



Making a decision on how to sell can be difficult, so be upfront with your real estate agent and talk through the issues before deciding what's best for you and your property.

Once you have made a choice, your agent will help you plan a marketing strategy to get things moving.

**The selling process can be simplified into a six step process**

**1. Appraisal**

- **Realistic market appraisal** - We provide a realistic written market value of your property.
- **Agency Agreement** - Agree on a sale method and price.
- **Contract Preparation** - We arrange through your solicitor. If you don't have one we can provide a list of local solicitors.

**2. Advertising**

- **Photos & story** - Our creative development team will organise professional photography, floor plan, video & copywriting to highlight your properties best features.
- **For sale/auction sign** - Option of standard or picture board signage at the front of your property.
- **Websites** - We advertise on the largest number of websites.
- **Window display** - Our prominent shop front is located on the busiest corner in the suburb. Your home will be showcased on our vibrant LED screens.
- **Brochures** - Full colour brochures and letterbox drops advertising your property when listed and sold.
- **Inner West Courier** - We place a large advertisements with the Inner West Courier, the local property guide that prints and distributes over 100,000 copies each week. There are also editorials that provide more information about your property.

**3. Marketing**

- **Priority buyers** - We have a large database of buyers to help find the right buyer for your property.

- **Open house inspections** - These are timed to be convenient to you. For your security we require contact details of people who go through your property.
- **Individual appointments** - At a time suitable to you we make individual appointments for serious buyers that may want a second look or can not make the set open house time.
- **Email & phone enquiries** - Our team systematically follows up all email queries and buyer inspections within 24 hours.
- **Weekly reports** - We provide you with a weekly report on the activity surrounding your property including enquiries, inspections and offers.

**4. Negotiation**

- **Second inspections** - Serious buyers may want to have multiple inspections of your property.
- **Offers and negotiations** - It's important for us to understand the buyers motivation, once we have successfully done this, we can negotiate the best price, terms & conditions.

**5. Signing Contracts**

- **0.25% offer & exchange** - Buyers must provide a minimum of 0.25% deposit of the agreed sale price when signing the contract. Contracts are exchanged between solicitors.
- **Cooling off period** - Usually 5-10 working days.
- **Pest & building inspection** - During the cooling off period the buyer does a building and pest inspection on your property.
- **10% deposit** - At the end of the cooling off period the buyer must provide the balance of 10% of the agreed sale price.
- **Auction** - If you sell at auction the buyer must provide the full 10% deposit of the sale price on the day. There is no cooling off period.

**6. Settlement**

- **Pre-settlement inspection** - Usually carried out 2 or 3 days before settlement.
- **Transfer of keys** - Keys to be dropped into our office prior to settlement.
- **Settlement day** - Means that the title of the property has been transferred and monies owing to you will be transferred as per your solicitors/conveyancers instructions.