



OUR **PROPERTY** SALES **PROCESS**

STEP-BY-STEP

Guide to ensure a **successful**
and **profitable** property sale.



Selling a property involves careful planning, strategic decision-making, and selecting the right team to support you along the way. This document outlines a comprehensive step-by-step guide to ensure a successful and profitable property sale. With Own Property Advisory, you receive expert guidance through each stage of the process, from selecting the ideal real estate agent to implementing effective marketing strategies. Follow these steps to maximise your sale potential and achieve the best possible outcome.

STEP ONE

Real Estate Agent Selection

Selecting the right real estate agent is crucial to your property's success. Here's how to find the best fit:

Identify Potential Agents: Utilise our market knowledge and extensive network to identify and reach out to three top local agents to appraise your property.

Key Evaluation Criteria:

- **Valuation:** Compare the valuations provided by each agent.
- **Comparable Sales:** Review recent sales data to ensure accuracy in pricing.
- **Pricing Strategy:** Assess the suggested market price and its reasoning.
- **Method of Sale:** Understand the proposed sales method and its rationale.
- **Commission:** Confirm that commission rates are fair and competitive.
- **Target Market:** Determine the agent's understanding of your property's target market.

Decision Making: Select the agent that best aligns with your property's needs based on the comprehensive analysis by Own Property Advisory.

STEP TWO - Accurate Price Quotation

We use our research and customised data platforms to find the right price which is essential to attract the right buyers and maximise your return. Follow these steps:

Get Multiple Valuations: Obtain valuations from the three selected agents to gain perspective on your property's value.

Analyse Valuations: Compare these valuations, being wary of outliers that may overestimate to secure your listing.

Determine the Right Pricing Strategy: Use the agents' valuations and comparable sales data to set an accurate and competitive price, avoiding both over-quoting and under-quoting.

STEP THREE - Property Presentation

The way your property is presented can significantly impact buyer interest. Here's how to make a great impression:

Enhance Curb Appeal: Ensure the exterior is well-maintained and inviting. Consider professional landscaping if needed.

Declutter and Clean: Remove excess items to create a sense of space, and consider renting furniture to enhance appeal.

Paint and Repair: Refresh the interior with neutral paint colors and address any visible repairs.

Stage the Property: If necessary, engage property styling services to present each room attractively and functionally.

STEP FOUR - Effective Property Marketing

A well-planned marketing campaign will attract the right buyers and maximise exposure. Here's how to build an effective strategy:

Develop a Marketing Plan: Collaborate with agents to select the appropriate mix of local and extended advertising channels.

Craft Targeted Messages: Highlight the key features of your property, tailoring your messaging to appeal to the identified target market.

Monitor and Adjust: Oversee the campaign, making adjustments as needed based on feedback and performance.

Avoid Overexposure: Balance the frequency of ads to sustain interest without overwhelming potential buyers.

FINAL STEPS - Throughout the Campaign

Professional Guidance: Receive ongoing support from Own Property Advisory to ensure you're on track and informed.

Transparent Approach: Maintain transparency and clear communication at every stage of the process.

Maximise Sale Potential: Utilise proven tactics and strategies to achieve the highest possible sale result.

By following these structured steps, property sellers can confidently navigate the complexities of the sales process. With Own Property Advisory's expertise, you're equipped to make informed decisions and secure a successful sale outcome.

CONTACT US TODAY!



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