



How to sell your property privately

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01

Introduction

You're here! - Congratulations on taking the first step towards Selling your property privately.

Our goal is always to empower Australian Home Owners & assist them in Selling or Renting their Properties online themselves.

We understand your home is important to you, for most people it's the biggest asset they'll ever own. So when it comes time to sell your biggest asset, we've outlined a few helpful tips and guides below to help you streamline the process & save you a HUGE amount of money in the process.

Selling through a traditional Real Estate agent has always been the go-to action amongst Australians in previous years. This is vastly different to a lot of other areas in the world such as America, England, and a lot of European countries, where the '**Sale By Home Owner**' method of Sale can sometimes represent as high as 30% to 40% of all property sales.

As a **Sale By Home Owner** customer, depending on the price of your property, you can expect to save on average anywhere from \$15,000 to \$20,000+ on the sale of your property.

Our service gives Home Owners enormous exposure to buyers across Australia's largest Real Estate websites.

In this guide, **Sale By Home Owner** will outline the steps to maximising your private sale. You'll also learn how to prepare your property for sale, market it, host open homes and negotiate with buyers.

Not only do we offer your property the exact same online exposure as Real Estate agents, but in most cases, we actually offer '**more**' exposure than traditional Real Estate offices. This is because we are constantly growing and adding to the list of websites and advertising platforms we showcase your property on.



02

Why you should sell you own
Property



Thousands of Australians each year are now choosing to sell their own property...

Without the hefty agent's fees.

Australians have been employing Real Estate agents for generations. This approach was definitely useful 10 or 15 years ago before digital cameras, the internet & technology came along.

Using a middle-man was an easy way to avoid doing all the necessary things that were needed in order to find a buyer for your property.

However, the times have certainly changed. Today, we all have incredible cameras on our phones, and almost all buyers are finding their next homes online. So today's intelligent owners have wised up to this & are now selling their own properties online themselves.

Private selling involves the seller by-passing the traditional agents and dealing directly with buyers to sell their own property. Today's owners are dealing with the buyers themselves & saving Thousands of dollars in the process!



What are some of the Benefits to Selling Privately?

SAVE MONEY: Absolutely the biggest benefit to Selling Privately is the amount of money you save. It's incredible how much money you can save yourself just by doing a few simple steps (Listing, taking a phone call, showing a buyer & getting a contract signed)

Saving money is the best part, but it's not the only benefit.

ENJOY YOUR PRIVACY: When you're selling your own property, you know who is in your home and exactly what they're doing every step of the way. No one is in your home when you're not there and there's no strangers walking through your home when you aren't present.

YOU'RE IN CONTROL: You're in control of your biggest asset. A Real Estate agent isn't going to know your property history, they aren't going to know all the improvements that you've made since living there, they aren't going to be able to explain all the benefits to potential buyers in the way that an owner can. When dealing with buyers, all of these things are incredibly important.

WORK ON YOUR OWN TIME: One of the great advantages of selling privately is that it allows you to sell in the manner in which best suits your schedule. There's no last minute inspections with 15 minutes notice, there's no Open Homes or viewings at times that suits the agent, but doesn't suit your schedule. You enjoy complete control over the process and buyers will need to work in with your schedule.

For example, rather than set open for inspection times that are suited to the agents other 7 open homes on a Saturday, you can decide when the best time is to Open your property. You can open your property on-demand or hold open for inspections for 2, 3 or 5 hours, rather than the small 30 minute windows that agents offer. This will cater to a wider group of people, resulting in greater foot traffic through your Opens! – Giving your property a HUGE advantage over the other competing homes that are on the market.

GET REALISTIC FEEDBACK IN REAL TIME: The process is also not reliant on an agent giving you feedback which may not be entirely truthful or realistic (which is often one of the biggest complaints from owners using traditional agents)





RECEIVE NO PRESSURE FROM THE AGENT:

Owners often feel pressured by agents into accepting offers on the spot, or even accepting offers that are drastically less than the owners were expecting. The constant phone calls and pressure can be very daunting and often owners are pressured into accepting offers they necessarily wouldn't have accepted had they had an extra night to sleep on it.

With a private sale process, you decide what offers you feel are acceptable and you dictate the terms. There's no pressure coming from any third party sources at all.

SELL FASTER: Agents are often running 15, 20 or even 50 listings at a time. So in almost all cases, they physically cannot devote their entire time to selling your property.

