

# seller's guide

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- ✓ The selling decision
- ✓ Passion and promise
- ✓ Presentation
- ✓ Pricing
- ✓ Smart marketing

Make sure all your boxes are ticked before you make the decision to sell!

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## The selling decision

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Welcome and thank you for taking the time to read the Provincial Real Estate Seller's Guide. This small booklet will give you the key points and knowledge to make the best decisions when selling your home.

For most of us our home is the largest financial asset we have in life. Making the decision to sell and knowing what to do next can be quite daunting. Provincial Real Estate's duty is to educate sellers, eliminate their fear, gain trust and guide you in the right direction.

Knowing that someone you can rely on and place all your confidence in, to achieve the very best outcome, is not a decision to be taken lightly.





Prepared to stick by our promises



Increasing your property's appeal will attract more buyers and a higher sale price





## Presentation

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Increasing your homes potential value is something we all can do with little expense. Provincial Real Estate has found there are six key areas to focus on, they are:

1. **Kerb Appeal** – first impressions count especially from the road side
2. **De-clutter and Clean** – create a sense of space and cleanliness inside and outside
3. **Paint and Repair** – eaves, chipped walls, broken tiles, windows, doors and anything else a purchaser may consider as a burden or a negotiating tool
4. **Temperature** – try and keep the home at a comfortable room temperature, open fires / wood heaters in winter are an ideal way to add extra ambience
5. **Aromas** – eliminate smoke, pet or unpleasant odours. The smell of fresh coffee or baking bread is always a crowd pleaser
6. **Colours** – neutralise colours on walls, change loud or dark feature walls unless it suits the character of the home

By committing to fulfil these six key presentation areas you will create more buyer appeal, attract more buyers and ultimately achieve a higher sale price. It is proven that homes presented well and in good condition sell more readily than comparable homes in a lesser condition. Please see your Provincial Real Estate agent for a detailed checklist before you go to market.



Price is the first window a purchaser views your home through





## Pricing

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The most common question in real estate is “what is my home worth?” The simple answer to this question is: what a buyer is prepared to pay. But, just how much is that and how do we find out? There are four key elements that need to be taken into consideration when appraising the value of a home, they are:

1. **Recent Comparable Sales** – what other homes similar to yours in the same area have sold for recently.
2. **Current Competition** – the price of other homes that are currently on the market and comparable to yours
3. **Unique Selling Points** - what distinguishing features sets your home apart from the rest?
4. **Market Conditions** – is it a buyers, sellers or balanced market?

Setting the correct price at the beginning and continually monitoring feedback from your agent is crucial to the end sale price of your home. The longer your home is on the market urgency from buyers decreases and normally ends up in a lesser sale price. Our job at Provincial Real Estate is to provide you with all the facts and advice so that you can make the most informed and educated decision. Speak to your Provincial Real Estate agent to learn more about the various pricing strategies available.





Our point of difference gives you a point of difference.



## Smart Marketing

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Let's face it, any agent can place your home on the internet, publish a few press advertisements and open a home for inspection. However Provincial Real Estate takes property marketing to a different level which we call 'Smart Marketing'.

Smart Marketing is all about giving your home a point of difference and making your home stand out from the rest. When you place your home on the market you are instantly competing against 100's of other homes. Provincial Real Estate ensures we give your home its own identity. We capitalise on unique selling points and carefully craft a marketing campaign that targets specific buyer markets and of course the much broader global audience too.

Provincial Real Estate offers all clients the 'Rolls Royce' of marketing attention with the latest e-commerce technology and highly trained negotiators. To experience not just a difference but a point of difference, please call your Provincial Real Estate consultant for a complimentary marketing consultation.





P: 08 9293 2200

F: 08 9293 2288

W: [www.provincialrealestate.com.au](http://www.provincialrealestate.com.au)

E: [enquiries@provincialrealestate.com.au](mailto:enquiries@provincialrealestate.com.au)

A: Stirk House, Shop 3 / 3 Canning Road, Kalamunda