

THE SMART SELLER'S GUIDE

# 7 Secrets to Property Selling Power



*Turn your  
property into  
a dream home and  
maximise your  
profit.*



**RIGHTSIZE**

# C O N T E N T S



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# Secret 1.

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## Let Go & Think Like a Buyer

Thinking like a buyer is a difficult switch for a vendor to make. I always ask our clients...

*“How old were you when you bought the property, and what made you fall in love with it?”*

Letting go and thinking like a buyer is often a challenge for our vendors. It is important to change your thinking process about your property.

Now as an owner, decisions (and changes) must be treated as transactional and business focused and not emotionally. You need to apply the mindset that it's not about you anymore! It is about all those potential buyers and what they want!

*Remember: selling isn't about you anymore.*

Interestingly, it is often this exact buyer profile (i.e. the younger you) that will be purchasing the property. So it is our job to ask clients to take their 'owner' hat off and put their 'buyer' hat on.

Remembering what the property was like when you first moved in, we want to know what it was you fell in love with and made you buy the property.

## Secret 1. [ Let Go & Think Like a Buyer ] - *con't*

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*Take your 'Owner Hat' off; Put your 'Buyer Hat' on!*



Again, it's not about you anymore! It's about the target market and the buyer who is going to write your cheque! It's probable they will like the same features, however you need to understand they are looking for different things than you.

## Secret 1. [ HOT TIP ]



One of my favourite clients talked about this 'Hot Tip' being a major turning point in selling his property. He told me it wasn't until we talked about 'switching hats' that this happened.

*"I had been thinking as the owner. I knew what I paid for my property, what other properties in the street were selling for and was looking at the property knowing how I was living in it.*

*I hadn't given any thought as to how someone new would think about my property. I hadn't thought about showing off its versatility and highlighting what they would be looking for."* Stefan, Mona Vale

I know how hard it can be to disconnect from something you know and love. No matter the reason for the sale, you may always have an emotional connection to your property.

Now is the time to help your prospective buyers connect with it so you can ensure an effective sale, minimising your time and maximising your money.



# Secret 2.

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## Know Your Market

Pay attention to your buyer target market.

Your potential buyers hold the key to the value of your property and they may well be the ones paying off your mortgage! You need to afford them an enormous amount of your thinking.

When considering presenting your property for this market, don't think about what you like; think about them and how to appeal to them all! You are really not the main consideration in this transaction, I'm afraid.

Your potential purchaser or target market will be visiting your property and imagining themselves living there and making it their home.

Potential purchasers study the market for a long time prior to a purchase, sometimes years. They will know!



## Secret 2. [ Know Your market ] - *con't*

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### *Questions to consider...*

*How will your potential purchaser live?*

*How does your property suit their family?*

*How will they get to work and school?*

*How much time will maintenance take?*

*How will they place their furniture?*

*How long will they stay?*

*Will their children like it?*

*Is the garden easy to maintain?*

The list goes on and on.



## CASE STUDY 1 PRE-SALE MAKEOVER

*Downsized and achieved \$110,000 over expectation.*





## Secret 2. [ HOT TIP ]



Your Real Estate Agent should know exactly what type of person is buying properties in your area.

Quiz them and find out how much experience they have, ask them mountains of questions like what sort of buyers are out there?

Are they singles, are they couples, DINKS (Dual Income No KidS), TINKS (Triple Income No KidS), downsizers, retirees, teenage families, toddler families, professional commuters?

From this sort of information, a property makeover specialist can work their magic – and so can you!

*Why does this matter?*

If you are staging for retirees, you should highlight ‘easy access.’

If you are staging for commuters, you should highlight the ‘home office’ option.

Staging can set the enticement for any market; you just have to know what each buyer target market is looking for and disconnect yourself (refer to Secret One) and go with it!

# Secret 3.

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## We're Selling! Now think ROI

Here is where we start the sold process early in our minds. This is when the business approach starts to kick in.

Your property sale is a significant business transaction.

Being absolutely prepared for and genuine about your move and your beliefs in a positive 'Rightsized' future is all about the power of positive thinking and it starts now.

If you believe in it, it can and will happen.



## Secret 3. [ We're Selling! Now think ROI ] - *con't*

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*When in doubt, always consult a professional.*

Being a successful business person means you are very careful with your money of course

*We are extremely protective of our clients' money and where they spend it and the same applies here.*

We only want you to invest where a rational decision-making process can result in a good return-on-investment (ROI) for you.

We want you to affirm your 'We're Selling' intention and ensure the money you invest is only spent on what that target market is looking for.

