

**Warning: Don't sell your house unless
you have actioned this exclusive report!**



12 Proven ways to sell your house faster, for the best price in any property market

Here is some of what experts advise to speed up your sale and get the best price;

Before you start making repairs, before starting to mark dates for open houses, it's a good idea to **prepare a home selling plan**. This can help you avoid those costly home selling mistakes.

1) What is your motivation for selling?

Think about your reasons for selling. Is this something you are committed to doing or simply checking out the market? Done properly, selling your home can be an emotionally uplifting experience as you and your family move on towards another stage in your lives.

Dissociate yourself with your home. This might be a difficult process for you if you are emotionally attached. It is now a house to be sold, just like you selling your car or any other commodity. Look towards what your goals are and where you will be 6 months from now.

Think about what made you buy the house to begin with. This is likely what will motivate your prospective purchasers too.

List 3 reasons you bought the house

1.
2.
3.

Bonus Tip: Share these with your Real Estate Agent to assist them marketing the house.

2) Improve your home street appeal

There are a number of things you can do to make your home more appealing to buyers. As soon as you've decided that you are going to sell your home is the time to begin getting it ready for the all important first showing. You want it to look its best right from the start. This is the key to maximising the price in the market. Make a list of everything that needs to be repaired, or is worn out. The last thing you want to happen is to have buyers think the house has been neglected.

If anything is negative, brainstorm to come up with how to turn that into a positive.

In the interior:

Curb side Appeal Checklist	Person	Done	N/A
Trim hedges and mow your lawn. Get rid of those weeds in the pavers and put in fresh woodchips or other mulch.			
Interior Checklist			
Repair cracks and holes in walls and ceilings including nail holes.			
Missing architraves or skirting should be replaced			

Repair leaky taps and running toilets			
Check water heater for leaks and rusting			
Check for leaks under the sink and around the sink edges			
Make sure doors all have doorstops			
Check that windows and sliding doors open and close easily (use graphite or silicone spray if necessary not WD40)			
Check for wobble and noise on ceiling fans			
Make sure all remotes work and have new batteries			
Check safety reverse on garage doors			
Repaint dirty or dark walls with neutral toned paint			
Repair broken appliances			
Replace out dated light fittings or add light fittings to bare bulbs			
Replace worn carpets			
Repair cracked tiles			
Repair all doors that don't close properly and drawers that stick			
Adjust any kitchen cabinet doors that are out of alignment			
Replace old window coverings			
Repair or replace flyscreens			
Oil the squeaks			
Paint the worn trim			
Replace light switch covers if discoloured (with white or stainless steel, never off-white)			
Update bathroom accessories (towel rails etc)			
Replace old doorknobs and repair loose ones			

Others:			

‘Once again, exterior remodelling projects lead the way for recovery on dollars spent in this year’s Cost vs. Value survey. When you compare the national averages, replacement projects that boost curb appeal— rendering, windows, and decks — give you the greatest chance of recouping your money.’

From Realtor.org:

3) Remove Clutter from the House

Once the repairs are complete, the next step is to de-clutter. Pack up the personal photographs and family heirlooms. Few buyers can see past your personal bits and pieces and you do not want them to be distracted from seeing themselves in your house. You are moving, so start to pack, you’ll need to do it eventually anyway.

De-Clutter Checklist	Person	Done	N/A
Remove all books that you are not using from the bookshelves			
Pack up all knick-nacks and children’s craft gifts to you			
Take family photos off the walls, replace them with landscape photos or paintings			
Clear off the fridge (put essentials into a small basket and store in a cabinet)			
Remove unnecessary electronics, extension cords, and power strips. Most buyers don’t care about your mega entertainment system. And you don’t want it to be obvious that your electrical system won’t cope with modern electronics.			
Remove out of season clothing from your closets and put it into storage to make the closets feel bigger.			
Tables, desks, and countertops should be clear to show as much surface space as possible.			
Clear out pantry and kitchen cabinets of all outdated foods and extra pots, pans and other dishes that you are not going to use until you move			
Anything of a personal nature that you are intending			

to take with you, like special light fittings, draperies etc. Replace them now. Buyers can become attached and will lower their offer substantially if they are unable to have something they have set their hearts on. Remember, buying is emotional.			
Re-arrange bedroom closets to look neat and tidy. Pack away all out of season clothing. Shoes should be in pairs, neatly placed in closet.			
Consider renting a storage unit for your excess furniture. Most homes show better with less furniture. Store empty bookcases. Make sure each room shows its purpose, without being crowded. You want the buyer to focus on the space that they can put their furniture into, not walk around or push aside excess furniture. Store any 'shabby' favourite furniture pieces. Seriously, too much furniture makes a space look smaller, especially if that furniture is too large for the scale of the room.			
Anything else?			

