



Buying and **Selling** Real Estate

REAL ESTATE

TIPS

YOUNG PROPERTY GROUP

With complements: Greg Young - Young Property Group
PO Box 638 Mooloolaba Qld 4557

P: 07 5445 1800 M: 0488 238 988 E: greg@youngpropertygroup.com.au

© Greg Young 2019



CONTENTS

BUYING	3
Type of Property	3
What can you afford?	3
Finding your dream home	4
Do your research	4
Securing your property	4
Making an offer	5
Offer Acceptance	5
Deposits	6
Auctions	6
How to bid at Auction	6
Important Points to Remember	7
SELLING	8
The Market Appraisal	8
The Role of the Real Estate	8
Choosing a Real Estate Agent	9
10 Important Facts to Consider before You Try to Sell Your Own Home	9
What is your property worth?	11
Professional Photography	11
Pre Photo Check List	11
Types of Agency Agreements	13
Options when selling your home	14
Auction Benefits	14
What is for sale?	15
Marketing your property	15
Progress Reports	16
Negotiating & Accepting an offer	16

Found a buyer, what now?	16
During settlement period	17
The Agreement	17
The Promotion	17
Expert Advice	18
Glossary	19

BUYING

Buying a property can be an exciting time, but it can also be a daunting one as it's one of the biggest financial decisions many of us will make. It can be reassuring to work with a trusted, local real estate agent who is dedicated to helping you achieve your property dreams.

Greg Young has been working in the real estate industry on the Sunshine Coast since 1982 when he joined the Ray White office at Alexandra Headland. Over the years Greg has owned and operated real estate offices at Alexandra Headland, Mooloolaba, Maroochydore, Buderim, Caloundra, Kawana, Wurtulla, Coolum, Marcoola and a Sunshine Coast Commercial office.

Greg has a wealth of experience and knowledge that he has gained over his long real estate career.

Today Greg has a boutique real estate company – **Young Property Group** that specialises in the marketing and sales of lifestyle properties throughout the Sunshine Coast.

Greg is also the managing director of Australia's largest horse property web site dedicated in promoting horse properties for sale with all agents throughout Australia and New Zealand – www.horseproperty.com.au

Greg is quite happy to talk to anyone looking to buy a property and pass on his knowledge and experience to ensure that the real estate buying decision they are about to make is the right decision.

Greg is also an auctioneer and having carried out thousands of auctions over the years Greg is regarded as one of the most effective auctioneers in the business.

Below are some tips that you may find helpful if you are considering making the real estate purchase decision:-

TYPE OF PROPERTY

- Home ownership remains 'the great Australian dream', regardless of whether it is for investment or residential purposes.
- Some people prefer houses; others might be looking for a unit, townhouse or villa. Choosing the property type is just the first of the decisions. How many bedrooms do you need? How many bathrooms? Do you need a car space or a garage? Would you like a garden or prefer a terrace, and what size kitchen do you require? All these requirements need to be considered so that the property you're looking for meets your needs.
- Then you need to think about where you want to live. Your budget might help that decision, but you still need to consider proximity to schools, transport, shops and sporting facilities to ensure the property suits your lifestyle or, if it is an investment, those you expect as tenants.
- When searching for a property, it's good to select a property with at least one unique feature. It could be a renovated bathroom, large kitchen, original federation fixtures or beautifully landscaped grounds. Different properties are harder to replace, so historically they have a higher resale value.
- Keep an open mind, the best deal might be just around the corner.

WHAT CAN YOU AFFORD?

- Calculate what repayments you can afford. As a 'rule of thumb', lenders will base the loan on an amount that does not exceed a set percentage of gross (pre-tax) income.
- Buying Real Estate is one of the biggest financial decisions you will make. It's an exciting time but it's also daunting, and that is why it is important to get the right advice in relation to financing your purchase.
- Greg can put you in contact with an independent respected broker who is an expert in this field and is someone whom Greg has worked with for many years.
- Brad will be able to source the best deal for you from the many banks and financial institutions that he has on his books. In many cases Brad will be able to get a better rate from a particular bank than if you dealt with the bank direct.

FINDING YOUR DREAM HOME

Today with the internet at everyone's finger tips, it has never been easier to find your dream property.

