



**RBSLGLOBAL PROPERTIES**

# **MARKETING YOUR PROPERTY**

A guide for marketing your property through RBSLGlobal  
and being your own Real Estate Agent.

**RBSLGLOBAL.COM**

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## JEFF NEALE

Having business experience of over 40 years of buying, selling and investing, and including having sold real estate professionally in my early working life, I have developed this guide for those wishing to sell, rent or lease properties or businesses for themselves, by themselves.



## **EASILY MARKETING YOUR OWN PROPERTY**

Marketing your property is an excellent way of saving money. You will gain a better idea of the market and where you're positioned. For some, the use of an agent is a preferred option. Real Estate Agents have skills within valuations, marketing, advertising, negotiation, experience and contacts. However, marketing yourself isn't that difficult.

Today's world is creative and imaginative. Virtual tours, video tours, lifestyle videos and creative photos give a personal and unique experience when marketing your property. There are many companies that offer these services professionally. However, taking on the content creation process yourself allows you to gain skills and take full control. We do encourage you to use professional services where possible for presentation and help, however there are costs associated.

Like all things, there are steps to take to work out your best plan of action. We have created this documentation to help with this process. Once you understand the process and the work involved you may decide to engage an agent or you may be happy to do it yourself. If this is the case, we're happy to help so send us an email and we will respond with as much help as possible.

The success of a sales, rental or leasing process involves understanding your properties worth and market value on the current market in comparison to what else is available. To do this you need to take a step back and be realistic in your approach. Understanding firstly the detail of what you have as you work out the pricing, presentation and marketing in your initial steps. Value is in the eyes of the purchaser so you need to present an attractive offering.



## HOW IT WORKS

Sales, rental or leasing involves a series of steps and once you understand these it becomes much simpler. A series of actions that you use to respond to the market and adjust accordingly. The more attention you get the greater the chance to achieve the sale, however, if you're not gaining attention, this is when you make adjustments. Plan, Action Review then Change and measure.

As most of us would know, the Listed Price and Sale price will be different. A property may be listed for \$500,000.00 however due to negotiations the sale price may be lower. Reasons for this not being the case include the property being under-priced, inclusion of exceptional characteristics or a unique location to name a few.

People like to negotiate so the asking price has to be realistic and what we call within striking range. Striking Range means close to the sale price, therefore being attractive and close enough to encourage the buyer to offer or buy. If the price is too far away then a buyer may feel like it's not worth making an offer. As the owner or marketer, you should understand that offers may be lower than the real value of the property. How much lower depends on the owner's requirements, the terms and conditions, the desire of the buyer, the state of the current market and what similar properties have sold for. This sounds complicated but not really as it's all relative





## THE BASIC STEPS OF SELLING A PROPERTY

A couple after looking at all the properties for sale in their area decide to offer their property for sale at 800,000.00. They understand the market is slow and know from checking that the other properties took 90 days to sell and sold for between 700,000.00 and 746,000.00.

By all means, they could list at the 800,000 as the market indicates and if the market isn't working in your favour then they can follow the progressive drops and take 90 days to get to the result, or they could market their property closer to the sell prices other have achieved and then hold tight. Alternatively, reduce your price quickly to a price near the highest sale price and speed the process up.

There is no magical answer on how to sell fast for the best price however the process is always the same and markets work on supply and demand. Being realistic and fair will achieve the best result in the quickest time. Keeping on top of where your property sits in regards to your opposition is always the best position.

1. Discover your starting price
2. Understanding Sale vs Sold Prices
3. Advertise Competitively
4. Presenting your Property
5. People Inspecting your Property
6. Negotiating an Acceptable Price
7. Signing a Contract with T&C's
8. Completion of Sale

## **DISCOVERING YOUR STARTING PRICE**

We suggest you take a good look at your property noting its characteristics and advantages. In Australia Realestate.com.au allows you to research what your property may be worth by searching both for sale and sold properties in your area. Making sure the properties you are comparing with have similar features to your own. Factors such as main roads and quiet cul-de-sacs alter pricing and value therefore, make sure you take this into account. Take a drive around and have a visual from the outside to see how your property compares. It's important to remember that a buyer will be doing the same as they are trying to understand the market and what they might need to spend.

Remember to be patient and alert to what is happening to the market place around you.

## **UNDERSTANDING THE SALE OR SOLD PRICES**

It is so important to have a realistic idea of the sale price. Buyers are very educated and what they lack the financiers don't, as valuers are involved in nearly all sales. Valuers look at every similar property sold in the area and decide on the value of the property being sold. Once you receive an offer you need to have an idea of whether it's good or bad and how to respond.

The best professional real estate agents understand everything happening in their market and the factors that affect it such as demand, finance and economic circumstances. You can do the same by improvising with other mainstream real-estate websites. We suggest you create a watch list where possible in regard to the sales information in your area which gives you similar information to the agents.

Talk to your bankers and financiers to understand the current ease of finance and the volume of buyers they see in the market place. Your lawyers if you have one or conveyancers also have a good idea of the market having handled an amount of sales before. In the end, the property will only sell for what its perceived value is.

## **ADVERTISE COMPETITIVELY**

RBSL Global offers you the opportunity to not only create an attractive advertisement at a low cost but also use your skills and creativity to make your property stand out. The internet is vast in ideas of presentation and imagination. Turn your everyday kitchen into a master class look, an everyday bedroom into hotel look experience, the bathroom into a spa and your garden into a pleasant area. It's all possible and it's online just by doing some research.

