

*Keep it Simple - sale only package*

Redefining real estate services for  
mature aged clients and Veterans.

  
SeaChange  
ESTATE AGENTS

@realty

# The sale only *Keep it Simple* package

Downsizing and pursuing alternative lifestyle options may seem daunting at first but the start point, selling your property, does not need to be an uncomfortable process. We at SeaChange Estate Agents know change has its challenges, which is why we have created this booklet. We can help you navigate the sale process and settle into your new lifestyle with as little fuss as possible.

The sale is no longer as time consuming or stressful as it once was. Advances in technology means the modern housing market is much more transparent and easier to navigate. With this **Keep It Simple** option, we only offer support, help and advice when and if required.



# *Getting to Market*



# What we offer

We understand that most of our clients are unfamiliar with the real estate process and even those familiar may need a bit of help.

To sell your home we offer traditional estate agency services from initial meet and greet, appraisal, listing, sale and contract negotiations, pre-settlement inspections and settlement day finalisation administration.

# Getting Started

There is never a perfect time to sell your property. Is it a buyers or sellers' market? Is it the right time of year to sell? Whatever the current market conditions, there is always a portion of the population looking to move.

The primary driver for most property sales tends to be either personal or financial circumstances. When you do decide to sell it's important to understand the property market you are selling into.

## Sellers' market

A sellers' market is when there are more buyers looking for property than there are properties for sale, this drives up demand for property which usually increases the sale price. Properties in a sellers' market tend to sell quickly and at a premium because of the shortage of properties on the market.



## Buyers' market

The reverse is true of a Buyers' market. The obvious downside is that property prices tend to be lower than a sellers' market. There is however a positive to selling your property in a buyers' market, you are buying when prices are lower.

# What time of year is best?

There are positives and negatives to selling your property in any season and so the answer is when it suits you.

**Spring** has always been the time of year to sell with lots of buyer activity. There is however lots of competition in the form of other sellers having the same idea.



During **Summer** there is lots of natural light, gardens blooming and good weather. However, its holiday season, suggesting many potential buyers are preoccupied with family commitments.

**Autumn** can be busy with people who have sold their properties during Spring and Summer now looking to buy. Generally, however there is not as much buyer activity as Summer and Spring.



**Winter** traditionally, there are fewer properties on the market and accordingly your property can be the star attraction with less competition. The flip side however is that the weather may not be as desirable as the warmer seasons.



## Preparing your property for sale

We are very happy to offer guidance and help whilst preparing your property for sale. Figures show that by preparing, and possibly staging, your property this will increase the final sale price.



## Decluttering

Decluttering is the cheapest way to add value to your property. Start by tidying and put away as many personal items as possible – less is best.

Plenty of natural light is always a good idea as are clean floors and carpets.



## Building & Pest inspections

It's an idea to obtain a Building and Pest Inspection prior to sale to cement your confidence in the property. It also helps identify any smaller fix up jobs which may put buyers off.



## What is the right price?

Setting the correct price for your property is a fine balance between optimising the sale price within your desired timeframe. We will discuss your expectations and then set out how we will appraise your property and how we might meet your expectations.

Remember, as a rule of thumb, sellers over price their homes and buyers under value a prospective home. We work for you the seller to ensure the property is appraised correctly before negotiations begin and both parties can settle a price with agreed conditions in the specified time frame.

## Pricing your property with a Comparative Marketing Analysis (CMA)

The property market is constantly changing. It is influenced by the economy, housing supply, growing population and more. Therefore, it is important to understand what the property market is doing when you decide to sell. We will guide you through this by offering a CMA. We will undertake a property appraisal comprising a Comparative Marketing Analysis (CMA) for your home. We will carry out all the hard work, analyse market data and provide a comprehensive written appraisal with a recommended and realistic price spread for your property.

An old  
Yorkshire  
saying,  
*“There has  
to be a drink  
in it for  
everyone”.*

# *The Marketing Campaign*





## Marketing your property

You've agreed to our proposal and signed Form 6 (Appointment of An Agent). Whilst you are preparing your property, we will start marketing your home.

## What is the marketing strategy

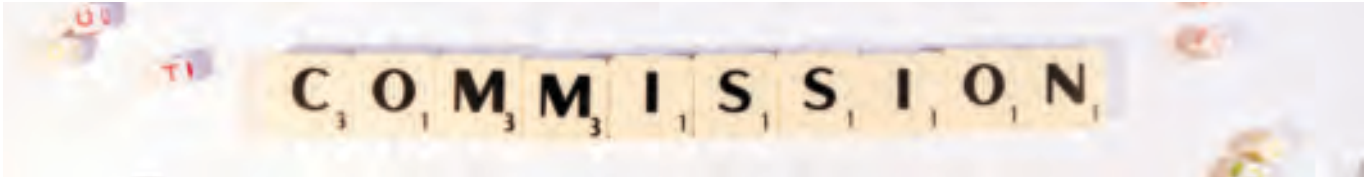
The marketing campaign is the central tenet of selling your property and usually involves an upfront payment. We will discuss with you in detail and how we intend to market your property effectively to ensure maximum exposure across all marketing platforms.

