

100 Point Checklist

The ultimate guide
to selling your home.



SELBY (ANDA
REAL ESTATE

The Ultimate 100 Point Checklist for selling your home

You've decided to sell your home. There are a number of decisions you'll need to make and many things that need to be done. Here's a checklist of some dos and don'ts to guide you through what can often be a stressful and complicated process:

01

Take a deep breath. Selling a property may seem daunting. Your home, after all, is likely to be your biggest asset. But there's plenty of help available and some tried and tested rules you can apply to boost your chances of success.

02

Get up to speed on what selling your home is all about. Search the internet, read your local newspapers, speak to people who have bought or sold in your area lately and to local real estate agents. Keep a close watch on property adverts and websites for recent auction and sale results. And consider paying for a report on recent sales in your area to see how sale prices are stacking up.

03

Do some fieldwork. Act like a buyer and visit properties for sale in your area to get a sense of your property's value, how your property compares with others in your area and the current state of the market.

04

Make a shortlist of the potential agents in your area by talking to friends, visiting open houses, reading reviews and using online search tools that compare and rank real estate agents. There can be big differences between agents and the outcomes they deliver. Choosing the wrong agent can not only lead to a lower selling price and delays, but also lots of unnecessary frustration. Yet, amazingly, almost half of sellers appoint the first agent they meet.

05

Make appointments to interview at least two to three agents.

06

Ask the agents plenty of questions during the interview to assess their track-records, experience and expertise. Are they licenced? Do they have a good understanding of market conditions in your area and a ready data base of current buyers looking in your neighbourhood?



07 | Attend other open homes run by your potential agents to see them in action and assess their sales skills.

08 | Check whether an agent has a strong internet presence and is savvy in using social media. These days, rather than driving around looking at property, most buyers spend a lot of time looking online before even getting into their vehicles.

09 | Ensure you feel comfortable with the agent and that there's a good rapport. Selling your home successfully will require a partnership between the two of you and you need to feel you can work together as a team.

10 | Don't be tempted by an agent that suggests the highest price for your house. Pricing your home too high may limit the number of buyers you get through the door.

11 | Don't be dazzled by a great listing presentation. You want your agent to be a good salesperson, but you need to ensure that the sales pitch is backed by substance.

12 | Be certain to choose the individual, not the brand, as there can be big differences between the individual agents within each real estate office.

13 | Check that your agent is licensed in your state.

14 | Trust your gut. If the relationship doesn't start out feeling right at the beginning, it's probably not going to get any better.

15 | Ask your preferred agent for the names of previous clients and speak to these clients to ensure what the agent says checks out.

16 | Do your research on agent commissions. These are now negotiable in all Australian states now, but can vary from place to place and in how they are structured.

17 | Remember that the first commission rate an agent quotes is just an opening bid. You do not have to accept it. This is a negotiation process that requires flexibility on both sides and should lead to a win-win situation for both parties. A great real estate agent will be able to confidently justify their price if it is above cheaper alternatives.

18 | Be wary of negotiating the commission down too much as this could act as a disincentive for the agent.

19 | Also be concerned about agents who drop their commission rates too quickly. If they are not good at negotiating for their own benefit, how will they negotiate a good sales price on your behalf?

20 | Don't just choose the agent that charges the lowest fees. You often get what you pay for. You need to be confident that your agent will secure a good price for home and isn't just in it for a cheap, quick sale.

21 | Also be aware of a dodgy practice where the not-so-good real estate agents try to "buy the listing". In other words, they quote a high price even though they know it is not achievable, just to get your property on the market.



22

Decide on what type of agreement you will sign with the agent. For example, will you list your home with one agent exclusively or go for an open listing with several agents? And if so, how will the commission payment work? By using more agents you can extend the coverage, but you may find that the sale of your property becomes a much lower priority for the agents than if you had engaged someone exclusively.

23

Remember that most other areas of your listing agreement are also negotiable as well.

24

Always check the small print before signing anything. Ensure you understand and are happy with all aspects of the agreement, including the cancellation policy. Are you clear on what costs you will have to bear and what your responsibilities are?

25

Provide your agent with written instructions clearly stating which items in the property are not to be included in the sale.

26

Set a listing price with your agent that reflects the full market value of your property, but is also realistic and attractive to buyers. The price will be influenced by your home's location, attractiveness, condition and proximity to local amenities. Also important will be current economic conditions and demand and supply factors.

27

Decide with your agent on the best method of selling for your property. An auction can be used to drive up the final sale price of your property by creating competition for it during a bidding process. A private treaty is a private arrangement between you and the buyer, and gives you the chance to accept, decline or negotiate the offers you receive, as you receive them.

