



Selling your Home

A Home Sellers Guide



EXTERIOR UPDATES

- Repair loose, sliding & damaged roof tiles, eaves, gutters & cracked windows on your home & garage.
- Secure loose shutters & awnings.
- Wash windows, gutters, mailboxes and doors.
- Repair cracked pavement & walkways on your property
- Ensure lawns & gardens are attractive and well maintained.
- Sweep the entryway, porch & sidewalks daily.

INTERIOR UPDATES

- One of the fastest & most cost effective way to update a home is a fresh coat of paint. Repaint walls in a neutral colour with broad consumer appeal.
- Kitchen & bathroom renovations often result in a positive return on your dollars invested. Consult you MiCasa Realty profession for advice based on your property type & neighbourhood.
- Keep in mind that cluttered rooms & storage areas give the impression that the area is much small than the actual size. Remove clutter from all areas if necessary, put furniture & personal items into offsite storage.
- Clean every room thoroughly
- Remove items that won't be included in the sale of the home. This includes lighting fixtures or hardware.





Step Two: Your Pricing Strategy

To ensure your home sells at a fair market value within a reasonable period of time all depends on your pricing strategy. Your MiCasa Realty professional will help you to create the ideal strategy based on the following factors.

FAIR MARKET VALUE

The fair market value is the price a buyer is willing to pay for a home given its condition, recent comparable sales & listings as well as the local real estate market.

COMPARATIVE MARKET ANALYSIS

To provide an accurate fair market value of your home, your MiCasa Realty professional will prepare a Comparative Market Analysis (CMA) report summarising properties in your area with similar square footage, construction, age & condition that have recently sold or are currently listed on the market for sale.

Recent comparable sales & listings are the two primary factors impacting the fair market value of your home. Comparable listings that expired before they had a chance to sell also offer an indication of the fair market value.

With information available everywhere regarding home values, it can be overwhelming to find accurate information that is adjusted to your home specifically. With a MiCasa Realty professional tailoring a CMA it allows for adjustments regarding location (e.g. proximity to parks, waterfront schools & transportation), floor plan, home improvements, amenities, parking, storage & other variables that may not be included on a generic search engine/listing portal result.

To find out more about how a comparative market analysis is conducted, contact us on 07 3295 7979 or visit us on the web at www.micasarealty.com.au

