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INVERLOCH
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@realty



A GUIDE TO SELLING YOUR HOME

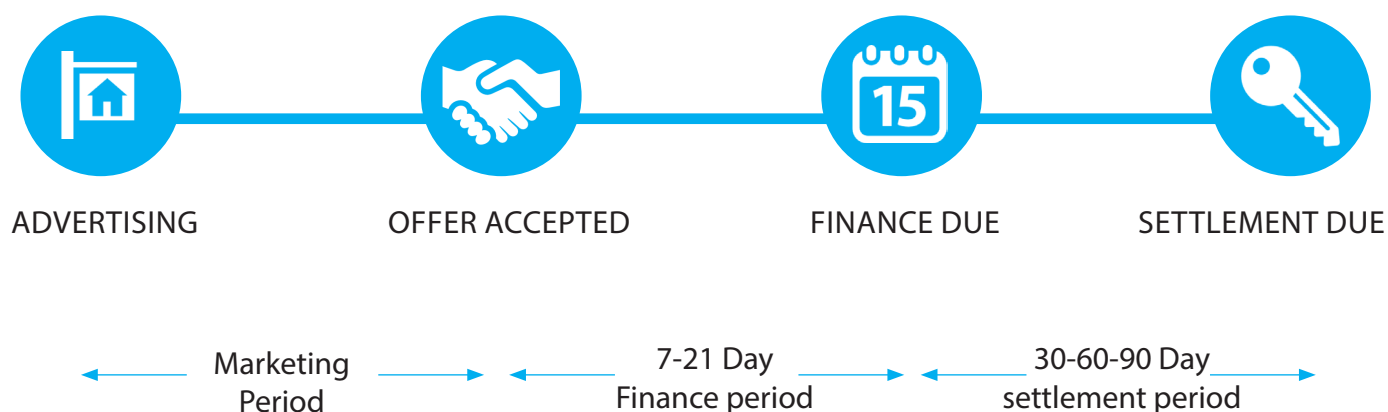
WITH LEO EDWARDS



LEO EDWARDS | 0472 523 445 | leo@atrealty.com.au | www.inverlochatrealty.com.au

MARKETING THROUGH TO SETTLEMENT

WHAT YOU NEED TO KNOW AT A GLANCE



ADVERTISING

We are busy working for you from day 1.

Our job is to negotiate on your behalf to get you the best price possible for your home whilst keeping you fully informed along the way.

Marketing period tasks

- Sign, photography and advertising schedule will be arranged
- Private inspections conducted
- Open homes conducted
- Follow up managed
- Constant communication in the form of Progress Reports, phone calls and meetings with you.
- Negotiate offers

OFFER ACCEPTED

Congratulations on your accepted offer.

Generally there will be a 7 - 21 day finance period - please refer to your offer.

Finance period tasks

- Offer passed to broker / bank for assessment
- Building & pest inspection conducted
- Conveyancer/solicitor appointed by each party
- Buyer deposit paid
- Bank valuation conducted
- Unconditional finance approval issued by the bank

FINANCE DUE

Congratulations, the purchasers' loan application has been Unconditionally Approved and we are now moving towards settlement. Please allow a further 30 - 90 days from finance approval for settlement to take effect - please refer to your offer.

Settlement period tasks

- Further conditions on the contract to be met
- Your bank contacted in regards to discharge of mortgage
- Settlement paperwork signed eg. Transfer of Land forms
- Final inspection conducted by the buyer
- Keys to be handed over the day before settlement.

SETTLEMENT DUE



PRIVATE TREATY

THE PRIVATE TREATY METHOD IS RECOMMENDED FOR PROPERTIES:

- Where time of sale is not an issue
 - Where the client is most comfortable with a clear price
 - Where marketing budgets are small
-

MARKETING WITH A PRICE:

- Buyers usually spend 10-15% more than they intend, therefore we don't want to lose them before they view the home
- Many owners put 10-15% on top to avoid 'underselling' however this can hinder enquiries
- Overcoming the gap of 20-30% between the advertised price and the likely buyers' price, needs the skill of our agents
- Price the property too high and we can miss our buyers
- Price the property too low and the premium price is lost



AUCTION

THE AUCTION METHOD IS RECOMMENDED FOR PROPERTIES:

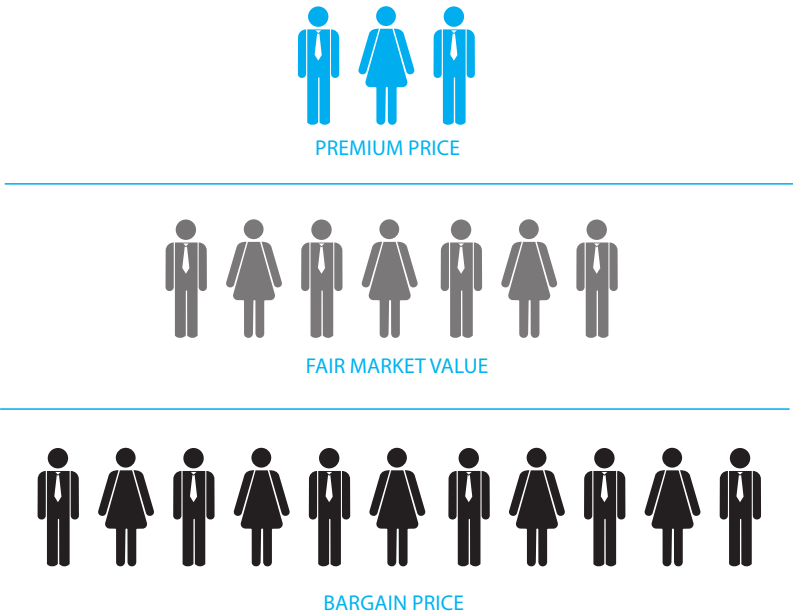
- Where the aim is to achieve a premium price
 - When it is important to have a set time frame to work with
 - Where the client is comfortable using market demand to help achieve the price
 - For any property in any market where the client is committed to sell
-

MARKETING WITHOUT A PRICE:

- A premium price comes from competition between buyers. The more buyers, the more competition, the higher the price.
- Well handled no-price marketing comes down to the buyers' perception of value. This can differ by a little or by a lot. Using the right dialogue with buyers will help maximise your result.

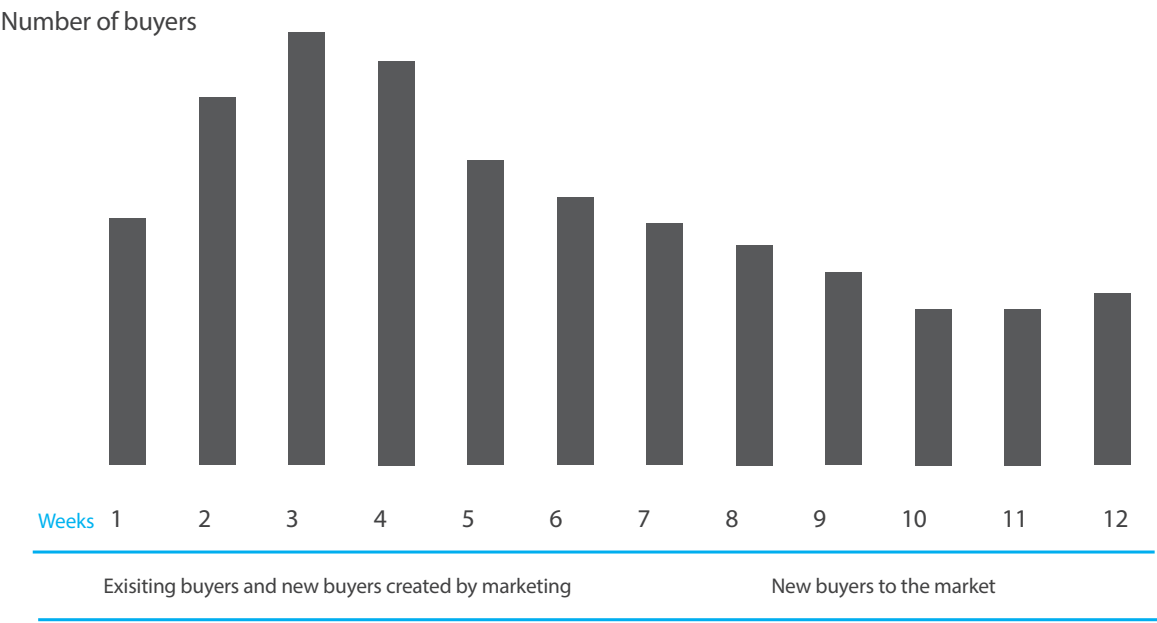
PROPERTY PRICE & BUYER ACTIVITY

PRICE OF PROPERTY



Depending on the price of your property, it will affect the number of buyers.

