



Preparing to Sell Your Home

THE AGENCY

Get Yourself Prepared for the Emotional Journey.

For most people, a house is not just an asset, it is a place for family, friends, comfort, security and happiness. This is why selling your home can be one of the most anxiety prone events of your life.

After spending so much time tailoring your house to make it your ideal home, and living and making memories in it with your family, selling it to someone else is often an emotional process. It's perfectly natural for you to feel deeply attached to a place that has impacted your life so greatly, but it's important not to let that connection or the fear of moving on cloud your judgement when you sell to appropriate markets and buyers.

This guide contains tips to help you through the process.



TIP 01.

Take the Time to Say Goodbye.

Once you've committed to selling your home, it's important to let yourself reflect on what your home means to you.

Take the time to reminisce with your family about the memories you've made there. Walk through each room and take a last look. Take photos before you start setting it up for sale. Let yourself grieve and be kind to yourself. All of this will help you process your emotions and get ready to say farewell.



TIP 02.

Focus on the Future.

Keep in mind that you decided to sell for a reason, and what you stand to gain.

Think on the positives of your new home. You may be excited about the location, or having more space and less clutter. You are entering a new chapter of your life, and sad as it is to say goodbye, think about what is coming next and keep positive.

TIP 03.

Depersonalise Your Home.

**Now its time to make the process a little easier by
depersonalising your home.**

Here is where you decide whether to put your items into storage and stage the home with impersonal items or just removing the personal items and clutter to help you distance yourself from the space. Taking away those personal touches, cherished objects, and the style that made it your own will make you feel less connected to your house and make room for buyers to form their own connection. The less of yourself you see in a space, the easier it will be to view it as a product and let it go.



TIP 04.



Choose Your Support Crew.

Selling your home is easier when you've got the right people supporting you.

Friends and family can help you through the emotional aspects of the sale while a trusted real estate agent and conveyancer can help you ensure you get the right price and the sale goes smoothly.

Look for agents who know and understand your local market, look at their reviews and ask for recommendations. Trust your gut, make sure you feel comfortable and confident with your choice.

TIP 05.

Put Yourself in the Buyer's Shoes.

**Imagine how happy the next family
will be in this home you helped
create.**

They will continue on the journey themselves, looking after the home and creating their own memories in it. Just like you, the home is ready for a new chapter in it's life.

