

THE SECRETS TO SELLING PROPERTY WHEN YOU ARE DOWNSIZING

Part One



NO SHINY SUITS OR FANCY CARS
JUST SOLID ADVICE TO GET YOUR
HOME SOLD FOR THE
RIGHT PRICE IN 2023.

November

Hello.

Selling your home is one of the most exciting and stressful life events. If you have been in the home for awhile, and the idea of downsizing sends your head into a spin, the idea can seem even more daunting.

But don't be dishearted, let's be inspired. A new adventure, a new start.

So if you are contemplating downsizing in 2023, I want you to have the best and most accurate information about the processes and your choices.

Never forget that information is power.

It can also be intimidating, if you are selling for the first time or haven't sold for years. All this points to you, the seller, needing the right tools and knowledge at your fingertips.

Look no further.

I'm Julie O'Donohue, and in this 2 part e-book, I share essential real estate tips, practical advice and facts, ensuring you have all the knowledge you need. Plus I will send you our free style guide.

I am passionate about 'selling smarter' by reducing the costs of selling a home and providing an ethical service to you.

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

Julie



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What we know about the sector...

- NO change in 50 years
- Commissions are still high, and excessive
- Transparency and trust are hard to come by
- Driven by old fashioned sales methods and marketing

So what options do we have to.....

- Maximise your financial result
- Choose the type of real estate experience you want
- Ensure you have control and complete transparency
- Reduce your selling cost.

- 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 Discover.....

35%

OF SELLERS ARE
DISSATISFIED WITH
THEIR REAL ESTATE
EXPERIENCE.

DON'T LET THIS BE YOU.



1

UNDERSTANDING PRICE AND VALUATION.

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

Fact:

Buyers decide the final price, not agents.

Tip:

Don't be swayed by agent price promises.

Fact:

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

Tip:

Do your own research of your local area and house sales. Free online price tools are available.

Fact:

Licensed professional valuers ARE qualified to value your home and will provide a completely independent assessment.

Next Address Recommended Tips

- 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.

2

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 description of the home as I know it the best."

FACT

*We can all legally
SELL our own homes.*



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3

BREAKING DOWN THE AGENTS TASKS

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

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

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

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

Finally they negotiate the sale

Sound negotiating skills are required to secure a great result. Therefore, focus your interview on ascertaining how the agents manage any negotiations.

Ask yourself, do you believe the agent or the service you are interviewing will be able to negotiate a successful sale for you?

FACT -

There are now DEDICATED real estate online negotiation services for a fraction of the price of a traditional agent.

4

ALL AGENCY COMMISSION IS NEGOTIABLE.

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

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

- You will also pay advertising and marketing costs.
- Depending on the agency, this advertising fee can be anywhere from \$2000 to \$20,000.

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.

IS THE AVERAGE AN
SALES AGENT STAYS IN
THE SECTOR.

2.7 years

5

BREAKING DOWN THE TRADITION AGENT COMMISSION FEES

Scenario One - Traditional Estate Agent

House sells for \$950,000
Commission at 2.5% \$23,750
Advertising and marketing of \$6000
=\$29,750

Scenario Two - Next Address - Online Service

House sells for \$950,000
Set Fee with private negotiator \$4000 plus
\$4000 online advertising & marketing
=\$8000

Saving \$21,750 when using an online service.

Consider your sale options carefully.

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

95% of buyers are online.

FACT - **Buyers DO NOT belong to an agency. Don't be swayed by the old line " I have a buyer! They all have buyers and most of them are the same people.**

6

IF USING AN ESTATE AGENCY 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 fee is another expense the agency must recoup through their fees.
- Choose a method of sale and service with great word-of-mouth references.
- Ask family and friends.
- Research how you can sell, from the latest online options to the traditional real estate agent.

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

FACT-

ESTATE AGENCY REVIEW SITES
PASS ON YOUR DETAILS TO
AGENCIES FOR A FEE.

7

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. You can change this, but it must be altered in the authority you sign.

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.

*FACT -
Databases are only
valid for 3/4 months
on average.*

8

GET YOUR FINANCE SORTED!

Most of us BUY and SELL in the same market so it is just as important to have your finance sorted when you are selling as it is when you are buying.

When looking for a good deal on a home loan the interest rate matters. A home loan is a long-term debt, so even a small difference in interest adds up over time.

Compare home loan rates

Contact at least two different lenders to get loan options personalised for your situation. A rate even 0.5% lower could save you thousands of dollars over time.

Get help if you need it

With many lenders to choose from, you may decide to get an experienced mortgage broker to find loan options for you.

Get pre-approval to buy

Secure your loan pre-approval from a lender. They'll ask for evidence of your current financial situation to assess your ability to repay the loan.

Pre-approval lasts for 3–6 months and shows you're eligible to apply for a loan up to a certain amount. It doesn't commit you to a loan. It lets you set an affordable price range, and tells sellers you're serious about buying.

FACT-

Finance approval can change if your situation changes. Stay in touch with your Lender

9

WHEN CHOOSING AN AGENT...

Next Address Recommends

Do not be pressured into signing the agreement in your first meeting with an agency; proceed with care and caution.

Request an Exclusive Sales Authority for only 45 days.

Include an exit clause based on communication and performance. An ethical agent will accept this clause.

Make sure you and the agent sign any changes and clauses you make to the agreement.

Seriously consider using a service like Next Address.

FACT -

*We can all legally
SELL our own homes.*



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THE SAVINGS MADE
USING AN ONLINE
SERVICE WILL PAY
FOR YOUR

next holiday.

10



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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11

NEXT ADDRESS REVIEWS

Thank you - Julie and the team for the smooth and successful sale of our home.

We saved **\$21K** working with you on this sale and felt very supported throughout the process, hats off to you!

The process you set up for inspections of our homemade for an authentic transparent process for potential purchasers.

The inspection by appointment process gave people the time they needed to get a feel for the house without other potential buyers being present and the process allowed for viewings by genuine (as opposed to curious) buyers which we appreciated.

Michelle and Richard April 2022



I saved \$17K

It was so easy and I loved the chance to meet the buyers.

I sold for a great price in only a couple of weeks.

Couldn't be happier with the whole process.

Nic May 2022.

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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

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