

How to sell privately



No one knows your property better than you! You have a lot more passion and knowledge about your home than any agent ever will.

This gives you an advantage on the real estate market!

We will make the process of selling your property a breeze, from the decision to sell your property with Public Real Estate to handing over the keys to the next owner of your property. The following checklist will ensure you have not overlooked any part of the selling process.

✓ Financial Advice

You must talk to your bank regarding your mortgage and get all the costs involved in paying out your mortgage. You may incur a fee for paying out your mortgage early. Make sure all the paperwork is current and ready to be processed as soon as you are able to transfer the titles.

✓ Market Appraisal

In order to attract buyers you need to make sure that your asking price is reasonable and in the vicinity of comparable properties around you. As a home owner it can be hard to be objective and the result can be an emotional price tag that could cost you buyers interest. The importance of up to date information is imperative. A valuation will supply you with the latest sales statistics in your area. Inform yourself and keep yourself up to date with the market by looking in the local paper and inspect open homes which are similar to your home in size, location, land size.

For your convenience an extensive appraisal is included in our package. This appraisal is based on Australia Property Monitors, prepared by Public Real Estate and emailed to you within a few days of registering your property.

✓ **Details of your property and surrounding areas**

Make sure you are well informed regarding details that are associated with your property such as Property Age, Rates, Services – Bin collection, Water, Gas, Electricity, Zoning of area, planned development, Titles – caveats, easements and covenants. This is the information potential buyers will want to know.

✓ **Settling on a reserve price**

A reserve price is the lowest price you are willing to sell your house.

✓ **Appointing a Conveyance firm**

What your Solicitor will do for you. Contract of sale, Stamp Duty, transfer of titles, Mortgage settlement, Cooling off period, Sales subject to extra inspections and inclusions. If you don't already have a solicitor working for you at this stage, We highly recommend Ozpropertylaw.com! With a streamlined conveyancing process and a team of experienced and efficient solicitors they are able to offer very low fixed prices. Contact them today through our homepage and see how they can take the stress out of your legal process.

✓ **Getting your home ready for sale and open home**

Refer to our book 'Tips on how to present your home'

✓ **Pest Inspection Report**

A pest inspection report will show there are no termites or lethal insects that will damage the house and it is in good condition.



✓ **Building Inspection Report**

A building inspection report will impress potential buyers as it will give them confidence there are no hidden structural problems with the house.



✓ **Put up 'For Sale' sign kit (provided)**

As soon as your 'For Sale' sign kit has arrived you should attach them to a picket and put it in the front of your house where people passing by can see it clearly. Included in your kit is a full size, full colour "For Sale" sign (900mm*600mm) along with open home signage that is designed to be attached underneath the main sign. The top part reads Open Home and the bottom part has a white border which leaves room for you to write your open home times. Finally in your kit is a sticker that reads: "Under Contract". This is intended to be put across your main sign once you have a buyer. Leave the sign up until the sale is finalised.

✓ **Establish times for open home**

You will have to establish times for open home when it is convenient for you, but you must also take into consideration the time other people will have to actually attend the open homes. It is traditional to have an open home on Saturday and Sunday at any time between 10.00am and 3.00pm lasting for up to 2 hours. You can set your open home times through your account with Public Real Estate.

✓ **Availability**

Make sure you are available to answer your phone as much as possible. During the time your property is on the market, change your answering phrase on your answering machine and or voicemail. It is your representative when you cannot answer the phone, so make sure it is clear and professional. Mentioning the property for sale in your recording will put buyers at ease and they will be more likely to leave their contact details. Follow up on missed calls as soon as possible!