

THE SALE *Process*

WEEKLY MEETINGS

Communication is essential throughout the sales process. All of our clients receive daily contact from our team so they know what is happening at all times. As 'messengers of the marketplace,' our role is to share all feedback with you – positive and negative - so when the time comes, you will be able to make an informed decision.

OPEN HOMES

When marketing our properties, we utilise 'compression selling.' We hold inspections once a week in 30 minute time slots. This ensures we have the maximum number of buyers in the property at one time, generating competition. Buyers purchase with emotion rather than with logic. To enable us to encourage a potential buyer to take emotional ownership of your property, we recommend you are not present during open homes. Rest assured we will maintain the security of your property and possessions at all times.

BUYER ACTIVITY

Buyer enquiry and inspections will be at their highest when your property first enters the market. Strong presentation, marketing, and pricing strategy will be key in achieving a premium result during this 4-6 week window.

EARLY OFFERS

While your home may have only been on the market for a couple of weeks, there are buyers who have been searching for property for months. When a buyer has viewed or missed out on several properties, they often act quickly once they find the right home. This can lead to a buyer presenting an offer early in the campaign. Sometimes an

early offer can give the vendor the impression that many more will follow, however in the current market, statistics indicate that the first offer can oftentimes be the best. All offers should be considered even if they may seem conservative at the time.

CONTRACT OF SALE

We will follow any contract of sale through to settlement date, staying in communication with both the purchaser and yourself. Be aware that we will continue to market your property if the contract has conditions waiting to be met.

SOLD

Your real estate experience is important to us. We're constantly reviewing and updating our processes – if you feel there's something we can improve on, we'd appreciate your feedback. If your transaction was an enjoyable one, the greatest compliment you give us is a referral!

