



**DIXON JOHNSTON**  
Quality Property

# Golden Rules to Profitable Selling

All of us are attracted to those things that look good and are well presented. Property is no exception.

When selling your home or unit, it is important to do everything possible to ensure your property has maximum appeal to prospective purchasers.

This booklet was sourced and compiled by our sales consultants. Their advice and handy tips tell you everything you need to know in order to take the steps toward making your property more attractive to potential buyers.

With the above in mind, we have created the “14 Step Selling System” and checklist. Follow the steps, then fill in the checklist. The steps can help you to view your property as a purchaser would.

*Jahne Johnston*



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# The 14 Step Selling System

## 1. LASTING FIRST IMPRESSIONS

The front door greets the prospect. Make sure it is clean. Keep lawns trimmed and edged, and the yard free of rubbish. Lots of healthy green plants in the kitchen, bathroom, entrances and verandahs look attractive and create a good impression. Clean and repair any front steps.

## 2. OPEN AIRY ATMOSPHERE

Illumination is welcoming. Drawn curtains and drapes are lovely but can tend to dull the atmosphere. Make sure your home is well lit. Dark rooms do not appeal. Clean all marks off the walls to make rooms brighter.

## 3. DECORATE - SET THE SCENE

Colourful flowers and some indoor plants help set the scene of tranquillity and serenity - strategically place them throughout the home/unit. Faded walls and worn woodwork reduce appeal. By redecorating the prospect is shown how good the home/unit can look.

## 4. KITCHENS AND BATHROOMS

These are the most important rooms in the home and must be presented in a spotless condition. Don't leave dishes in the sink or the drain board. Some dishes cooked the night before may leave an unpleasant odour. Dripping water discolours sinks and suggest faulty plumbing. Fix any loose or broken tiles. If the mirror needs replacing, do so, or at least

give it a good clean. Tidy drawers and vanity, putting cosmetics, razors and toiletries away. Attractive bottles of perfume always look

## 8. CUPBOARDS AND WARDROBES

The following steps are exhausting and exhaustive, remember, you don't have to do it all, some items may not even apply. Keep in mind that by doing as much as you can it makes spaces elegant. Put a posy or a bowl of potpourri next to the basin, or a display of decorative soaps. Most genuine purchasers wish to know about storage and therefore inspect the areas. Tidy

## 5. ARRANGE BEDROOMS

Remove excess furniture. Use attractive bedspreads and freshly laundered curtains.

## 6. OBVIOUS FAULTS

The discovery of even a relatively minor fault by a potential purchaser often leads to a much more thorough search of the property. Reduce the risk of a guarded and tentative inspection, fix any faults prior to showing your home.

## 7. FITTINGS - REPAIRS MAKE A BIG DIFFERENCE

Small things such as leaking taps, loose knobs, sticking doors or windows put people on the defensive and lead your agent to make apologies for lack of maintenance. Minimise these annoyances, flaws detract from your home's value - have them fixed.

## 9. NOT FOR SALE ITEMS

Any favourite light fittings, curtains, blinds or any other item with sentimental attachment should be removed prior to your agent showing your home. It avoids complications when you get an offer from a purchaser.

