

# THE GOLDEN RULES

TO SELLING  
YOUR HOME  
SUCCESSFULLY  
IN 2021



# Hello.

Selling your home ranks as one of the most exciting but also stressful life events.

If you are selling for the first time or haven't sold for years, either way, it can all be a bit daunting. Add Covid impacts and changing patterns of work to the scenario. All this points to you, the seller, needing to have all the right tools and knowledge at your fingertips.

Look no further.

I'm Julie O'Donohue, and in this e-book, I share important real estate tips, practical advice and facts, ensuring you do have all the knowledge you need.

I am passionate about selling smartly, reducing the costs to sell a home and providing an ethical service to you.

This e-Book is jam-packed with loads of great tools, so you successfully navigate your way through the selling journey.

## Julie



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As we all know,  
it is a **STRONG**  
market.

Houses are  
selling quickly.

Costs to sell  
have not  
decreased.

This makes it  
even more  
important to be  
fully informed  
about your  
options and  
choices.

- The real estate sector has not changed in 50 years and is still largely driven by old fashioned sales methods and marketing.
- You will maximise your financial result by doing your homework.
- The challenge is to think carefully about the type of real estate experience you want
- Question how important control, trust and transparency are to you. Factor this into your planning.
- Think hard about how much you believe it should cost you to sell your home and review all the options now available.
- We only sell on average every 10 years - so do your research.
- The result you ideally want is...
  - To sell for the best possible price,
  - in the shortest possible time,
  - in the smartest possible way.

*Let's explore.....*

35%

OF SELLERS ARE  
DISSATISFIED WITH  
THEIR REAL ESTATE  
EXPERIENCE.

DON'T LET THIS BE YOU.





# 1

## BUYERS DRIVE THE FINAL RESULT.

The financial result you achieve will vary depending on the number of active buyers and market conditions at the time of your sale.

We can all easily be misled that it's a hot market, but only in some areas. Doing your research is vital.

**Let's start with Price and Valuation.**

Tip - as it is a seller's market, don't be swayed by agent price promises. The Buyers decide the final price, not them.

Fact - Real Estate Agents are NOT qualified to value your home. They are only able to provide an estimate. So get at least three estimates from different sources.

Tip- research your local area and house sales. There are also many price estimate tools freely available to you online. Take advantage of these.

Fact - Licenced Professional valuers ARE qualified to value your home. They provide a completely independent assessment of the value of your home.

### Next Address Recommendation

- Thoroughly research property sales in your area.
- Obtain three value estimates
- Consider a professional valuation to ensure your home is correctly priced.

**AGENTS OFTEN PRICE A HOME TO SECURE THE LISTING.**

*Don't let this be you.*



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# 2

## DO YOUR HOMEWORK - CAREFULLY CHOOSE HOW AND WITH WHOM YOU SELL .

The following seller feedback and facts are from real estate industry surveys.\*\*

### SURVEY RESULTS

**31%** said they would not recommend their agent.

**69%** of male agents did not meet seller expectations.

**34%** said the service underwhelmed and even angered them.

### SURVEY FEEDBACK

"Next time, I will interview several agents, look at the sales record of the office, and chat with friends for a word of mouth recommendation."

"We will not sign a long-term contract with an agent, and we will require and expect regular updates."

"Agents need to be more accountable and honest about the expected sale price."

"I will write my own description of the home as I know it the best."

**45%**

**OF FEMALE AGENTS  
WERE RATED AS  
EXCEEDING  
EXPECTATIONS**



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# 3

## IF YOU WANT TO USE AN ESTATE AGENCY AND AN AGENT WE RECOMMEND:-

1. Interview at least three agencies and agents and choose carefully.
2. Do not sign any documents with the agent on the day of the interviews.
3. Give yourself some time to reflect on your choice.
4. Negotiate the commission.

### Facts and Tips

Industry review and referral sites are often misleading as agents only ask happy clients to complete reviews.

These sites charge agents a referral fee.

This is another expense the agency must recoup through their fees.

Choose a method of sale and service with great word-of-mouth references.

Research the different ways you can sell from the latest online options to the traditional real estate agent.

Next Address has a [blog post on how to interview real estate agents and the questions to ask.](#)

FACT-

**Estate agency review sites pass on your details to agencies for a fee.**



# 4

## ALL AGENCY COMMISSION IS NEGOTIABLE.

Real Estate Agents are legally required to inform you their commissions are negotiable.

Agency commissions range anywhere from 1% to 3.5% of the sale price.

- You will also pay for all your advertising and marketing costs.
- This advertising fee can be anywhere from \$2000 to \$20,000 depending on the agency.

