

THE AGENCY



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The Essential Guide  
to Successfully  
Selling Your Home



# Your Complete Resource for a Smooth, Profitable Sale

## Welcome to Your Home Selling Journey

Selling your home doesn't have to be overwhelming. With the right guidance, preparation, and expertise, you can achieve the best possible price in the shortest time with minimal stress.

This comprehensive guide will walk you through every step of the selling process, from understanding what drives your property's value to completing the final settlement.

Whether you're a first-time seller or looking to maximize your investment, these proven strategies will help you succeed.

## Why Choose an Experienced Agent?

The right agent can make all the difference when it comes to achieving a great result. Backed by in-depth local knowledge and a commitment to delivering results, we offer:

- A strong understanding of current market conditions
- Access to a broad network of qualified buyers
- A professional marketing team to showcase your property
- End-to-end support to guide you through every step of the sale

Let's work together to make your home selling journey a success.





# Key Factors That Determine Your Home's Worth

## Position - The Ultimate Price Driver

Nothing influences property value more than location. Consider:

- Suburb and street desirability
- Position on the street and views
- Proximity to amenities (schools, shops, transport)
- Neighbourhood characteristics

**Comparable Sales (Comps)** Your property's value is determined by what similar homes have recently sold for, not their listing prices. Look for properties comparable in:

- Location and position
- Age and condition
- Size and land area
- Number of bedrooms and bathrooms

## Market Performance

Supply and demand significantly impact prices:

- Seller's market: Low supply, high demand = higher prices
- Buyer's market: High supply, low demand = competitive pricing
- Seasonal variations: Some months perform better than others

## Property Condition

Two identical properties can have vastly different values based on maintenance and condition. Well-maintained homes command premium prices.

### Additional Value Drivers

- Renovation potential: Buyers often value improvement opportunities
- Interest rates: Lower rates increase affordability and demand
- Infrastructure projects: Nearby developments can boost property values
- Understanding these factors helps you make informed decisions about timing, pricing, and preparation.



# Setting the Right Price is Critical

## The Pricing Balancing Act

Your asking price determines how long your home stays on the market. Getting it right means:

- Too high: Reduces buyer interest, creates market stigma
- Too low: Leaves money on the table, raises buyer suspicion
- Just right: Attracts maximum interest, sells quickly at fair value

## Research-Based Pricing

Study the Comps: Analyse recent sales of comparable properties in your area. Focus on:

- Actual sold prices (not listing prices)
- Properties sold within the last 3-6 months
- Homes with similar features and condition

Consider Market Conditions: Is it currently a seller's or buyer's market? Your agent will help you understand current market dynamics.

## Online Pricing Strategy

Optimize your price for online searches:

- Most buyers use price filters when searching
- Strategic pricing can increase your listing's visibility
- Example: \$649,000 vs \$652,000 - the first captures buyers searching up to \$650,000

## Seasonal Considerations

Different times of year perform differently in your local market. Your agent will advise on optimal timing based on:

- Historical seasonal trends
- Current market conditions
- Your personal circumstances

## Professional Pricing Guidance

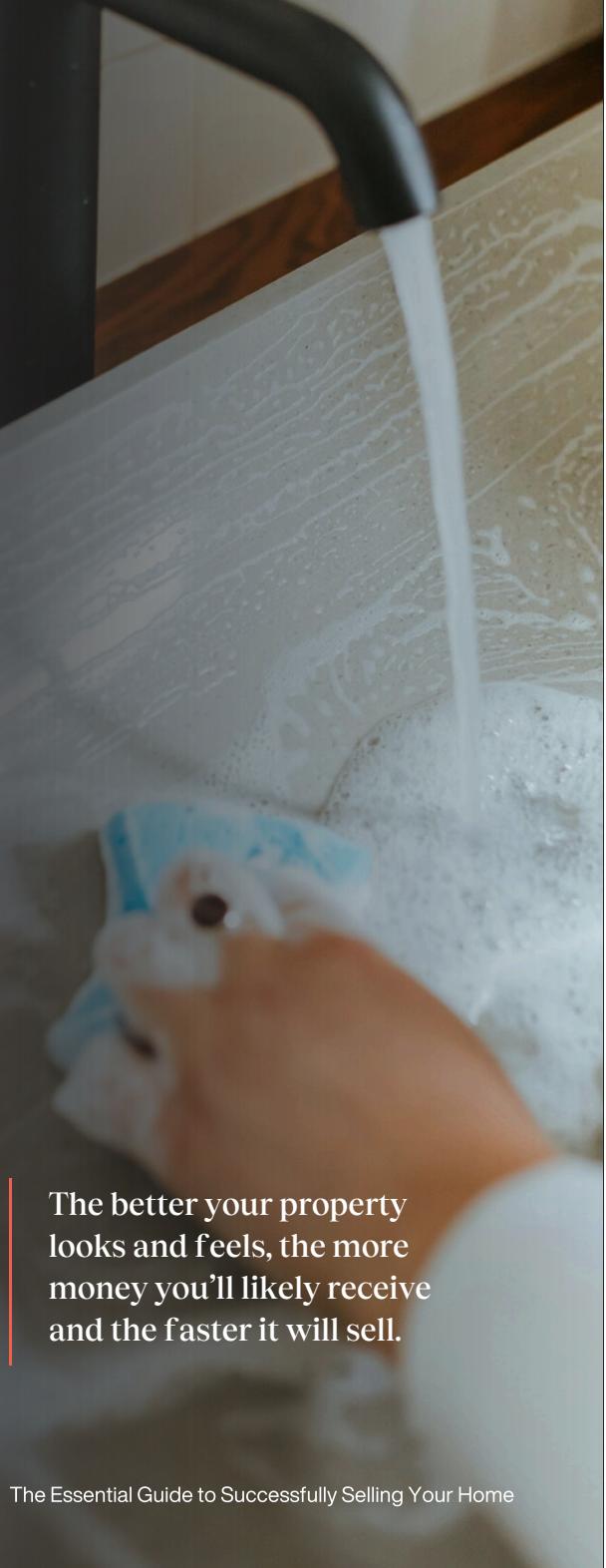
An experienced agent brings:

- Access to comprehensive market data
- Understanding of current buyer behaviour
- Proven track record in your area
- Ability to identify the optimal price point

Trust your agent's expertise to set a price that attracts buyers while maximizing your return.



# First Impressions Matter Most



The better your property looks and feels, the more money you'll likely receive and the faster it will sell.

## Declutter and Depersonalize

- Remove excess furniture to make rooms feel larger
- Pack away personal items (photos, memorabilia, niche décor)
- Organize closets, shelves, and storage to showcase roominess
- Arrange temporary storage for non-essential furniture and belongings

## Strategic Repairs and Painting

- Paint interior walls in fresh, neutral colors
- Maintain a consistent color scheme throughout the home
- Complete obvious repairs (leaks, marks, broken fixtures, etc.)

## Deep Cleaning is Essential

- Steam clean carpets and rugs
- Deep clean kitchen - oven, stovetop, fridge, and cupboards
- Scrub bathrooms - sinks, showers, toilets, mirrors, and tiles
- Dust all surfaces, skirting boards, window sills, and light fixtures
- Pressure wash exterior surfaces — driveway, paths, decks, and walls

## Professional Styling and Staging

- Arrange professional staging or style furniture to highlight best features
- Remove décor that reflects personal taste or bold style choices
- Optimize room layouts for space, flow, and natural light
- Set up spaces to create an emotional connection for buyers
- Stage rooms and décor for maximum photography appeal

## Street Appeal - Your Home's First Impression

- Mow lawns, edge garden beds, and trim shrubs
- Plant fresh, colorful flowers or potted plants
- Clean windows and all exterior surfaces
- Remove any clutter from front yard and entrance areas
- Check and enhance entrance lighting for evening viewings



# Professional Photography is Non-Negotiable

Quality photos are your most important marketing asset. They determine whether buyers will inspect your property or scroll past to the next listing.

Pre-Photography Checklist:

## Exterior Preparation

- Mow lawns and trim garden edges
- Remove dead plants or relocate pot plants
- Clear cars from driveway and street frontage
- Hide garden tools and equipment
- Remove mail from letterbox
- Take washing off the line
- Rake leaves and tidy outdoor areas
- Ensure outdoor lighting works

## Interior Preparation

- Remove all clutter and personal items
- Clear kitchen benchtops and window sills
- Make all beds immaculately
- Fluff cushions and straighten furniture
- Turn on all lights and replace any blown bulbs
- Hide electrical cables and personal photos
- Open all blinds and curtains for maximum light

# Professional Marketing Approach

## Our Comprehensive Marketing Strategy

- Professional photography with optimal lighting and angles
- Online portal listings on major property websites
- Social media marketing across multiple platforms
- Email marketing to our extensive buyer database
- Print advertising in local publications
- Professional staging consultation
- Video tours and virtual walkthroughs
- Targeted open house marketing

## Investment in Marketing

A relatively small investment in quality marketing can add 5-10% to your sale price. Consider what that percentage represents in dollar terms - it could be one of your best investments. We develop a tailored marketing plan specific to your property and target market, ensuring maximum exposure to qualified buyers.



