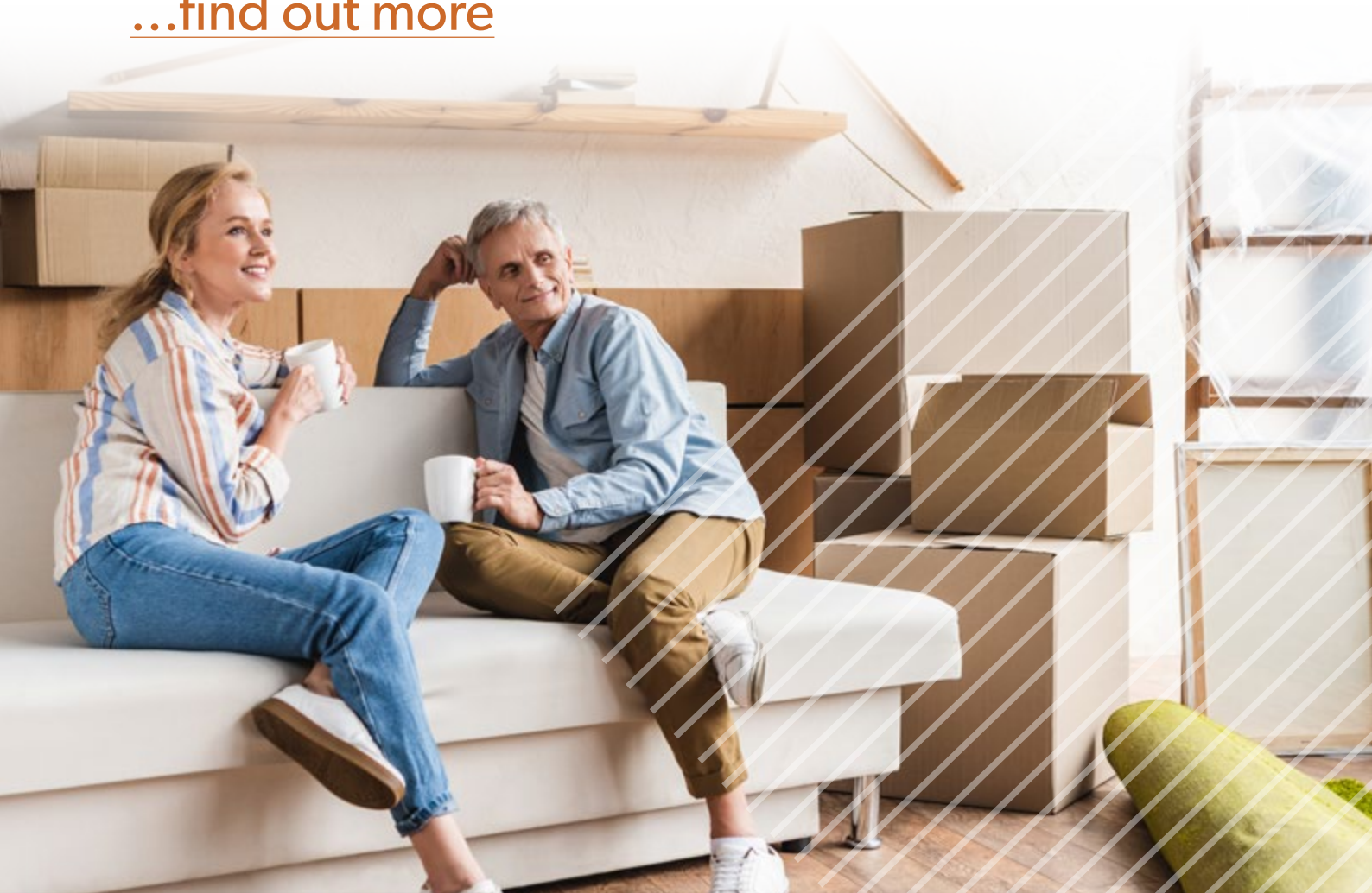



Sell Smarter **KIT**

**for Seniors
Downsizing**




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The proven mix and sequence of steps in our Tool Kit will forever change your approach to selling real estate.