As a **Sale By Home Owner** customer, you can devote your entire time to selling your own property. As a result, many of our customers have found that they're able to sell their homes in a matter of days or weeks, as they're able to better work in with buyer's time schedules & needs.

WRITE YOUR OWN ADS: It doesn't take a rocket scientist to write a Real Estate ad. As the owner, you can put a lot more thought and effort into the ad, you can also include certain things that Real Estate agents just aren't going to be aware of.

TIP: Check out some of the Top Real Estate agents ads online and see what kind of information they include in their advertising. Set your own ad in the same way.



03

Debunking the myths of Private Selling

Let's debunk some of the myths that you may have heard about Selling your property yourself.

I DON'T HAVE ENOUGH TIME: The time you actually invest into Selling your own property is likely going to be measured in hours, rather than days, weeks or months.

Our customers often say they invested a total of 6 to 12 hours of their time into preparing their advertising, showing potential buyers & ultimately selling their own property.

Let's work that out on the money they've saved in commission. For Example: \$17,000 commission saved divided by 12 hours = **\$1,416 per hour!**

NO ONE WILL SEE MY LISTING: When you sell your property with **Sale By Home Owner**, we advertise your home on all the major real estate websites such as realestate.com.au and domain.com.au. These websites direct buyers straight to your property, where buyers can enquire on the property to arrange inspections or to submit offers. Our advertising layout is identical to Traditional agents & your listing will receive the same priority as traditional agents listings.

PEOPLE WANT TO DEAL WITH AGENTS: A lot of buyers feel uneasy with Real Estate agents. Whether it's because some are too pushy, or they've had unethical dealings with them in the past. We've found that buyers overwhelmingly prefer dealing directly with the owners, as they feel they get more accurate & relevant information.

AGENTS HAVE A LARGE LIST OF BUYERS: It's a pretty well known fact that most people find out about homes for sale via online Real Estate websites. Agents may claim that they have a plethora of hidden buyers on their books ready to buy, however this can often be a ploy used to obtain your exclusive listing. Just think, what do 'you' do when you're looking for a property? Do you call an agent and ask them to find you a house, or do you simply visit one of the major Real Estate websites and search for the property yourself?

THE LEGAL SIDE IS TOO MUCH WORK: Even when selling through traditional Agents, owners almost always use a solicitor, or conveyancer who handle the property legals and settlement for you. This is a very straight-forward process & it's a matter of simply contacting any local solicitor or conveyancer and emailing them your contract.

AGENTS CAN GET ME MORE MONEY AS THEY GET A PERCENTAGE OF COMMISSION: Agents will often wrap a deal up in order to get a sale. An additional \$20,000 - \$30,000 extra for an owner only works out to be a few hundred dollars extra for the agent. Often, agents will focus more on securing their sale, then pressing the buyers for more money for the owner. Ask yourself. Would an agent risk their guaranteed \$17,000 commission to only gain themselves a few hundred dollars extra?





04

Getting your Property
Ready For Sale



Make sure your Property is ready to be viewed by buyers before putting it on the Market..

Preparing your property for sale is important. Dress your home up as much as possible, make sure you've decluttered & that the home is presentable for both photos & inspections.

All online advertising required photos, so you need to make sure that you've got some well-taken photos to showcase your home to buyers. Outline all the best details and make sure you've given buyers enough info to make them want to contact you for an inspection.



De-clutter and clean the property

This is the top of the list! – It's surprising how many people skip this step. Before doing anything, make sure you have thoroughly cleaned your property and removed all mess, clutter and unwanted furniture. You only get one chance to make a first impression.

If you have pets, remove any unwanted odours or pet trinkets from the home. If you're a smoker, you often may be unaware that your house smells like cigarettes, however any non-smoker will pick up on this straight away. So be sure to remove any bad smells or unwanted odours to really give the house a great first impression.



Paint & add fresh colours

Painting your home is a great cost-effective way to add value to your home, without breaking the budget or over capitalizing. Buyers today like neutral colours (whites, greys, light silver etc). You can ask your local bunnings to help you with some colour schemes. They'll also be able to tell you what the current neutral colour schemes that are in fashion.

Don't assume that buyers are going to love your dark purple or light green feature wall.



Brighten up your space

Brighten the home up, there's nothing worse than walking into a dark and closed up home that feels like the inside of a prison.

Splash your home with Lightly coloured neutral walls, give your home splashes of colour but don't go overboard with it.



Clean Tiles and grout

Try sprucing up the tiles in your bathroom and kitchen with mould cleaner or paint. Make your 20 year old tiles look new again, it's easy and it can help add value to your home.