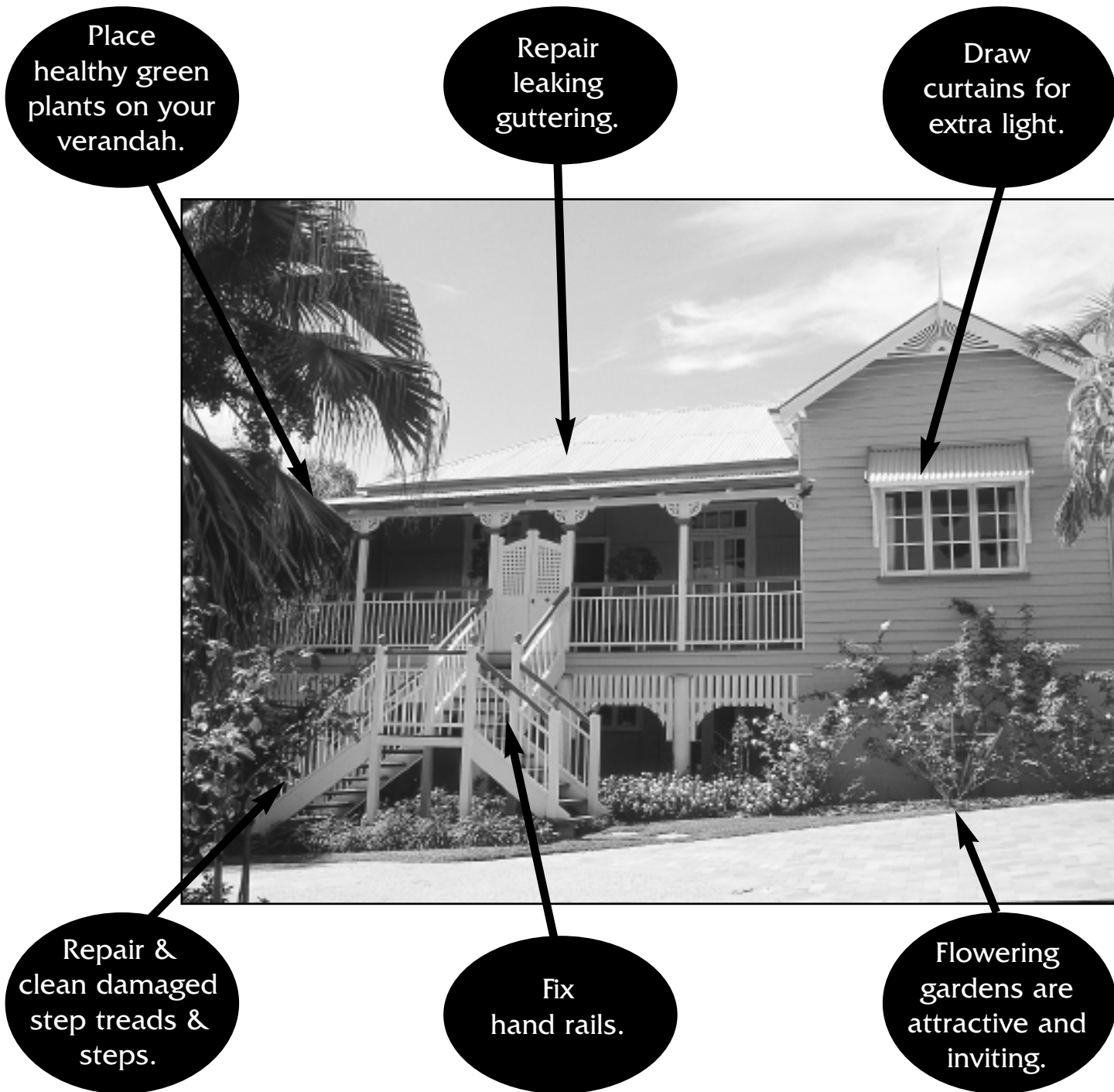
## 10. PETS

Most people like pets, but some don't. Make sure they are out of the way when purchasers are coming through. A barking dog will not only scare some, but may also take their concentration away from inspecting your home. Remove kitty litter trays and pet food bowls.

## 11. EXCESS FURNITURE

Too much furniture tends to make rooms look small and negatively influence a purchaser's recollection of your





home after they have left. Take advice from your agents if it is considered a problem.

### 12. GARAGE

Make sure all equipment and gear is placed as favourably as possible to give an impression of size.

### 13. LIST THE FEATURES

There is a good possibility that the features you liked about your home/unit could be the same ones a new owner will find attractive. Make a list of these and give them to your agent to help capitalise on them.

### 14. ENCOURAGE FEEDBACK

When an inspection is taking place make sure you are well out of range of the prospect. This will encourage them to speak freely and make comments to your salesperson. Any negative comments can then be addressed immediately.



# Extra tips for unit sellers

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For those of you selling units, some of the steps in the “14 Step Selling System” may not be your responsibility. The Body Corporate has an important role in the process of selling your unit. Here are the important points that your Body Corporate should help you with:

- Fixing and cleaning-up the outside of the complex as a whole.
- Cleaning thoroughfares including walkways, stairwells and fixing railings.
- Freshening-up landscaping, trimming and neatening gardens.
- Tidying of the rubbish area.

## Information that YOU must give to the buyer

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As the seller of your Townhouse or Unit, you are required to provide the buyer with particular information. Under the Body Corporate and Community Management Act (1997), before the buyer enters the contract to purchase the lot, you are required to disclose to them information such as:

- A) The name, address and telephone number of the secretary of the Body Corporate (or Body Corporate Manager).
- B) The amount of annual levies.
- C) Identification of the improvement on common property for which the owner is responsible.
- D) Identification of the regulation module in which the development sits.
- E) List of the Body Corporate’s assets which exceed \$1000 per item, and
- F) Other information prescribed under the regulation module.



The Body Corporate has a role to play in the sale of your unit



# The Easy Step Checklist

## EXTERIOR IMPRESSIONS

- Paintwork in good repair - discuss with your property consultant if major work is still to be done.
- House number and tidy letterbox in easy-to-see position.
- Gutters cleaned and in good repair.
- Garage/Carport clean and tidy.
- Rubbish tidied or cleaned away.
- Any cracked or broken windows repaired.
- Hedges, shrubs trimmed, edges and lawn cut.

## FRONT ENTRANCE

- Ensure the entrance way is clean, tidy and uncluttered.
- Door bell and knocker works.

## GENERAL INTERIOR

### IMPRESSIONS

- All chipped paint repaired, cracked plaster repaired, wallpaper tidy.
- Door, window, cupboard latches all open and close easily.
- Lights all work - if needed leave some lights on to create atmosphere.
- Heat home if weather is cool.
- Ensure halls/stairways tidy and clear of clutter.
- Drapes should be open, carpets freshly vacuumed.
- If possible, have cut flowers in various rooms.
- All taps in good order.
- Seals around bath and basin in good repair.
- Floors cleaned, rubbish containers emptied.
- Cupboards and cabinets neat and tidy inside.
- Small valuables, such as art, vases, figurines, mementos, are safely situated or locked away.

### KITCHEN

- Sinks and taps cleaned and polished.
- All appliances cleaned.
- Small appliances should be put away to avoid cluttered look.
- Benches cleaned and polished.
- Cupboards and pantry neat and tidy.

### OPEN HOME DAYS


- Jewellery and valuables locked safely away or taken with you.

### CREATING AN ATMOSPHERE

- Try to make your home as warm and inviting as possible by using some of the tips detailed under "Lasting First Impressions" on page 1.
- You could also have light music playing in the background.
- Also, if possible, pets should be contained or absent during showing.

### MORE TIPS ON SHOWING

- Discuss any other tips you think may help with your property consultant.



Just  
tick off each  
box. Some items  
may not  
apply



# Important things to avoid...

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- Don't apologise for the appearance or condition of your home (this does nothing but emphasise the faults).
  - Don't correct the agent in front of the prospective purchaser. If you believe a matter has been overlooked discuss it with the agent later.
  - Don't discuss the details of the transaction such as the price or the terms leave this to the agent.
- Keep in mind that you and your agent are working together as a team to achieve the

# An important thing to remember...


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same goal. Just call 3870 2100, one of our Sales Consultants will be happy to assist you further with any questions or queries that you may have.



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