Here are some of the options you have:

- Search for real estate and homes for sale using the internet. Sites such as realestate.com.au and horseproperty.com.au will be a great start. Register an alert for the type of property you are looking for so that when it comes on the market you are alerted immediately it appears thus reducing your chances of missing out.
- Research local newspapers. Local newspapers such as the Sunshine Coast Daily are still a very effective way of searching for property. In fact looking through a property section of the paper is the most efficient way of searching as one can browse and quickly discount unsuitable properties faster than one can on the internet.
- Drive around the suburbs you are interested in and see what is available. If you have a suburb in mind then just drive around and look for the for sale boards on the each property.
- Word of mouth - tell lots of people you are looking to buy. They might know a place for sale that would suit you. They can help you search and alert you when a property that fits your criteria comes on the market.
- Register your email address with the selected agents so you can receive their weekly update on property newly listed or price adjustments.

DO YOUR RESEARCH

- Find out what is available at both ends of your price range.
- Attend auctions in your preferred area. This is a great way of determining what properties are selling for.
- Go to open for inspections to find out what is available.
- If you have to sell a property before you are in a position to buy then do that first. It is best not to start seriously looking until you property is sold. If you do then you may find the right property and not be in a position to buy which may lead to frustration and disappointment.
- Contact Greg Young who can give you free of charge a research profile of the suburb you are interested in.
- Start your search early.

SECURING YOUR PROPERTY

Inspection times are usually displayed on the marketing material. There are two types: open house or inspection by appointment. In an open house arrangement the public is invited to view a property at set dates and times. Inspection by appointment requires you to contact the sales agent to arrange a time to inspect the property.

When inspecting a property take your wish list and make notes about the property. Check with the selling agent if you can take photos of the property to remind you of its features. Once you have inspected several properties, you will have a good idea of what is available and what your budget will buy.

When you have chosen the property you plan to buy, you may choose to have a pest and building inspection. If the property is being sold at auction, it is essential that these inspections are completed beforehand, and you review the contract of sale.

It is important to note that the laws differ in each State, so consult with your legal representative or local Real Estate Agent.

MAKING AN OFFER

The offer and acceptance process is quite formalised, so it is important to understand the process before making an offer.

For a property that is for private treaty sale at a price:

- The agent will submit all offers to the seller
- The property remains on the market until an offer is accepted
- Your offer may include a finite date
- Your offer can be made subject to finance
- Your offer can be made with specific items being omitted or included in the contract e.g. to exclude a water pump. These special conditions must be written into the contract.
- You can make an offer containing a deposit, prior to acceptance, to demonstrate your intention to purchase. (The balance of the deposit is paid after acceptance). Should your offer be declined, your deposit will be refunded.
- An offer is not legally binding to both parties until both the buyer and the seller have signed the contract.

OFFER ACCEPTANCE

Once your offer has been accepted, you are required to pay the deposit as specified in the contract. The seller will then sign the offer document, making a "contract", legally binding you to the sale.

In Queensland the agent is able to draw up the offer by way of a contract of sale. In some states such as New South Wales the contract is drawn up by the solicitors.

Young Property Group use a REIQ contract that has been approved by the Queensland Law Society so in signing the contract and checking that nothing in the conditions has been crossed out or added then you are signing a contract that has been approved by your Queensland solicitor.

You may still want to contact your solicitor to ensure that everything is in order.

In Queensland the buyer has a cooling off period for a period of 5 business days where by you can pull out of the contract and recover your deposit. Under these circumstances the owner may elect to keep 5% of the deposit to cover his costs.

If you are unsure of what is involved then feel free to contact Greg Young who can put you in contact with various firms of solicitors that Greg has dealt with for many years and who Greg is confident that they have the skills and reputation to protect your interests.

Note: If you are from interstate then it is best to use a Queensland solicitor to do the conveyancing. Unlike other states Queensland does not have conveyancing firms, however the fees those Queensland solicitors charge are very similar to what conveyancing firms charge in other states.

DEPOSITS

By law, all deposit monies must be banked into an official trust account on the next day they are received or by no later than the next business working day.

Real Estate agents do not receive any interest or benefits whatsoever from holding deposits on behalf of the seller.

If purchasing at Auction the holding deposit must be paid on the day or as stated in the contract, however due to the increasing use of internet transfers, the deposit for a sale under the hammer may be held over until the buyer can visit the bank on the Monday and do a bank transfer to the agents trust account.

