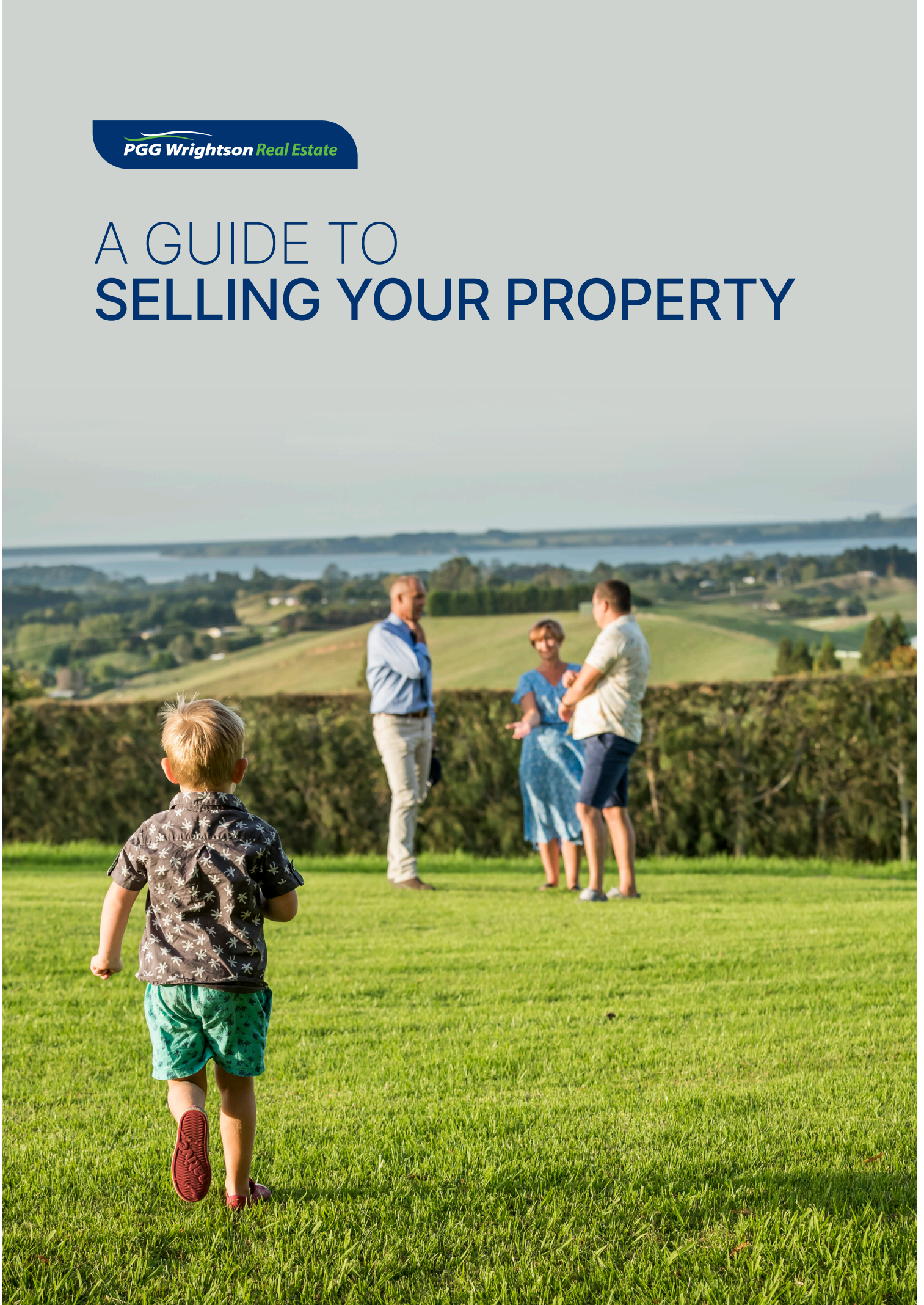


PGG Wrightson Real Estate

A GUIDE TO SELLING YOUR PROPERTY





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PART 1

SET YOURSELF UP FOR SUCCESS

It's time to move on, but where to next?