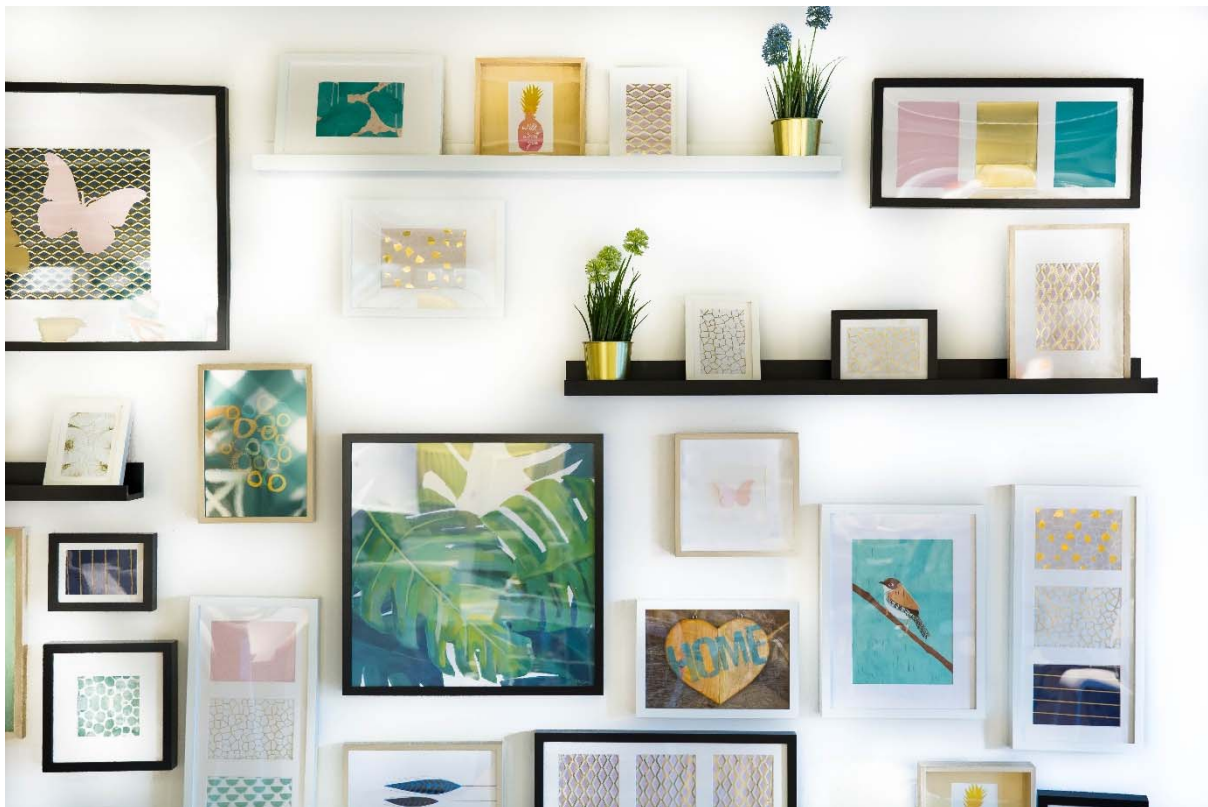


XTRAORDINARY HOMES

There are some homes and estates that are simply extraordinary & do not offer any comparable. In these cases, you will find it hard to do your own homework & source an accurate price through online searches. This is where a MiCasa Realty professional comes to the rescue, with access to extensive up-to-date industry information & property forecasts that will help you select the most appropriate pricing strategy.

LOCAL MARKET INVENTORY AND TRENDS

Another factor that may influence the fair market value of your home includes the stage of the property cycle the local market is positioned, the resulting influence will result in sales leaning towards either a buyers or seller's market. To determine where your local market is positioned within this cycle, your MiCasa Realty professional will take into consider several factors such as: the number of similar homes on the market, interest rates & overall lending climate, the average days on the market for comparable homes and whether similar properties are selling above or below the asking price.



PRICING YOUR HOME

Determining the overall price of you home is one of the most critical decisions you will make in your sales & marketing strategy, and this should be done in consultation with your MiCasa Realty professional.

Your MiCasa Realty professional will as part of their consultation provide a recommended listing price, this is to assist your decision as to what price you list your home. This recommended listing

price will take into consideration your home's fair market value, adjustments for unique property attributes, neighbourhood market trends and appropriate pricing strategies given current market conditions.

Your willingness, motivations & financial requirements to sell will also influence the recommended list price & strategy.

THE RISK OF OVERPRICING

We know that your family home is priceless, for all the wonderful moments spent & enjoyed within the home can sometimes turn the sellers glasses rosy. Unfortunately, these glasses do not correlate to an accurate list price of your home & may not result into an accurate dollar value - oh how we wish it could! We are however here to help, we have an excellent prescription for our glasses & have some great tips to help you move forward and reduce the emotional attachment of selling your home.

Sometimes your personal financial circumstance can determine the price in which you want to list your home. The price needed may however be unattainable for some time due to market trends and other factors as discussed in the fair market value of your home. To re-evaluate your finances, we recommend sitting down with one of our Home Mortgage & Finance Brokers who can evaluate your current financial profile. To plan for your financial future, we also work closely with a financial planning firm Capital Advisers.

If you decide on a price, well above the fair market value, potential buyers & real estate investors will compare it unfavourably against recent comparable sales and listings. The risk is that your home will linger on the market for longer than what is typical for similar listings, stigmatising it as an undesirable or blatantly overpriced property.

Just keep in mind, a property doesn't sell because it is incorrectly priced means additional expenses incurred with mortgage repayments, taxes, insurance, maintenance and possibly bridging finance. A home that is on the market too long due to an uncompetitive price sends the signal that "something must be wrong with it" in the buyer's mind.

Remember, like you, your agent has a keen interest in getting the best possible price for your home. The sales commission provides the agent with the incentive to achieve the highest possible price.



Step Three: Marketing Plan Essentials

A decade ago, it may have been acceptable for a property's marketing strategy to be limited to a "For Sale" sign on a property, print advertising and local postcard drops .

Jump forward to today & close to 90% of buyers are using the internet in their real estate search. Buyers of both local & international are looking for homes through traditional and digital channels. To maximise your exposure to buyers, we have marketing solutions to cover all price points with our complimentary service including free listings on both traditional & online/social media platforms.

YOUR MARKETING PLAN WITH MICASA REALTY

In addition to offering the basic services available through online portals we customise our marketing solutions that are tailored to reach relevant & qualified real estate buyers through online, social media, mobile, print & traditional marketing techniques.

To know more about our marketing packages, contact us on 07 3295 7979 or visit us on the web at www.micasarealty.com.au

OUR CONTACTS

We love to talk & especially when it comes to your property.

The great part about being customer driven, is we are always searching & looking for our products that work perfectly for our clients needs.

Being a boutique business means we take special attention to our clients, we plan to be with them for the long term. We aren't about the transactional approach to Real Estate, we genuinely care & are interested in your lifes journey.

Your MiCasa Realty professional will always have their ear to the ground when it comes to properties that may enhance your portfolio or better suit your property desires.

So how does this relate to the sale of your home?

This attention to detail is for all our clients, past & present, we are constantly showcasing & talking to our clients about our listings and the portfolios they would be best suited for.



Step Four: Choosing Your MiCasa Realty Professional

When you list your property with a MiCasa Realty professional, before we can get to work you will be required to sign a Form 6 Appointment of a property agent, resident letting agent or property auctioneer.

THE APPOINTMENT OF YOUR AGENT

As your real estate professional, we must be appointed in writing in the form of a service agreement in which sets out the rights and obligations of both parties.