AUCTIONS

Today many vendors select to sell their property by auction so if you don't want to miss out on a property you can be forced to attend an auction and bid. If you find yourself in this situation then don't be alarmed as it is not a difficult procedure although it can be a little stressful. If you are unsure what you should do then contact someone who is very familiar with the auction process and can help you through the process – Phone Greg Young on 0488 238 988

Here some useful tips when buying at an auction;

HOW TO BID AT AUCTION

- Attend a couple of Auctions to get the feel for how they work.
- Have a game plan in relation to how much you can spend. Discuss this with your Real Estate Agent so they can help you secure the property.
- Arrive early to give yourself plenty of time to register as this is required before you can legally bid for a property.
- Make sure the Auctioneer can see you and hold up your bidder number and call out your bid clearly. Generally the Auctioneer will nominate the increase they will accept i.e. "Will go in rises of \$10k or \$20k from here."
- By bidding early and strongly, it sends a message to the other buyers you are serious and they might not wish to compete for the property. This puts you in a strong position.
- If the property has not met the reserve, you have not spent any money and all you have done is have a bit of fun, so don't be shy.
- If you propose to bid on behalf of another person, you must provide a letter of authority and provide the name and address of that person or persons to the Auctioneer in order to register them as bidders in the bidder register. If you are not sure, your Real Estate Agent can help you with this.
- Make sure you are familiar with the terms and conditions of the Auction prior to bidding at the Auction. The Auctioneer will read out some or all of these out prior to the start of the Auction. If you are not sure of anything, ask your Real Estate Agent or Auctioneer prior to the start of the Auction.
- When bidding at Auction, remember that if you are the successful bidder you will be required to sign the contract of sale and pay a deposit of 10% or a nominated amount on the spot

IMPORTANT POINTS TO REMEMBER

- There is no cooling off period when buying at Auction.
- Have your finance organised prior to the Auction.
- Always speak to your Agent about the deposit required at least a week before the Auction.
- Consider getting a Pest and Building inspection prior to the Auction.
- Only bid within your means but bid strongly and confidently.
- If the property is passed in, the property is then on the open market and the highest bidder does NOT have first right to buy the property.
- You have the best chance to buy the property for the best price at Auction as the terms and conditions are favourable to the seller.
- If the property is passed in then remember you may be competing with more buyers after the auction as some interested parties may not be in a position to buy at auction but are willing to sign a contract subject to various conditions i.e. finance or a long settlement.
- If the property is passed in you then can make an offer with conditions on it but you need to act swiftly and generally, the best time is immediately after the Auction has concluded.
- The Auctioneers decision is final in all matters relating to the Auction.
- Make sure yourself and any other decision makers are available for the Auction and only rely on the judgement of yourselves. Do not allow other parties who are not purchasing the property to distract or influence your decision, unless they are willing to be held responsible for the outcome.

We hope this has been of assistance in helping you find obtain that dream property.

If you have any questions feel free to phone Greg Young on 0488 238 988.

Below is a glossary of some of the terms that are used in the real estate industry.

Good luck and good buying.

SELLING

Selling your property is an exciting time and we understand that your property is important to you. You need the support and understanding of a professional real estate agent where local knowledge and industry experience makes all the difference.

It's all about the ability to spot the unique benefits of your property and see the opportunities that enable us to help you prepare and market your property to optimise the returns you want.

Greg Young is one person who can assist you in this process.

Greg has been working in the real estate industry on the Sunshine Coast since 1982 when he joined the Ray White office at Alexandra Headland. Over the years Greg has owned and operated real estate offices at Alexandra Headland, Mooloolaba, Maroochydore, Buderim, Caloundra, Kawana, Wurtulla, Coolum, Marcoola and a Sunshine Coast Commercial office.

Greg has a wealth of experience and knowledge that he has gained over his long real estate career.

Today Greg has a boutique real estate company – Young Property Group that specialises in the marketing and sales of lifestyle properties throughout the Sunshine Coast.

Greg is also the managing director of Australia's largest horse property web site dedicated in promoting horse properties for sale with all agents throughout Australia and New Zealand – www.horseproperty.com.au

Greg is quite happy to talk to anyone looking to sell a property and pass on his knowledge and experience to ensure that the real estate selling decision they are about to make is the right decision.

Greg is also an auctioneer and having carried out thousands of auctions over the years Greg is regarded as one of the most effective auctioneers in the business.

Below is a step-by-step guide to the processes you are likely to go through when selling your property. If you have any queries then feel free to phone Greg Young on 0488 238 988

THE MARKET APPRAISAL

Once you have decided to sell, the next step is to seek a market appraisal from a well-respected, experienced agent. This information will help determine a likely price range and the appropriate method of sale.

The market appraisal is a very important step in helping you select the right agent as you can call in a number of agents without you having the obligation of appointing them at that time. You should be observing each agent to assess whether in your opinion they are the one right for the appointment.