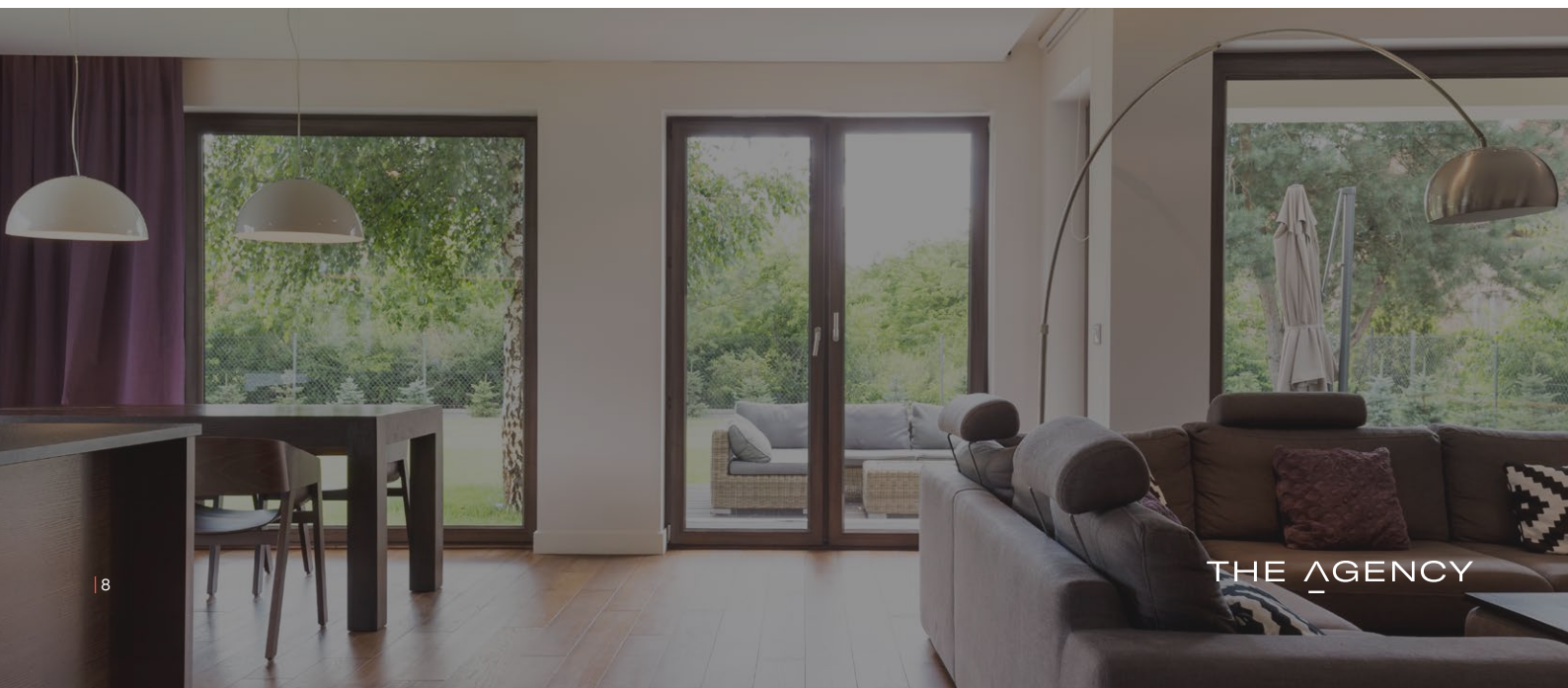


TIP 06.

Don't Take Criticism or Low Offers Personally.

It's a hard one, but although you have poured your heart and soul into making the home yours, buyers don't carry that emotion with them.

They're looking to negotiate the best possible price, and unfortunately this means you'll likely get some offers that are so low they feel offensive. They might not like the renovations or paint colours and aren't afraid to let you know. This is where your trusted real estate agent can help. They have the negotiation skills to work with these buyers so you can stay cool, calm and collected.



Preparing Your Home.

House Exterior

- ☐ Always empty bins and keep them out of sight, if possible.
- ☐ Where possible, clean exterior windows.
- ☐ Clean out any visible storage and where applicable remove any clutter or rubbish from around the exterior of the house.
- ☐ Finish any small painting jobs on the home or surrounding structures.
- ☐ Sweep paths, driveways and front entry.
- ☐ Put out a new doormat if needed.
- ☐ Ensure outdoor furniture is clean and update cushions if required.
- ☐ Make sure all gates work well (handles turn and lock smoothly).

House Interior

- ☐ To give a welcoming and spacious feel put away any unnecessary items.
- ☐ Ensure internal windows/glass/screens are clean, including mirrors.
- ☐ Wipe down window sills and clean out sliding door tracks.
- ☐ Steam clean carpeted areas, where possible.
- ☐ Clean any marks on internal walls.
- ☐ Paint or re-paint walls, if necessary.
- ☐ Ensure kitchen cook tops, benches and range hoods are wiped clean.
- ☐ Wash curtains/blinds, where required.
- ☐ Make sure all light globes and fittings are in working order.
- ☐ Ensure your house is clean and tidy.
- ☐ Remove any unnecessary furniture.
- ☐ Open windows and/or doors regularly to ensure good airflow.
- ☐ Fresh bed linen and matching towels add a luxurious feel.
- ☐ Ensure pet bowls and litter trays are put away.

Garden Presentation

- ☐ Always ensure that lawns are freshly cut and edged.
- ☐ Place fresh mulch on the garden beds.
- ☐ Trim garden hedges and any trees around windows and doors.
- ☐ Ensure garden hoses, tools and childrens toys are neat and tidy.
- ☐ Place additional plants to fill garden beds, where needed.
- ☐ Make sure all pools and spas are leaf free and clean.

Inspections/Open Homes

- ☐ Try to be out of the house when buyers inspect as they will feel more comfortable.
- ☐ Make sure the house is at a comfortable temperature.
- ☐ Brew coffee before each inspection or use oil burners – the aromas create pleasant associations for buyers.
- ☐ Ensure your agent knows what makes your house a home – explain why it has that 'special feel' for you. Point out its highlights. This will allow the photographer to capture the true feeling of the home.
- ☐ Styling a property can have incredible impact. Consider hiring furniture or engaging the talents of an interior designer. Your Property Partner will be able to assist.
- ☐ If you have a spa, turn on the jets.
- ☐ If you have a pool room or bar/sports area with a TV, turn it on with the volume down.
- ☐ Play a kids movie in the media room with the volume low.
- ☐ Play ambient background music to set the mood and turn off any commercial radio.

