You

## Prepare your contract for sale

Conveyancing includes preparing your Contract of Sale and is the formal and legal process of transferring ownership of a property from one party to another, wherein the Title is officially handed to the Buyer. In other words, it covers all the legal requirements of purchasing a home.

To being the process of selling your home, obtain the services of either a property lawyer, solicitor or conveyancer who will advise you of your legal obligations, prepare your contract for sale and advise what you need to disclose to the Buyer. Once you have accepted an offer from your Buyer, their services will once again be required including finalising the Contract of Sale with the Buyer's details and the agreed sales price of the property as well as inclusions and exclusions which may have been negotiated with the Buyer.

## Decide on the unique selling points

This is an important step and the purpose is to show prospective buyers why your home is worth purchasing and why it is more valuable than similar homes in your area.

Think about the characteristics of your prospective buyer. For example, would it be a family with children, a young couple or a retiree? Once you decide who your target buyer is then you can think about all the specific things which will appeal to them. Ask yourself why a prospective buyer may be interested in your home and your suburb.

To create your list of the features and benefits of your home, think about what you love about your home and things such as proximity to schools, hospitals, parks, golf courses and general amenities.

## Decide on the list price for your property

There are a number of factors to consider when deciding on the list price for your home. The list price is the price your house will be advertised in your Abode Angels campaign. The sales price is the amount which will be agreed upon by yourself and your buyer.

The main factors which affect the list price of your home are as follows:

1. The location of your home
2. Comparable sales in your area
3. The condition of your home
4. The features of your home such as the number of bedrooms, bathrooms and car spaces
5. Any updates or renovations undertaken to improve your home

## Decide on the list price for your property

Other factors also come into play such as supply and demand for homes in your area, the ability to extend or further renovate the home to increase its value and your home's proximity to general amenities, transport and schools.

The best way to get a guide to the value of your home is to compare it to other houses sold in your general area with similar characteristics. This can easily be done by having a look at the 'Sold Sections' via resources such as [www.realestate.com.au](http://www.realestate.com.au) and [www.domain.com.au](http://www.domain.com.au).

## Prepare your home for sale

First impressions are critical therefore when preparing your home for sale, pay particular attention to the garden and the entrance to your home.

Here are some factors to consider when preparing your home for sale:

- Are any repairs and renovations needed?
- Can I declutter my home?
- Is my house clean?
- Is my house name or number clearly visible?
- Does my garden look beautifully maintained?
- Are the colours in my home fairly neutral and appealing?
- Does my home look bright, airy and cheerful?
- Does my home smell beautiful?

## Prepare your home for sale

Sometimes it can be a single feature of your home which becomes the selling point therefore to have your home beautifully prepared for sale will really entice your Prospective Buyer to grab your home before it gets sold to someone else.

## Have your home styled and professionally photographed

The best option to present your home photos is to hire a professional stylist and have it professionally photographed.

Engaging a professional stylist and photographer can add value to your home by helping prospective buyers visualise the full value and potential of your home.

You may also wish to engage the stylist to create a 3D virtual tour of your home in cases where your Buyer may be from overseas or interstate.

Even though your house may have the original furniture when prospective buyers come to visit, it will enable them to visualise your home in its best light by viewing your stunning home photographs.

## Have your home styled and professionally photographed

Take your home to the next level with the following benefits of a Stylist:

- Achieve the look and lifestyle your perfect Buyer is seeking with tasteful furnishings
- Make rooms look larger by well-placed and proportioned furniture
- Boost your marketing campaign with beautifully styled images
- Leave your prospective buyer with a beautifully designed flyer created by Abode Angels
- Increase the amount of interest in your home
- Create an emotional connection with prospective buyer
- Create higher value functional spaces within your home
- Create a memorable 'wow' factor compared to other homes on the market
- Maximise your List and Sales Price.

## Have your home styled and professionally photographed

Showcase your home with the following benefits of a professional Photographer:

- Maximise the number of prospective buyers wanting to view your home
- Make your home stand out from surrounding homes for sale
- Increase the perceived value of your home
- Receive more Offers for your home, and
- Sell your home faster

A professional photographer will help make your home look amazing. They know all about lighting and angles and how to make rooms look larger and more appealing. 98% of online searchers for property state that the photos determine whether they consider coming to view a listing, so put your best foot forward for the best result.