In addition, conduct your own research by checking property results in your local paper, searching the internet, attending auctions and open homes to determine the strength of the market in your area. If you would like a free, no obligation appraisal of your property, please contact the Henzells office specialising in your properties location.

THE ROLE OF THE REAL ESTATE

The role of your marketing agent is essentially to sell your property at the best price in the shortest possible time frame, with minimum inconvenience to you.

A good agent will work with your interest in mind, providing services such as:

- Local and Informed - Advice on the likely selling price of your property
- Expertise - Market research and up to date marketing techniques
- Accuracy – Comparable sales in the marketplace
- Knowledge - What has been sold and is for sale
- Exposure - Marketing your property to the most likely buyers
- Higher Offers - Attracting buyers to inspect, become serious and make an offer
- Maximising your Asset - Negotiating the selling price between yourself and buyers
- Make it Easy - Facilitating the actual sale and legal steps involved in selling
- Less Stress - Making the move easier
- Be Informed - Keeping in contact with you throughout the selling process
- Maintain a relationship with you beyond the sale

CHOOSING A REAL ESTATE AGENT

- One of the most important items you will have to choose is who will be your agent. The real estate agent of your choice will make a difference to the likely outcome of the selling process. Always choose an agent who understands what you are selling and knows where the buyers will come from. Greg Young is the horse property specialist on the Sunshine Coast and is one of the few agents who appreciates the equine infrastructure that a horse property has and can relay this to the buyers.
- Your agent will be able to advise you on the selling method best suited to your property and your needs, the type of buyer you are looking for and the improvements that can increase the value of your property.
- Be wary of agents providing top dollar estimates for your property, as they could be trying to buy your business with unrealistic price expectations. A qualified agent can give you accurate advice on the real estate market from on-line providers and local knowledge. Average property prices, sales activity, rental returns and population growth are just some of the types of information you can discuss with your selected real estate agent.
- Years ago it was all about choosing a local agent in the area as they would have a shop front and have more access to buyers in your area. Today this is not the case. The window display in an agents shop front has been replaced with the internet. A buyer can come in contact with your property from anywhere in the world by looking on the internet which is usually the case. In today's world it is more important to choose the agent who has the skills to market your property and get it out there for the potential buyers to see.

10 IMPORTANT FACTS TO CONSIDER BEFORE YOU TRY TO SELL YOUR OWN HOME

In today's Real estate web market there is numerous web sites who are trying to entice owners to sell their property themselves and save on the commission. It all looks very good on the surface – Saving \$1,000's of commission. Can't be a bad thing can it? Wrong! – This saving can in actual fact cost far more in the end selling price.

To engage an experienced, successful real estate agent to market and complete a sale is the best option to save money. It is not about the commission, it is about getting a premium price for the property.

Here are some reasons why it is not a good idea to sell your own property:

1. Failure to price a property at what market conditions will bear

The number one reason that most FSBO's (For sale by owner) don't sell their homes is that their price it too high. Many start counting the money they are saving on commissions and how much

their sale will net. If your house is priced higher than other comparable houses in your market, then the buyers will exclude your home from their list. We are regularly called in to FSBO's after they have been on the market for say 60 days with little inspections and no offers. The first mistake we see is that their home is overpriced.

2. The longer a home is on the market the lower the selling price is

Why? Because most buyers think that if the home has not sold after this long period...there must be something wrong with it. In today's market it is imperative to get in the market and get out as quick as possible. With the market sliding backwards the longer you stay in the market then the less you will get due to dropping market prices.

3. Owners are emotionally involved

All owners are emotionally involved in their property and for this reason they should distance themselves from the purchaser. In today's market the low offers that may come will be an insult to the owner however for a good, hardworking agent it is the opportunity to work the buyer up in price to the level that the owner will accept.

4. Many buyers will prefer to deal through an agent

Most buyers find it extremely awkward to negotiate or even to talk directly with sellers and therefore avoid FSBO properties. The reason for this is that in most cases they don't want to insult the owner directly with their offer. They know that the owner will be emotionally attached to the property and as such would rather deal through a third person when making offers. To cut out the majority of buyers because the owner is a FSBO is a big mistake. The more people to see the property the better the chance of finding that person who will pay a premium price.