4) Cleaning is next. Clean like you've never cleaned before

Cleaning – Interior Checklist	Person	Done	N/A
#1 Get rid of offensive odours...From cats, hamsters, dogs, cooking and teenage boys			
Wash windows inside and out including the screens, the sliding tracks			
Re-silicone bath tubs, showers and sinks			
Clean all kitchen cabinets and doors, add new handles if others are dated or worn and clean the baseboards			
Clean architraves and window ledges			
Clean around all light switches and all doors and door handles			
If stains on walls and ceilings cannot be removed with cleaning, repaint them			
Polish chrome fixtures, including stove knobs and all mirrors			

Dust ceiling fans and replace all burned out light bulbs (even the rangehood ones)			
Steam clean carpets			
Clean grout in all tile areas			
Anything else?			

Cleaning – Exterior Checklist	Person	Done	N/A
Next to price, curb appeal is the most important aspect of getting buyers into the house.			
Use a pressure washer to clean the walkways. Get rid of all mould and mildew and moss and weeds amongst the pavers (Use '30 Seconds' from Bunning's)			
Mow the lawn, edging grass as you go			
Trim the hedges			
Remove dead flowers, weeds and dead branches			
Add fresh mulch to the garden beds			
Make sure your house number is clean and visible.			
Put away the garden elves, gnomes and other pieces you will take with you			
Hang up the garden hose			
Park the excess vehicles down the road, not on your grass			
Clean off cobwebs			
Clean out garage and clean the floor of all oil stains			
Store all garden utensils.			
Clean gutters of leaves			
Clean the pool and around the pool filter and equipment			

Is there any other way to improve the exterior presence on the street? Make it more noticeable than the other homes? Check night lighting as well.			
Use a power washer or paint the exterior of the house as well as the driveway. Recoating the driveway and repainting the front exterior shows your property has been cared for.			
Anything Else?			

5) Painting and Refreshing

Painting and Refreshing Checklist	Person	Done	N/A
Consider painting the walls neutral colours not white			
Corner edges of walls that have dings need to be touched up and painted			
Recoat driveway and patios to give 'new' appearance			
Plant flowers (yellow is the best colour choice)			
Fix or paint fences			
If necessary repaint or replace the front door and add new hardware			
Anything else?			

6) Choose your Agent Carefully

Interview Real Estate Agents and hire one that will enthusiastically expose your property to the market and negotiate a sale on your behalf. They should do a comparative market analysis for you, give you a list of their fees, a list of properties they have sold in the area and a marketing plan. They will discuss your desired price goal and should offer their opinion about how much the house would sell for in the current market conditions. Do not list your home based on the price the real estate agent thinks he can get for your property. Agents may not tell you their real reason for wanting to list your property. They may be using your property to sell their other properties that are priced better or as an advertisement for getting more listings and hoping that eventually you will get tired of the stress and lower your expectations.

Agent Comparison

Agency Name	Market Appraisal	Commission % (Plus GST)	Advert Costs

WARNING: Just because the agent thinks they can get a higher price for you this may not be the case. Vendors should factor in their own assessment as to what is realistic in the current market conditions. Don't solely choose an agent on this factor alone

7) Realistic Pricing the Property.

The truth is that it doesn't really matter how much you think your property is worth. Remember that price is an opinion. It is one of the most important items to think about and no matter how many opinions there are the buyers in the marketplace are the ones who will determine the price paid. The difficulty comes when a property is listed too high. There is little danger in pricing a home too low, as you should then receive a number of offers from prospective buyers, driving the price up to the market value, and sometimes above. When a house is priced above the current market value for comparative properties, it may not receive any viewers, thereby sitting on the market and becoming 'stale'. When the price finally comes down to the current market value, purchasers will look at it with scepticism and wonder why it hasn't sold. Your house needs to outshine the competition and be priced competitively. The cost and stress of holding the property in extra mortgage payments and disrupting your family routine, not allowing you to move on in your life can far outweigh the dollar difference.

