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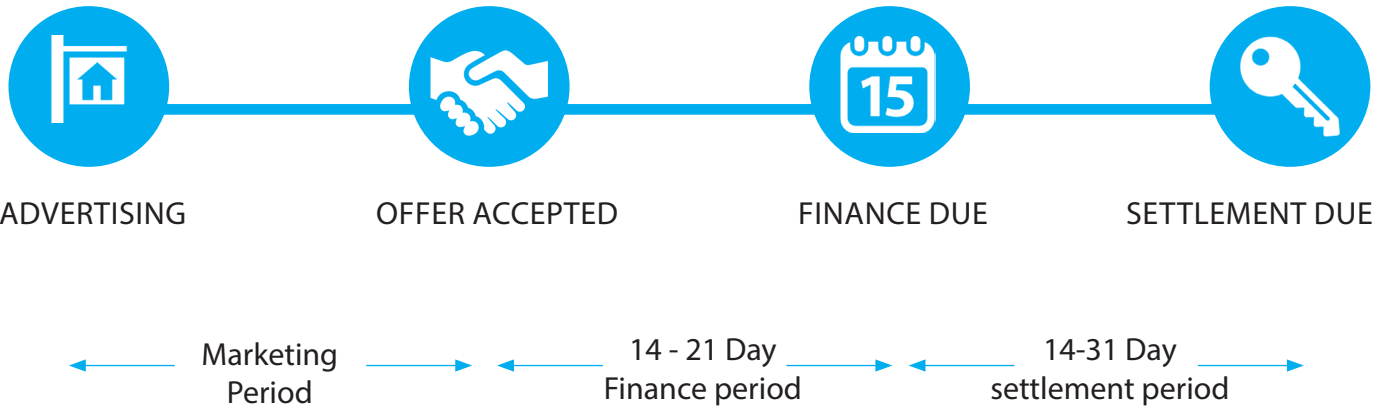
A GUIDE TO SELLING YOUR HOME WITH PAIVI DICKIE



PAIVI DICKIE | 0412 909 541 | paivi@atrealty.com.au | www.atrealty.com.au

MARKETING THROUGH TO SETTLEMENT

WHAT YOU NEED TO KNOW AT A GLANCE



ADVERTISING

We are busy working for you from day 1.
Our job is to negotiate on your behalf to get you the best price possible for your home whilst keeping you fully informed along the way.

Marketing period tasks

- Sign, photography and advertising schedule will be arranged
- Private inspections conducted
- Open homes conducted
- Follow up managed
- Constant communication in the form of Progress Reports, phone calls and meetings with you.
- Negotiate offers

OFFER ACCEPTED

Congratulations on your accepted offer.
Generally there will be a 14 - 21 day finance period - please refer to your offer.

Finance period tasks

- Conveyancer/solicitor appointed by each party
- Offer passed to broker/bank for assessment
- Buyer deposit paid
- Building & Pest inspection conducted
- Bank valuation conducted
- Unconditional finance approval issued by the bank

FINANCE DUE

Congratulations, the purchasers' loan application has been Unconditionally Approved and we are now moving towards settlement. Please allow a further 14- 31 days from finance approval for settlement to take effect - please refer to your offer.

Settlement period tasks

- Further conditions on the contract to be met if applicable
- Your bank contacted in regards to discharge of mortgage
- Settlement paperwork signed eg. Transfer of Land forms
- Final inspection conducted by the buyer
- Keys to be handed over on the day of settlement

SETTLEMENT DUE



PRIVATE TREATY

THE PRIVATE TREATY METHOD IS RECOMMENDED FOR PROPERTIES:

- Where time of sale is not an issue
 - Where the client is most comfortable with a clear price
 - Where marketing budgets are small
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MARKETING WITH A PRICE:

- Buyers usually spend 10-15% more than they intend, therefore we don't want to lose them before they view the home
- Many owners put 10-15% on top to avoid 'underselling' however this can hinder enquiries
- Overcoming the gap of 20-30% between the advertised price and the likely buyers' price, needs the skill of our agents
- Price the property too high and we can miss our buyers
- Price the property too low and the premium price is lost



AUCTION

THE AUCTION METHOD IS RECOMMENDED FOR PROPERTIES:

- Where the aim is to achieve a premium price
 - When it is important to have a set time frame to work with
 - Where the client is comfortable using market demand to help achieve the price
 - For any property in any market where the client is committed to sell
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MARKETING WITHOUT A PRICE:

- A premium price comes from competition between buyers. The more buyers, the more competition, the higher the price.
- Well handled no-price marketing comes down to the buyers' perception of value. This can differ by a little or by a lot. Using the right dialogue with buyers will help maximise your result.
- Pursuant to sections 214 and 216 of the Property Occupations Act 2014 (QLD), where the Property is to be marketed without a price and/or the Property is residential property to be sold by auction, the Agent must not disclose a price guide for the Property for what he/she considers is a price likely to result in a successful or acceptable bid for the Property.