5. Selling yourself gives less marketing options

The FSBO web sites are all based around listing the property on a web site (mainly one) and waiting for a buyer. To sell today you have to do far more than that. The seller has to cast their net far and wide to catch the buyer. The best person to do this is a good agent. When our office lists a property we place it on a total of 6 property web sites. Local press advertising is still an important ingredient in finding a buyer as the majority of buyers we come across are local and they read the newspapers. Other areas that an agent can offer are an extensive internal data base. The new listing can be emailed to buyers in the market who have not as yet found the right home. There are also agent networks, property videos on YouTube, door knocking the neighbours, open homes, editorials, professional signs and the list goes on. Limited exposure can usually end up in lower sale price.

6. The selling/buying process begins AFTER the buyer leaves your home

Most sellers think that all it takes is for someone to see their home, fall in love with the great decor... and the offer automatically will follow. Remember that the buying process begins after they leave your home. A buyer will often leave the home and start to talk themselves out of the buying process. That is where a good real estate agent steps in. The agent can overcome any objections and keep them motivated and on track with the buying process.

7. The agent does this for a living

By this I mean that real estate agents are involved in property sales much more frequently than the average property owner is. This familiarity leads to a degree of expertise that provides an edge on negotiating and successful selling.

8. Accepting an offer is one thing, ensuring a safe and successful settlement is quite another

Real estate transactions usually always have problems before settlement. At times, expecting the buyers and sellers lawyer's to fight it out or resolve the problems, can sometimes mean the deal is lost. The agent can get to the heart of the problem and possibly have it sorted before the lawyer has sent their first letter.

9. Has the FSBO the time and energy to do the sale

The whole process of listing the property, compiling a effective marketing campaign, executing the marketing campaign that will find the buyer, negotiating the sale and the after contract service that will ensure that the sale goes through to settlement, can be a lengthy and time consuming period. Has the FSBO got the time and energy to carry this process out?

10. The commission is a success fee

You only pay the commission to the real estate agent, if they successfully sell your home at the price you are happy with.

WHAT IS YOUR PROPERTY WORTH?

Setting the price is one of the most important decisions you have to make when selling your property. Features such as location, size, age and unique attributes will help determine the figure, as well as checking sales prices on similar properties in your area.

Setting the right price for your property is the single biggest factor that will determine the success or failure of your property sale.

The consequences of making the wrong decisions are painful. If you price your home too low you will literally give away thousands of dollars that could have been in your pocket. Price it too high and your home will sit unsold for months, developing the reputation of a problem property requiring a price reduction and further time delays.

Pricing Guidelines

- The market determines the value.
- What you paid for your property does not affect its value.
- The amount of money you need to get out of the sale of your property does not affect its value.
- What you think your property is worth has no effect on the value

PROFESSIONAL PHOTOGRAPHY

One of the most important items when listing your property on a property internet site is the quality of the photographs. Photographs are the single most important item that buyers look at when browsing properties on line. Gone are the days when an agent takes a few shots with the office camera and uses the photos for marketing purposes. To load inferior photos on the web is counterproductive. Most agents have a professional photographer who can take outstanding photos that make any property look fantastic for a couple of hundred dollars.

PRE PHOTO CHECK LIST

Your home is about to go on display and needs to look its absolute best - Create the right environment for a buyer and you will instantly add appeal and perceived value to your property. Preparing your property prior to the scheduled photo-shoot is the single most important thing that can be done to ensure that the images look their best - Your hard work will be rewarded with results that will speak for themselves!

Brad Filliponi is a professional photographer who specialises in property photos. Here are the main points that Brad think should be looked at prior to photo-shoot taking place:

General

- De-clutter - Maximise space and create a larger look & feel... Less is more!
- De-personalise - Help buyers imagine themselves in their new home by keeping your own wedding & family pictures, personalised ornaments and memorabilia out of sight.
- Pets - Remove animals, food bowls, bedding & toys out of sight.
- Windows & mirrors - Clean & streak free.
- Lights, lamps & fans - Check all lights/lamps and replace any faulty globes (Very important for dusk/twilight shoots) Please turn "off" fans.
- Rubbish bins - Please remove all rubbish bins out of sight (*inside & outside* hidden in the garage is best - photographer does not touch bins due to health & safety)
- Rugs, floor & door mats - Remove these items to gain floor space in photos.

Entry

- Remove shoes, bags, floor mats, umbrellas & any other items lying around the area.