BUYER ACTIVITY



The first few weeks is the most important time for marketing. It's best to take advantage of them. Buyers seek out new listings which are always of interest to the existing buyer group.

POWERFUL MARKETING TOOLS

BEFORE WE GO TO MARKET

PREMIUM PHOTOGRAPHY

Great photography does wonders for the warmth, space and overall perception of a home or investment.

FLOORPLAN

Properties advertised online that include a floorplan can receive up to 30% more enquiries than properties without floorplans.



CORE MARKETING PRODUCTS

SIGNBOARDS

Allow your property to be on show 24 hours a day, 7 days a week.

BROCHURES

Available at open homes

DIRECT MAIL & LETTERBOX DROPS

A large number of potential buyers live locally

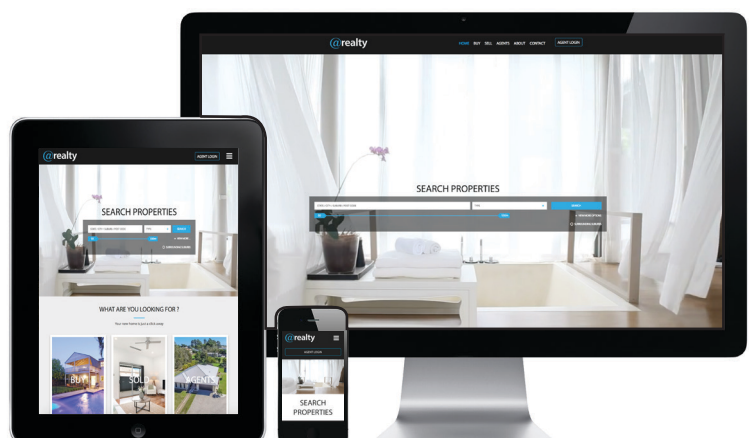
REACHING THE DIGITAL MARKET

FREE ADVERTISING ON:

- domain.com.au
- inverloch3996.com
- homesales.com.au
- view.com.au
- listglobally.com (102+ International websites)
- Plus more

SOCIAL MEDIA LISTING BOOSTER

Reach passive buyers on social media through enhanced targeted audiences.



PREPARING YOUR HOUSE FOR SALE

CLEANING

Every area of the house must sparkle and shine! Each hour spent will be worth the effort. Make it easy for the buyer to want your house.

Clean all of the windows, including the laundry and garage.

Clean all carpets and rugs. Clean and polish lino, tile and wooden floors. Consider refinishing a wood floor if necessary.

Clean and polish all woodwork. Pay particular attention to kitchen and bathroom cabinets.

Clean all light fixtures. The glass covers of most ceiling fixtures can be made to sparkle by running them through the dishwasher.

Clean and polish ceiling fans. Take down and clean exhaust fan covers, these are dust magnets

MAINTENANCE

The Rule of Thumb is – if something needs repair fix it!

Check all corners for peeling paint, chipped edges and loose wallpaper and repair accordingly.

Repair all major problems. In today's climate of open disclosure and vigilant home inspections the "Golden Rule" applies. Treat the buyer as you would treat yourself.

SET THE SCENE

This part of preparing your home for sale can be the most fun and involves the use of colour, lighting and accessories to emphasise the best features of your home.

The use of a bright coloured pillow on a chair or a throw rug on a sofa can add dimensions to an otherwise neutral room. Use accent pieces of colour.

Soften potentially offending views, but always let light into your rooms. Consider replacing heavy curtains with something lighter.

SPACE MANAGEMENT

Create the illusion of more space.

Arrange furniture to give the rooms a spacious feeling. Consider removing some furniture from any room that may seem over crowded.

Pack up your collectibles – both to protect them and to give the room a more spacious feel. Leave out just enough accessories to give the house a personal touch.

Remove all clutter

Use light to create a sense of space. All drapes should be open. Turn on all lights throughout the house for showing.

NEUTRALISING

Select a neutral colour scheme that will make it easy for the buyer to mentally picture the house as theirs. Consider replacing unusual or bold colours with neutral tones. Two coats of off-white paint may be one of the best investments you will ever make.

