

THE SECRETS TO SELLING PROPERTY WHEN YOU ARE DOWNSIZING

Part Two



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

November

Hello Again.

Just a reminder ...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
- 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.

35%

OF SELLERS ARE DISSATISFIED WITH THEIR REAL ESTATE EXPERIENCE. DON'T LET THIS BE YOU.

Julie O'Donohue



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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 most commissions work in most real estate agencies.

This is a typical breakdown of a 2.5% commission = \$20,000 paid on selling an \$800,000 property. (This doesn't include the marketing fee you will be charged)

- 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.

- 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.

That's \$12,000 of your money that's not being used to sell your home.



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MARKETING AND SCREENING BUYERS

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

- 90+% of buyers are on realestate.com.au
- Be selective. Don't waste your \$\$ on unnecessary advertising
- Virtual tours (VT), professional photos, and floor plans provide buyers with the right tools to properly review your home
- Virtual Tours provide a very effective screening tool for the agent.
- Virtual tours increase buyer interest by more than 35
- Simple signboards are vital. You don't need photos on a board
- 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

FACT

Virtual tours engage buyers and help them to self-screen!

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MARKETING AND SCREENING BUYERS CONT...

Consider these facts

1. Virtual tours ensure people can fully explore your property any time, anywhere.
2. Open houses allow unscreened buyers into your home.
3. 90+ % of buyers are on realestate.com.au. Don't waste your \$\$ on unnecessary advertng.
4. Letterbox drops sell the agency, not your home.
5. Newspapers and magazine ads last 1 to 2 days and promote the agency - not your home.
6. Databases are quickly outdated as buyers move through the buying process.

Next Address Recommendation

- Concentrate all your efforts on preparing your home as best you can
- Allocate all your marketing money to great visuals, a virtual tour, and selected target online marketing.
- Ensure the agency you use screens buyers properly.
- Ask Next Address how we screen buyers properly?

FACT

Screened buyers are ready to BUY



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STYLED HOMES SELL FASTER AND FOR MORE \$\$\$

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. Then, less is more when selling.
- Carry out any maintenance or repairs, then extensively clean and tidy inside and out.
- Commissioning a professional building inspection is also recommended.
- Buyers want to be able to imagine their furniture and personal items - NOT yours.
- Endless examples of sellers who have achieved exceptional results following these guidelines.
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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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THE FIRST TWO WEEKS ARE VITAL.

Most serious buyers inspect in the first 14/21 days.

- Buyers are notified instantly of newly advertised homes matching their search criteria.
- Once buyers review your home's virtual tour, photos, 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 weeks, 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, and 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 eight weeks later. However, the offers will flow quickly if a property is correctly priced.

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
28 days
IS HIGHLY LIKELY**



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OTHER POINTS TO REMEMBER

An offer is not an offer unless it is on a signed legal contract.

The sale is not unconditional until all clauses are satisfied—ie building reports and finance.

Female agents get better reviews overall.

65% of buyers buy in the same geographic area!
We are creatures of habit.....

BUT.

Tree and sea changes are becoming more of the norm.

FINAL TWO FACTS

Selling with a service like Next Address will save you anywhere from \$15k to \$50K.

Next Address screen every buyer properly
- NO Tyre Kickers



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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

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](#)

Julie O'Donohue

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