

Top tips for selling

PATRICIA FARRELL

THERE'S a trick to selling your home in a quiet market, says buyers agent Patrick Bright.

The author of *The Insider's Guide to Buying Real Estate* says the average person knows very little about selling a home.

"That lack of knowledge can cost them thousands and thousands of dollars," Mr Bright said.

He said it was important for a vendor to be clear what they were prepared to take for the home before the first inspection.

"If a good offer comes in early, don't make the mistake of being greedy and saying to yourself, 'Wow, if we are getting offers this high in the first week, what will we get next week?'"

"I have bought many properties well below what the selling agents told me they had offers for from other buyers in the first couple of weeks.

"If the offer is what you wanted to be able to move on, take it - you may not see an offer like that again."

Other tips for achieving a top price in a quiet market include:

■ **Setting a price**

Get three agents' opinions, divide by three to get the average and then take at least 5-10 per cent off to come close to what it's really worth. Or you can get an



independent valuer's opinion.

■ **Location, location, location**

Prepare a list of all the reasons why you love living in the home and ask your selling agent to put them on the brochure. At the very least it will stand out from all the other brochures.

■ **Presentation**

Keep it tidy, but not too tidy. A home

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- Patrick Bright

should look a little lived in. People don't live in a display suite or a sterile environment, they live in a home. Low-maintenance gardens are a bonus for busy people.

■ **Have reports on display**

Have pest, building and/or strata reports on display. You are spending thousands of dollars on marketing, rented furniture, flowers, so what is another \$400-\$500 for a couple of reports?

■ **Be flexible with inspections**

Do structured open inspections at least twice a week and be accommodating with private inspections after hours.

■ **Floor plans**

You need to make it easy for buyers to remember your home because the average person will inspect dozens of properties in a week. Floor plans make it easy for buyers to remember your home.