

Smarter Selling...

The Edge

The decision to sell your home can sometimes prove to be one of the most challenging decisions you will make throughout your adult lifetime.

When emotions are involved, it can be difficult to take an objective view, as sentiment often hinders reality.

With this in mind, we have designed a practical guide to assist our valued clients with some fail-safe recommendations to provide a solid foundation in achieving the best possible result for the sale of your home.

In the following few pages you will find invaluable advice and key tips using simple yet effective techniques to enhance the marketability and potentially the capital value of possibly one of the largest financial assets you have.... your home.

Whether it be renovating for a profit or simply preparing your home ready for sale, you will find our informative guide extremely beneficial.



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Where to Start

Obtaining The Edge Over Competition

- Creating the right environment and showcasing your home over and above other properties in the area is absolutely essential in achieving a positive end result. Unless prospective purchasers are seasoned investors, buying a home is very much an emotional decision. It has to 'feel' right to the purchasers.

First Impressions - Take a step back and constructively look at your home through the eyes of a potential buyer;

What are the positive aspects of your home that can be highlighted?

Are there any areas that may be off-putting to buyers that require attention?

Our friendly associates are always available for uncompromised advice if you are unsure of what these may be. In conjunction to this, perhaps asking trusted friends or family members for honest opinions may also be beneficial.

Maximizing your return

The following pages will provide you with some inspiration in preparing your home ready for the marketing period. By focusing on multiple areas, these recommendations will ultimately contribute to maximizing the final capital value of your home...

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Road Side Appeal - Is a crucial element to the presentation of your home, as many buyers drive past before selecting which properties to formally inspect. A potential buyer may be discouraged if first impressions are not promising.

Gardens - Keep gardens tidy with pathways pruned back and driveways as clear as possible. Keep lawns cut short and edged. If there aren't many flowering plants in your garden, perhaps a few pots with perennial plants or bulbs will provide a splash of colour to areas such as patios and verandahs. Removing oil stains from the driveway and tidying up the garage or shed will also have a positive effect.

Ambience - There are many simple ways that the ambience of a home can be significantly improved with a few small, yet impressionable touches. The smell of freshly baked bread, brewed coffee or fresh flowers can make the home feel very inviting and comfortable. Scented candles or other air fresheners discretely placed throughout the home will also improve the overall experience.

Before viewings commence, turn off the T.V., open curtains and blinds and let in natural light to increase the feeling of openness and space. Turning on lights in all rooms will also help to present the home at its best. A few lush green plants inside, particularly in bathrooms, are also pleasing to the eye. Water features should be turned on with pond water clear of leaves and debris.

If your home is more appealing in the morning sunlight as opposed to the afternoon sun (or visa versa), then it would be best if inspections are carried out at that time to maximize the appeal of your home.

Furniture - If your home is unfurnished when ready for sale, it may be beneficial to hire furniture during the marketing period. For a reasonable amount, you can have a designer show home feel that flows through the whole property, greatly increasing the appeal.

Temperature - In winter a crackling fire and warmed rooms can make an enormous difference to the prospective purchaser's first impressions. Likewise in summer, switch on any air conditioning at least an hour before inspection times to allow the home to cool down and provide a welcome oasis from the heat.

Maintenance - If there are any maintenance items that you are able to rectify such as dripping taps, replacing light globes or oiling squeaking doors, then these should be attended to. A few quick repairs will make all the difference to the overall presentation of the home.

If you plan to repaint your home prior to sale, try to keep the interior colours reasonably neutral, as the lighter/more neutral the colour, the larger the room will look. Exterior surfaces will also come to life after a coat of paint, such as timberwork to patios and exterior doors.

The end result in added visual value to your home will far outweigh the original outlay.
- Buyers may consider unfinished maintenance items as a way of leverage to reduce the final purchase price.

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Welcome

Clutter - It's amazing how much more space can be created by removing the clutter. Make sure kitchen bench tops are clear as are other clutter prone areas such as dining tables, study areas and children's play rooms.

Ensure that any bills or personal papers are tucked away and not pinned on the fridge to protect your privacy. A clean and clutter free home will always give the illusion of larger rooms and more living space.

Cleaning - Aside from the day to day cleaning, it would be wise to clean windows, exhaust fans and light fittings. It's amazing the difference it will make to the overall presentation of your home.

Wipe off any hand marks to walls and if carpets are marked or stained, particularly in traffic areas, have them professionally steam cleaned. Giving curtains a dust or a gentle wash will freshen up rooms. It is vital to check any care labels first to ensure that the fabric won't shrink after washing.

Ensure that the kitchen benches are kept clean without dishes left on the sink. If possible avoid cooking food with strong odours that linger for some time prior to inspections, such as fish or curry.

Keep bathrooms and laundry well ventilated to avoid musty smells and remove wet towels if possible. Ensure bathrooms are clean and vanity tops are free from clutter with minimal water visible on bench tops and floors. Avoid having washing hanging on the line during viewing times.

If anyone living at home is a smoker, encourage them to smoke outside if possible and empty ashtrays regularly.

Pools - Ensure that the pool water is kept clean and sparkling with pool cleaning equipment and pool toys hidden away from view.

It is imperative that your pool fencing complies with current Shire regulations, as this will be a condition on the contract of sale. - If you're not sure what the current regulations are, then please consult one of our associates.

Pets - We would strongly recommended that pets are removed from the home when viewings have been arranged if possible. Your dog will love you for the walk! Not everyone loves animals and it can be difficult to present the property if a dog is barking or jumping up at prospective purchasers.