GETTING STARTED

- If you follow the mix and sequence of actions in this Kit, you can directly influence achieving the highest possible sale price, in the shortest amount of time. The average days on market for our clients is currently 23 days so we know.
- From **day one on the market** you have a four-week window to get the best price for your house. After four weeks, viewers typically decline and as a result, offers can reduce in value.
- As you read this Kit, have a calendar handy and log any deadlines you have, for example, the possession date of your new property if you have purchased. Planning is a vital part of your strategy, so keep entering any key dates or events.
- False economy thinking trips many sellers up causing them to make poor decisions. Take your time.

The information in this Kit does not increase the cost of putting your home on the market, rather it is designed to help you reduce your expenses. It is aimed at helping you make more money on your house sale.

You will most likely spend less money overall.



THE MOST EXPENSIVE MISTAKES TO AVOID

- Going into the sale process thinking ‘Let’s put it on the market and see what happens’.
- Determining a sale price by the size of your debt.
- **Not using an accurate valuation** to base your price range on.
- Handing your home over to an agent because they put a flyer in your letterbox – Focus on competence rather than convenience.
- Selecting an agent based on commission discounts and high valuation tricks, rather than a **proven selection criteria**.
- Accepting what appears to be the ‘cheapest marketing’ option. This often results in false economy and a lot of lost sleep.
- Thinking a real estate brand alone, a high-profile agent, or an agent with lots of listings will automatically provide the best outcome.
- Not having the courage to admit that your house may not ‘WOW’ a high number of property browsers.
- Use poor quality photography to showcase your home to the world.
- Taking a “Well, it’s my home and I still have to live in it” stance.
- Assuming your price range excludes the need for creating a buyer’s house (not a seller’s house).
- Not assuming buyers will have a criteria list for their new home.
- Assuming Home Presentation is only for cluttered and disorganised homes.
- Spending more time planning birthday parties and weekends away than selling your biggest investment.

Reasons why properties sit on the market for long periods or don’t sell at all include poor planning and an inaccurate price expectation.

ADJUST YOUR MINDSET ABOUT SELLING

- Chances are a large part of your financial equity is tied up in your home. You need to think of the sale as a financial/business process so you can capitalise on your investment.
- Emotions play a big part in buying a property, but will not make you any money when you sell.
- It's not easy, but if you don't fully commit to selling your home in the shortest possible time, it can potentially cost you tens of thousands of dollars in lost profit.
- If you are fully committed to selling, and plan your sale using our advice and strategies, you will get the highest possible sale price, regardless of the market. **Read testimonials from our clients who have succeeded.**
- If you have lived in your home for a long time, it is very difficult to be objective about selling it. **THE MOST IMPORTANT THING YOU CAN DO** is take your homeowner hat off and put your property investor hat on. If you can do this, you are half way towards getting the highest possible sale price. The money is better off in your pocket than someone else's.

**A home owner who enters the market thinking
"we'll pop it on the market and see
what happens" might not only cost themselves
a small fortune in likely repeated advertising expenses,
but is more likely to attract lower offers.
A prepared home seller is a satisfied one.**

This Kit will provide you with a more powerful marketing strategy to foster buyer competition.

