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Principal



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www.houlihanrealty.com.au

7 Steps to GET IT SOLD!

1. Work your agent!

Choose a pro-active agent who will actively seek buyers for your home, follow-up everyone who enquires, who works weekends when buyers are active, and who will promote your property tirelessly and enthusiastically until it is sold.

2. Price to sell!

A property is only worth what a buyer is willing to pay for it. Get your agent to explain recent sale prices achieved for comparable properties. Every property has pros and cons and while you may be reconciled to the drawbacks at your home and be in love with the good points, buyers are not. Getting the asking price right up front will get you the highest possible price. If in doubt get a registered valuation for an independent assessment of your property's worth.

3. First impressions matter!

De-clutter—hire a storage shed if you have to. Clean from top to toe. Fresh flowers, soft music, let the sun shine in. Help buyers to imagine themselves living at your home.

4. Ease of access for buyers!

Buyers want it to be easy—they want to see the photos, drive by, know the price before they view. Weekend open homes are great as the Buyer can come and go in a few minutes if it is not for them or spend the whole 45 minutes

with-out the agent or owner breathing down their neck—allowing them to build that essential emotional attachment to the property. Buyers don't want to be nabbed by a real estate agent either!

5. Tell the world!

You can't sell a secret. To get the best price you must let all the buyers know your property is for sale. I don't mean flashy colour ads that cost big bucks. A well thought out plan for a full 8 week comprehensive marketing programme need only cost around \$1300.

6. Listen to the feedback!


Your agent should be calling you after every viewing and open home to let you know the news—how many through, what are buyers saying about your property, what is the price feedback. Regular written reports followed up by face to face meetings with agent and seller are important so that when that offer comes in you are in the best position to negotiate the best deal.

7. Take action!

If buyers are finding an aspect of your property negative then change it or overcome it if you can. Don't take it personally. Your agent should be able to make suggestions. If nobody shows at your first couple of open homes **or** if you have buyers through but no interest **or** if similar homes are selling for less then you may need to adjust your price.



Hot Listings



Perfect family home—4 Waterline Cres, Waterford

Immaculate modern home in Woodlands Estate, 2 separate living areas, 4 bedrooms with ensuite to the master, air con, fans, large covered outdoor entertaining area overlooking flat fenced 600 m2 block. Handy to Canterbury College, Edens Landing Railway Station and the new Holmview Woolworths. **Open Homes Sat / Sun 3-3.45pm**



Brand Sparkling New —16 Kelsey Crct , Nerang

If you want a sparkling new home in prestigious Alexander Ridge with everything fresh, clean and ultra modern then this executive 27 squares home is for you! 4 bedrooms, 2 separate living areas all with stunning designer décor on a 654 square metre block. Lovely alfresco living area overlooking big back yard and park for children and pets.

Open Homes Sat / Sun 11-11.45am



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**We go the extra
mile—
AND DELIVER!**

8 Inexpensive Ways to Spruce Up Your Home Before Sale



Here are a few ideas for ways you can improve the appearance (and therefore the buyer's perceived value) of your home without spending much money.

1. If you have a lot of furniture, consider selling some, or putting some into storage while your home is on the market. This improves the perceived spaciousness of a home.
2. Extra lighting helps - either some extra lamps, or higher-wattage bulbs in existing light fittings.
3. Look for inexpensive landscaping options for added street appeal - eg tree bark in gardens, paint the front fence, install a new mailbox, trim trees/shrubs.
4. Get your house and roof washed - this can brighten paintwork considerably (although a note of caution - avoid

high-pressure water cleaning, as it can remove any loose paint and make the result look worse than before!)

5. Pot plants - buy some nice plants in pots, for both inside and outside the house - they usually improve the appearance of a home, and can be either taken with you or sold afterwards.
6. Clean paths/driveways, with either a suitable chemical cleaner or a high-pressure water cleaner
7. Change the interior door handles - often older handles are either unfashionable or have bit of paint on them from past door repainting. New handles can enhance the appearance for a very low cost.
8. If your bathroom needs a lift, you can replace the towel rails, add some pot plants, buy some nice towels to put on display, etc



Recent Sales

Riverwood Drive Ashmore—\$490,000

Modern 3 bedroom ensuited home on 360 sq m block. Superb presentation.

Cavill Ave, Surfers Paradise—\$350,000

2bedroom original hi-rise unit on high floor with river views.

Queen St, Southport—

\$287,000. 2 bedroom first floor unit in 3 storey walk-up. Fully renovated. 1 bathroom, single carport.



Recent Testimonials

TESTIMONIAL

"Janet is a refreshingly genuine, hard-working and trustworthy real estate professional. She did significant research into local apartment sales and provided very reliable feedback after each open house. Janet continued to be enthusiastic about finding the right buyer for my Surfers Paradise despite the slow/ flat market and the property being tenanted.

Janet showed excellent people skills in managing the tenants so the apartment was well presented and accessible to all prospective buyers. With Janet's conscientious efforts we sold the property in the agreed price range.

Janet followed up all stages of the process to settlement always keeping me informed and keeping the interstate buyers happy with further information and

access for renovation measurements.

If I need to sell another property, I would be happy to list with Houlihan Realty and recommend Janet to other property owners considering sale."

*Anna MacDonald
65/63 Cavill Ave, Surfers Paradise*

TESTIMONIAL

"Having bought and sold property with Janet I would highly recommend her to anyone looking to sell their property. She sold my unit in under two weeks

and went above and beyond.....she even brought in the washing!! Janet is a highly professional agent who offers support, knowledgeable advice and is a pleasure to work with. What more can be said.....she's the best!"

*Georgie Clowes
10/83 Queen St, Southport*



DISCLAIMER: Buying or selling a property is a major decision. The information in this newsletter is for background information only, and you should always consult your advisors before signing contracts or making any major financial commitments. If you no longer wish to receive communication from us, please let us know (see contact details above).