



# WRIGHT PLACE

REAL ESTATE

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## Sell Your Property For More!

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Thanks for downloading our Ebook.

I am an experienced agent, and I have been selling properties in the Mount Coolum area since 2011, breaking many street and suburb records, and consistently topping the independent Rate My Agent website as the most recommended agent in Mount Coolum.

This is the sixth time that I have won the Agent of the Year Award for Mount Coolum, and it places me in the top 5% of agents Australia-wide. Our agency also won the Agency of the Year Award for 2022 for Mount Coolum.

I am passionate about helping my clients in getting great results when they sell their property. For example, I sold Pat and Robyn's house for \$98,000 more than an offer that they previously wanted to accept.

I absolutely strive to achieve record prices while giving exceptional service, and this creates a reputation which forms the foundation of my business.





# 1. Choose The Right Agent



Choosing a real estate agent to sell your property can be challenging; it's a very competitive business and there will be several, if not more, very eager to 'win' your business. It is critical that you consider the following prior to choosing; as the best chance you have at securing an optimum price is with a short, sharp campaign – you don't want to have to change agents after 90 days and go through the whole scenario again; meanwhile, the listing goes stale.

Ensure you engage the services of an Agent with the following attributes:

**Experience** – how long have they worked in the industry? How well trained are they? The more experience a practitioner has, generally the better equipped they are to deal with a variety of scenarios;

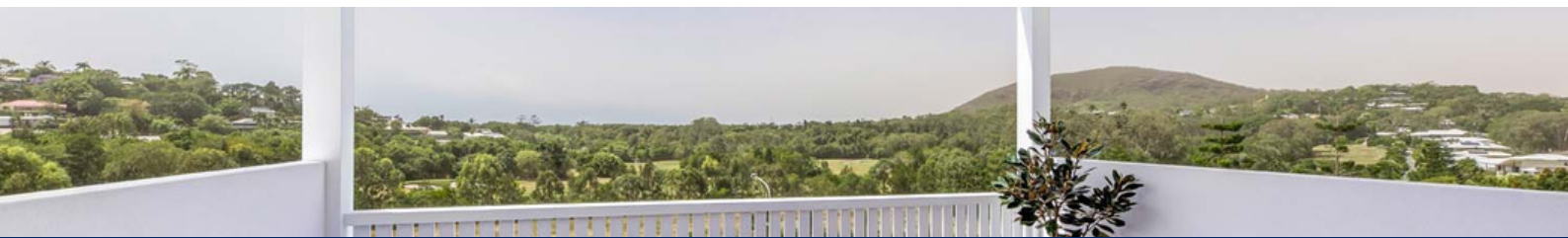
**Results** – what results has the agent achieved in your area? How long have their listings been on the market? How polished is their marketing? What volume of sales? Have they achieved any street or suburb records?

**Reviews** – are past clients happy with the agent? How many reviews have they got? Do they get 5 star ratings on a regular basis?

**Negotiation Skills** – a successful experienced agent will possess outstanding negotiation skills; this is critical when it comes down to the pointy-end, when discussions about price and conditions are being had with the interested party (or parties). You are their client, they should be working in your very best interest to extract a premium price and attractive sales conditions;

**Presentation/Personality** – the agent should be professionally presented and personable; this person will be greeting potential buyers who visit your property, as well as talking over the phone and communicating via email/text to buyers who enquire. Written and verbal communication is very important and should reflect a high level of professionalism. It is helpful if you feel comfortable and at ease with your agent; they are selling what is often your biggest asset, and you need to have a rapport based on trust and respect.

Do your research; ask them for referrals, talk to people who have used that agent. Attend their open homes prior to listing and see how they conduct themselves. Look up websites such as [Ratemyagent.com.au](http://Ratemyagent.com.au) – don't just take their word for how good they are. Many agents can 'talk the talk', but you need them to be able to 'walk the walk'.



## 2. Presentation



Now you've chosen your agent; it's time to prepare the home for sale. We all know how important first impressions are – well, when selling your home this needs to be kept front of mind, always.

**External tidy-up** – fresh paint (if needed), tidy garden beds, swept paths, lawn cut, pool clean, remove pet bowls/toys, take washing off line, remove dead branches and prune shrubs, make sure driveway is clear of cars, clear letterbox of junk mail, clear leaves out of gutter. Pull up out the front yourself and see if the home is sparkling...it needs to be, as the outside is the first thing buyers see; if it looks shabby, they may not get out of the car.