ATMOSPHERE

A clean smelling house creates a positive image in the buyer's mind. Be aware of any odours from cooking, cigarette smoke, pets etc.

You can use products like carpet deodorisers, air fresheners and room deodorisers, but the best strategy is to remove the source of the aroma rather than cover it up.

Once offensive odours have been eliminated, consider adding delightful scents. Recent studies have shown that humans have strong, positive responses to certain aromas, Cinnamon, fresh-cut flowers, bread baking are all excellent ways to enhance your house.

NEUTRALISING

First impressions count. Don't let your property's exterior turn a buyer away.

Mow the lawns and clear the garden of weeds and dead flowers. Wash down driveway and sidewalk

LEO EDWARDS



Leo Edwards is a fully licensed real estate agent based in Inverloch Victoria, and the founder of www.Inverloch3996.com a regional online platform reaching up to 30,000 people weekly who either love or would love to live in Inverloch. He has worked Internationally creating marketing, imagery & video campaigns, for some of the largest real estate developments in world before making the sea change to the beautiful coastal town of Inverloch in 2014 with his wife Janelle & Son Alfie. During that time Leo has worked with over a hundred local businesses, ranging from property developers and construction companies to event planners and non-profit groups creating and refining their online platforms to drive sales, increase revenue and deliver outstanding results. He holds regional qualifications with the Real Estate Institute of Victoria, The Australian School of Business And Law as well as International qualifications with both the Chartered Institute of Securities And Investment and the Chartered Insurance Institute. Leo is also the founder of www.3996studio.com a platform dedicated to helping other forward thinking real estate agents market their properties more effectively and achieve better results for their vendors in an increasingly digital age.



TESTIMONIALS

LEO EDWARDS

@ BRENDAN CONDON - DIRECTOR, THE CAPE

The Cape sustainable estate in Cape Paterson engaged Leo to rebuild and relaunch our website in mid 2017. The results have been exceptional - we have seen a large increase in website visitation and registrations of interest in our project have increased from 1500 to well over 5000 in the past 12 months. Likewise our sales have also increased a great deal over the same period. Leo has detailed understandings of the mechanics of websites and social media platforms, and has been thoroughly professional and friendly to deal with. He has also trained our team to operate our platforms to enable us to keep costs down in future. I recommend Him to anyone looking to leverage modern communications in building your online community and business"

@ TROY & KELLY HARRIS - DIRECTORS, HARRIS BUILD

Harris Build has been operating for 4 years. Being in the building industry and specialising in new custom home designs, we were finding it hard to develop our marketing. Building & constructions is a fast paced environment and we needed a platform to showcase what we were capable of and where we could constantly update our work. After some research we engaged Leo. He has exceptional knowledge of the digital space and was professional and friendly to deal with. In the first week of the launch our project had more than 1500 new unique views and a huge upswing in social media activity. We are excited for future business growth and the new construction jobs that will be directed through this platform. We would highly recommend Leo to anyone looking to increase their business through modern communications.

@ KAREN MILKINS-HENDRY

Leo styled and captured our home in the most breathtaking and professional way. The reach of their digital marketing combined with the sheer beauty of the shots saw us have a buyer from outside the community make a special trip to see our house and it was sold within a week of the pictures being posted. We cannot recommend their service highly enough.

@ TEAGAN & TRENT

We both would like to show our appreciation and gratitude for all Leo's effort and hardwork in helping to sell our property. Prior to the property selling it was on the market for 5 months. And with Leo's expertise and attention to detail in his imagery, video and marketing, selling the property became so much more exciting and less stressful. Being very approachable any queries we had Leo was there to help. We highly recommend Leo, contact him when ready to sell your property.

@ NIC GRIFFITHS - MOOKAH

Awesome and well done. Your feature on our property was stunning and instrumental in the outcome that we achieved. It's really nice to see a fresh approach to selling properties, or should I say the places that we love and call home.

@ CAROLINE ALLEN - HOTONDO HOMES

Oh my gosh WOW. 'Im so impressed with how it looks - really fantastic. THANKYOU very much for putting this out there so quickly. You have a great product and captive audience. I appreciate all your support with our Invy business that we work so hard on. The photos are stunning. Thanks - what a talent.

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If any other agent has a current exclusive agency agreement in relation to this property (or business, as the case may be), please disregard this communication