PROPERTY PRICE & BUYER ACTIVITY

PRICE OF PROPERTY



PREMIUM PRICE



FAIR MARKET VALUE

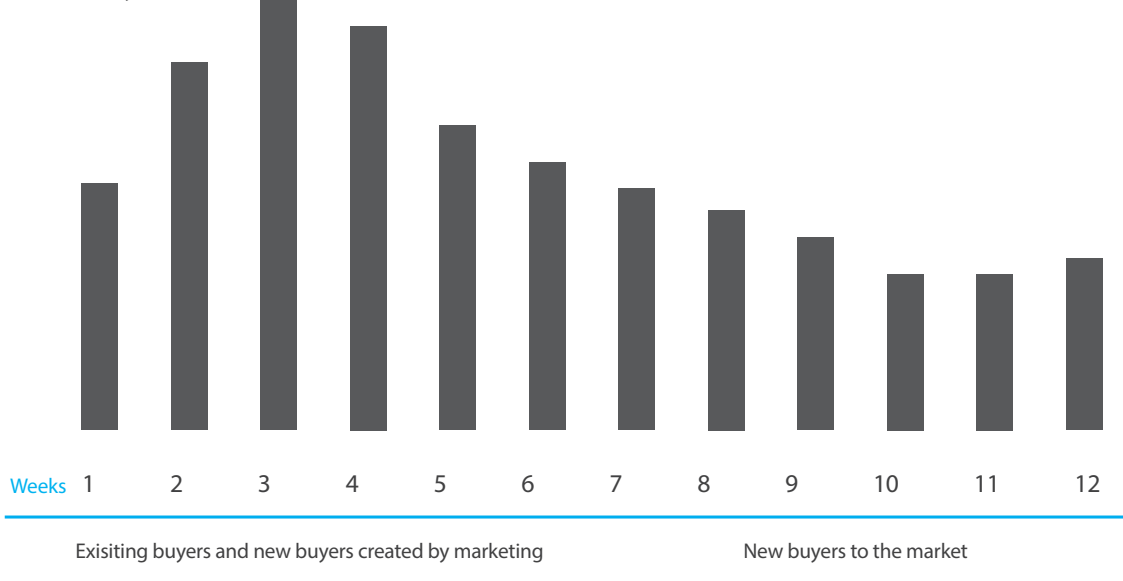


BARGAIN PRICE

Depending on the price of your property, it will affect the number of buyers.

BUYER ACTIVITY

Number of buyers



The first few weeks is the most important time for marketing. It's best to take advantage of them. Buyers seek out new listings which are always of interest to the existing buyer group.

POWERFUL MARKETING TOOLS

BEFORE WE GO TO MARKET

PREMIUM PHOTOGRAPHY

Great photography does wonders for the warmth, space and overall perception of a home or investment.

FLOORPLAN

Properties advertised online that include a floorplan can receive up to 30% more enquiries than properties without floorplans.



CORE MARKETING PRODUCTS

SIGNBOARDS

Allow your property to be on show 24 hours a day, 7 days a week.

BROCHURES

Available at open homes

DIRECT MAIL & LETTERBOX DROPS

A large number of potential buyers live locally

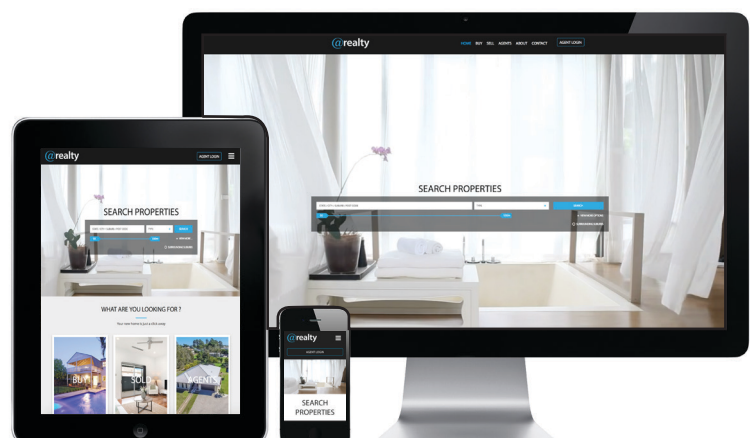
REACHING THE DIGITAL MARKET

FREE ADVERTISING ON:

- domain.com.au
- atrealty.com.au
- homesales.com.au
- realestateview.com.au
- listglobally.com (102+ International websites)
- Plus more

SOCIAL MEDIA LISTING BOOSTER

Reach passive buyers on social media through enhanced targeted audiences.



