

Welcome to Point2 Sellers Guide

For many selling can be a daunting process. By providing you with simple steps to selling your home, we aim to remove the stress and confusion. Our experienced agents are with you every step of the way.

There are 3 main factors that determine how quickly your home will sell and for what price.

Price, Presentation and Promotion.

Price

Pricing, more than any other factor involved in the sale of your property will determine the outcome of the marketing campaign.

We will provide you with accurate market research and present a comparable sales analysis of your area to determine where your property fits in the current market.

With the internet being the main marketing tool, buyers are now savvier and tend to do their homework before making a purchase. The first month of any listing is the most critical. It is important that you have a clear strategy and reasoning with the price you put on your property.

Presentation

To add value to your home and to attract more buyer's one simple thing to do is to present the property in its best light. You do not need do a major renovation if you are working within a budget, but there are definitely things you can do to make your property more appealing. Not only will it increase the potential price, but also the time in which it sells in.

- Give the house a floor to ceiling clean.
- De-clutter. Keeping things simple in a property will help to showcase the space and features.
- Keep benches and walk ways as clear as possible.
- Unless your garden is a real selling feature, try to keep it simple and neat.
- If bathrooms and kitchens are a little dated, updating tapware and accessories such as door handles, towel and toilet roll holders can help to modernise the look and feel.
- Paint. Never underestimate the power of a freshly painted house.



Promotion

Once you have done the hard work of getting the price right and getting your property looking its best, you need to let people know it's there to be bought. Over 90% of our enquiry now comes from the internet, the board or people from our database. Therefore it is important that you get professional photography and floorplan to really showcase your property.

Depending on your property and the demographic it appeals to, you may need to do print advertising. Other musts are a sign board, preferably a photo sign board that catches the attention of passers-by and a brochure with a floorplan to remind buyers why they looked at your home in the first place.

When you list your property

- choose the term of the agency agreement
- choose whether to market with a fixed price, range or by auction
- choose your advertising budget and the program to best market your property
- choose the price at which your property is listed

We will work with you to ensure selling your property is “stress free” and to achieve the best possible outcome for you.