Kitchen and bathroom areas

Kitchens and bathrooms are some of the most expensive areas in the home. However, you don't need to go overboard with getting them ready for sale. Instead of adding a new kitchen, consider hiring a professional to re-spray old laminate and repaint tiles.

Update old appliances with a new dishwasher or stove top.



Gardens & lawn

You shouldn't underestimate the importance of having attractive gardens and lawn. Not only will this make your photos and advertising look great, but it will make the property a lot more appealing to potential buyers.

Fill in those dead patches on your lawn, trim your garden hedges, add woodchip to your gardens. Every little bit helps!



Give your home street appeal

Street appeal is essential. Most buyers are going to do a drive-by before contacting you for an inspection. If your street appeal is off, then a lot of potential buyers will likely not contact you for an inspection.

Make sure all paint on the front of the home is patched or re-painted. Ensure the driveway has been cleaned and removed of all debris.

Trim your trees and hedges. Make sure that the gardens are looking nice and low maintenance.

Some nice pot plants, garden ornaments, water features or outside lighting can really add to the appeal of the home.





05

Advertising your Home
Professionally



At **Sale By Home Owner**,
We offer signage,
brochures, photography,
online advertising
placement, as well as the
ability to add floor plans &
videos to your listing as
part of our packages.

We offer everything you
need from our website in
order to give your property
that professional look...



Brochures

All of our packages come standard with unlimited printable brochures. These can be printed out from your account at any time and handed to prospective buyers so that they have all the important details about your property when they leave. You can also use these to letterbox drop the neighbourhood (in-case any of your neighbours have family or friends that may be looking to purchase in the area)



Online advertising

In order to reach as many people as possible, you need to be listed on the big real estate websites, such as Realestate.com.au, domain.com.au. We advertise your property on these websites, as well as large number of other sites. Anywhere we think we can find potential buyers, we'll advertise your property on there...



Photography

All of our packages offer the ability to add up to 35 property images to your listing online. On our entry level packages, owners can take their own property images, or you can add professional photography to your package for an additional cost. We arrange and book in your professional photography with our experienced professional Real Estate photographers across every state & Territory in Australia. All you'll need to do is give them access to the property & we'll take care of the rest...



Signage

We offer standard corflute For Sale signs which come with large SOLD stickers. There is also space on the sign for you to insert your contact number or any additional contact information





Photo Signage

A photo sign is a 24 hour salesman that sits out the front of your property. These are very popular with our customers and are highly effective in attracting buyers.

A photo sign displays your property photos, as well as all your property selling points, in addition to your contact details.

(see our **Photo sign package**, **Professional package** or the **Ultimate package** on our website)



Floor plans & Property videos

All of our packages offer you the ability to upload a property Floor plan & property videos. You can even draw up your own floor plan & have it professionally rendered online. See our Helpful links menu on our website.



Open Home flags & Directional signs

We provide you with the all the Open Home flags & directional signage you need so that you can hold your own Open Homes & group viewings. (see below)





06

Choosing the right sale price



You choose your own asking price for your property.

Do some quick market research online.

When Real Estate agents give you price estimates for your property, they will often give you a price range based on the previously Sold properties in your area.

These days, you can easily do this yourself using the Sold sections on websites like realestate.com.au & Domain.com.au.

View similar homes Sold prices, compare them to what your home has to offer & set your price based on these parameters. It's very simple.

Setting the right list price for your property is important, as properties that are overpriced generally will just sit on the market.

The absolute first step in market research is to simply go onto the sold properties section online at realestate.com.au/sold and do a search in your suburb (or surrounding suburbs). Find similar properties to yours and see what price they've been selling for.

Most of this information these days is now available publicly online, so you no longer need to engage a Real Estate agent to do your own market research.

Remember, you can always come down in price after you've listed the property. It's a good idea to list your property for your ideal price and test the market for 1 to 2 weeks. See what kind of buyer response you get and if you feel you aren't getting enough enquiries, then simply reduce the price until buyers start engaging with your property. You'll know the sweet spot when you hit it, because buyers will be calling/emailing to ask for inspections or to submit offers.

It's important to only research the recently sold properties too, as the prices are a lot more accurate than the 'for sale' properties.

The longer you spend on market research, the more accurate you'll be when you decide on a price for your property.

Websites such as realestate.com.au and domain.com.au also offer automatic home value indicators online too. These are general prices based on what the other homes in your area have been selling for, this can be a handy indicator of possible market value, however it is definitely not always accurate.