PREPARING YOUR HOUSE FOR SALE

CLEANING

Every area of the house must sparkle and shine! Each hour spent will be worth the effort. Make it easy for the buyer to want your house.

Clean all of the windows, including the laundry and garage.

Clean all carpets and rugs. Clean and polish lino, tile and wooden floors. Consider refinishing a wood floor if necessary.

Clean and polish all woodwork. Pay particular attention to kitchen and bathroom cabinets.

Clean all light fixtures. The glass covers of most ceiling fixtures can be made to sparkle by running them through the dishwasher.

Clean and polish ceiling fans. Take down and clean exhaust fan covers, these are dust magnets

MAINTENANCE

The Rule of Thumb is – if something needs repair fix it!

Check all corners for peeling paint, chipped edges and loose wallpaper and repair accordingly.

Repair all major problems. In today's climate of open disclosure and vigilant home inspections the "Golden Rule" applies. Treat the buyer as you would treat yourself.

SET THE SCENE

This part of preparing your home for sale can be the most fun and involves the use of colour, lighting and accessories to emphasise the best features of your home.

The use of a bright coloured pillow on a chair or a throw rug on a sofa can add dimensions to an otherwise neutral room. Use accent pieces of colour.

Soften potentially offending views, but always let light into your rooms. Consider replacing heavy curtains with something lighter.

SPACE MANAGEMENT

Create the illusion of more space.

Arrange furniture to give the rooms a spacious feeling. Consider removing some furniture from any room that may seem over crowded.

Pack up your collectibles – both to protect them and to give the room a more spacious feel. Leave out just enough accessories to give the house a personal touch.

Remove all clutter

Use light to create a sense of space. All drapes should be open. Turn on all lights throughout the house for showing.

NEUTRALISING

Select a neutral colour scheme that will make it easy for the buyer to mentally picture the house as theirs. Consider replacing unusual or bold colours with neutral tones. Two coats of off-white paint may be one of the best investments you will ever make.

ATMOSPHERE

A clean smelling house creates a positive image in the buyer's mind. Be aware of any odours from cooking, cigarette smoke, pets etc.

You can use products like carpet deodorisers, air fresheners and room deodorisers, but the best strategy is to remove the source of the aroma rather than cover it up.

Once offensive odours have been eliminated, consider adding delightful scents. Recent studies have shown that humans have strong, positive responses to certain aromas, Cinnamon, fresh-cut flowers, bread baking are all excellent ways to enhance your house.

EXTERIOR

First impressions count. Don't let your property's exterior turn a buyer away.

Mow the lawns and clear the garden of weeds and dead flowers. Wash down driveway and sidewalk

Paivi Dickie

@realty

Paivi offers a premium boutique service in Logan with the backing of the # 1 agency for Total Sales in Brisbane, and Queensland - @realty.

The experience that her clients benefit from extends beyond sales and marketing and into true expertise in the property industry. With many completed developments, renovation and building projects, she understands the process of staging and presenting your home for maximum impact, and buyer appeal.

Call Paivi today for your FREE market appraisal on 0412 909 541 or email her at paivi@atrealty.com.au



TESTIMONIALS

PAIVI DICKIE

@ BRILLIANT EXPERIENCE

Paivi was recommended to me by my mortgage broker and after having a stream of agents through who made outlandish claims and wanted very high listing charges she came through my house and provided realistic expectations and reasonable listing costs. And she was spot on! First open home resulted in 10 offers that far exceeded my expectations. No doubt Paivi's success is due to her frank and honest, no pressure approach as well as heaps of experience. She also went the extra mile by providing me with advice related to my own house hunting. I am happy to provide this review and recommend Paivi as an honest, experienced agent that no doubt the buyers liked as much as I did. Thank you Paivi, you made the selling experience much less stressful and more successful than I anticipated.

@ GREAT OVERALL EXPERIENCE

Paivi was a warm and kind addition to our buying experience. She was so helpful and has great communication skills. Paivi made sure everything ran smoothly and kept us well informed.

@ PAIVI MADE THIS AN EASY PROCESS

Selling a property from interstate seemed like a daunting experience but Paivi made everything easy. She liaised not just with me but also with property managers and tenants. She was very professional and ensured I had weekly updates on inspections and feedback. I would recommend Paivi and her team to anyone thinking of selling. Thanks Paivi

@ IT WAS A PLEASURE

Paivi has been a pleasure to work with. Her professional advice was very accurate and helpful. We achieved a better than expected price in under two weeks on the market.

@ SIMPLY THE BEST

Leanne and Paivi have just sold our second home. Their excellent service, frequent communication, professionalism and dependability made the sale process so much easier for us. We would highly recommend these two ladies to any family, friends or anyone wanting to sell their house. 10 out of 10 once again.