Lounge/Living

- Clear coffee tables of remotes, books, magazines, additional clutter.
- Remove pedestal fans.
- Keep cushions kept to a minimum & neatly arranged.
- Kitchen/Dining Areas
- Dishes put away & small appliances hidden.
- Bench tops cleared & tea towels out of sight.
- Appliances clean & free of streaks + marks - Replace oven light if blown.
- Refrigerator free of any magnets, kid's drawings, fingerprints, calendars, etc.
- *TIP* It is always a good idea to set any table with your best cutlery & perhaps a centre piece such as a candle or flowers - White plates have the best affect in photos. Neatly presented flowers/fruit are always welcomed in the kitchen/dining/living areas.

Bedrooms

- Beds freshly made to best ability. (Crumbled linen will show - flat and straight gives the best result)
- Remove clutter from bedside tables - Tidy belongings & minimise any other clutter around the room.
- Remove any excess furniture to open the room up & avoid hiding items under the bed - You will see them.

Bathrooms/ensuite

- Freshly co-ordinated towels neatly double folded (looks best) or removed completely.
- Shower screen & vanity clean and streak free - toilet lids down.
- Remove washing baskets, rubbish bins, tissue boxes, used soap/soap dishes.

- Remove most/all products lying around (nicely staging some is fine off course) toothbrushes, razors, hair dryers, etc. from benches, baths & showers.

Outside

- Remove cars from driveway - park inside garage or park out front of next door.
- Please remove rubbish bins out of sight - hidden in the garage is best. (photographer does not touch bins due to health & safety)
- Sweep, remove stains from driveway & paths - Remove real estate sign.
- Remove washing from cloths line.
- Groom the lawns & garden - Remove any large weeds & fallen palm fronds.
- Remove garden hoses, garden tools, toys, bicycles & skateboards - Pet equipment also

Swimming Pool

- Remove pool cover, creepy crawly, cleaning equipment & toys - hide in garage. (photographer does not interfere with creepy crawlies and cannot always clone these out)

For a professional photo-shoot on your property at very competitive price, give Brad a call:-

Brad Philliponi Photography

M 0411 266 137; **E** brad@bfphotography.com.au; **W** www.bfphotography.com.au

TYPES OF AGENCY AGREEMENTS

Once you have chosen your agent, it is time to decide what is the best method to sell your home. Essentially, there are two methods of selling a property:

Exclusive Agency/Exclusive Listing:

One real estate agent or office sells your property.

Within an exclusive agency agreement, you have several options available: auction, private sale, tender and expressions of interest.

REIQ research has shown that properties sold under exclusive agreements usually sell for the best price in a shorter time.

The exclusive agency method is recommended over the open listing method because the sale of the property is in the hands of only one party.

- You should only agree in this method if you believe your agent is committed to the sale of your property
- Performance commitment from your agent is essential
- Saving the seller the confusion of having to liaise with more than one agent.
- Saving the seller time and money involved in advertising and marketing costs when a number of agents are trying to sell the property.
- The agents full focus and commitment is guaranteed. There is an old saying that says “ it is better to have one agent working 100% for you and your property than having 5 agents doing nothing for you”.

Open/General Listing:

- Listing your property with several real estate agents. All agents have it – but none take responsibility.
- Agents ignore and will not work towards a premium price. They are more focused on a quick sale before another agent gets a sale. Price can suffer.
- Properties sold under open/general listing often take longer to sell and don't always produce the best result.
- Finally a big price reduction means that you sell for less than the right price.

OPTIONS WHEN SELLING YOUR HOME

Private Treaty Benefits

When you set the price at which your property is to be sold to the public, you are selling by Private Treaty.

One agent is appointed on an exclusive basis for a set period to work hard to market your property to the buying public.

- Without a set sales date, you have time to consider all offers by potential buyers.
- All negotiations are private and in a time sequence to suit you.
- Only one price is being quoted, and your exclusive agent has the freedom to work with everyone in the area.
- With regular, honest feedback provided to you, you are able to gauge the success of the marketing campaign as well as the acceptance of the asking price.
- Many buyers are unwilling to buy at auction because they require conditions. Eg: finance.

Remember, no selling agency fee is paid by you, unless your exclusive agent negotiates an offer from a buyer that you will accept.

Marketing without a price

There are a number of ways to market a property without a price. These are - auction, tender and expressions of interest.

