

# SELLING WITH REMCITY GUIDE

## DAYS ON THE MARKET

The number of days a property remains on the market provides an insight into 3 key factors;

### Property pricing

A property that is overpriced will be dismissed by prospective buyers. Often by the time the appropriate price is reached the best buyers will be looking elsewhere, thus it is key to work with your agent to correctly price your property from the beginning of your campaign.

### The state of the market

Every other day there is news on the state of the property market. Don't believe everything you read. News from around the country or even around the city is often not relevant to your local market. Work with your agent as they know your local market best.

### Agent performance

The energy and performance of an agent is key in ensuring the success of your campaign. The right balance of experience, enthusiasm and strategy combine to ensure a smooth path to the sale of your property.

## MARKETING METHODS

REMCity will tailor an individual marketing strategy to suit you and your property.

Every agent at REMCity will take the time to discuss with you the local market, your individual needs and what we believe to be the best strategy to achieve the best result for you.

### Marketing methods

- Auction
- Private treaty

## AUCTION

Choosing to sell at auction is recognised as a fast and efficient method of sale to achieve a premium price for your property. Wherever a property is likely to attract more than one qualified buyer, auction creates the environment for competitive bidding, increasing the eventual sale price. Auction provides vendors with great control over the sales process, ensuring you peace of mind.

REMCity will tailor an auction campaign for you and your property, and our agents will take the time to work with you at every stage. The benefits of choosing an auction campaign include;

- A fixed marketing budget
- Market saturation with a high impact marketing campaign to capture all potential buyers
- Set inspection times
- Creating urgency amongst buyers – the fixed period allows potential buyers time to complete all the necessary enquiries, whilst establishing a time limit
- Predetermined contract terms established by you and your solicitor
- Obtaining a result on auction day whilst maintaining the option to sell prior
- No cooling off period – once contracts are signed the purchaser is committed, unlike private treaty sales

## **PRIVATE TREATY**

REMCity understands that not all properties benefit from an auction campaign, some are better suited to sale by private treaty.

When selling by private treaty your home is marketed for an agreed period of time at an agreed asking price. The benefits of choosing a private treaty campaign include:

- The luxury of time to consider each offer – often private treaty is most suitable if you are in no rush to sell your property
- Not committed to a full campaign – this may lead to a quicker sale on your property
- Often the ability to conduct a less expensive marketing campaign
- The ability to negotiate the terms of sale

## **CONSIDERATIONS**

Your REMCity agent will work with you discussing the following considerations in order to achieve the best results for you and your property:

- Which method of sale is best suited to you, your property and the current market?
- Who will purchase your property?
- Where are your purchasers going to come from?
- How do we best capture the buyer's interest?
- How can we maximise the sale price?

## **INTERNET MARKETING**

The internet has steadily become the most important marketing tool when promoting your property. Millions of Australians use the internet every month to search for property.

To take advantage of this enormous buyer pool, every property listed with REMCity is showcased on the most prominent websites. Every property featured includes detailed descriptions, location maps and in some cases property videos.

The benefits of internet marketing include:

- Capturing part of the millions of viewers a month

- Your property is available to potential purchasers 24 hours a day, 7 days a week
- Potential purchasers can view your property at their leisure and contact your REMCity agent directly from your advertisement
- Buyers who have registered requirements suiting your property will be immediately alerted to your listing via email
- Interstate and overseas buyers can view your property and contact your REMCity agent all online.

## **PROPERTY BROCHURES**

Property brochures are produced for all REMCity properties to be passed out at open homes, private inspections and to buyers who enquire at our office. The brochures provide the potential purchasers with all the information about your property including rates, auction details and property features.

## **SIGNBOARDS**

REMCity “For Sale” Signboards provide 24 hour a day, 7 day a week advertising for your property. Signboards highlight your property to passing traffic. All our signboards are professionally produced to make sure your property enjoys quality maximum exposure.