28

Together with your agent, devise a marketing strategy to give your property as much exposure as possible. This might include online and printed advertising, flyers, notice boards, open house events and editorials in local newspapers. The more interest you attract, the higher the final sale price is likely to be.

29

Arrange inspections at times which present your property in the best possible way – for example, when the natural lighting is at its best. Saturday late morning and afternoon are reportedly good times because, being the weekend, many potential buyers are unlikely to be working. Also arrange a second open for inspection during the week for potential buyers who would like to see the property again when it is not as busy.

30

Arrange for your home to be professionally photographed. With so many home buyers looking online, how your home looks in photos posted on the internet is crucial. Ensure sure your home is clean and well-lit, and your lawn is mowed, before the photoshoot. Select a good photographer and a good time of day to make the best of the lighting.

31

Talk to your agent about creating a brochure or floor plan that buyers can refer to and keep after they've inspected the property. This could prevent your property from being forgotten among the other properties the buyers have seen.

32

Also discuss whether you should upload a video walkthrough onto the internet. This can be a wonderful way of showcasing your home and gives foreign investors the opportunity to see it.

33

Ensure that the signboard outside your home is easily visible from the road and not blocked by trees, cars or power poles.

34

Ask your agent and friends for suggestions on how you can spruce up your house. Many of us get so used to our homes that we no longer notice the dirt or cracks and could benefit from a second opinion.

35

Work out what your home's unique selling points are and how you can further enhance them. Conversely, evaluate what the home's key negatives and drawbacks are and whether there any ways to overcome or limit these.



36 | Get busy with the necessary repairs and maintenance. If the house doesn't look well-maintained, buyers will worry that they will need to spend time or money on the house. You may need to spend money to make money on property's sale. But don't "over-renovate" or spend more money to improve your property than you can recoup in the sales price. You want to get a solid return on any outlay.

37 | Take yourself and your personal preferences out of any renovation or styling decisions. You want to appeal the widest number of people and will not be living in the home anymore.

38 | Go for neutral colours and the most popular choice of product to ensure the widest appeal.

39 | Note that no DIY work is better than bad quality DIY work.

40 | Remember that from the moment your home is on the market, potential purchasers may be driving by to look at it, so it's assess how you can boost your "street appeal". The house needs to look great from the outside to encourage people inside and to stop them driving off.

41 | Wash the dirt, mould and grime off the outside of your walls, roof, garage door, faded walkways and driveway. Consider hiring a pressure washer for a day. And, if this isn't enough, invest in a fresh coat of paint.

42 | Get rid of dead trees, branches, weeds and invasive vines in your garden as well as any other outside clutter, such as garden equipment, children's toys, unused outdoor furniture and other outdated, unattractive, mismatched or dilapidated features.

43

Mow your lawn and pavement, and prune your shrubbery. Consider planting some colourful flowers and greening up your grass with fertiliser and water.

44

Ensure the path to your front door is easy to navigate. If anything broken, uneven or missing along the way, get it fixed because buyers will notice it.

45

Declutter each room in your home. Not only can this help your property look cleaner and tidier, but removing clutter can also make rooms appear bigger too.

46

Similarly, put excess furniture in storage to make rooms look larger and more spacious.

47

Set the scene. Buyers often try to envision what their lives would be like in a house. So try to give their imaginations something to work on by creating appealing settings in attractive parts of your home – for example, by placing comfortable outdoor chairs on a balcony with a good view.

48

Depersonalise your home to ensure it appeals to the largest possible audience. Not everyone will have the same taste as you. Get rid of personal photographs, certificates and religious ornaments. Less of “you” in your home gives potential buyers a chance to visualise themselves living there.

49

Take a look at each room and think of ways you could improve it to add value.

50

Consider what inexpensive finishes and furniture could add a bit of class to your home – for example, by buying an upscale mailbox and modern house numbers or address plaques. Or add in a mirror on the wall to make a room look larger.

51

Consider using a stylist, especially if the house is empty, to enhance its appeal and create warmth.

52

Fix water drainage and sort out any dampness or damp smells. Problems in these areas could be red flags to potential buyers.



53

Ensure gates and fences are in good order.

54

Get all carpets cleaned.

55

Cover old sofas with throws and cushions.

56

Spruce up your front door with a coat of paint. It's one of the first things that potential buyers will see.

57

Make your property ready to move into. Creating a home that can be moved into without major renovation, decoration or repairs could give your property an advantage over others in your area.

58

Borrow or rent some quality furniture to create an overall air of luxury and opulence in your home.

59

Storage is usually very important. So think about adding built-in wardrobes.