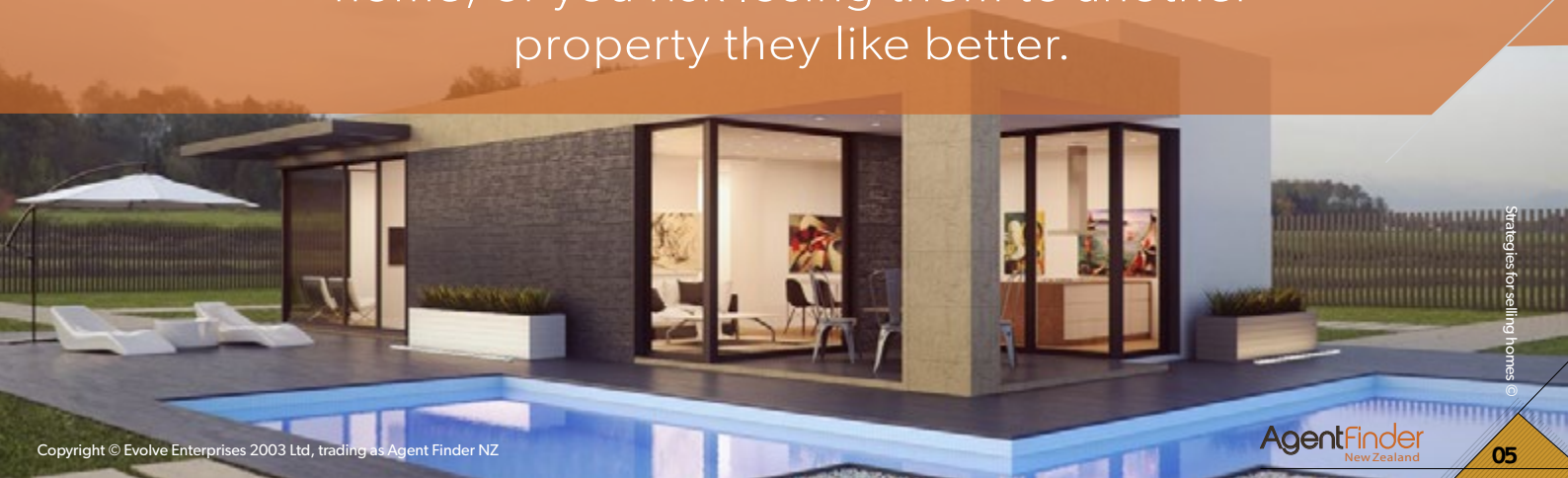
DRIVERS THAT HELP ACHIEVE TOP DOLLAR

The aim is to get multiple offers on your table within the first three to four weeks of going to market, so you need to understand the key drivers that help push the value of your home upwards AND make it sell faster.

- 1 . Perception of value** - Make your home look as close to the 'House and Garden' image as possible. This will help more people fall in love with it, it will **STAND OUT** from competing listings in its area and price range. **STANDING OUT** can add tens of thousands of dollars to buyers' perceptions of the value of your home.
- 2 . High volume of viewers =Buyer Competition** - A property viewed and desired by a high number within a short time helps to create buyer competition. Buyer competition helps push the price up.
- 4 . Multiple offers** – These result from a highly desired property being viewed by a high volume of viewers, all competing for your property.
- 5 . An experienced negotiator** – Your choice of real estate agent (more on this later) has a critical role in your financial outcome.
- 6 . Short sales timeframe** – This results from a combination of the above advice.

Your home - your (castle) equity.

Help buyers visualise themselves in your home, or you risk losing them to another property they like better.



PLANNING BACKWARDS HELPS SELL QUICKLY

A house sale is rated one of the most stressful things anyone can do in their lifetime (along with a death in the family and divorce). Planning backwards is a great tool for helping you to achieve your goals with the least amount of stress!

What are your deadlines and time pressures?

For example:

- You have purchased another property and take possession on a certain date.
- You need to get access to bridging finance.
- You are moving to another town/city.
- Is the school term or zone influencing your timing?

Insert important dates and deadlines into your calendar and if you want to sleep well at night, work backwards from these dates in terms of what you must get done and by when. It really helps manage the pressure.

People often spend more time planning a weekend away or a birthday party than they do planning to sell what may be their biggest financial asset.

Get in control of your home sale.