The benefits of marketing without a price are –

- It attracts all price ranges in the market. More potential buyers.
- Your property is judged on its features and benefits- listed price is not an impediment to attracting buyers. No potential buyer can say the property is too expensive and thus discount it.
- Minimises chances of underselling
- Allows you the opportunity for a premium price to be achieved
- No buyers are eliminated

AUCTION BENEFITS

There are numerous benefits of selling your property at auction:

- The set sales date allows you to make plans for the future. It forces buyers to act within a specific timeframe or they risk losing the property.
- A auction advertising programme is an impressive demonstration of your commitment to sell, with a targeted marketing campaign intended to saturate specific buyers in the market place
- Catches interest in the early weeks of your property’s selling appeal
- The absence of a set price attracts buyers from all price ranges, with each having a different opinion as to what they would pay for your property.
- Placing buyers into an open competitive situation will usually achieve the best results.
- The contract will be on your terms. You, the owner remain in control and the terms you set may include the period of completion, financial terms, or any other special terms. It is important to note that the reserve price on the auction day is set by you.
- The auction date creates a sense of urgency yet still allows buyers ample time to complete their own enquires and arrange finance.
- On the actual day of the auction each potential buyer can clearly see his or her competition, which builds competitive bidding and ultimately exhausts market demand – resulting in a premium price.
- Three opportunities to sell during a auction campaign – prior to auction, on auction day “under the hammer” and after auction day.

An auction on the property is legally binding. Once your property has been sold under the hammer, the sale conditions are set in concrete.

WHAT IS FOR SALE?

- When selling your property, you have the option of relocating or leaving sentimental or expensive fixed items known as “chattels”. Items such as light fittings, dishwashers, curtains, awnings, and above ground pools, that you wish to take with you, must be noted in your contract as being excluded from what is being sold.
- Including or excluding these “chattels” may affect the price of your property

MARKETING YOUR PROPERTY

When selling a property you have options of how you would like to market your property.

You have the choice of selling with a marketing and advertising budget or without.

Without Marketing-

It is possible to sell your property quietly, without advertising or promotion, if we have the right buyer in the right price range in our database. Most properties attract the majority of interest in the first 21 days of promotion. Failure to expose your property in this time frame may hinder the sales process and the chances of achieving a premium price.

With Marketing

Selling your property with a professionally planned marketing program ensures your property receives maximum exposure, and ultimately achieves the best price.

There are several marketing options available:

- Internet Advertising
- Signboards
- Press advertisements

- Advertising Brochures
- Virtual Tours
- Letterbox Drops
- Database Mail Outs
- Open For Inspections
- Professional Photography
- Email blasts
- Professional video
- Specific magazine advertisements

Your agent should give your property a thorough, memorable exposure over the allocated period, reaching as many people as possible. Each property is different and it is best to develop a marketing plan best suited to your property and your needs.

A good agent will be aware that your marketing budget is important to you, so they should be careful to utilise your budget to its best advantage. However, it is worth remembering that an agent working within a tight budget might not be able to provide all the trimmings they feel are necessary to sell in the shortest possible time.

PROGRESS REPORTS

As part of the marketing of your property you should be regularly informed of the progress being made. Your agent is committed to ensure an expedient sale. At all times this feedback will be honest and balanced. Regular progress reports help you work with your agent to make the right decision for your property

NEGOTIATING & ACCEPTING AN OFFER

Your agent will facilitate all aspects of the negotiation process. They will present all offers in writing, leaving you with the option to accept, or provide a counter offer. If the buyer does not accept your counter offer, they have the right to withdraw their original offer.

When deciding on an offer, you should also consider settlement date, suitability of deposit and whether terms/finance are arranged. Your agent will be able to provide advice on such considerations.

FOUND A BUYER, WHAT NOW?

Private

Once you have reached an agreed selling price with the buyer, you need to sign the contract. The buyer pays a deposit, usually 10%, with the balance to be paid on settlement date.

Auction

With auctions, there is no cooling off period. The deposit is paid and the contract signed on the fall on the hammer.

After the contract is unconditional, it is legally binding and the process of transfer can begin.

A solicitor handles the transfer with stamp duty (if applicable) being paid by the buyer. On settlement day, the keys are handed over to the buyer and the property becomes their responsibility, thus it is important to note that until settlement day, you are responsible for insurance etc. (The legal process in Queensland varies from other States and the property is at the Purchaser's Risk from 5pm on the

next business day once all parties have signed a contract, so consult with your solicitor and your agent).

DURING SETTLEMENT PERIOD

With your property sold, your agent should supervise all legal and financial matters to ensure everything proceeds smoothly.

Attention to detail and follow-up service provides you with support and feedback right through to settlement.

Your agent remains at your service until every matter is finalised. Commission to the agent is only paid at settlement.

Selling at Auction

Important things to know before selling at auction.

