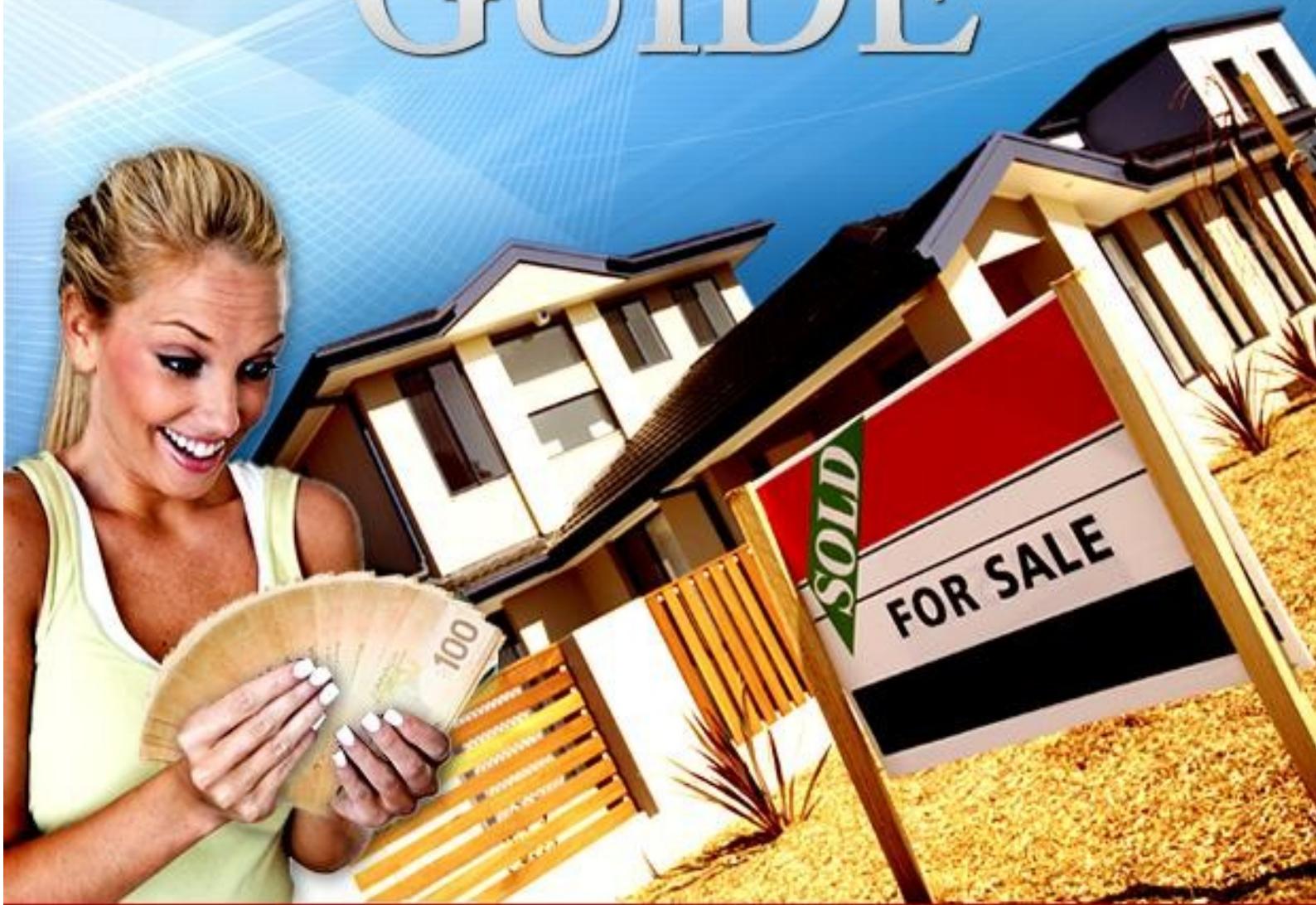


The Ultimate **HOME SELLER'S** GUIDE



How to Avoid 27 Costly Mistakes and
Sell Your Home Fast, for Top Dollar!

Selling your home? Don't let avoidable mistakes cut into your profits!

Most people don't sell homes for a living. The right real estate agent is a vital part of the selling puzzle but ultimately, it's your home and your potential profit or loss. Don't let these common sellers' mistakes diminish your profits!