This appointment to act must set out the services you will be provided:

- any limits, restrictions or conditions of the services,
- type of agreement (exclusive, sole or open)
- type of sale (private treaty or auction)
- the commission, fees and expenses that the client will pay you for your service
- the due date (or dates) for each payment
- an end date (for a sole or exclusive agency).

If you want to know more about the Appointment of a property agent, resident letting agent or property auctioneer, a MiCasa Realty professional will gladly assist in answering any questions you may have.

COMMISSION

The sales commission is payment to the agent for the hard work spent listing the property, managing enquires, conducting opens and getting the optimal price for your property. This commission is payable once you have SOLD the property and the sales monies are to be released.

The commission is usually taken out of the deposit paid by the buyer upon settlement. The remaining deposit will be disbursed to your nominated account at this time.

ADVERTISING AND MARKETING COSTS

During the sales appraisal, your MiCasa Realty professional will outline the different marketing plans we have on offer. If you decide to upgrade from our complimentary service, this will be documented with payment schedules & agreed upon in the signing of the Property Occupations Act Form 6 Appointment of a property agent, resident letting agent or property auctioneer.

The hard part is now over.. Once we are appointed as your agent, we get to work to ensure your home is SOLD at the best possible price within your best possible timeframe.

PHOTOS & MARKETING MATERIALS

We will schedule an appointment to come through the property & take professional photos for all or marketing material. We like to get this done as soon as possible so we can have your listing online with exposure to buyers. If prior to the sales appraisal your house has been prepared for sale as per Step One we will take marketing photos on the spot and have your listing live within 24 hours. Otherwise, we will work to get these done as soon as possible in a timeframe that suits your property & allow for the removal of excess items &/or a thorough clean,

OPEN HOMES & INSPECTIONS

Your MiCasa Realty professional will organise open homes and inspections by appointment to suit your lifestyle, suburb profile & property selling points.

We do recommend that during inspections that buyer is able to explore the property without the home owner being present. As a security measure we document each prospective buyer that enters the property & during Open Homes we have a minimum of 2 agents on the premises to escort the prospective buyers.

NEGOTIATIONS

Always have the agent handle negotiations, this is what that commission fee is for!

This is our field of expertise, we are trained to delicately handle each situation & we take the utmost care in ensuring we get you your fair price!

Should you be approached directly, and this sometimes happens, it is wise to politely redirect the prospective purchaser to your agent.

The agent will present any offer in writing, at which time you have the right to accept the offer or you can make a counter-offer, indicating a price that is acceptable to you. You must understand that verbal offers may be withdrawn at any stage.

Tip: It's essential to take every offer seriously, even if it doesn't come close to your asking price. Sometimes genuine buyers will start with a very unrealistic offer but quickly increase their offer after receiving a response from the vendor.





Step Six: Under Contract

Once you have accepted a verbal or written offer, the contract can now be signed and dated. The normal 10 per cent deposit will be paid by the purchaser - the initial deposit is due upon signing of the contract & the balance falling due on the unconditional status of the sale.

COOLING OFF PERIOD

The cooling off provision for residential sales lasts for five business days & ends at 5 pm on the fifth business day. The first day begins on the business day in which the contract was given to the buyer. A buyer, under a relevant contract, who has not waived the cooling-off period for the relevant contract may terminate the relevant contract at any time before the cooling-off period ends by giving the seller or the seller's agent written notice indicating that the buyer terminates the relevant contract. If in the unlikely event that this is to occur, the seller must refund any deposit paid under the relevant contract less the termination penalty.

OPTIONAL CONDITIONS

Once the residential contract of sale is entered into, it is binding subject to the cooling-off period. Once the cooling off period has expired, the only option open to either party are those exercised through the provision of special conditions & standard terms of the contract. The optional special conditions that form the REIQ Short Form Contract & these are:

- Subject to Finance
- Subject to Building & Pest
- Subject to on-going tenancies

Your MiCasa Realty Professional will be there each step of the way with their expert knowledge & advice working with your solicitor to ensure you get the best possible outcome.

UNCONDITIONAL STATUS

This occurs when all conditions of the contract are fulfilled. At this time the balance deposit will be due by the buyer & we then proceed to settlement. Dates for settlement are generally calculated with enough time to satisfy all conditions of the contract,

In Queensland, it is common to have a 30 day settlement; but contracts of 45, 60 or 90 days' settlements are not uncommon.



Step Seven: Settlement

You can now crack the bubbly & celebrate the sale of your home!

Settlement day is the point at which the keys are handed to the purchaser and they become the new owner.

It is important to note that until that date the property remains yours and insurance therefore remains your responsibility.

It is normal for the agent to deduct their selling fee and any advertising costs (if applicable) from the deposit after settlement.

As part of the transfer process, arrangements will be made for the balance to be transferred to your bank account.

Your MiCasa Realty Professional is very excited to meet you! Contact us on 07 3295 7979 or visit us on the web at www.micasarealty.com.au to request a sales appraisal.

