

anne harris Realty

**SOLD IN
90 DAYS**



There is no reason why you shouldn't sell your property in 90 days if you follow the instructions below.

There are 3 major reasons why a property doesn't sell within 90 days:

1. MARKETING

- a. Have you reached a wide enough audience?
- b. Are you targeting the right buyer?
- c. Are you appealing to the emotions of the purchaser in your article?

2. PRICING

- a. Are you pricing your property high to get premium price? If so, you are looking for your needle in a haystack buyer, which will take far longer to sell, if you sell at all.
- b. Pricing at market price? This is fine, but will set buyer against seller negotiating, one on one.

- c. Below market price? When listing your home below market price, this will start a buyer's bidding war, setting buyer against buyer! This is the fastest way to sell, as well as getting more than the listing price. Something worth considering.

3. AGENT

- a. Selecting the right agent is important. For all of the above reasons
- b. Select an agent that will ask for the business, one that knows when to close.
- c. Selecting the right agent will make all the difference in the amount of money that will end up in your pocket.
- d. Will also make a difference on if you will be sold in 90 days or not.



PREPARING TO SELL

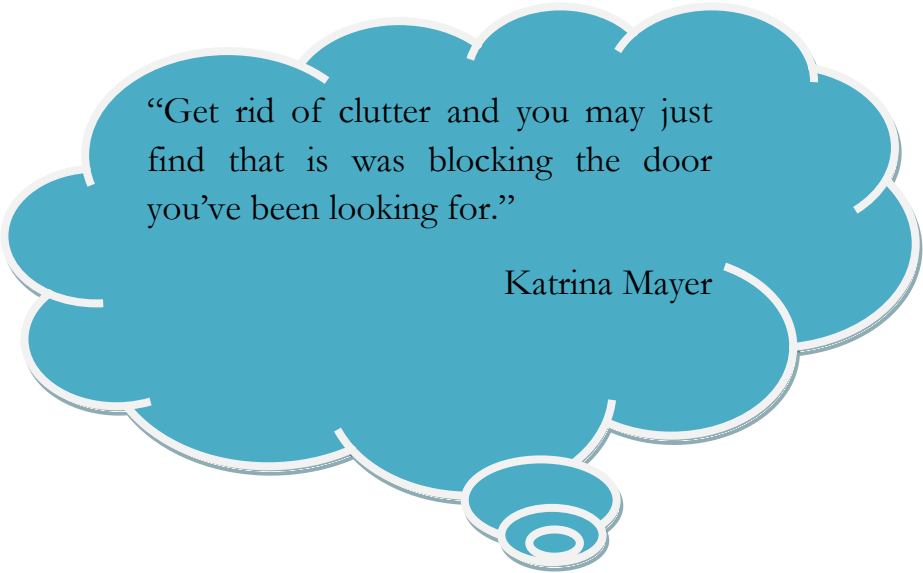
1. APPRAISAL.

You should have already had an appraisal of your home, if not, now would be a good time.

Once you have the price range of your home, you are in a position to set your budget

2. TIME TO DE-CLUTTER

De-cluttering and organizing your space will go a long way in appealing to potential buyers. When a home is clutter-free, buyers are able to focus on the actual home instead of your belongings.

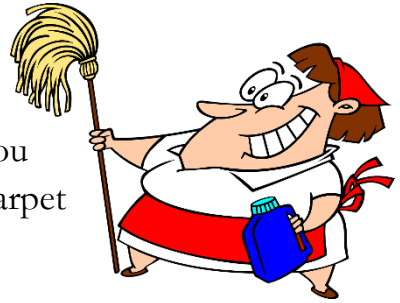


“Get rid of clutter and you may just find that is was blocking the door you’ve been looking for.”

Katrina Mayer

3. TIME TO SPRING CLEAN

Give your home a deep clean. This means cleaning toilets, wiping down surfaces, mopping floors, cleaning rugs and scrubbing bathrooms. You may consider getting the carpet professionally cleaned.



4. BUILDING AND PEST INSPECTION

I would highly recommend a building and pest report done before putting your home on the market. I know this is done by the buyer, but it's a great way of finding out if there are any issues with the home giving you the opportunity to repair before putting on the market for sale. There is nothing worse than getting a contract on your home, then finding out there are lots of issues, and buyers wanting a price reduction. For a piece of mind get your report done first!



5. HANDYMAN

When selling a house, you should have your handyman available when need be. Make sure everything that needs to be fixed is done (think: locks, leaky taps, running toilets, cracks in the walls, broken appliances, squeaky doors, etc) before listing a home. Otherwise, buyers may think your home hasn't been well maintained, which maybe a turn off for many.



6. PAINT



Now is the time to re-paint your home. Start by painting over those bright colourful walls with neutral colours. Try using whites, light grays, beiges, and “greige” colours. These shades will make your home appear brighter and spacious making your home feel welcoming. Adding a fresh coat of paint gives a blank slate to potential buyers, leaving it to their imagination to where they would place their items.

7. STAGING YOUR HOME

According to multiple studies, staging a home really can help sell your home faster and for more money. Potentially up to 1/4 of the time quicker and for up to **10% more** in deal cost than homes that are inadequately introduced? Don't forget to also spruce up your home's front appeal when staging the home.



Remember you only get one chance to make a first impression, and the front garden is the first thing they see. So make sure that the grass is cut, and the yard is landscaped. You may want to consider adding a fresh coat of paint to the exterior walls.



HOW TO GET TOP PRICE

1. De-clutter
2. Repair any cracks, leaks holes etc.
3. Re-grout tiles if needed
4. Change dated door knobs and handles
5. Spring Clean
6. Fresh coat of paint
7. Professionally clean carpet or replace old
8. Remove personal items – Family photos etc
9. Make the home airy and light
10. Freshly cut lawn / well kept garden
11. Presentation - Home staging
12. Pleasant smells – Coffee/Flowers
13. Music

Most people when buying don't want to worry about maintenance that needs to be done; they just want to move right in. So when presenting your home, you want to create the wow I am home factor, by standing out from all the other homes they have seen. You can achieve this by making your home feel like a blank canvas to the buyer, so they can start to imagine their possessions in your home, this way they have started mentally moving in!



Have you often wondered why shops play music and supermarkets have flowers at the front? They are playing with our senses', the same is when we present an open home. Imagine how you feel in a well presented home with a nice fresh bunch of flowers on the table compared to a dark and dreary home, we know which one is likely to sell for more! The Idea is to make the buyer feel relax and at home when they walk into your home. Remember there are two rooms that sell a house, the bathroom and the kitchen, so make sure they are both well presented.



Follow these instructions and you will sell within 90 days.

For the complete guide on selling including the cost and fees of selling...



this e-book on downsizing, which also includes **FACING THE FEARS OF MOVING.**

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Contact Anne Today 0422 799 940