1. Watch the market! – As they say in showbiz, "Timing is everything"!

- If the current housing market is "HOT" you stand a better chance of selling your home at the price you want. But remember, if you sell in a "HOT" market, chances are you will be re-buying in the same market. That means you will have to respond quickly to offers and will need to compete aggressively to find your next house. There is also the problem of timing. Try not to buy another house before the current house is sold, your financial carrying costs can be huge if you can't sell quickly. Bridging loans are also potentially expensive if your house is slow to sell.
- If, however, the current housing market is weak, you may stand to lose a percentage of what you have paid into your home, as the house eventually sells for lower than what you are expecting. To get a decent price you may have to spend money to make improvements to your property and offer incentives to compete with other homes on the market. Remember, renovations must appeal to the new buyer. Maybe you might need to take advantage of the cyclical nature of the real estate market and stay put (if you can) until the market improves.

2. Don't overprice! – Even 5% over market value can discourage buyers. It is important that you realize that your selling price is determined by the current market and not by what **you** must get out of the deal, or even by a valuation. If your house is not priced competitively for the current market, people looking in your price range will reject your house in favour of other, larger homes for the same price. Houses that list at too high an asking price attract buyers that your house quality can't support. Essentially you are advertising the house to the wrong buyers. At the same time, the people who should be looking at your house will not view it because it is priced over their heads.

Special Note: *If circumstances dictate that you **must** ask more than your Real Estate Agent and the market says is the optimum price for your home, then re-evaluate your decision to sell at this time. If possible, you should stay put until the market improves or your property value increases.*

3. Don't "test" the market! – If you insist on pricing your home higher than the existing market trend with the idea that you can always lower the price, you may be sabotaging your own sale. Just asking \$2,000 or \$3,000 more than market value can mean the difference between selling quickly at a good price or delaying the sale. And don't forget, keeping your house on the market for a prolonged period can incur additional expenses like ongoing costs eg rates and maintenance. Ask your Real Estate Agent how much bargaining room you can leave in your price.

4. Don't become a “stale listing”! – The longer your home is on the market the less likely you are to get a full price offer. I talk to home buyers all the time and they know the market very well. Once your house is looked at they usually don't re-visit your house again, even though you may have changed the listing. Old stale listings get little attention. After all, if you are serious about selling, you don't want to wait months trying to sell it. If a month goes by without any serious offers, do something! Review your price, offer incentives or make some improvements or repairs. Then hold an Open House to announce the changes. Get those buyers back looking at the house again!

5. Don't hire Aunt Agatha to sell your home! - Hiring a relative is one of the most common, serious errors committed by home sellers. How much knowledge and experience can this person bring to help the sale? Making this mistake could mean your home may sell more slowly and for less money than it otherwise would. Selling your home is one of your most important financial transactions you can do. Having a professional Agent in your corner can make all the difference in getting your price and selling quickly.

6. Don't get locked into a contract with your Agent! – Chances are you will be perfectly happy with the efforts of your Agent on your behalf, but circumstances can change. Protect yourself by getting a “guarantee of performance” clause with a right to cancel your contract with your Real Estate Agent if you are not satisfied. You must be able to work together as a team to get the best price for your home in the shortest amount of time. Also consider exclusive listing for shorter times, standard is 90 days, what about 30 days to see if the Agent is a good fit?

7. Don't Lie! - Tell the truth. It's natural to be optimistic about your home but it doesn't pay to deliberately misrepresent it. While most sellers wouldn't commit an outrageous misrepresentation, there is a tendency to fudge about room sizes, decks or unfinished ‘projects’. When calculating a home's total size, only living areas should be counted. You set people up for a disappointment when you misrepresent your home on the listing and once they're disappointed, it's difficult to recapture their trust. Also, be aware of those over stretched fish eye photos we all see on the internet sites these days. They are so obviously mis-representing what you are really showing to a potential buyer, and trust me, they know this!

8. Don't scare off buyers! - Maximize your “Curb Appeal”! You must get buyers in the door because you can't sell to someone who isn't there! Trust me, if it looks uninviting when they pull up, they will keep driving on to the next open day house on their list, and probably not come back. A well-kept yard free of clutter will get them out of the car and on to your doorstep. An unkempt yard will put off a prospective buyer before they even get in your door.

Improve the view of your house from the street by sprucing up shrubs, windows, front door and even the mailbox. Place potted plants on the front step and install outdoor lighting fixtures. Do whatever it takes to enhance your home's “buy me” look. And never underestimate the appeal of fresh flowers and a mowed lawn (minus the bicycles and dog poo).