For more accurate price information, you can contact a local property valuation company (not a Real Estate agent) and pay them to prepare you a property appraisal report.





07

Hosting Open Homes

Open Homes are completely optional, however they are an excellent way to showcase your property to a number of buyers in a small window of time (30 mins to 2 hours). At **Sale By Home Owner**, we offer you the ability to hold your own Open Homes by advertising your scheduled Open time across all of the top Real Estate websites.

The idea of an 'Open Home' sounds a lot more difficult than it actually is. In reality, an open home is simply a chance for people who are interested in your property to come and have a viewing of the property between a set day and time.

To add an Open Home to your listing, simply login to your account with us, click on the 'Open Homes' tab and add the day and time range (it's that simple).

On the day of your Open Home, simply greet the buyers at the door as they arrive, introduce yourself, take their name and best contact details, hand them a brochure & let them walk around and view the home at their own pace.

Offer flexible open home times: Selling the property yourself, you have a HUGE advantage over all of the other properties on the market in your area because you can offer multiple Open Home times per week and for a lot longer during peak times than traditional agents.

When do I hold an Open Home? Weekends generally work best, especially on Saturdays, as that's generally the day most property buyers have off work and set aside to look for their next property. We also suggest trying after work hours during the weekdays, such as 5:15pm to 6pm, or when potential buyers are on their lunch breaks at work (between 12pm to 1:30pm)

Double up your inspections by adding an Open Home at the same time: An excellent way to increase buyer interest & inspections is to set an Open Home time around the same time as a private inspection. If a buyer rings you and books in an inspection for Wednesday at 3pm, why not add that inspection time online so that any other potential buyers can come and view the home at the same time.

Research the competition: Check out the other homes for sale in your area, have a look at their scheduled inspection times online. If the house 2 doors up has an inspection time on Saturday at 2pm, then add an Open Home for your property at the same time and put your Open Home flags and directional signs out the front. There's already going to be potential buyers on the street at the same time, so it's a great chance to snap up potential buyers while they're already actively looking in your area.



Prepare the Home for buyers: Get cleaning, make sure the decluttering has been done and that you've set the mood for potential buyers. Bake a loaf of bread in the morning so that your house smells like fresh bread, light candles in specific areas, put on some nice relaxing music to give your home a nice relaxing feel. Believe it or not, these things actually can have a big impact.

Make a nice impression: Greet buyers at the door and be polite and courteous. Most buyers just want to get in the house and walk around on their own without anyone bothering them or coming across as pushy.

The best thing you can do is greet the buyers, hand them a brochure and invite them to walk around at their own pace and remind them to feel free to ask you if they have any questions.

Stand at your front door or outside and let them do their thing. If they have any questions or need to know anything, they will come and ask you.

Some of the best agents in Australia say very little to buyers during buyer inspections or Open Homes. The last thing buyers want is to feel like they're being watched or to feel uncomfortable whilst inspecting a property. Any buyer that feels uncomfortable will generally be in and out very quickly. Do not follow the buyer around the house and point out every single thing that you feel may be a selling point.

When buyers show interest in the property, it's best to ask a few questions with regards where they're currently at purchase-wise:

Don't be afraid to ask them questions about their readiness to buy. Do they require finance and have they sold their current property? This information is very useful for you to know, as you'll be able to gauge how serious potential buyers are.

Follow up the buyers and ask for feedback:

Be sure after your buyers have left, you follow them up a few hours or a day after the open home time. Even just with a simple text message like:

"Hi, we'd like to Thank you for attending our Open for Inspection this morning at 10 Smith Street. Please feel free to reply to this message at any time if you have any additional questions or if you'd like to submit an offer on the Property. Regards"

If the buyer is interested in the property, they will generally request additional information, request to submit an offer or ask for a second inspection.

Keep all of the contact details for each buyer that comes through the property and send them through a quick text message if you decide to reduce the price.

"Hi – Thanks for viewing/enquiring on the property at 10 Smith Street recently. This is just a quick courtesy message to let you know the property price has now been reduced to \$530,000. If you have any additional interest in the property or would like to arrange another viewing, please feel free to reply to this message, Regards"



08

Negotiating with buyers

Negotiating with buyers is a lot easier than you may think. Buyers can submit offers to you directly from via www.SaleByHomeOwner.com.au!

The comments and feedback we constantly get from our customers is that the negotiation was far easier than they anticipated...