## Abode Angels creates and publishes your social media campaign

The following steps are now easy and you are now well on your way to selling your home:

1. Complete your Abode Angel's Product Form including the details and location of your home, your perceived 'Unique Value Proposition', whom you believe your target market is (i.e. what type of Buyer is likely to want to purchase your home) and your photographs
2. Abode Angels creates your marketing campaign including writing the copy for your advertisement, undertaking our social media campaign specific to your property and creating flyers for you to hand out at inspections
3. Abode Angels will email you details of each prospective Buyer during your eight-week campaign period as well as revisit your advertisement and campaign every two weeks during this time frame. If Abode Angels feel you are not receiving enough leads for your home, we will contact you and re-examine your advertisement and help you review the List Price for your home.

## Show prospective buyers your property

The presentation of your home and the manner in which you show people around your home has a huge impact upon whether they decide to make an offer.

First impressions are critical:

- Clean the driveway and walkways and remove any cars in front of the house or in your driveway
- Have your home in pristine condition including having the windows washed and the carpets cleaned
- Consider small touches such as fresh towels in the bathrooms, vases of flowers and only a few well-chosen ornaments
- Get rid of clutter if you have too many pieces of furniture and knickknacks
- Remove personal items including family photographs and children's drawings on the fridge

## Show prospective buyers your property

- Remove pets if possible or at least have them confined to a less trafficked space
  - Open up all the curtains and blinds and turn on the lights in every room, even on a sunny day. Make your house as bright and cheerful as possible
  - Protect your belongings by removing or locking-up any valuables

### Interacting with prospective buyers

- Agree on the inspection day and time with your prospective buyer. If you can, arrange multiple interested parties to attend at the same time, as this will show there is interest in your home and it will be a less time-consuming project for you as well.
- Ensure you have your Abode Angels flyer on your kitchen benchtop
- Have a friend or family member with you when allowing a stranger to enter your home

## Show prospective buyers your property

Greet your prospective buyer in a friendly and positive manner and;

- o ask them to sign your special notepad or book
- o give them a brief overview of the floorplan and let them explore
- o be as professional and unobtrusive as possible so your prospective buyer feels comfortable to roam around your home and imagine themselves living there
- o offer refreshments to have at the kitchen counter and give them your flyer. This is a good time to listen to what your prospective buyer does/does not like about your home and get a feel for their level of interest
- o it is best not to discuss the sales price during this time
- o contact your prospective buyer a couple of days following their inspection to see if they are interested in making an Offer

## Agree on a sales price with your buyer

It is always exciting to receive an offer on your home. Here are some tips on negotiating the sales price with your buyer:

- Always remain calm and show no emotion
- Do not reveal your price position unless they reveal their starting point
- Agree on price first and terms of the sale after

Most buyers may start with a low offer to 'test the water'. The best way to negotiate is to always respond with a counteroffer if the initial offer is not enough for you to accept. Take the offer as far as you can by negotiating.

Always remember never to point blank refuse any offer - After all, 'it's not where you start, it's where you finish'.

## Exchange contracts with your buyer

Your Property Lawyer, Solicitor or Conveyancer will ensure the proper signing and execution of the Contract, ensure all conditions and obligations have been met and the deposit has been paid.

The Contract will include:

- The agreed price subject to pest control and a building inspection and finalise
- The identity of the Vendor and Buyer
- The address of the Property
- The Title details
- The agreed Deposit
- The length of the Settlement Period
- Any fixtures or fittings being sold with the Property
- Any special conditions, such as whether the sale is subject to the Buyer obtaining finance approval by a certain date

## Await settlement

Settlement is simply the process where the buyer completes their payment to their solicitor and then the funds are transferred to your nominated account. Once monies are finalised, the buyer takes legal possession of the property.

In summary, the following steps have been completed:

- The contract is signed and the initial deposit is received by your Solicitor/Conveyancer/Property Lawyer on your behalf
- The cooling off period has passed, all inspections have been carried out successfully within the agreed time frame specified in the contract
- The balance of funds has been received and the total funds are in your Bank Account
- You have disconnected all services and notified all domestic suppliers of your departure and forwarding address
- You have arranged to leave the house empty by settlement day and handed over all the keys to the new owner