9. Never show a dirty house! – This is your only chance to “Showcase” your home! Once you’ve got them in the door, your responsibility doesn’t end there. CLEAN YOUR HOUSE! This one’s a no-brainer. Prospective buyers are looking for a home and they must be able to picture themselves in yours. If you think about it, nobody pictures themselves in a home with a dirty bathroom, greasy kitchen or messy bedrooms. Think military, think white glove, think spotless!

10. How clean is your kitchen? – This is one of the three most evaluated places in your home. Even if the appliances aren’t part of the deal, some prospective buyers will judge your whole house by the cleanliness of your stove or refrigerator. Keep your kitchen counters clear and uncluttered and your fridge sweet smelling. A clean kitchen will go a long way to help you sell the house. To make your home welcoming, what about baking some biscuits before the open house, not burned of course.

11. Don’t forget your garage/carport! - The ideal garage/carport stores cars and an orderly array of garden tools, that’s it! Throw out your junk to show that there’s lots of room for theirs. Everybody is looking for extra space these days, show them what your property has!

12. Or your master bedroom! – This rounds out the group of three most inspected rooms in your home. Take the time to arrange the furniture to create a feeling of spaciousness. And make sure it’s clean and sweet smelling, don’t forget to make the master bathroom sparkle, they’ll be checking.

13. Don’t be a pack rat! – Clean out your closets, your spare room and yes, even your shed. You can’t hide your junk any longer because these “visitors” to your home are going to open all your closet doors and look in all the nooks and crannies. Be ruthless, dump the junk! Think how nice it will be to start fresh in your new home!

14. Is your home dreary? – If your home seems more like a dungeon cell than a bright, modern home you might consider recruiting the two stars of home improvement, paint and floor coverings. Probably the best dollar-for-dollar investment for selling your home fast is a fresh paint job. Neutral colors are best, remember this is for the next buyer, not for you.

15. Have you made necessary repairs? – It’s a fact; repairs can increase the value of your home. Selling “as is” can cost you more than the repairs; even minor improvements will yield as much as three to five times the repair cost at the time of sale. Your Real Estate Agent will be able to point out which repairs could significantly increase the value of your home. Even seemingly small fix up jobs can have quite an impact on salability and price.

16. Don’t “over-improve” your home! - Keep in mind that if you do extensive remodeling you run the risk of “over-improving” your home (yes, there is such a thing). You might not be able to recoup your investment when you sell. If your improvements will push your home’s value to more than 20% over the average neighbouring home values, then don’t expect to recoup the entire cost. (However, some major projects, like replacing a roof or deck, should be done if they are needed.)

17. Don't crowd them out! – Keep company to a minimum when your house is being shown. Don't have crowds of visitors when someone is looking at your home; prospective buyers will feel like intruders if they enter a room filled with people.

18. Don't assume everybody likes pets! - Keep your pets out of the way (no matter how cute they are). Not everybody likes pets; some people are even allergic to them. Pets also raise suspicion of hidden spots on the carpet and unexplained odours.

19. Don't interfere when your home is being shown! – Let your Agent do their job. Buying a home is an emotional decision; people like to "try on" a house and see if it's comfortable for them. This is difficult to do if you follow them around pointing out every improvement that you made. It may even make them feel that they are intruding on your private space and that's something you don't want. They should feel "at home"! Give them time to imagine themselves living here. Agents call this "placing the furniture".

- Keep a low profile when your home is being shown; the Agent can do a better job of selling your home if you stay in the background. Turn down the volume on your stereo or TV and keep the kids from hanging off the coat tails of prospective buyers. Better still go for a drive or visit the relatives.
- Plan to be away, but reachable, during Open House.

20. Lose the non-stop commentary! – Let the prospective buyer discover things for themselves. If you're worried that they may miss one of the amenities of your home, a tasteful sign works better than following them around with a running commentary.

21. Don't waste your time with "Unqualified Buyers"! – . Be prepared for tyre kickers and the neighbours who like to have a sticky beak. You really want buyers that are serious. The best prospects are the buyers who have done their homework and ideally have a pre-approved loan from a Bank. The buyer that has no idea of what they can borrow is looking at your house and can't realistically bid on your house as the Banks may not agree to the loan for the price they are bidding. Most buyers need loans as part of buying your house and if they haven't found out by talking to a Loan Broker/Bank what they can borrow, any contracts they are signing can fail or be seriously delayed. This can result in lots of lost time and frustrations for you, especially if you have to find another buyer.