*Do not fall into the trap of accepting the commission or advertising fee offered.*

Ask to see a complete breakdown of the commissions and fees based on the home's potential sale price. Then decide on what you feel is the correct financial arrangement.

Any ethical agent will be willing and prepared to negotiate.

### Next Address Recommendation

If choosing to use a traditional service .....

1. Discuss and negotiate all commissions and marketing fees.
2. Choose an agent with a minimum of 5 years of industry experience.

Remember, this is your hard-earned money.

*2.7 years*

IS THE AVERAGE AN  
SALES AGENT STAYS IN  
THE SECTOR.



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## BREAKING DOWN THE AGENTS TASKS

What should you expect from the estate agency and agent for this commission?

If we break down the estate agent tasks, it's basically an admin role. They.....

- Provide you with a estimate of the value
- Arrange the photographer and write a description of your home.
- Conduct inspections and present to you any offers made.
- Negotiate the sale.

Often these tasks are handed over to the agency admin team to complete.

### **Scenario One - Traditional Estate Agent**

*House sells for \$950,000 Commission at 2% plus advertising and marketing of \$4000 = \$23,000*

### **Scenario Two - Online Service**

*House sells for \$950,000 Set Fee with private negotiator \$4000 plus \$2000 online advertising = \$6000*

*Saving \$17,000 when using an online service*

Consider your sale options carefully.

Typical saving using online property sale services can be anywhere from 1% to 5% of the sale price or \$15,000 to \$60,000.

*FACT-*

***Buyers do not belong to an agency. Dont be swayed by the old line " I have a buyer! They all have buyers***



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# 6

## SALES AUTHORITY AGREEMENTS ARE COMPLEX, LEGALLY BINDING DOCUMENTS.

### What is a Real Estate Sales Authority?

When you sell with a traditional real estate agency, you must sign a Sales Authority. There are two main types - Exclusive and General. Both are complicated, lengthy, and legally binding documents.

When signed, an **Exclusive Sales Authority** gives ONE agency complete control over a home's sale for up to 6 months. All authorities must include an expected price range.

If you are not getting exemplary service, responsive communication, or results, this is a very long time to be tied up with one agent.

A General Authority allows you to list your home with more than one agency.

### Next Address Recommendation

1. Do not be pressured into signing the agreement in your first meeting with an agency; proceed with care and caution.
2. Request an Exclusive Sales Authority for only 45 days.
3. Include an exit clause based on communication and performance. An ethical agent will accept this clause.
4. Make sure you and the agent sign any changes and clauses you make to the agreement.

*We can all legally  
SELL our own homes.*



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## REAL ESTATE AGENCY COMMISSION EXPLAINED.

Not much has changed in the sector in 50 years, including commissions. The following example explains how the commission works in most real estate agencies.

This is a typical breakdown of a \$20,000 commission 2.5% paid on selling an \$800,000 property.

- 60% or \$12,000 is distributed directly to the real estate agency. This is used to pay the company directors, franchise and office marketing fees, office space, and administration.
- That's a lot of your money that's not selling your home.
- 20% or \$4,000 is distributed to the Agent who lists your home and signs you up to the agency.
- 20% or \$4,000 is distributed to the Agent who introduces the buyer and sells your property. In some cases, the listing and selling agent are the same person.

### Recommendation If you choose to use an estate agency, then...

1. Discuss and confirm the marketing strategy and the costs fully before making any commitments.
2. Document who will be the responsible agent actively involved in and managing the sale of your home.

### ESTATE AGENTS CHARGED

*a marketing fee*

### ON TOP OF THE COMMISSION.



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## COVID PROOF YOUR SALES WITH A VIRTUAL TOUR.

When choosing how and with whom you sell your home, it is also important to consider how you want your home marketed and what you wish to spend.

- 90+% of buyers are on realestate.com.au
- Virtual tours, professional photos, and floor plans covid proof your sale,
- Simple signboards are vital.
- Virtual tours increase buyer interest by more than 35%,
- Buyers become more emotionally connected to a home with a Virtual Tour.
- Plus, Buyers are one step further down the buying process when they inspect your home if they have seen a virtual tour.

### Consider these facts

Virtual tours ensure people can fully explore your property any time anywhere.

Open houses allow unscreened buyers into your home.

Letterbox drops sell the agency, not your home.

Newspapers and magazine ads last for 1/2 days only and promote the agency.

Databases are quickly outdated as buyers move through the buying process.

### Next Address Recommendation

1. Concentrate all your efforts into preparing your home as best you can
2. Allocate all your marketing money to great visuals, a virtual tour, and selected target online marketing.

**CHOOSE A SERVICE  
WITH VIRTUAL  
TOURS**  
*as standard.*



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# PROFESSIONALLY PRESENTED & STYLED HOMES ACHIEVE QUICKER SALES AND HIGHER PRICES.

