

# Thinking of selling your property?

Selling property that you are living  
or own is always tough decision,  
as this is your hardest earned asset.





# TOP 7 QUESTIONS SELLERS ASK





## What is my home worth?

Ultimately, that is up to you to decide.

But at Multi Dynamic we can help give you solid base numbers by comparing:

- How many similar properties are for sale in your area.
- Buyer demand for similar properties in your area.
- Recent sales of similar properties in your area.
- External factors such as recent/planned interest rate changes, seasonal demand fluctuations, and general area trends.
- Condition of your property and its presentation

You benefit greatly from this holistic approach to pricing. We provide the facts, figures and guide price. Armed with this, you can set the optimal price for selling your home.





## What does an agent really do for me?

Our commitment is to sell your home quickly, at the highest possible price, and with minimal disruption to your life. Here's how we achieve this:

- ✓ Helping you set the right price for your home
- ✓ Advertising to reach the right buyers
- ✓ Guiding leads from first visit to final sale
- ✓ Negotiating to get you the best deal
- ✓ Handling all legal paperwork for you





## Is marketing really necessary?

We are an award-winning agency and we can tell you unequivocally, the answer is yes. It matters.

You can have the best property in the country but if the right target market doesn't see it then you will struggle to sell.

At MD, our marketing strategies are extensive and thorough.

When selling your home, talk to your MD agent and they will advise you on the best marketing package for your property and your requirements.



## ONLINE

### Social media

Engaging posts / large follower base

### Website

Premier advertising on all major platforms

### Database Marketing

Sharing just listed homes with our database of buyers

## OFFLINE

### Letterbox drops

Hand-delivered flyers in your neighbourhood

### Property Signage

Branded and highly visible to attract attention

### Office Display

Prominent display for attention and urgency

### Open homes

Two agents, One property, Maximum results

## SUPPORTING

### Photography

Professional Real Estate photography / Ariel drone shots / Floor plans

### Copywriting

Professional writing to make your property stand out





## How long will it take to sell my property?

In the current climate, turnaround time is fast. On average it takes between 4 and 6 weeks to sell a property. But this time depends greatly on a number of variable factors, including:

The sales- timeline varies based on market conditions pricing, strategy, home presentation with your realtor guiding you through each step.

- Demand for your property type
- Is the asking price accurate
- What marketing activities have been utilized
- Local area knowledge of the agent.

**At MD we have won sales awards for being the fastest-growing real estate agency in Australia in the shortest period of time. We are motivated and consistently push hard for the sale.**

Visit an MD open home you will see what I mean. You will see a busy house with two agents working simultaneously. One focusing on meeting and greeting, one massaging leads and looking for the sale.





## How important is the price/reserve point?

To be blunt, its critical to success or failure.

Think of it like this: the first few weeks after listing is when your property will generate the highest interest and enquiries.

After this the interest tends to drop considerably. Quite quickly, length of time on market is associated with the property having an underlying issue and deters offers.

Pricing your property incorrectly at the start will negatively affect those all-important first few weeks, and massively reduce your potential to get the interest your property deserves.

We are your award-winning local property experts. Combining that local knowledge, with our bank of research statistics means we will mean you set your reserve in the right price range 100% of the time.





## How do you run home inspections?

We assign two of our best agents to each open home. We find it to be a highly successful method.

One agent is meeting and greeting, the other is showing people around and answering questions.

The result is a quick and efficient sale of your property.

Just one of the many innovations we use to win awards from Realestate.com.au and others.

Open homes and private showing introduce potential buyers to your property, increasing the chance of receiving offers.





## Offers and settlement – how does this work?

Negotiation offers will come to you in writing through MD.

MD will be there to guide you on relevant factors that may affect the suitability of the buyers offer such as:

- Finance terms/ pre-approval
- Deposit amount
- Settlement date

### Approval

Private treaty - When you have agreed to an offer you must sign the contract. The buyer then pays the deposit with the balance to follow on the settlement date. Usually, the deposit amount is 10%, but it can be higher or lower depending on your needs.

Auctions - have a different legal process. Once the hammer falls the contract is unconditional and legally binding. You will need a Solicitor / Conveyancer to handle the transfer after this point.

Settlement day – The property is now officially the legal possession of the buyer.



# HELP US TO HELP YOU

Want to know what works best when preparing for your open home? Our years of experience means we know what works.

At MD we can help you stage your home so it looks its best.

Enhance appeal by decluttering, staging, performing essential repairs and ensuring your home clean & welcoming.



## **Cleaning checklist:**

10 Checklist

**But if you want to go it alone then here are some great cost-effective pointers to help**

### **Painting**

By far and away, the number one thing you can do to transform the look and feel of your home

Fresh paint will make any room look bright and spacious

Remember you are painting for the buyers, not for your individual taste, so use neutral colours that will appeal to the broadest cross-section of visitors

Painting the exterior will hugely increase the appeal, even to potential buyers who just happen to be passing through your neighborhood

Switches, door handles, and baseboards

### **Housekeeping**

Another cost-effective method of adding appeal. A sparkling, fresh-smelling home, surrounded by neatly trimmed lawns and hedges, can make all the difference to buyer perception. If you have pets, make sure you eliminate all four-legged friend odours and hairs

### **Cleaning**

A clean home makes a strong impression, deep cleaning every room, focusing on the kitchen and bathrooms floors windows and surfaces. Don't overlook small details like light, switches, door handles and baseboards.



## Decluttering

Another winner for instant results for very little investment. Make your home look more spacious and less distracting by ditching the clutter. It makes it so much easier for buyers to focus on the true characteristics of the home itself.

## Flooring

High traffic areas such as your entranceway should be scrutinized.

Threadbare is not a great look and can put buyers off. Focusing on high traffic areas is a more cost-effective method than replacing all flooring. Steam cleaning your carpets or a fresh coat of varnish on wooden floors can work wonders too.



## Be selective

Certain household areas like the kitchen can be very costly to renovate. But you may find that replacing some key components that are worn can lift the look of the entire area. Replacing cracked tiles or scaled taps can lift the overall look of the room. If you are DIY-minded sanding down and revarnishing worn-out doors can have a big effect too.

## Styling

If you want to present your home in the best light possible, then consider styling. If you are selling an empty property, renting furniture can really make a huge difference.

Buyers don't have to use their imagination to see how great your property can look furnished.

But don't overdo it. Clean and simple is best to allow the buyer a little imagination leeway to fill the gaps with their own particular style.







 **1800 168 584**     **admin@multidynamic.com.au**

**[www.multidynamic.com.au](http://www.multidynamic.com.au)**