22. Are you flexible? - Cash is not always the most advantageous transaction. Income level, tax benefits and current legislation are all critical factors when considering purchase terms. Check with your accountant to see if a straight sale is the best option for you. You should also decide whether you are willing, and able, to carry financing or offer a "Lease with option to buy" arrangement. This would increase the pool of potential buyers you have to choose from. Not for everyone but worth considering if your circumstances allow it.

23. Don't underestimate the complexity of real estate law! - The contract for the sale and purchase of a home is a legally binding document. Real estate law is extensive and complex and if you don't have a legal background or real estate experience you should leave this to the experts. You should have all documents involved in the sale passed by a Lawyer for review before signing anything. The lawyer makes sure that the technical areas of the transfer proceed smoothly and without problems. If you need to include special clauses in the sale contract, make sure they are legally correct and your lawyer has approved the wording.

24. Are you helping or hindering? – You can make it easier for your Real Estate Agent to sell your house. For instance, most potential buyers call your Agent during business hours. Arrange to be available to take calls from your Agent during the day, it could make the difference between selling your home and not. Remember the ultimate decision always lies with you and your agent needs to be able to talk to you. This is a team effort.

25. There's nobody home! - Make your home accessible! The more accessible your home is the more it will be shown and that gives you better odds of finding a buyer willing to pay top dollar. Talk to your agent to see if they can show your home at any time. If so, leave your keys with them. "Appointment only" arrangements are more restrictive. In today's competitive market buyers who can't see a home at their convenience will go on to view, and purchase, other homes. If your house has a tenant, talk to them and see what they can agree to, as they have rights and selling is stressful for them also. You never know if the one that couldn't get a viewing was the one that got away.

26. Don't just sit there, do something! - There are lots of ways to sell your home besides a "For Sale" sign and an ad in the paper. Request 'round the clock and online advertising and take time to discuss your options with your Agent, then be prepared to participate in marketing your home. A lot of Agents will conjunct (Share their listing and sales commissions) with other Agents in the area. More eyes looking out for customers to buy your house is never a bad thing.

27. Be positive! - Approach negotiations in a positive frame of mind, not as an enemy of the buyer. After all, you both want the same thing – a sale. Reply immediately to an offer. When buyers make an offer, they are in the mood to buy at that moment. Moods change, and you don't want to lose a sale because you are slow to reply. Participate when asked but leave most of the discussion of price, terms, possession and other conditions up to your agent. Also take advantage of any feedback the Agent and any potential buyers are offering. This is the market talking to you about how your home sale project is going.

In Conclusion:

Don't make costly mistakes when selling your home. There are lots of things you can do to help with the sale. Most are common sense, some may be new to you, but all will contribute to a fast sale at a fair price. There is a lot of homework to do before you put up the For-Sale sign and start selling your home.

Why do I offer this report free of charge?

I am offering these helpful tips free of charge because I want to be your mortgage advisor. I offer more than simply a loan. I'll personally advise you on how to use and apply the principles contained in this report. Call me and let's see what is possible.

Over my 40 plus years of banking experience I have helped thousands buyers and sellers buy and sell their home, I would also like to help you save time, energy and money when buying your next home, especially with your home loan as this is the best time for you to get the right deal from a bank... the odds are stacked in your favour to save on your new home loan's interest rate and fees.

Please contact me on **07 4041 0855** to set up your **FREE No-Obligation consultation**, where we will meet to look at your future plans and come up with some solutions to move you forward.

Good luck with your future project and I wish you all the best success with it.

Sincerely,

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P.S. if you would like to get started now please visit: www.loanselectcairns.net to get to know us (also read the FAQ's I have attached) or simply contact me to schedule your free consultation and get you into your next home on terms that save you interest and fees.... sooner rather than later