You haven't thought about selling 'just because' - embarking on a change of lifestyle and property is an exciting one! And while it might seem a bit early to consider 'where to next' before you've even sold your current home, it's actually quite important to have a plan in place for your move.

This will ensure you are motivated to make the right decisions throughout the selling process, by keeping focused on the end goal.

So if you've decided on a fresh start, have a think about whether you're going to change locations, size up or size down. Perhaps a rural life could be calling, a lifestyle block is in your future, or a new provincial town?

One of the best things about New Zealand is that there are so many options of properties, towns, cities, locations and lifestyles. From cute coastal settlements to alpine lakes and mountains, expansive rolling green pastures to semi-rural blocks on the city fringe, prioritise what you can picture in your next property.

Moving to the country

Swapping the city for a rural life is a big move. And with the

internet and technology allowing people to remain connected virtually, even when they are physically remote, means life is a little bit easier for those on the farm.

Upsizing to a lifestyle block

With a nice balance of country and town, it's understandable that lifestyle block living has been on the rise for the last few years. So if you fancy a little bit of land, where there's space for the kids to spread out and nobody too close just over the back fence, then perhaps finding a lifestyle block is the next step for you.

Choosing a new provincial town

As we grow older, our priorities change and we look to our surroundings to provide us with the lifestyle we're looking for. Sometimes this means a change of scenery and with so many amazing towns around New Zealand, we're all spoilt for choice!

Whatever your reasons, it's a good idea to keep them top of mind (maybe even write them down), as you continue on your journey to reaching your goals. *This will help when it comes to negotiating sales conditions and ensure you feel confident about getting to where you want to go.*



PART 2

THE RIGHT TIME TO SELL - MYTH OR METHOD?

Whenever you decide to sell, make sure it's right for you.

There's no doubt it's one of the most important questions homeowners ask themselves before embarking on selling their property. And from high interest rates to a 'slower' market that may tend to favour buyers, any time of the year brings external factors that can worry you as a vendor.

However, it's usually best to 'put the blinkers on', simply focus on what you're looking to achieve and how you can make the right decisions to get there. What IS important is to have clear expectations of what may happen with your sale process - how long it could take to sell, setting a realistic sale price etc.

Have a plan in place for your next steps, it will enable you to feel more in control of the situation and be okay about letting go of the things you can't change.

Sure, there can be certain times of the year when things tend to 'heat up' and you will see more listings come onto the market. For example, spring is often the time that more rural properties will be for sale. This happens naturally as it is the time when farmland looks at its best - ideal for photography and

marketing. There is often an increase in buyer activity during this period, which may mean properties sell faster and for a higher sales price (if demand is there).

Many people consider upcoming events and key life moments when looking to move. This may include considerations such as schooling, employment and allowing enough time to get set up and in the right place without feeling rushed.

But no matter where you live, if you choose to go to market when lots of other listings are popping up too - then you could be competing against other lots of properties. And if you decide to sell when more people are holding onto their properties, then the sales process may take longer if buyer activity is cautious.

The truth is, **the best time to sell is when you're ready to move on.** People are always buying and selling property, and there's every possibility your property will be just what someone is looking for.



PART 3

FIND OUT HOW MUCH YOUR PROPERTY IS WORTH

Your home is your biggest asset, of course you want to know how much it is worth!

There are plenty of ways to uncover an estimated price for your property, but the true value comes down to many different factors - the location, its condition, buyer activity, financial markets, what's happening around it.

At the end of the day, your home is worth what someone will pay for it.

However, this is something that can be influenced - through the right marketing techniques and by ensuring your property is presented in the best way possible. While a buyer's budget is a key element, emotions play a big part too. And getting someone to fall in love with your home and imagine themselves living there is one of the most important things you can do to ensure a successful sale.

