

The Three P's of Selling Your Property

Price

If marketing your home with a price consider these points:

- Will your home be overpriced for the current market?
- Overpricing your home is usually the number one reason properties do not sell. Your home should be competitively priced for the current real estate market. Anton Pires will complete a competitive market analysis to determine the market value.
- Your home should be priced at or below market value to gain the most interest from buyers in the shortest period of time. If you overprice your home and then have to take price reductions, you most likely have missed out on many buyers as it is important to create the most interest within the first two weeks that your home is listed.
- In some instances sharp pricing can gather multiple-offers, resulting in a sale above the listed price, due to competition.

Promotion

Will your property be properly marketed? Another reason for some properties not selling is lack of effective exposure. In today's day and age the majority of Buyers use the internet to search for a home. Anton will ensure to promote your home on multiple online websites as well as send out email alerts to colleagues, his contact database and the other real estate companies in the area. Speak to Anton in person for specifically designed marketing strategy.

Presentation

A competitively priced property that has been well promoted, will gather the attention of prospective buyers. Will your home be presented in a way that makes it appealing and keep the buyers interested? Many buyers do not have 'vision' and cannot see past superficial, cosmetic shortcomings.

- The first thing to do is de-clutter your home, inside & out. This not only makes your home look more appealing, but allows the buyers to imagine themselves living there without feeling like it still has your identity all over it. More furniture in a room makes the room look smaller.
- If the home is vacant, home staging can set the tone. An empty bedroom or lounge looks smaller without furniture. Anton can help refer good staging companies and help with this process.
- Clean walls and skirtings, architraves, clean carpet, mow lawns, weed gardens and maintain landscaping.
- Tidy away shoes and put newspapers and books away on shelves.
- Also, make sure your home is well lit and free of pet and cooking smells when Buyers are viewing the home.

For further help please contact Anton for personal assistance.