Frequently Asked Questions

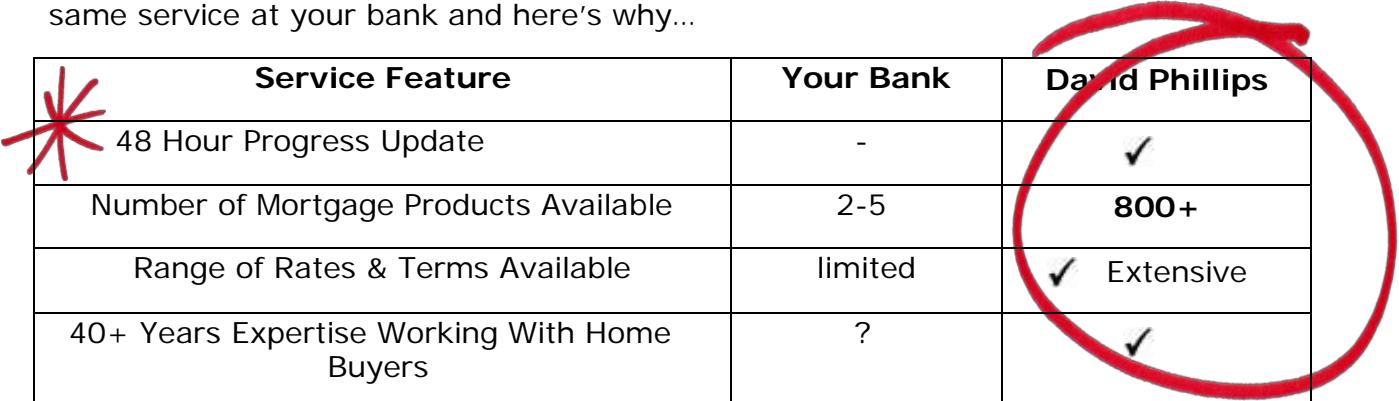
Q: I've always used my bank for my financial needs. Can't I get the same service at my bank?

A: It depends what you define as service. For the benefit of simplicity, I like to break service down into 2 different categories.

1) **Client Service**- a mortgage professional's ability to answer questions, get your loan approved and stay in touch with regular updates before and after the deal closes.

2) **Product Customization**- a mortgage professional's ability to assess and determine your unique situation (including your credit, your current financial situation, and your short and long term plans) so that they can find a mortgage product that is customized for your particular needs.

Using this two part definition for "service" it is highly unlikely that you will get the same service at your bank and here's why...



| Service Feature | Your Bank | David Phillips |
|---|-----------|----------------|
| 48 Hour Progress Update | - | ✓ |
| Number of Mortgage Products Available | 2-5 | 800+ |
| Range of Rates & Terms Available | limited | ✓ Extensive |
| 40+ Years Expertise Working With Home Buyers | ? | ✓ |
| Free Property Reports Service | - | ✓ |
| Diploma in Financial Services (F/MBM) | ? | ✓ |
| Tips & Updates in a Monthly Client Newsletter | - | ✓ |

Q: Do I have to pay an extra fee to hire you as my mortgage broker?

A: No - We never send you a bill. I get paid by the lender that we determine best suits your needs, so you get to enjoy the advantage of saving time and money with my service - for FREE!

Q: I thought mortgage brokers are just a last resort alternative if someone gets turned down at their bank, is this true?

A: If you refer to the chart above you'll notice that is certainly not true. Unless you or your spouse is a bank employee, I can't think of one good reason why you wouldn't want to take advantage of the significant time and money savings I provide.

Q: Do you get financial incentives to recommend one lender over another?

A: Some lenders do offer a higher level of compensation than others. But frankly, it is so insignificant that it doesn't make one iota of difference to me or my lifestyle. Over the years I've always done what it takes to help my client find the most ideal mortgage possible, I value my good name and the referrals and repeat business it gives me. That's why I'm committed to providing professional advice that is in your best interests. Your success is my success! Period.

Q: I think my bank will provide me with the better offer. Why should I work with anyone else?

A: Unfortunately, once you are a client of a bank they have the tendency to take you for granted. To just make sure this doesn't happen, comparing offers is a must and there is no better time to do that than right now. So, ask the following questions to be sure you don't get stuck with a mortgage that isn't working in your best interests...

- 1) Am I certain that this mortgage is customized to my unique goals and needs?
- 2) Will this mortgage allow me to pay the least amount of interest over the entire term of my mortgage?
- 3) Are the terms of my mortgage flexible enough to avoid paying extra fees?

If you can answer all of these questions to your satisfaction, it might be a good option for you. If not, I would suggest giving me a call to explore *all your options*.

Hope this report has been helpful. Please call me for a good time to get together to discuss your lending options further. Look forward to it. Dave, Loan Select Cairns, 0419 787 766.