Pet odours can also be very discouraging, so keep food bowls clean and out of the way and pet hair through the home to a minimum. Clean up any 'surprises' outside to ensure that they are not accidentally walked in and spread through your home by mistake.

Viewings - When viewings of your home are being conducted, it is best that you are not present. Buyers will feel intimidated and limited in being able to view the property comfortably, which will affect their overall experience. If they have any questions, often they will not ask if the home owners are nearby.

- You want prospective purchasers to feel as comfortable and relaxed as possible in your home.
- Any questions that the buyer may have can be answered immediately, easing any possible concerns.

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Things to consider before selling your home;

- RCD's and Smoke Alarms
- Swimming Pool Fencing
- Building Approvals
- Dividing fences
- Outstanding Government requirements

Remember:

One of our associates is always on hand to help you through the technical aspects of any legislative requirements.

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Statutory Requirements

As a seller it is imperative that you have a full understanding of the statutory requirements and associated legislation at the time of commencing official marketing of your home.

Some of the more general requirements being *(but not limited to)*:

Residual Currency Devices (RCD'S) - Your property must be fitted with two working RCD's as per the Electricity Amended Regulations 2009 ("Regulations") prior to date of settlement.

Hard Wired Smoke Alarms - As per the Electricity Amendment Regulations passed in 2009, 2 hard wired smoke alarms are to have been installed within the last 10 years.

Swimming Pool Fencing - In accordance with Building Regulations 1989 as amended and the Australian Standards 1926.1, pool perimeter boundaries need to comply with certain regulations in order for the property to be transferred.

Building Approvals - It is a requirement that all of the structures on your property have local Government building approvals in place.

Outstanding Contributions for Dividing Fencing - It is requirement under the Dividing Fencing Act 1961 that fencing is maintained equally by dividing property owners.

Outstanding State and Local Authority Requirements - It is necessary to ensure that any work orders or similar imposed by the local authority or other Government departments on your property are dealt with prior to official marketing.

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Renovating Rewards

Renovations or improvements to your existing home can add up to 30% or more value if they are done tastefully and with care.

Do it right - Plan and research thoroughly before you start any renovations. You may be surprised at what options are available to you. Use a professional reputable company if you are not confident at managing the alterations yourself and request to view examples of previous work to verify the quality of their workmanship.

Keep it simple - Only do the necessary alterations that will potentially increase your home's value and appeal.

Paint for profit - Thoroughly patch and sand over cracks and unused nail holes before painting, as uneven surfaces are not hidden by paint. Avoid painting walls in dark or bold colours. Lighter more neutral colours visually give the impression of a larger room. Patching and painting exterior surfaces such as eaves also give a new lease of life to a tired home.

- You can easily add a splash of contrasting colour with new bed spreads and cushions or other designer touches such as wall hangings or rugs.

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Let there be light - Whether you exchange windows for French doors or add skylights, light is vital in a welcoming home. Mirrored wardrobe doors can be a clever way of increasing light by reflection and give an open feeling to smaller bedrooms. Changing light fittings can also be of great benefit as the light cast from fittings can vary dramatically. Try to use recessed lights in smaller areas to create openness in the room.

Kitchens & Bathrooms - Whilst wet areas such as kitchens and bathrooms are usually the most complicated areas to renovate, they also have the most importance. These rooms in particular really show a home's age and have considerable impact upon the end decision to buy, based on any potential outlay and work needed to a property.

If full renovation of these areas is not possible, simple alterations such as changing dated tapware, basins and cupboard door handles may suffice if tiles and cupboard structures are sound. Installing a new oven or replacing an old tarnished shower screen with a more modern style can alter the perception of the room greatly.

Storage areas - Ensure that you allow for extra storage areas if there is not enough in the home already. Cavities under stair wells or floor to ceiling cupboards make the most of unused space.

Floor coverings - If the replacement of floor coverings is required, there are now a variety of options available including good quality timber laminates and lino, in addition to tiles and carpet. Avoid paying for top quality if a cheaper option with a similar effect is possible.

Exterior - An outdoor undercover area is always an asset. Ensure that the area is large enough to be functional yet still allows light to enter the home. Clean pavers with a high pressure cleaner and replace any broken areas.

Sheds and Garages - If the property doesn't have a shed, now may be the time to install one. Existing carports can easily be converted into a secure garage with the installation of a roller door and enclosing exposed sides. This also helps with the road side appeal of the property.

Privacy Screen Fencing - If your home has exposure to existing neighbours, privacy fencing is a good way of providing seclusion. Whilst complete fencing of the property may not be viable or productive, plants are a fantastic way of providing privacy if planted along boundary lines. Naturally if well established large plants are not used, smaller plants will take several years before they become effective.

If you are looking for a faster solution, there are many different alternatives now available such as brush fencing or timber slat barriers that could be an ideal option and give added character to your outdoor area.

Deckings - Decking areas are a fantastic way of incorporating outdoor entertaining areas and capitalizing on any views that your property may have. They also require less regular maintenance than a large lawn or garden area.

Seating - Strategically placed seating is inviting and gives the impression that the garden is a place for enjoyment and relaxation.

Back Yard Blitz - Roll on lawn may be the remedy for an instant greening of your garden. You needn't do the whole back yard with lawn, as well defined feature areas of grass can be very effective both visually and financially. Fill up any bare, empty areas with pots of plants that can be taken with you when you leave.

Water Features - A pond or water feature is a great way to provide ambience to a garden or patio area and encourages wildlife to visit. There is nothing more relaxing than hearing the tranquil sound of bubbling water and any birds that it may bring in.

*Now that you have the added edge,
sit back and enjoy the rewards!*