We've simplified the entire process by creating a '**Make an offer**' page on our website that any buyer in Australia can use to submit an offer on your property. (see below)

www.salebyhomeowner.com.au/offer

Our 'Make an offer' page asks the buyer all the legal information that you'll need in order to prepare and execute a contract of sale.

If you'd prefer, you can also deal directly with the buyer and negotiate via phone, email, text message or in person.

When requesting an offer from potential buyers, here's the key things you'll need to ask:

1. **The buyer's full names**
2. **Their current address**
3. **The buyers email address**
4. **The offer amount & deposit**
5. **Is their offer subject to finance & How long they will need to obtain finance?**
(typical finance period usually 14 to 21 days)
6. **Would they like a building and pest inspection & how long will they need to obtain a building and pest inspection**
(typical B&P period is usually 7 to 21 days)
7. **Are there any special conditions?**
8. **What is the proposed Settlement date?**
9. **Are the buyers using a solicitor or conveyancer? If so, what are their details?**

Like selling through any traditional agent, your solicitor or conveyancer will handle any legal paperwork and can organize the property settlement between yourself, any banks and the property purchaser.

Additionally, you can also visit the 'Helpful links' page on our website to download a '**Letter of offer**' form. These can be handed to buyers during inspections should they be interested in submitting an offer.



09

The legal Paperwork & Settlement

Just like when selling through traditional agents, a Solicitor or conveyancer will handle your property settlement and all of the legal paperwork for you.

Selecting a solicitor or conveyancer:

In Australia, property sales/purchases are handled either by conveyancers, solicitors or settlement agents. You can contact a number of local solicitors in your area by doing a simple google search, ask them for approximate pricing and choose the one that you feel most comfortable with.

Preparing your contract: Your property contract outlines the terms and conditions of your property sale. Depending on which state you're selling in, the contract will also include a Section 32, or a Vendor's Statement. It will also state your property details such as land size, lot number, easements, outgoings & the land title etc..

Signing the contract: Once you and the buyer have agreed on a price, both you and the buyer will each need to sign one copy of the contract of sale and exchange the contract with each solicitor or representative.

The buyer will then pay a deposit, which is usually held in a trust by your solicitor or conveyancer until settlement day.

Prepare for settlement: Once all of the terms on your contract have been met, the property will then proceed to Settlement.

Your solicitors or conveyancers will let you know everything they require from you prior to this point.

Once settlement occurs, you are no longer the legal owner of the property and cannot legally be in the property. Prior to this point, you have usually dropped your keys into your solicitor's office for the buyer to collect after settlement. Your solicitor, conveyancer or settlement agent will handle all of the mortgage and bank cheques as well as any rates adjustments.



10

Success stories

We connect Thousands of Property buyers each year with Home owners in every state in Australia

visit 'www.SaleByHomeOwner.com.au' or call '1300 609 392' to get Started



SAVED \$17,070 in AGENTS FEES!



SAVED \$19,500 in AGENTS FEES!



SAVED \$31,614 in AGENTS FEES!



SAVED \$19,500 in AGENTS FEES!



SAVED \$14,000 in AGENTS FEES!



SAVED \$28,050 in AGENTS FEES!



SAVED \$15,000 in AGENTS FEES!



SAVED \$16,180 in AGENTS FEES!



SAVED \$15,230 in AGENTS FEES!



SAVED \$10,500 in AGENTS FEES!



SAVED \$14,695 in AGENTS FEES!



SAVED \$47,020 in AGENTS FEES!



SAVED \$21,110 in AGENTS FEES!



SAVED \$28,500 in AGENTS FEES!



SAVED \$8,217 in AGENTS FEES!



SAVED \$14,000 in AGENTS FEES!



SAVED \$14,850 in AGENTS FEES!



SAVED \$22,770 in AGENTS FEES!



SAVED \$30,855 in AGENTS FEES!



SAVED \$33,000 in AGENTS FEES!



SAVED \$19,437 in AGENTS FEES!



SAVED \$14,850 in AGENTS FEES!



SAVED \$15,230 in AGENTS FEES!



SAVED \$12,045 in AGENTS FEES!



SAVED \$14,000 in AGENTS FEES!



SAVED \$12,500 in AGENTS FEES!



SAVED \$22,935 in AGENTS FEES!



SAVED \$16,000 in AGENTS FEES!



SAVED \$14,370 in AGENTS FEES!



SAVED \$24,717 in AGENTS FEES!