If you've held onto your property for a long time, it may be a bit of a shock to enter back into the market. Being out of the loop of property prices - even for a few years - can see things change quite dramatically. And a lot of factors can influence the value of property, so it's about incorporating all of those things when understanding an obtainable sales price.

It's important to remember that as homeowners, we will always generally place more value on our homes than others, because we're emotionally attached to it (and know how much work has gone into taking care of it!). But it's good to keep an open mind and where possible, keep your property competitive with others on the market.

One of the best ways to understand what your home could be worth in the current market is getting an appraisal from a trusted and local real estate agent.



PART 4

DECLUTTERING AND PREPARING YOUR HOME FOR SALE

Getting your property ready for sale cannot be underestimated - it's one of the biggest contributions you can make to the overall success of the selling process.

When listing your home for sale, you want it to stand out - for all the right reasons.

Successful selling (along with getting a great price), comes from creating buyer demand. So instead of the house For Sale down the street, people want yours!

Improving the appeal of your home to buyers is not about embarking on costly renovation plans. By simply putting in the time and effort to make the right changes in the right parts of your property, you can create a home that looks fresh and ready for a brand new owner.

1. Declutter and de-personalise

Before even speaking to a real estate agent, it's a good idea to begin the process of decluttering your home (think of it as getting a head start on packing).

It's important that you're able to give potential buyers as much of a 'blank canvas' as possible, so they can see themselves living in your house. Of course you need to keep living in the house until it is sold, but this means tidying away things you don't need to have on show - like family portraits and kid's artwork.

By giving your agent a space to look at without all your belongings will also enable them to accurately price your home, and provide you with any other edits you could make.



2. Make a great first impression

Great street appeal is absolutely essential, to ensure you're impressing buyers from the moment they pull up to the front curb.

It doesn't have to be extravagant, but is more about making sure the lawns are always mowed, the hedges are trimmed and the front yard is clear of clutter. Perhaps the fence and letterbox could have a lick of paint? This is relatively cost-effective but can make a big difference. Depending on the time of year, some fresh flowers at the front door could be a nice touch, as well as a new door mat.

3. Fix all the 'little things'

The 'little things' are actually very big to buyers. Sure, a leaky tap isn't going to get in the way of a house sale, but it has the potential to devalue your home - especially if there are a number of fixtures and fittings around your home that have seen better days.

From paint chips, to missing tiles, faded curtains and carpet stains, all of these can add up to a potential buyer thinking that the home hasn't been well taken care of. So take some time to repair anything that is worn and untidy.

Also cast a critical eye around for things that could get

in the way of people seeing all the good aspects of your home. Maybe the neighbour's shed could be blocked with some trellis, or a busy road could be softened with some sheer curtains that let the light in, but provide a buffer between the interior and exterior.

4. Focus on free and low cost improvements

From new couch cushions and bed linen, to greenery in the form of indoor plants, there's plenty of cost-effective ways to freshen up your home without having to spend a fortune. It's a good idea to go neutral - you're appealing to the mass market, not your own tastes - and it also won't overwhelm potential buyers.

Could the shower head do with a switch out, or the toilet seat? You could redo the bathroom grout for an updated look, and make sure all your pathways, deck and driveway are water blasted. All of these things tell buyers that a home has been well looked after.

5. Give everything a space and a place

After your decluttering, ensure everything left has a place to be stored away. This is about staying organised throughout the selling campaign, so keep the benchtops clean and cupboards tidy (you want people to see the house, not your stuff). You also don't want people to think the house doesn't have enough storage.



You're effectively showing people how they can use your home if they buy it. So don't have random spaces where there is no purpose to it. Spare rooms are crucial for this - is it an office or a fourth bedroom, or could it be both? Remember, you're selling a way of life and it needs to fit the needs, wants and desires of your potential buyers.

6. Consider sustainable practices

Properties with sustainable features and energy efficient fixtures and fittings are receiving a lot more attention than they were a few years ago. And this could be a useful strategy for attracting more buyers to take an interest in your home.