## **LOCAL AREA MARKETING**

Local area letter box drops are an excellent way to market your property. Often buyers move within the same area or have friends or relatives wanting to find a home in the area. Because of this local area marketing can be key to finding the buyer for your property.

## **PRINT MEDIA**

Print media is still a popular choice for people marketing their properties. There are packages available with local publications to fit in with your tailored marketing plan. REMCity make every effort to maximise the profile of your property sale. Our marketing staff will submit editorial copy and photographs on your behalf to our targeted media contacts at local publications.

## **WEEKLY VENDOR REPORTS**

At REMCity our agents are committed to keeping you informed. As a vendor you will be provided with regular updates on your campaign. Although your REMCity agent will be in contact with you almost every day the written two weekly report provides a summary of the activities and feedback thus far, including:

- The number of open house attendees (if applicable)
- The number of internet viewings made on your property
- How your property has been promoted and presented by REMCity
- General buyer feedback on your property
- Written confirmation of any offers received
- Our strategy to move forward in your campaign

When a house has been “Open for Inspection”, your REMCity agent will call you afterward to let you know how it went and also follow up with attendees on the Monday following your open home. Once our agent has called attendees they will call you to update you on the feedback.

## **PRICING YOUR PROPERTY**

Pricing your property correctly is an essential part of capturing the buyer market.

Buyers tend to search properties within a price range, and most are looking to buy a property at or below market value. Only 12% of buyers will be prepared to pay above market value for a property. To get these buyers to pay above market value they need to be placed in a competitive environment or have a strong emotional attachment to the property.

With a successful marketing campaign most of your buyers have viewed the property within the first 30 days. After 30 days the buyer pool has been captured and you begin to see only new groups that have just begun searching for property.

## **PREPARATION**

**A property that presents well, sells well.**

Proper presentation of your property is key to achieving the highest possible price. A neglected or poorly presented property fails to evoke the emotion necessary for buyers to attach to your property.

Make sure you take the time to conduct a spring clean of your home and garden before marketing your property, this will give your property its best chance to shine.

REMCity can help to recommend any gardeners or trades people you may need.

For most of us, the family home is the most valuable asset we have. Not presenting it properly may cost tens of thousands of dollars.

### **Home presentation tips**

1. Carry out a major spring clean. Have the carpets professionally cleaned, wash down the walls (even consider repainting some of the badly marked walls), clean all the windows and doors, scrub down the kitchen and bathroom.
2. Don't forget outside and the garden. Wash down the outside walls and windows, perhaps even consider painting the eaves and gutters – you will be amazed how much smarter this can make a house look. Mow the lawns, weed the garden and generally make sure everything is tidy. Don't forget the garage and the garden shed.
3. Other things to look for include: dripping taps and toilet cisterns, cracked window panes, loose or missing tiles in the bathroom and kitchen, tatty fly

screens, windows and doors that stick, handles that don't work, blown light bulbs and cobwebs.

4. Look at how much furniture you have in the house. Too much can make a house look cluttered and smaller than it really is.

There are a lot of people who put their properties on the market who do not do these things. Just imagine how much better your house will look compared to theirs.

### **Inspections**

It is best to give your agent a key to your home. The easier it is for your agent to have access to your property, the better. If you are home when your agent telephones for an inspection, a time can be made to bring the prospective buyers around.

If you are not home and you are happy for the agent to use the key, the agent can come and do the inspection straight away. Otherwise we will provide you with 24 hours notice.

Try to leave the house to the agent and the buyers during inspection times. Buyers will feel more comfortable if they know the owner is out.

Here are a few tips:

1. Make sure valuables such as jewellery, cash and wallets are not lying around.
2. Make the property welcoming – light and airy in the summer and bright and cosy in the winter. Light the fire if you have one.
3. Keep the major thoroughfares clear of toys and things so it is easy for people to move around.
4. If you have a family pet, try to keep it out of the way