In return, we ask that you "like" and share our posts on Instagram and Facebook. The more people who know and use the site the larger the prospective to buy, rent, lease.

**“The better your presentation,  
the easier it is to find a buyer.”**

### **PRESENTING YOUR PROPERTY**

The better your presentation, the easier it is to find a buyer. The well-priced home is a difficult sell if it's untidy or cluttered. Buyers need to apply their perspective to admire the beautiful features, whilst imagining what personal enhancements they can do.

A clean tidy attractive property is always best. Some agents say that you market a property as it is rather than spend a little TLC and spruce it up. Let the new buyer do all the repairs and revamping however this comes at a price. Every job they see to be done has an over-priced value which all comes off the purchase price. We believe that you need it to either be desirable or have the potential for greatness. The more neutral in appearance the easier for any prospective person to imagine their improvements. It is so important that the buyer can connect with the property and envisage their personal touch in changes or furnishing.

Presentation, smell and visualisation are empowering to buyers. It invokes wants and needs which inevitably result in a purchaser wanting to buy. As a final check, you can always ask for some helpful feedback from friends that you value their input.



## HANDLING ENQUIRIES

From first-hand experience, we can advise that you should prepare for a variety of enquiries and comments. Deciding on who is genuine and who is not, is the hardest part, it will take time. Agents are experienced at sorting this out, however, as a private seller then you need to ask some questions to ensure they are a serious buyer. Best to make yourself a list of the things you might want to know before you supply any information. Remember that you should not give any personal information.

Do not be afraid to ask those inquiring, why they are enquiring.  
Ask questions politely, and you will be surprised by their honesty. You have the right to decide who visits your house.

Some example questions are:

what their current situation is,

are they just looking,

are they ready to buy, if so, when?

are they just looking to visit houses to get ideas?

What they are looking for? This is critical as you need to know if your property may suit.

When can they purchase, i.e. do they have finance, do they have to sell, what price they can go to, what conditions do they need to be able to buy. These are all the questions good agents will ask.

You may ask for their Facebook etc to know who is coming.

Arrange a mutually acceptable time and advise of what they can and can't do at the inspection

If you decide that only potential buyers can come then you may ask for a letter from their bank or financier stating they have been approved for finance or they are financial to buy.

You may also ask what their price range is, This will help you find serious buyers.

## ALLOWING PEOPLE TO INSPECT YOUR PROPERTY

Buyers will want to inspect your property and you should always get information to confirm who you are talking to. When you have a request to inspect your property, ask for some details such as name, address and phone number before you give someone your address.

Given the Covid-19 environment, we would suggest only letting people inspect a property if they have the potential to buy. Many people inspect houses who are not buyers, out of curiosity or as a weekend activity.

We recommend keeping a visitor's book to record the following.

- Name
- Address
- Phone number



Ask to see proof of identity such as a driver's licence to ensure it matches the information they have given you. Remember if you feel uncomfortable or you don't trust them, politely advise them that you have changed your mind about allowing the inspection.

Staying close by during the inspection, will allow you to answer any questions they may have, and keep an eye on valuables. However, we strongly suggest you put your valuables, house and car keys in a safe spot.

Some people may want to take photographs, we suggest you think about whether you will allow this or not and advise them of the terms of entry before you allow them in.

These are safety factors, price you are both happy with.

Verbal offers can easily be withdrawn so whether you negotiate via our messaging service, in person or however, you will need to get your solicitor to draw up a contract of sale.

You also need the buyer to pay a deposit and this is usually to a solicitors trust account for legal reasons.



## NEGOTIATING A MUTUALLY ACCEPTABLE PRICE

This can be the most difficult part as owner's have personal attachment and things like offers can be taken personally. However, negotiation is the agreement of a price, somewhere between what the owner is asking and what the purchaser can pay.

When you're negotiating, always be polite and respectful, treat others the way you would like to be treated and remain objective. Always remember unless it's a final offer then it is still a negotiation. Buyers may give you a "take it or leave it" offer, where others will try for something more pleasant to both work out a price you are both happy with.

Verbal offers can easily be withdrawn so whether you negotiate via our messaging service, in person or however, you will need to get your solicitor to draw up a contract of sale.

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"When you're negotiating,  
always be polite and respectful"







### **SIGNING A CONTRACT WITH T&C'S**

Having accepted an offer, you will need a legal contract of sale document. We highly recommend using a professional legal service that deals with this type of sale. If you have a family solicitor, talk to them or ask friends who have used someone, they have had a good experience with.

Solicitors or conveyancing companies will ensure the legal conditions are embedded in the contract. This includes time frames on actions required such as finance approvals, pest inspections etc. You may need to organize dates and times yourself to allow access and meet the conditions. However, solicitors usually will follow up to make sure the conditions are full filled on the date.

Remember to allow sufficient time to get a condition formally fulfilled. I.e. a valuation may occur 7 – 14 days or more before you get a finance approval, a building and pest inspection may take a few days to have the report available to the purchaser etc, Your contract will also lay out what happens if the conditions are not met.

### **COMPLETION OF THE SALE**

If you have used a solicitor or conveyancing company, they will most likely follow this through with the banks or financier supplying the funding. You can do this yourself, however we always recommend using the legal entity that knows exactly what to do.

Settlements will be confirmed a few days before and happen at a particular time. Once a settlement has occurred the new owners will want access so you need to organize a removalist prior. Always leave the property clean so the new owner can move in with minimum fuss.

You also have to supply the keys to the new owner so that would also be organized by your legal company.

Good Luck and I hope this helps you to achieve your desired result.