60

Wash all windows.

61

Ensure all the fixtures and fittings are in good working order and clean, including door handles, fly screens, window latches, light switches, taps and so on.

62

Ensure damaged timber floors are re-sanded and polished.

63

Get your bathroom, laundry and kitchen to sparkle.

64

Don't forget to clean inside ovens, cupboards and under beds in case potential buyers want to snoop on open inspection days.

65

While it is natural to want to present your property in the best light possible, do not cover up, misrepresent or in any way mislead a buyer about its true condition.

66

On the day of inspection, let the sunshine in by opening all curtains and blinds.

67

Turn the lights on throughout the house to illuminate every room. Good lighting can boost the look and feel of your home.



68

On inspection days, place mats at all outside doors to prevent dirt from being brought in from outside.

69

Even out the temperatures. If your home is cold, heat the rooms. If it's hot, cool it down with fans or air-conditioning.

70

Ensure all beds are made up and there are no clothes lying about on the day of the inspection.

71

Remove any shoes from the entrance and other "hazards" people might trip over.

72

Ensure your home is properly aired and there are no smells on inspection days – for example, from cigarette smoke, pets, stinky shoes or specific foods. Consider using fresh flowers, potpourri or a subtle air freshener. A home that smells nice seem much more attractive to buyers.

73

If you live on a busy road prone to noise, think about playing some background soothing music to enhance the ambience of your property during the inspection.

74

Add personal touches like fresh flowers to help your home feel less staged or artificial.

75

Try to arrange for pets to be out of the house on inspection days.

76

Clean your house - Clear out the mailbox and empty all rubbish bins. Pack away your laundry and dishes. Clean up after your dog in the garden.

77

Lock away valuables or important documents. You are allowing strangers to walk into your home.

78

Leave before the inspection starts. Potential buyers may feel awkward about opening cupboard doors and lingering around for a really good look if you are hanging around.

79

Ask your agent to take the details of all people attending the inspection and to get their comments and feedback. Take note of this feedback and if there are issues, try and fix them.

80

Also be prepared for inspections to happen at any time. So clean your home daily and try to keep it tidy between inspections.

81

Have a bag ready if you have to leave the house at short notice.

82

If you are selling via private treaty, don't necessarily accept the buyer's initial bid on your home, even if it's a good one. Buyers usually expect some back-and-forth negotiation, so their initial offer is likely to be lower than what they are actually willing to pay. Remember all offers are negotiable.



83

Decide in advance what terms are most important to you and let your agent know about this. For example, if price is most important, you may need to be flexible on your settlement date.

84

Don't take an offer personally. Selling your home is a business transaction. Often criticisms of your home may just be negotiating tactics.

85

Carefully evaluate all the terms of each offer received. Price is important, but so are other terms. Is the buyer asking for property or fixtures – such as appliances, furniture or window treatments – to be included in the sale that you plan to take with you?

86

Also check out any special conditions in the contract of sale between you and the buyer and ensure you fulfil these. They could include certain repairs, the completion of renovations or and so on. In addition, ensure you understand the settlements process.

87

Start packing because you will need to be out of your home before settlement day.

88

Also expect a visit from the buyer's bank, if there is one. As it is lending against the value of the property, the bank will want to ensure that the price paid for the property corresponds with the estimated market value.

89

Be aware of your obligation to hand over the property in the same condition as when it was sold.

90

On settlement day, check that payment has been received for the property and any other agreed amounts owing. Also check that the deposit, which is usually held kept in trust for you by your real estate agency, conveyancer or lawyer, is returned to you.

91

On this day, you'll also need to organise the handover of the keys to the new owner.

92

Utilities, such as gas, electricity and water, will also need to be transferred. Organise a final reading for these services.

93

Be sure to cancel your insurance cover for the house after settlement.

94

Cancel deliveries for such as milk and newspapers.

95

Redirect your mail at the post office and advise relevant people about your change of address.

96

Change your address on your driver's license.

97

Organise the handover of the keys to the new owner on settlement day.



98

Organise your papers for the "tax man" if you have to pay GST (if your home had a commercial use, for example, it was used as an office) or capital gains tax (if the home was an investment property).

99

Crack open the bubbly and celebrate – you've sold your home and are starting the next exciting chapter of your life!

100

Get started! As you can see, there's a lot to selling your home better, smarter and faster and a good real estate agent can guide you at every step along the way. And we can help you find that good agent! Our dedicated research team can do the homework for you, help you shortlist your best agents and support you through the whole process. It's 100% free, so give us a call on **0432 716 852** so that you can start ticking off the many steps on your Ultimate 100 Point Checklist.