IDENTIFY YOUR HOME'S BUYER BARRIERS

**Make a list of the likely hurdles to selling your home.
List and address each challenge. Examples might include:**

1. The average time to sell homes in your area.
2. The price or number of competing homes for sale in your street/area.
3. The presentation of homes for sale in your area are better than yours.
4. Your furnishings might be a little dated or you have too much clutter.
5. Your property may be empty of any furnishings.
6. Your kerb appeal needs attention. Attend to fences, hedges, letterboxes or gates
7. The location of your home
8. The season
9. Earthquake damage might impair perceptions
10. Your price expectation may be too low or too high
11. Storage or garaging is disorganised
12. Create you to do list here

If it's winter and the garden is not presenting to its potential, go all out on the inside of the property to create that fall-in-lovability – then people are less likely to be so concerned about the outside.

**If you don't think through the potential
barriers, buyers will.
They can be turned off in a second.**

Remember, you only get one chance
to **make a good first impression.**

HOME PRESENTATION IS A NO-BRAINER

Agent Finder's nine years' worth of results have proven that good presentation can save you thousands of dollars. For instance, in repeated advertising for long drawn out campaigns) - AND attract the best sale offers. Put yourself in buyers' shoes. They scan photos on internet capable phones to select what may be their biggest investments, all from (often tiny) photographs or videos of your house and garden. These images, are the only things that will connect a buyer to your property (or not) so make it work for you.

Here are the options:

1. Home staging – hiring furniture for empty properties

- For empty homes or rental properties, beautiful furniture hire might cost you \$1800 for a month, but might make you \$20,000 or more in a sale price. Investing in staging makes it harder for other lived-in homes to compete.

2. Buyer Barrier Analysis for furnished homes

- Test your property's likely impression on the market with the help of an objective, expert eye. We've been doing this since 2007 and know it works.
- **Email us photos of your home** and we can advise you on how to make the greatest impact on buyers. For Agent Finder clients, this is a free service for our clients.

Every time a home seller misses out a part of the sequence, such as home presentation, they weaken their sales' strategy and their price potential. Effort into home presentation is always worth it.

These Home Staging options are among the most powerful real estate marketing tools. Just do it – it can literally make you thousands. If you're not sure where to start, **get in touch.**

PHOTOGRAPHY CAN MAKE IT OR BREAK IT

We see some terrible real estate photography.

- Professional photography is essential to lure buyers and encourage them to spend more time looking at your home. If you use amateur images they can drive buyers to competing listings in less than a second.
- High quality photography is essential, not an extravagance. Most agents now use professional photos so not doing so will make it even harder to attract buyers to your house. Basic packages cost around \$150-\$250 upward and can be coordinated by your real estate agent.
- Regardless of the value of your property, quality photographs of well-presented homes will attract more viewers. This helps create more buyer competition and a sense of urgency.
- Videography and Moving Images are often used and can be coordinated by your real estate agent.
- Home buyers can scan hundreds of photos when browsing the internet or a print publication. Each one takes only a second, two if you're lucky, but longer if you present images of a well presented home in its area and price range.

STAND OUT PHOTOS of your STAND OUT PRESENTATION will increase the likelihood buyers will short-list your home over others.

Real estate agents are not photographers – use a professional.

THE SAFEST WAY TO CHOOSE THE RIGHT AGENT

Vendors so easily hand their homes over to real estate agents without recruiting the right person with the right skills.

Agent Finder is New Zealand's leading real estate agent vetting service. It is an independent and free service to property sellers.

No sellers are more empowered and properly informed than ours.

- We connect sellers to the most competent, vetted real estate agents providing best practice real estate services nationwide. Agent Finder also offers a complete hub of high quality information for sellers including:
 - **[Advice about fees and commission costs](#)**
 - **[Questions to ask real estate agents](#)**
 - **[Appraisals and Valuation options](#)**
 - **[An Express Service for urgency](#)**
 - **[Home Presentation advice](#)**
 - Free Legal resources
 - Industry guides

Choosing the wrong real estate agent or having insufficient information to make properly informed decisions can ruin your real estate experience and undo all you've worked so hard for.

