

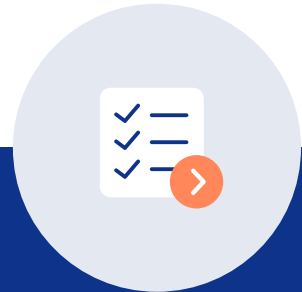
**POSSIBL**



**Everything you  
need to know  
to sell your  
property.**

**Selling a property can be daunting. Rest assured that with the proper research, preparation and support, you can do what's needed to get a great result.**

**Here are the most important things to keep in mind when embarking on selling your property.**



## **Do your research**

Use the property history function on popular real estate platforms to keep a close eye on the property values in your area.

A good idea is to look at sales figures, not advertised prices, as these will more closely reflect what buyers are willing to pay. Compare your property to those around you and set your asking price and expectations accordingly.

### **Before you engage an agent, you should have a clear idea of:**

- Recent comparable sales in your area and surrounding suburbs/towns
- How much you would be willing to sell for
- What you're competing against (i.e. "the market")
- Your ideal timeline which often relates to where you go next
- This will give you a strong footing to negotiate terms and fees, and it will help you select the best team for the job. It will also make you more knowledgeable and protect you from agents who over-value, overpromise and under-deliver.
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# Compare the local market

Pay close attention to the state and features of the properties you're competing with. Is your home missing something that others have? What makes your home stand out? What can you do to make your home the most attractive choice for buyers?



FOR EXAMPLE would a small renovation tip the scales in your favour when buyers compare neighbouring properties?

If you find that your home's features are similar to others in the area, you'll have to find other ways to make it stand out. You may have to invest more in staging and inspection preparation or, alternatively, ramp up your marketing campaign.

Check out our [Top 8 tips to get your home ready for sale →](#)

# Be prepared to spend money (to make money)



If your property has grown in value, you can probably expect to get a good return from the sale. But before you can get to that, be aware that selling your home does cost money.

In fact, depending on the size and value of your property, and on how much work it needs, the entire process of getting it ready and marketed can end up costing you tens of thousands of dollars.

First, you'll need to make sure everything is in tip-top shape before your campaign starts. This applies whether you're listing your property or if you've chosen to go off-market.

#### **This includes:**

- Cleaning and decluttering
- Painting
- Staging
- Gardening
- Lighting
- Repairs and renovations

PS a quick note on this. We can help you get access to crucial upfront funds quickly and simply

[see how it works →](#)



#### **LEGAL FEES**

Further adding to the cost of selling your home, you'll need a conveyancer to prepare a contract for sale and manage the legal transaction between yourself, the buyer and the relevant authorities.

A conveyancer will also place your deposit in a trust account, check for easements and calculate your rates and taxes ahead of settlement.

Find out more about

[when do you need to appoint a conveyancer →](#)

# **Marketing costs**

**Then, there is your marketing campaign cost. In Australia, a vendor is often required to advertise on some form of real estate sales platform to ensure the greatest number of buyers see their property.**

Then, you'll need to think about photography or a video of your home, a 'For Sale' sign on the front fence and glossy brochures at your open houses. You'll also need a floor plan designed, and lately, we've been seeing the use of drones for photography of large properties.

Luckily, most of these costs are worthwhile investments into your greatest asset as they should increase the value of your property, maximising your sale price.

**To learn more, get in touch to get an access of our guide on how much it really costs to sell your home.**



**1800 30 42 10**  
**hello@possibl.com.au**

# Think about your buyers

**Consider what buyers want in a home. Specifically, think about what kind of buyers your home will attract and the kind that you want to attract.**

Once you've identified your target audience, you can curate your home and your marketing campaign to appeal to them. For example, if you have a large property that would be ideal for a family, accentuate the back garden in your photos and description.

Conversely, for a more compact property that is more suitable for a professional couple with no children, set up a home working space when staging your property to show how your property is ideal for them.

This is particularly relevant right now with a huge proportion of people moving to a larger amount of time working from home.



## Open house

Before you begin your marketing campaign, you should already start thinking ahead to the open house inspections. These are crucial to securing the sale, and they can be a lot more work than you might think.

There's a lot to do when preparing your home for potential buyers, but with sufficient planning, you can make sure that you create a memorable first impression.

For tips and advice, see

**How to prepare your home for inspections →**



# Selecting the right agent

Finding the right agent can play a huge role in achieving the best result in the sale of your home. The trick is not just to find the best agent, but the best agent for your property, your area and your goals.

When doing your research, it's important to ask lots of questions to make sure you find the right fit.

## Speak to prospective agents and ask them about:

- 01 their track record
- 02 their knowledge of the local area
- 03 hosting your open house
- 04 their references

Be sure to check that your chosen agent is fully licenced and registered with the relevant state authority. You can also ask them what makes them stand out, what their approach would be to selling your home, and how much they think your home is worth. Lastly, you will want to raise the issue of their commission and begin negotiation on that.

If you're not sure where to start, you can use comparison sites such as [Rate my agent](#) for ratings and reviews of agents in your area.



**When considering whether to sell via auction, it's also important to know that there is no cooling off period for properties sold this way.**

# How does an auction work?

**If you've chosen to go to auction, on the big day things move quickly so it's absolutely crucial to be prepared for all eventualities.**

It's also important to familiarise yourself with the possibilities of what might happen and the language around auctions.

For example, if a property gets "passed in", that means that the bidding has not reached the reserve price and - in some cases - the highest bidder may be given the chance to negotiate a sale directly with the vendor.

If the auctioneer announces that the property is "on the market", this means that the bidding has reached the reserve price, and the vendor is prepared to sell the property to the winning bidder.

To read more about what to expect on the day, see

**Selling by auction →**



# What happens on settlement day?

**Congratulations!**  
**You've now successfully sold your property!**

As the vendor, you will determine the settlement period in the contract of sale. Usually, **this is between 30 and 90 days.**

On the nominated day, your conveyancer (or solicitor) exchanges documents with the buyer's conveyancer to complete the transaction and formalise the sale. They conduct some final checks to ensure that there is no remaining person or party with rights over the title, then register the transfer of land with the title office in your state or territory.

Take a closer look at the

[property settlement process →](#)





## **Selling can be stressful and expensive. Let us help.**

We'll cover the upfront cost of selling. No interest rates or complicated charging models, just a flat fee over 120 days. Complete our super simple and secure online application to get your funds in 24 hours.

**Get started today →**