**Internal tidy-up** – fresh paint and new flooring (if needed), de-clutter, remove excessive personal items, clean windows...clean everything. Add items to make home look inviting such as fresh flowers, fairy lights (if twilight viewings), attractive ripe fruit in bowls etc...

Your agent will be able to assist you with advice on what needs to be done to ensure presentation is shiny and the property is looking at its very best. If the property is vacant, it is often worthwhile to invest in a styling package, or to pay a little extra to get the professional photographer to insert virtual furniture into the images; the majority of properties look more inviting and larger when furnished and engage more instantly with the buyer.

### 3. Marketing



Polished, professional marketing is an essential component to a successful campaign and is consistently attributed to attracting greater volumes of enquiry, and ultimately a higher price. The more professional and appealing your marketing is, the higher the perception of quality and price.

Do not compromise on investing in **professional photography** – there is a marked difference between an agent or owner taking the photos, to the product supplied by an experienced property photographer. This is one component that must not be cut from any marketing budget. The photos are the FIRST impression of your property that buyers see online – they must shine!

A **floor plan** is also an effective marketing tool – this is generally quite cost-effective and can be done at the same time as the photoshoot and gives buyers an idea of layout that is not always evident from photos. The layout of a home or apartment, cannot be underestimated when in the buyer's decision-making process – a well-designed floor plan can really make a difference, especially if a buyer is keen on a few similarly priced properties.

**Professional copywriting** – you've invested in professional photos that look amazing; you want to ensure the marketing text is equally as impressive and really sells the benefits. Many agents are fantastic negotiators, but not necessarily writers. Quality copy will complement the photos and add that extra detail that completes the marketing package. The copywriter will supply text that can be used online, on signboards, brochures, newspaper editorials and advertisements.

Depending on budget, your agent may recommend some newspaper advertising also; particularly if the property is going to Auction – this will work in conjunction with internet advertising, letter-box drops, database mailouts and any other marketing collateral.



## 4. Method

### Marketing With a Price VS Marketing Without a Price

There are two main methods of selling your property – marketing without a price, or marketing with a price. There are advantages to both methods, and it really depends ultimately on what you feel comfortable with; a good agent should still be able to achieve a great result for you either way.

**Marketing Without A Price:** this is most commonly in the form of Public Auction, or sometimes can be by Tender, Expressions of Interest, or marketed as 'Contact Agent'. Auctions are becoming increasingly popular in Queensland, as buyers and sellers become more comfortable with the process.

#### What are the key advantages?

**You cannot undersell by incorrectly pricing,** i.e. underestimating what the market is prepared to pay;

**Creates competition to drive up the price** – if more than one party is interested in your property, then multiple parties can put forward their offers, and in an Auction situation this is a transparent process, and works well to extract the highest possible price on the day, or post-Auction;

**Creates urgency** – creates a deadline for a buyer to make a decision, and the short campaign time, generally 4-6 weeks also gives the seller a deadline too, and a sense that something is happening, and they are moving forward;

**Results** – Auction campaign results are very positive, if a well marketed property with a realistic reserve does not sell at auction, it normally sells very soon after. The longer a listing sits on the internet, the staler it becomes... timing is critical to attract a surge of attention and maximise this collective interest.



**Marketing With a Price:** many homes are still being sold via the more traditional, marketing with a price. Some vendors feel more comfortable with this, and if the home is priced well, taking into account agent's advice and recent sales of similar properties in your area – this should also result in a positive outcome, both in price and length of time on market.

### What are the key advantages?

**Clarity** – the owner can feel like they know what to expect in their bottom line. If priced appropriately, their expectations should be met within parameters that may vary slightly below or above;

**Timing** – if a property is priced well in a good market, it can be sold very quickly. There may be no need to go through the auction process, therefore saving time, money, and stress. A property priced at a level recommended by an agent with excellent up-to-date market knowledge should sell quickly;

It is worth noting, that if you opt for this option you do run the risk of scaring buyers off, if the property isn't priced at market expectations. Ultimately, it's the market that determines what a home is worth, not the owner.



I hope you enjoyed the tips we gave you in this Ebook. Feel free to contact me if you need more advice or if you are thinking of selling.

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