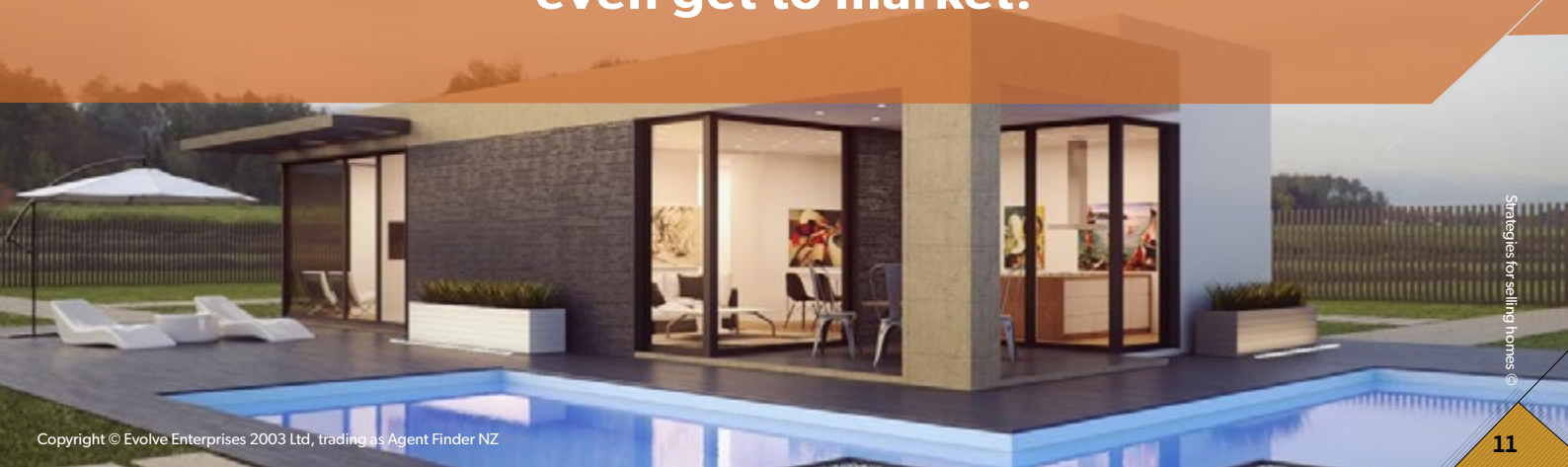
We help you do your due diligence from start to finish.

If you need more advice, [get in touch](#) or email to info@agentfinder.co.nz or call free 0800 789 532 – it's a genuinely free service and no obligation.

THOUGHT-PROVOKING INFO ABOUT BUYERS

- Buyers are much more educated about purchasing a property than they used to be.
- Over 86 per cent of buyers search for homes on the Internet.
- Buyers decide within the first few seconds whether they want to view your home.
- They then spend the rest of their viewing backing up their first impression, be it confirming their positive or negative thoughts.
- Buyers rarely make appointments – they do their searching on the Internet, or drive by to have a look. Fewer buyers now go to open homes.
- It is often said that 95 per cent of viewers have difficulty visualising their things in your home, which means only 5 per cent can. Appeal to the broadest population possible.
- If buyers cannot visualise your home for sale as theirs, you risk losing them to other properties. You need to help them visualise, with good presentation.
- Real estate agents often say that a well presented property on the market, can sell for 10-15 per cent more than what would be expected. For a \$500,000 home, that's \$50,000+ more.
- Home Staging impresses and can make the difference between a good offer and a disappointing one.
- Buyers shop comparatively, but will be influenced by credible competition, eg; they may pay more for a property they really love.
- A buyer may let go of a particular criteria, e.g.; the number of bedrooms or living areas, if they really love a property.
- Wow factor is a must for any property even if your furnishings are outdated. Do what you can with what you've got or if you need help, Get in touch.

Would advertising photos of your home as it appears today get passed over for competing homes? If your answer is yes, this will negatively impact on the sale potential and sale price before you even get to market.



