



## How cycling changed my perspective on selling a house

Posted on: 10/11/2016

'Ride a bike once you know how to do it' is the saying. It's a bit like that with selling a house.

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For anyone who knows me, they would freely acknowledge that I'm perhaps a little old to be donning the lycra and hitting the road and the track. But last year that's exactly what I did. Spurred on by my daughter's riding and needing to ensure her safety while she trains, I got myself some lycra, the dreaded clip-in bike shoes, a fabulous road bike and got into cycling.

To pretend that there weren't some mistakes and misadventures along the way would be to flat out lie. Also, there were plenty of witnesses who laughed along with me at my zero speed falls at traffic lights, the start line of a kids criterion, on a roundabout, etc. It certainly wasn't all smooth sailing. But I now know how to change and remove my own tyre!

The thing that struck me about navigating this new sport and learning the culture and jargon was that it is a process we are all prepared to go through for hobbies and buying household goods and cars but many balk at the thought of learning the process to sell their own home. Why is this, when it is really not all that complicated: just like riding a bike really. It can seem like a sensible approach to let the 'experts' handle the sale of your home. But in reality, many real estate agents have less training than your local Barista has who makes your morning coffee.

Here are the top lessons that I learnt from getting into cycling, that apply to selling your own home:

#### 1. There's plenty of knockers and those who say it can't be done

Trying anything new brings out the knockers and those who like to live their lives with limitations.

In real estate, the agents are the first to say you can't sell without an agent. They say you won't get the same sale price, you won't reach their secret list of buyers, etc.

- However, they do freely admit that houses sell themselves. If the house sells itself, this means you are paying tens of thousands of dollars for an agent to:
- Show people through your home - which you can do and with more insight into the best features of the property.
- Negotiate a sale price - which you can do.
- Complete the contract - you can do this or arrange for your lawyer or legal representative.
- Complete the sale - guess what, you can do this too or again use your lawyer.

And guess what, in this entire process the time consuming part is in getting the house ready: and you're the one who does this: not the agent.

#### 2. Persevere

It takes time to get things right and there will be challenges along the way. Just like when I started cycling, in the early stages it is very much an individual activity and it takes perseverance to continue. That's how it is with selling a house, with or without an agent. It's also tough to be taking on something on your own.

Selling a home without an agent is just the same as jumping on that road bike.

It requires time and perseverance. On average, it will take 80 days to sell a home, even with a real estate agent. Don't panic when it doesn't sell on the first weekend. Houses that sell quickly are rare.

Selling without an agent is a solo affair, although through Next Address you can access all the tools, resources and information to support you through the process.

Selling with Next Address involves 8 simple steps:

1. Use any of our favourite free online valuation tools to understand what your property is worth and set your sale price.
2. List your property with Next Address and pay just \$549.00.
3. Decide if you would like a tailored Facebook page and campaign for your property or ads on Domain. These cost a little extra.
4. Speak to your legal representative about holding the deposit and completing your conveyancing - the contract. You cannot sell without this.
5. Arrange inspections directly with interested buyers. Next Address has an online tool that assists with managing open houses.
6. Receive an offer and negotiate the final sale price.
7. Exchange contracts.
8. Complete the sale. No more to pay and you've saved thousands of dollars in commissions.

On a house valued at \$500,000. You could expect to pay \$12,500 in commission and up to \$4- 8,000 in advertising to a real estate agent. With Next Address, you will pay under \$1,000 to list and promote your property and under \$1,000 to your lawyer or conveyancer.

This means you may have up to an \$20,500 in your back pocket on moving out day. Just by selling your home, yourself with Next Address.

3. Use the technology and online resources.

Using smart technology and getting online has been a boon for my riding. I can research equipment, tracks, events, great routes as well as connect with women's cycling groups throughout Australia and the world. I can build a community and share in their expertise while I learn the ropes. And ultimately I have control over the whole experience.

Selling houses today is just the same. There are a wealth of online resources, tools and information to make it easy to sell without an agent. You will enjoy complete control as well as connect directly with buyers and others going through the same experience.

With a little research and Next Address, you can enjoy the rewards of selling your home, your way.

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