It can be highlighted in the listing, providing your property with a unique selling proposition. This is certainly helpful if there is a lot of competition in the market. Any cost savings when it comes to electricity and water bills are a definite selling feature. If buyer's can see the potential for reducing their energy consumption, this could increase the demand (and therefore value) for your property.

More and more buyers are becoming eco-conscious when it comes to making their purchasing decisions. By presenting a more sustainable home, the greater the appeal to those who prioritise these attributes. Sustainable living also usually goes hand-in-hand with more healthier, comfortable home environments. This is another key selling point many buyers will be looking for.

Rest assured, this doesn't mean having to install solar power panels tomorrow (unless you were planning on it). But with a few small changes and simple updates, there's a number of ways in which you can showcase the 'greener' aspects of your home - from thermal curtains to LED lights, garden water tanks, tapware, a vegetable garden, smart home technology and more.

7. Sell a lifestyle

The number of bedrooms, bathrooms and chattels are important for most buyers, but remember there is more to your house than that. Make sure you consider the 'intangible' aspects of what makes your property great.

What kind of lifestyle have you enjoyed in your home? Perhaps it has a great backyard for entertaining friends and family, or the school is so close that you're able to walk your children there. Maybe public transport is easy to catch, or the local cafes make for a wonderful weekend treat. It could be that the location has given you the best of both worlds - a rural outlook while being close to the city.

While buyers will want to see some (or most) of the practical elements covered, there are also plenty of 'feelings' that go into purchasing a property. And if you're able to go deeper into what makes your home a wonderful place to live, there's real potential to tap into the more emotive side of marketing and presenting your property for sale.



PART 5

UNDERSTANDING THE SELLING PROCESS

Take your time to prepare for the property selling process, to minimise stress and ensure you get the right result that your property deserves.

Even if you're excited about what the future holds for you and your loved ones, the process of selling your property can still be daunting. In fact, most people experience worry and anxiety at the thought of going to market. And perhaps the biggest reason for this is that it can feel like it's out of our control.

Which is why using a trusted and reliable real estate professional is key to moving through the selling process together. So take your time to choose the right real estate salesperson to help. You want to be supported at every step - from listing your property to final price negotiations, to settlement and moving on.

Step 1. An obligation-free property appraisal

Once you make contact with a local real estate agent, they will book a time to come and view the property. This is their first opportunity to start building up a complete picture of what's on offer, and make detailed notes about all aspects of the home and the land it sits on.

You may wish to make a shortlist of agents, allowing you to compare their approaches and pick the one that ticks all the right boxes.

Step 2. A review and recommendations

Your agent will then put together an appraisal - this may take a few days. It will include in-depth data about your property (that they are able to access from online information portals) and a Comparative Market Analysis (CMA) to show where your home would approximately fit in the current market, when it comes to price and offering. This is about ensuring your property is valued correctly, and you're always welcome to employ the services of an independent valuer if you want to make sure you have it just right.

Remember, the initial property appraisal is obligation-free. So you can go through steps one and two and not continue on if you aren't quite ready to sell your home yet. Your salesperson will be happy to keep in touch until you're feeling confident about making the move.

Step 3. Deciding on the sale method

Once you are ready to sell your property, the next decision is which method of sale will work best. So this is choosing from an Auction, advertising a listed price, Deadline Sale, Tender or By Negotiation. It's important to understand how they each work, what it means for the sale process and finally, that you feel comfortable with the option that is chosen.



A good salesperson will assist with these decisions, covering all options and making recommendations based on current market conditions.

Step 4. Creating the marketing campaign

Now it's time for your salesperson to put together a comprehensive marketing campaign for your residential home, lifestyle or rural property. This will include things such as professional photography, staging (if need be), listing it online and advertising across appropriate channels - like social media and in print.