When selling at auction, many of the steps leading up to the purchase are the same as making a traditional purchase. Below are some important points to consider before selling at auction:

The Auctioneer

The first step in selecting the right auctioneer is to choose someone with a proven track record in auctions and an excellent knowledge of the local area.

Generally auctioneers must be licensed in accordance with relevant State or Territory Government Legislation. When your auctioneer is a Real Estate Institute member you know that you are dealing with someone who is bound by high ethical standards.

Greg Young is a licensed auctioneer and over the 30 years has conducted thousands of auctions. Greg is regarded in the industry as one of the most experienced and effective auctioneers on the Sunshine Coast.

THE AGREEMENT

The law requires that a written contract must be signed between the seller and the auctioneer. This 'Agency Auction Agreement' sets how much commission you'll pay, and usually gives the agent exclusive rights to sell your property for a period after the auction in the event that post auction negotiations or advertising are necessary. The reserve for the auction is usually set by you just prior to the auction day after you have received all the feedback from the potential buyers.

THE PROMOTION

The auctioneer/marketing agent should be experienced in planning and arranging the marketing of property including advertising. The extent of the marketing campaign will depend on the amount you are prepared to spend. The auctioneer/marketing agent will clearly explain to you where and how your money will be spent.

Some tips for a successful auction

- Work out the appropriate advertising budget to ensure your property is widely and effectively advertised.

- Make sure the property is well presented because a potential buyer's first impressions are crucial to a successful sale.
- It is important that the contract be available well in advance of your marketing campaign. Advise your solicitor or conveyancer of your intention to sell your property at auction and have the contract ready to go.
- Allow the sales executive or auctioneer to arrange as many inspections with prospective buyers as possible.
- Do not disclose or discuss your reserve price with anyone except your agent/ auctioneer.
- Advertising material should not refer to the reserve price.

EXPERT ADVICE

Thinking of selling your property then why not get the expert advice from a professional who has 32 years' experience in the real estate market. Call Greg Young on 0488 238 988 or email Greg – greg@youngpropertygroup.com.au Greg is happy to help.

GLOSSARY

Auction: Public sale of property to the highest bidder, providing the reserve price is met or exceeded.

Breach of contract: Breaking terms of a signed contract

Caveat: A document lodged with the Titles Office by any person to ensure the property is not sold without their knowledge.

Caveat Emptor (Buyer beware): Places the responsibility of the buyer to be satisfied with the item before buying a property.

Chattels: Personal property. There are two types. Real Chattels include buildings and fixtures. Personal Chattels include clothes, furniture etc.

Common Property: Strata Titles areas shared by all owners.

Contract Note/Terms and Conditions: Written agreement outlining terms and conditions of a property sale.

Contract of Sale: A legal document that sets out all the terms and conditions the seller and purchaser have agreed on.

Conveyancing: The legal process of transferring property ownership from seller to buyer.

Covenant: Conditions affecting the use of property or land written into the title.

Deposit: Approximately 10% of the purchase price placed in trust as evidence of intention to buy. Non-refundable after the contract becomes unconditional.

Easement: The right held by a person to use land belonging to someone else for a specific purpose. Mains, drains and water pipes are usually covered by an easement.

Encroachment: When a building overhangs someone else's property or a fence is built over the dividing line between two properties.

Encumbrance: A mortgage, easement or liability over a property impeding its use or transfer.

Exclusions: Any item not specified as part of the sale of the property. i.e. dishwasher

Equity: The difference between the market value of the property and any outstanding loans on the property.

Freehold: An owner's interest in the land where the property and the land on which it stands both belong to their owner indefinitely.

Highest Bidder: The person who posts the highest bid at an Auction will purchase the property provided the reserve price had been met or passed.

Offer to purchase: A formal legal agreement, which offers a specified price for a specified property.

Passed In: A property will be passed in at Auction if it does not meet the Reserve Price.

Private Treaty Sale: Sale of a property through an agent, involving private negotiations and contracts.

Reserve Price: The minimum price the seller has specified they will accept at Auction.

Stamp Duty: A state government tax calculated on sale price, varying between states.

Settlement: A date is set for the settlement of the sale. At this point the balance of the purchase price is paid and ownership of the property transfers from the seller to the buyer.

Transfer: A document registered at the Land Title Office and noted on the Certificate of Title, which verifies change of ownership of a property.

Unconditional Contracts: When signed copies of the Contract of Sale are physically swapped between the seller and the purchaser.

Vendor: The seller

Looking to buy and are after some expert advice then contact a professional with 32 years' experience

– Greg Young 0488 238 988, greg@youngpropertygroup.com.au