Getting your property seen by the right buyers is key to a successful sale. Someone is out there looking for everything your home has to offer, and as agents it's our job is to find them. We will ensure quality branding, presentation, photographers and project management to provide a top end marketing experience for your home. This will set the right tone for the remainder of the campaign.

# What is our Commission rate?

Agents Commission rates vary greatly. In Queensland there is no standard Commission rates.

SeaChange Estate Agents will ensure you are comfortable with the level of service we intend to apply to your sale, and therefore the Commission we offer will depend on many variables not least the complexity of the situation, style, value, size, and condition of the property.



## Private treaty and auction

We usually encourage a **Private Treaty** sale due to the flexibility it can offer vendors. There are no time constraints around the campaign, and it allows you to nominate a specific price or price range to widen the number of prospective buyers. The campaign can be individually designed to suit the needs of the customer and the property without an auction deadline compressing the time.

In contrast, sale by Auction is designed to capitalise on the excitement and competitive nature of the bidding process to generate a higher selling price. Auctions are popular in a seller's market as they offer an opportunity to sell prior to auction (if a suitable offer is made), at auction, and should the property be 'passed in' an opportunity to sell post auction with unsuccessful bidders or other parties. Auctions don't suit every house or person, and we will discuss whether this method is best for you.

## And now to the listing

As part of the sales strategy, we will agree with you dates for open house so you have plenty of time to prepare. We ask that you leave the house at these times. This allows prospective buyers to speak freely and enables us to gain honest and valuable feedback. Both scheduled and private inspections are the perfect opportunity to show your home off and create an environment buyers can picture themselves living in.



*Success - Accepting an offer*

## Potential offers and negotiating the contract

When a prospective buyer makes an offer, we will present the offer to you in writing and provide advice to achieve the best possible outcome.

Keep in mind that generally the best offers usually come at the beginning of the selling process, accordingly it is important to consider these initial offers carefully and with an open mind.



# Understanding the legal process

Selling your property can be a complicated legal transaction, however, together with your chosen solicitor or conveyancer, we ensure your interests are protected and everything is done to the letter of the law. If you don't have a preferred solicitor we can help with a recommendation through our inhouse @realty Conveyancing.

## Preparing the contract for sale

Once you have been presented with an offer we will prepare a draft contract of sale, which sets out all the terms and conditions to be agreed upon. This will include the price, settlement date, deposit and fixtures included as well as mortgages, easements, zoning etc. It is crucial to get legal advice before signing the contract because once it is signed by all parties, is a legally binding document. We recommend a digital contract and will provide more information on this form of contract during initial discussions.

## Exchanging contracts

Once the contract of sale has been agreed and signed, the buyer is usually required to make a deposit paid into @realty trust account (on behalf of SeaChange Estate Agents) until settlement day. Once the contract of sale is signed, the buyer is entitled to a five-day cooling off period unless the sale is by auction. All time constraints for clauses begin from the date of contract including finance clauses, satisfactory building and pest inspection clauses, etc.



# Pre-Settlement

Before settlement day, the legal advisors for both the seller, buyers, and the banks will be in touch regarding completion of conditions or clauses within the contract, such as repairs, building and pest inspections etc. They will confirm that conditions have been fulfilled and that documentation has been finalised.

# On settlement day

All going well, you should only need to give your keys to SeaChange Estate Agents or legal representative and await confirmation of settlement. If you have signed a digital contract all is completed remotely, if however you have signed a paper contract settlement takes place between the legal advisors and the banks at an agreed location. Either way, once the sale is settled you will receive confirmation and then it's time to celebrate.





*Enjoying the next stage in  
life's ongoing journey*





# Finally

*Selling may seem overwhelming but we at SeaChange Estate Agents are focused on helping you make informed decisions and reach your goals. Ultimately, you want to obtain the best price possible using an uncomplicated and considered approach as you move onto the next step of your journey.*

*Remember, your successful sale is also our success story. Instead of chasing commission SeaChange Estate Agents is focused on what's right in front of us - **you, the client.***

*Peter Simmonds - Principal of SeaChange Estate Agents*



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