If you have a property that is in demand, your salesperson will probably have a list of buyers they can go to immediately. They will also work in collaboration with other team members to ensure your listing is visible to them and potential buyers in their network. All of this activity will get as many eyes as possible on your listing, to create interest and appeal.

Step 5. On the market - Open homes and potential buyer viewings

Once your property is listed, you can expect your salesperson to keep you up-to-date with regular written reports, as well as phone calls or texts (depending on your preference).

It will also be time to have open homes or private viewings by appointment. This is your chance to really help your home to shine! Have it looking in tip-top condition, and ask your salesperson to give you all of their helpful hints so it hits all the right selling points for the target market.

This can be a difficult part of the selling process, as your life can feel quite disrupted from the viewings and marketing activities. But try to remember that it is only for a short period of time, and your salesperson will be doing all they can to get the result you're looking for. Keep focusing on the positives of why you're making the move.

Step 6. Receiving offers/going to Auction

Whether you decide to go to Auction, or are receiving offers by a certain date, keeping in touch with your salesperson will help alleviate any worries you may have during this time.

Communicate any concerns, and ensure your salesperson is clear about your expectations, so you can work together to make the appropriate decisions once you have offers on the table (or you're setting a reserve price for auction). Your salesperson will provide you with all of your options, so you can move forward with confidence.

Step 7. Negotiation and signing the contract

Depending on the method of sale, you may have an opportunity to negotiate - either on price or conditions, or both - and again, your salesperson will be working to get you what's needed to take the next step.

You may need to go back and forth with a buyer to agree on a purchase price, or they may have conditions (such as finance) that need to be settled before they can pay the deposit. And this is where having a trusted professional working with you will be invaluable. Don't feel rushed or pressured through this part of the process, you're allowed to take your time.

Step 8. Going unconditional and moving on

After you've signed a sales and purchase agreement, you'll begin the preparation of moving on from your property. And a good salesperson will stick around until you're all settled in your new home.

You would have agreed on a settlement day, which is when the buyer's money will be transferred to you and they will officially own the home.

You'll be feeling relieved that the sales process is finished, but perhaps sad about leaving the property, especially if it was a much-loved family home, which is all completely normal. But hopefully you're excited about the next chapter too!

YOUR PROPERTY SELLING CHECKLIST

Taking care of these tasks before putting the For Sale sign up will help increase buyer appeal.

- Get all your paperwork in order:** Speak to your mortgage broker/bank about your current repayments and what is required to move on to your next home. Engage the services of a lawyer.
- Choose the right Real Estate Agent:** A good Real Estate Agent will be able to guide you through the preparation and selling process.
- Know who you're selling to:** It helps you better to understand what buyers are looking for, and how you can make sure your property ticks all of their boxes.

Preparing the interior

- Declutter and depersonalise:** Create a neutral canvas for potential buyers to envision their own belongings in the space.
- Freshen up with paint:** A fresh coat of paint can breathe new life into your interiors and make them more appealing.
- Repair and upgrade fittings and fixtures:** Address any broken fixtures or outdated elements to present a well-maintained property.
- Enhance natural light:** Maximise the natural light by opening curtains, cleaning windows, and cutting down any trees that could be blocking light.
- Stage strategically:** Highlight the best features of each room and showcase the potential of each space to buyers.

Enhancing the exterior:

- Improve curb appeal:** Create a lasting first impression by sprucing up the entrance, driveway, maintaining the landscaping, and more.
- Tidy up the outdoor space:** Clear debris, trim hedges, and mow the lawn to create an inviting outdoor area for potential buyers.
- Make necessary repairs:** Fix any structural issues, repair fences, and ensure that the exterior of all buildings are well-maintained.
- Showcase special features:** Emphasise any unique aspects of your property, such as stunning views or recreational amenities.

Things to remember:

We hope this guide has helped you get prepared to sell your property!
When you're ready for a free appraisal, we welcome you to get in touch with our team of trusted experts.
We have the knowledge to take you from wherever you are to wherever you want to go.