The hardest part of selling is getting your property buyer-ready. Remember, you are moving, so this is a great way to start the process.

The more thorough you are, the better your results will be.

Start by de-cluttering and de-personalising your home. Less is more when selling.

Carry out any maintenance or repairs, then clean and tidy inside and out extensively.

Commissioning a professional building inspection is also recommended.

Buyers want to be able to imagine their furniture and personal items – NOT yours.

There are endless examples of sellers who have achieved exceptional results when they follow these guidelines.

## Next Address Recommendation

1. Request our free [Style Like A Pro Guide](#). It is full of great ideas and advice.
2. Consider using a professional property stylist. There is a virtual stylist service available with Next Address.
3. Carefully consider who may be the potential buyers of your home and style accordingly.

*Start packing.*

**THIS HELPS DECLUTTER  
YOUR HOME.**



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# 10

## THE FIRST TWO WEEKS ARE VITAL.

**Most serious buyers inspect in the first 14 days.**

- As soon as your home is advertised on the main websites, buyers are instantly notified of newly advertised homes matching their search criteria.
- Once buyers review your home's virtual tour, photos, and floor plan, and price, they will know if this home could be the right one for them.

For this reason, it is vital to price your home correctly.

If you do not get buyer interest in the first week, your home is incorrectly priced.

Despite the best efforts of regulators, agents continue to provide incorrect pricing advice. As Greville Pabst Property Advocate on Channel 9's The Block says

*Price is high; watch it die, price it well, watch it sell.*

**First offers are usually the best offers.**

There are endless examples of sellers who receive an offer on Day 2 or 3, reject it, and are still on the market 8 weeks later. If a property is correctly priced to start, the offers will flow quickly.

### **Next Address Tip**

Most savvy buyers will start low.

Do not be afraid to start the negotiations with the first offers received.

**IF YOUR HOME IS PRICED WELL  
SELLING IN LESS THAN**

*21 days*

**IS HIGHLY LIKELY**



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THE SAVINGS MADE  
USING AN ONLINE  
SERVICE WILL PAY  
FOR YOUR

*next holiday.*

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## CONSIDER USING NEXT ADDRESS.

- Innovative, affordable online solutions such as Next Address are now readily available.
- These services use 'customer' dashboards, so you as a seller have full vision over the sale.
- These services give you more control and influence over the selling process.
- Before choosing an agency and a method of sale, fully consider all the available online real estate alternatives.

### What are the benefits of online services?

- Lower Fees - savings to you anywhere from \$15,000 to \$50,000 in agent and marketing fees.
- Control and transparency. Online services use dashboards to ensure all communication is documented and recorded for easy review.

### What are the features of these online services?

- Virtual tours and professional photos are standard inclusions
- Personalised negotiators
- Personalised sales follow up
- Communication dashboards and reporting
- Analytic reports - daily
- Help teams
- Professional stylists
- Moving home support services
- Legal advisors, conveyancers and finance

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## NEXT ADDRESS REVIEWS

We are proud to showcase our reviews which have been freely provided by our happy clients

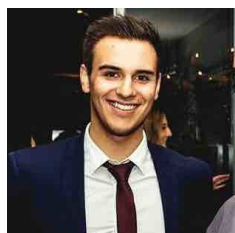
Over the past 12 months, every home marketed on Next Address has sold quickly, for more than was expected.

Here are two recent reviews

*We used the Next Address online Property Partner service. We managed the inspections and Next Address managed the negotiation and contracts .*

*It was all actioned via email and phone calls. We paid a set marketing and management fee saving on commission. The team were great to deal with and kept us fully informed as we went along.*

*Costa Tsiongas July 21.*



*My previous experience with real estate agents was not positive and I was keen to try a different approach.*

*With Next Address I experienced "Professionalism, Quality, Responsiveness and Value.*

*Denise Leahy  
August 21*



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# *It's time to act smarter when we sell our homes.....*

Your home is your biggest asset, and maximising your financial result is your priority. So, paying excessive marketing and commissions is old-fashioned and will erode your result.

In a nutshell, when you use Next Address there is only one difference between the traditional and the new...

- You manage the home presentation and the inspections.

We do the rest...

- Next Address manages the follow-up with all buyers, administration, sales and marketing, and the negotiations.

You will

- Save money anywhere from \$10,000 to \$50,000. That's a new car!
- Experience complete control, transparency, and choice.

Finally, this is one of the most significant decisions you will make. Choose wisely, and you will reap the rewards.

Call or email us now to see if we are  
the right fit for you...

Or

CLICK HERE TO Make a time to chat  
with me today\_

*J O'Donohue*

JULIE O'DONOHUE  
CEO,  
Next Address.



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