# Understanding the Settlement Process

Once you accept an offer, several legal processes begin. This “settlement period” typically takes 30-90 days, with your agent and conveyancer handling most details.

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**1****Contract of Sale**

The binding agreement between you and the buyer specifying:

- Purchase price and deposit amount
- Settlement date and conditions
- Items included in the sale
- Any special conditions or contingencies

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**2****Vendor Statement**

(varies by state) Documentation disclosing important property information:

- Zoning restrictions
- Flood or easement issues
- Outstanding mortgage details
- Any other material facts

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**3****Deposit Management**

- Buyer pays deposit when contract is signed
- Funds held securely in real estate agent's trust account
- Released at settlement or if contract conditions aren't met

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**4****Pre-Settlement Activities**

Your conveyancer coordinates:

- Title searches and transfer documentation
- Stamp duty applications
- Verification all contract conditions are met
- Liaison with banks for mortgage discharge
- Outstanding rates and taxes clearance

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**5****Final Settlement**

- Funds are transferred between parties
- Property keys are handed over
- Transaction is legally completed
- You receive proceeds (minus expenses and mortgage payout)

**Professional Legal Support**

Each state has different regulations, so professional legal advice is essential. Your conveyancer works with the buyer's legal team to ensure all requirements are met and the settlement proceeds smoothly.

You typically don't need to attend settlement - it's handled by the legal professionals.



# Proven Strategies for Best Results

## Timing Your Sale

### Market Timing

- Understand current market conditions
- Consider seasonal variations in your area
- Factor in economic conditions and interest rates
- Balance market timing with personal circumstances

### Property Preparation Timeline

- Allow 2-4 weeks for styling and repairs
- Book professional photography once preparation is complete
- Plan marketing launch for optimal market conditions
- Coordinate with your agent for strategic timing

## Working with Your Agent

### Communication is Key

- Maintain regular contact throughout the process
- Provide feedback on buyer inquiries and inspections
- Discuss any concerns or questions promptly
- Trust your agent's market expertise and advice

### Negotiation Support

- Let your experienced agent handle price negotiations
- Consider all aspects of offers, not just price
- Evaluate settlement terms and conditions
- Make decisions based on facts, not emotions

## Managing the Process

### Stay Organized

- Keep all documentation in one place
- Maintain property in show-ready condition
- Be flexible with inspection times
- Respond promptly to reasonable requests

### Reduce Stress

- Trust the process and your professional team
- Focus on your next move planning
- Avoid making emotional decisions
- Remember that some negotiation is normal

### Red Flags to Avoid

- Overpricing based on emotional attachment
- Ignoring agent's professional advice
- Refusing reasonable buyer requests
- Poor presentation during inspections
- Inadequate marketing investment

Success comes from professional preparation, strategic pricing, effective marketing, and skilled negotiation.



## Ready to Sell? Let's Make It Happen

You now have the knowledge to successfully sell your home. The next step is partnering with an experienced agent who can guide you through the process and maximize your results.

### Why Choose Cary Giezekamp & The Agency Inner West

- Unbridled enthusiasm to be successful in your purchase
- A genuine focus on clear, honest communication
- A fresh perspective and tireless work ethic
- Personalised service and attention to detail
- Strong network of qualified buyers and industry professionals
- Professional market appraisal
- Strategic pricing advice
- Property styling consultation
- Professional photography and marketing
- Negotiation and sale management
- Settlement coordination and support

Disclaimer: All care is taken in preparing this guide. This information is general in nature and should not be considered as financial or professional advice. You must seek professional advice before taking any actions. We take no responsibility for actions you may or may not take based on this information.