I was so disappointed with one visit I made to a client's property, who started their makeover prior to my visit.

They were so proud of the green kitchen they have invested they had invested more than \$20,000 in. Unfortunately, it was a kitchen to their taste and did not satisfy the needs of the contemporary target market. This was not going to increase the pool of interested people and had therefore not been a successful investment.

They thought they were doing the right thing by installing a new kitchen but they weren't thinking in 'ROI' mode or doing it for the broad appeal of next potential owners.

## Secret 3. [ We're Selling! Now think ROI ] - *con't*

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*De-cluttering is an important part of the process.*

I have met property owners whose sale had floundered on the market. They didn't de-clutter, they didn't present their property well, and they didn't understand or connect with the target market that suited it. Yet once their thinking changed, we ordered the boxes and started the makeover process. And guess what? It all happened!

*Who knows how much this floundering had cost them?*

Many of these costs are intangible and are never to be measured. Their property would probably have been seen as 'stale'.



## Secret 3. [ HOT TIP ]



Don't put money into changing things because you like them – you are now an investor! In fact, if you make any changes it's probably good that you don't like them!

This one is tough – you need to behave as if you have ROI expectations. Say to yourself, *“It's not my home anymore, I'm just investing here and will my MARKET like this?”*

Those fabulous and expensive imported tiles you have been hankering after might not be the best option now – save that for your next property!

If you are contemplating changing something, STOP and THINK: is it for you or for your buyer?

Make the decision and move out in your mind. Bringing in more clutter when the goal is to keep your property sleek and in tip-top shape is a habit or behaviour.

You don't need to buy anything else for this property – unless it is right for your market and your presentation to them. This is a tip that can help your sanity as well as your pocket!



# Secret 4.

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## Street Appeal - Take Care of It!

I love this secret so much!

I enjoy sharing it at every property visit!

I remember the experience of selling my own home. Many years ago, I used to have a home office and this one was located at the front of the property. Agents tell me all the time this is still the case and ever increasing due to the power of the internet! Once you are on the internet, you are open to the world, literally.

I was absolutely astonished at the number of 'drive-bys' past my property. There were an enormous amount of cars continuously going up and down my street, every day of the week.



## Secret 4. [ Street Appeal - Take Care of It! ]

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### *First impressions really do count.*

This Street Appeal Secret is for the ‘rubber-necks’ - the people taking an extra-long stroll by your place or asking granny, aunt, sister, mum or son to take a long drive and circle the property a few times on their behalf.

They are the ones under instruction, who have been told to drive around and report back on what they think of the property and the surrounding neighbourhood. They are thinking things like, *does it look like a project? Is it loved? Can you see the place from the street? What does it look like?*

Street appeal is also about getting people through the ‘just driving past’ stage and instead making sure they actually stop and make it into the property.

It’s a first and last impression as the buyers will do the ‘drive by’ but also leave the inspection and often sit in their car looking at the street appeal, then driving back, time and time again to get a feel for the street and the area.

Street appeal also needs to be shown off with amazing photography. Be sure to get the photographs right as they are the searchable and elimination criteria items on the Internet. Once you have worked really hard and have great photographs in place and the property has been shortlisted for a visit, the buyers will come!



## DOWNSIZER

*We added \$180,000 profit to this home sale!*



## Secret 4. [ HOT TIP ]



I'm sure you've heard the term 'street appeal' by now.

Although it's one of the most frequently mentioned topics in real estate and property presentation, I feel it's one of the most overlooked topics.

Most often property owners feel they only have a little room for improvement of their street appeal. They rip out a few weeds, add in a few stones and think that's enough. Your street appeal will be a key to getting traffic to your open house, so make sure yours will pull the buyers in.

As I've said before, don't be surprised if your potential buyers and their 'advisers' all want to (or are being told to) drive past your place to check it out before the open house. You've got to really push to make your curb stand out.

You need to make sure you are ready to be on show 24 hours a day, as not everyone can fit in your 10am open home slot. You have diary clashes for lots of people, including city workers, commuters and shift workers buying property. Be ready for them! Get the look, the lighting from dusk until late and the landscaping working for you.



# Secret 5.

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## WOW Rooms

Think back to the reason you originally fell in love with your property.

*What happened?*

*Were you an investor who saw something of potential?*

*Was it the family home connection that you felt?*

*Where were you and what was it that did it for you?*

Chances are it's the same for the next buyer. Make sure you know this and make it the centre of your property presentation strategy.