8) The all important "Staging" of the house

Now that your property is clean, tidy, uncluttered, it may look a bit sterile. This is when you need to 'stage' it for sale. Staging means making the property as attractive and appealing as possible to potential purchasers.

Staging Checklist	Person	Done	N/A
Selling houses successfully is psychology, requiring appeal to all the 5 senses; Ask for help from an interior design specialist if you are uncertain about colour or how to achieve curb appeal.			
Buyers are governed by their emotions and need to be able to see your house as their own; to imagine			

themselves living there, so make it inviting but remove your “personalisation’s like family photos.			
Borrow or purchase some plants in big pots to be used as friendly accessories in one or two rooms and near the front door and around the patio.			
Place a large bowl of colourful fruit on the bench top or on the dining table			
Find the focal point of each room and use strategic artwork and furniture to highlight it			
Fresh flowers make people feel good. In a bedroom they are very special			
Modernise and update the look of your home. The most effective and budget friendly means are to use matching cushions, artworks, and home wares in current fashionable colours			
Turn lights on, open blinds,(except where they cover horrid views) open windows for fresh air if possible			
Use fresh new coordinating towels to make bathrooms look like 4 star hotel rooms			
Remember you are selling a fantasy to someone. They want to see clean and new. They want to feel welcome.			
Using pillows on the beds and lounges to accentuate comfort will help draw attention to the comfort aspect			
If you have bedside tables, put matching lamps on them and turn them on			
Use soft fabrics draped over hard edged window frames to soften the coldness of vertical and horizontal blinds			
Get the pets, yourself and children out of the house when its being shown			
Make sure the temperature inside is comfortable			
Light the fireplace if it’s winter			
Make sure the light is on in the fish tank if you have one			

Turn on soft music			
Turn on the water feature			
Turn off TV			
Close toilet lids and put away bath and shower stuff			

9) Facts and Figures for Sale

Put together a list for your agent to use for the prospective buyers. Don't expect the Real Estate agent to ask you all the questions, most of them won't.

What are the options for local schools- primary and secondary, public and private
What transport is nearby?
Nearest Shops, restaurants?
Day-care centres?
What are the council fees?
Any strata fees?
What would the property rent for?
What are your average electrical bills?
Water rates?
When was the last termite inspection done and can you provide evidence?
If you are on acreage- water source, how is sewerage dealt with, flood prone?
Don't forget the reasons you bought the house in point 1

10) Leverage the power of the web to market your house

This is the Internet age and you should not let your agent limit your reach. Your agent should be listing your home on at least both www.realestate.com.au and www.domain.com.au. Promote the house through your online social media networks like Facebook, Twitter, and Linked In. You can also send out a copy of your listing to people on your email list to see if they know anyone that might be looking for a house in your neighbourhood.

Use every channel that you have at your disposal!

11) Don't be there

When you are having a viewing, leave the house. It's uncomfortable for you to have strangers in your home, and likewise, it's uncomfortable to be in other people's home. So why create any more tension? Leave the house and let your real estate agent takes care of business. Let your buyers look around at their leisure without your scrutiny.

Helpful contacts:

All of the following people come highly recommended and all will give a FREE Consultation if you mention this booklet

Gardener Landscaper - Rob Horvat	0433 075 790
Home Stylist – Go Arty	07 5451 1445 or 0438 743 399
Solicitor – Matt Yates, (McInnes Wilson)	07 5479 6036
Handy man, builder – Chris Fenelli (Allfix)	0402785010
House Cleaner – Paul Hueston	0411 877 528
Pest Control - Dan Martin (The Cocky Man)	0409 272 350
Roger Boyfield – Electrical	0413 415 735
Craig Pugsley – Plumber (Top Dog)	0407 143 721

Thank you for taking the time to equip yourself with information that could make thousands on the sale price of your house.

This report and other FREE resources are available from our website:

www.dhwrealty.com



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P.S. If you are unsure or have any other questions that weren't covered in this report I would be more than happy to give you 15 minutes of my undivided attention to put your mind at ease at a time convenient to you.