### Comprehensive Support Team

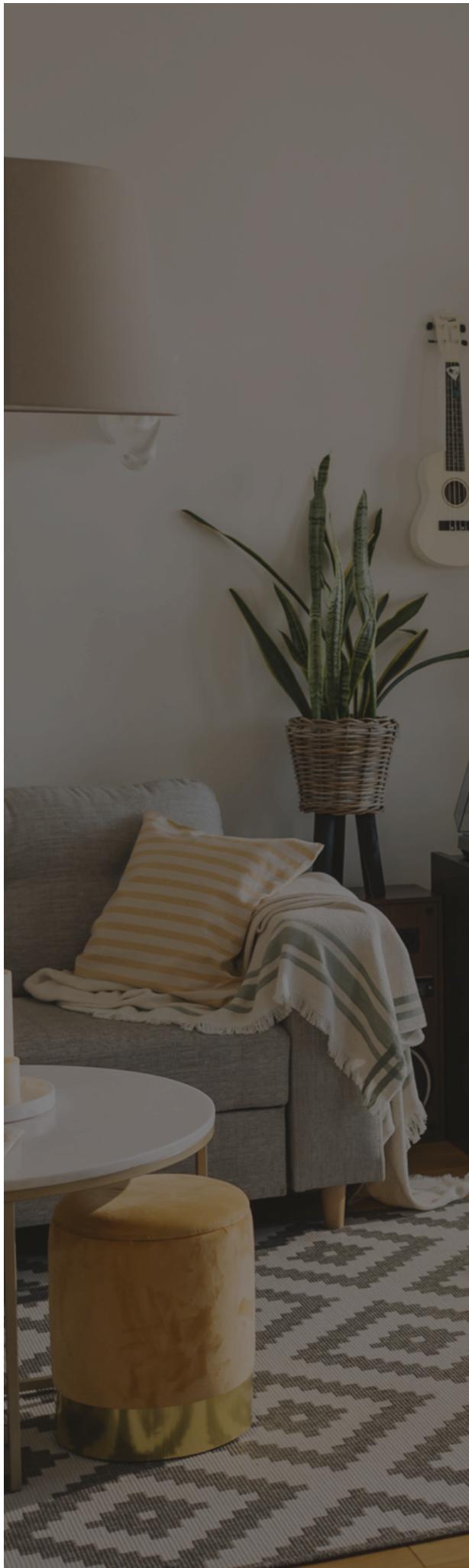
Rosemary Giezekamp - Property Partner  
Eli Ladao - Sales Support Partner  
Donna Bamba - Marketing Support Partner

### The Agency Inner West

Your success is our success. Let's work together to achieve the best possible outcome for you.

**Cary Giezekamp**  
0411 587 775

[carygiezekamp@theagency.com.au](mailto:carygiezekamp@theagency.com.au)  
[theagency.com.au](http://theagency.com.au)



"We sold our Sydney Inner West home with Cary's awesome help. His expertise made it smooth and straightforward. Cary understood our goals, gave a fair valuation, and tailored a plan. With his wife, Rosemary, they nailed every detail, from styling to inspections. Cary was always ready to answer any question. Selling can be stressful, but Cary made it surprisingly stress-free."

**Seller of House – Ashbury**

"Cary was a very professional and courteous agent. He spent a solid amount of time with me explaining the property and was upfront about all things I needed to know."

**Buyer of Apartment - Annandale**

"So much experience in selling apartments in the Inner West is rare - Cary and Rosemary guided our campaign wonderfully from the beginning. Huge effort went into the opens with a three-man team each time running tours of the extensive facilities in the building to really show the best of what our unique apartment offered, and the auction result truly exceeded expectations!"

**Seller of Unit – Alexandria**

"Rosemary was such a breeze to work with. Her knowledge of the property was outstanding and she went above and beyond to make herself available when needed. Her experience and professionalism made the whole process very smooth. I highly recommend Rosemary to anyone looking to buy property."

**Buyer of Unit – Annandale**

"Cary and the team are exceptional. I've never dealt with an estate agent who is so professional, trustworthy and transparent. I felt that he truly was looking to achieve the best outcome for the buyer and the seller. Highly recommend Cary. If I ever decide to sell, I know who I want to handle the process. Thank you again."

**Buyer of House – Birchgrove**



“Cary and Rosemary Giezekamp demonstrated outstanding expertise and delivered exceptional service during the sale of our property, exceeding price expectations in a tough market. Their blend of friendliness and determination was refreshing as they navigated the challenging market dynamics. Their insights, negotiation skills, & dedication were unparalleled. Transparency and constant communication made us feel involved and assured. Cary and Rosemary Giezekamp are more than agents, they're trusted advisors.”

**Seller of Unit – Leichhardt**

“Cary went above and beyond to track down leads, and match a buyer to my property. He has succeeded by communicating with honesty and charm, and I am very happy with the result.”

**Seller of Unit – Annandale**

“I have been a client of Cary and Rosemary for over 20 years as both a buyer, property investor and a seller (twice). I did not hesitate to contact Cary and Rosemary to manage my investment property and eventually sell that same property recently. Very professional, extremely knowledgeable (industry and Inner West market), and always keeping me updated with the progress of the sale. I won't hesitate to contact Cary and Rosemary again. Will definitely recommend to others.”

**Seller of Unit – Stanmore**

“Hello Cary and Rosemary, it was a pleasure working with you on the purchase of 3 Thomas Street, Darlington. You stood out as a transparent and thorough agent your communication was impeccable, and you remained attentive to the needs of both buyer and seller throughout. You struck a fair and balanced tone in the negotiation process, and at no point did it feel one sided. Your diligence, especially in providing detailed heritage information, was appreciated and made the transaction all the smoother.”

**Buyer of House - Darlington**



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