## Secret 5. [ WOW Rooms ]

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*Think about what made you fall in love with your property?*

WOW ROOMS are an opportunity to 'show off' one or more great features of your home that sing the song a future buyer wants to hear.

They are an amazing opportunity to connect the emotion experienced at your property to a potential sale.

It could be the effort that goes into this best WOW feature of your property that joins all of the dots together for the purchaser.

*WOW Rooms are a must when staging.*

Make sure you know what this area is and if you don't know what it is, ask around the agents and even your visitors, friends and family.

You need to understand this potential appeal for your target market and really play-up its strengths.

It could be a feature or area that just knocks out the competition in your area.

## Secret 5. [ HOT TIP ]



What is a WOW room? As the name suggests, it's a room that makes the prospective buyer think "WOW" when they take a look inside, or it could even be an outdoor area. WOW rooms are a MUST when staging.

WOW rooms trigger an emotional attachment in the prospective buyer's mind. It allows them to see themselves in that particular room much more easily because of the staging.

Decide what the WOW rooms are and ensure they are one of the first rooms your prospective buyers are taken into by your Agent. It might be the stunning view from your balcony, your amazing living area or your alluring kitchen / dining area. Just make sure you know where your main effort is going and, of course, tailor it to your market (refer: Secret #2) and communicate well with your Real Estate Agent.

WOW rooms are about showing off, not overdoing it. A trick to a WOW room is to position furniture to make the room look as large as possible. This doesn't mean leave a huge amount of space, rather keep the room feeling airy and spacious. Also be sure to leave enough walk-through space throughout the property so that buyers don't end up in traffic jams.

# Secret 6.

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## Be Market Ready 6 Days a Week!

Don't be surprised if you get a very early call from your Real Estate Agent asking if it's ok to bring a prospective buyer through for a look.

*You want to sell your property, so you instinctively say "yes", and then what happens?*

Your stomach falls to the floor when you realise you never fully cleaned up after last night's dinner!



## Secret 6. [ Be Market Ready 7 Days a Week! ]

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### *Prepare a handy 'inspection ready' checklist.*

Staying true to the notion that your property must be in showroom condition, seven days a week, will keep you well prepared for anything that comes your way.

In general, interested parties will inspect everything that is attached to the house. So, if you turned your property upside-down, then everything that doesn't fall out (like WIR and kitchen cupboards) will be looked at.

*People want to see the storage availability and need to understand if their 'things' will all fit in.*

All spaces with correctly proportioned furniture and plenty of white space in the cupboards really show off the property to its potential.

Every hour you invest in doing this, just as much as the other points, will absolutely reap dividends.

## Secret 6. [ HOT TIP ]



You should create a list and check off the things that need to be done, or the things that need to be taken with you as you leave the property.

Follow the list and you will be confident that your property is looking its best! The list should be laminated so you can wipe it clear after every inspection.

You should also have a column for delegating tasks if you have more than one member of the household who can help!



Remember, your property will be open to the general public. The public scrutinises every little detail from top to bottom, inside and out.

Prepare and you will be less likely to suffer any negative distractions or feedback and you'll be well on your way to selling your property before you know it!



# Secret 7.

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## Know Your Competition

Knowing your competition puts you ahead of the race.

Knowledge is power!

This also gives you a complete sense of reality, of what the market is wanting and doing and what is on offer.

It is critical that you know this information so you can talk frankly and realistically with your agent about your property.



## Secret 7. [ Know your Competition ]

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### *Understand what is happening in the current property market*

*What are your competitors doing for the dollars they are expecting?*

*How do those properties stack up against your property?*

*How long are they taking to sell?*

*Has anyone taken their property off the market or swapped agents?*

*Were they asking too much?*

Ask your local agent for details around their local sold results with statistics such as days on market, number of groups through and the amount over reserve.

With any major asset, as the owner, you must know what is going on in the marketplace, what the risks are, what the returns are and what environmental factors are affecting your price.

It is as simple as setting up auto alerts in the major real estate websites.

Try browsing websites like [realestate.com.au](https://www.realestate.com.au) and [domain.com.au](https://www.domain.com.au)

## Secret 7. [ HOT TIP ]



*How does your property measure up to your competition?*

*Not sure?*

It's time to get on the computer, set your real estate alerts and hop into your car and stay fully up to speed.

Just as your buyers are doing, you need to set your criteria for bedrooms, bathrooms, accessibility, transport, pool/no pool, etc. You need to put yourself in their shoes (refer to Secret One) and measure up against your competitors for sale.

You will get to know how well you stack up against your competition and possibly learn a bit about your buyers and what else they can get for their money. Take off the rose coloured glasses though!