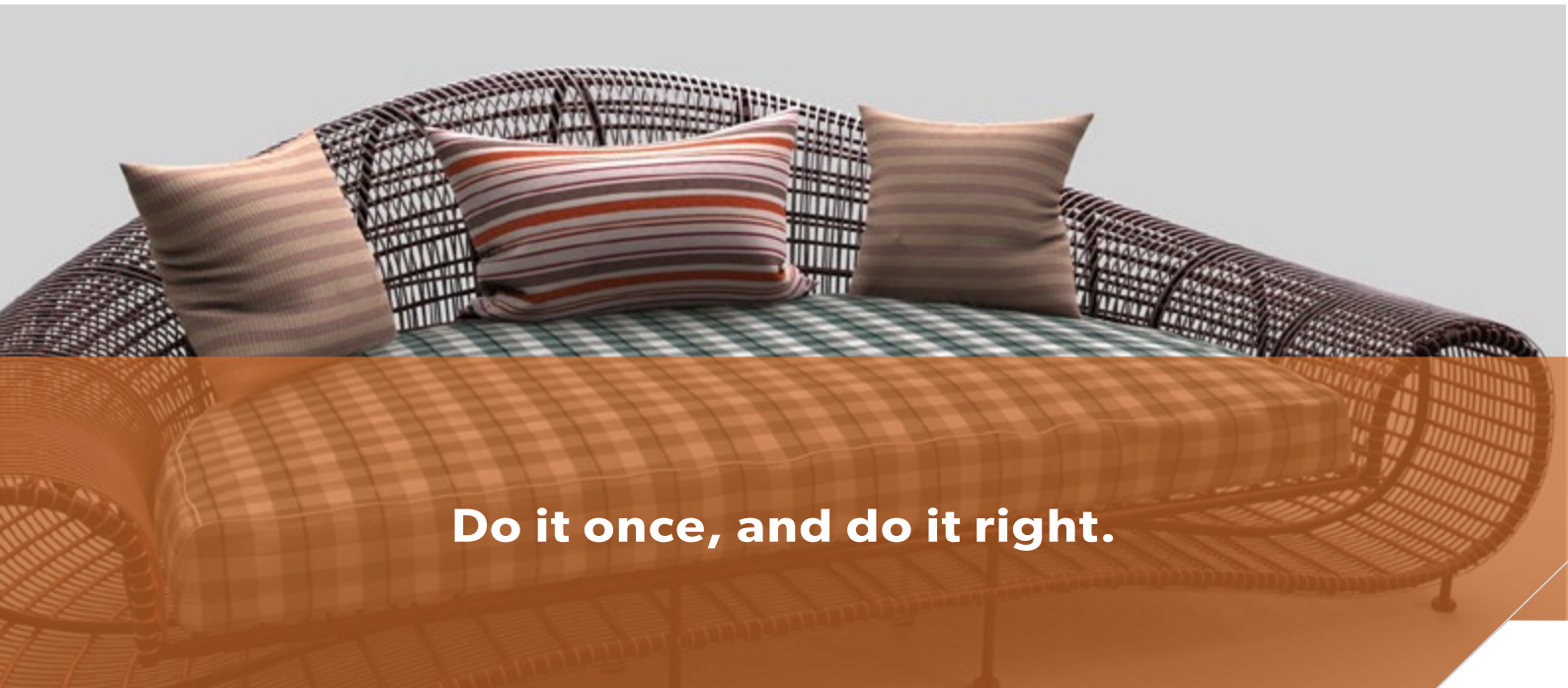
THE FATE OF THE SALE DEPENDS ON THE DECISIONS YOU MAKE

The wrong agent, a poorly presented home, ineffective marketing and poor-quality photos result in cheap offers and a long sale timeframe, if any at all.

A vetted agent, with quality marketing and advertising of a well presented home using great photos that target the most buyers - almost always sells faster and for the optimum sale price.

The average days on market for Agent Finder clients is just 23 days

We are available for impartial advice and support 7 days. Call us anytime freephone 0800 789 532



Do it once, and do it right.

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