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Property Newsletter

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5 mistakes sellers make

Once it comes time to selling your property ... **Think Smart and Avoid Mistakes!**

Easier said than done, the main mistakes were aptly pinpointed by Tom Panos, national director of real estate at News Ltd, Australia's largest print media group, in an article. Here is my CBD take on his Top Five Mistakes:

Mistake 1: Fail to realise what is at stake

Selling your home is far more than a simple selling exercise – “too many people risk achieving the maximum profit [for their property sale] by cutting corners”. It also means using “expertise, knowledge and an investment to get the best results”. This includes correctly and cleverly-targeted advertising, excellent negotiation skills, a serious buyer and an agent prepared to go extra mile after mile – even after a contract has been signed as this is, surprisingly, when some of the make-or-break issues can occur.

Mistake 2: Choose the wrong agent

“If you agree your home is your most valuable asset, you should put the sale of that home in the hands of an expert with a great track record for understanding the premium price formula – not the cheapest agent you can find”. From hearing the stories of disappointed sellers I'd also include: not someone who promises the world and makes guarantees e.g. on a certain achievable price, or how short your property will be sold. No one can 'guarantee' that!

Mistake 3: Refuse to spend enough on marketing

“Investing in marketing your home is not a cost, it is an investment in the profits.” A well-designed, optimal market plan specially designed for your particular property is the key – not a one-size-fits-all approach.

Mistake 4: Think the Internet will do it all

Yes, Internet has become a very important tool and marketing platform for selling property ... BUT ... it is not the 'be all and end all'. Recent research has shown that although 87% of buyers use the internet as part of their search, only 28% use it exclusively. 59% opt for a combination of print and online for their property research.

Mistake 5: Ignore the value of print marketing

Large-scale property sales research by RPDData* brought some interesting results to light – homes for sale in both print and online media are more likely to be sold than those where only one of these was used. These properties also spend substantially less time on the market and, in many cases, achieved a higher price than those just advertised in print media or on the Internet.

* over 503,000 Australian property sales examined over a 12-month period

(Source: Quotes from Tom Panos taken from “Think smart to achieve selling success” article in Albert & Logan News, 26.04.2013)

Hot Property Top Two 2-bed units



Felix 26 Felix St, Brisbane CBD

Rarely on the market! Up high, highly-sought after 2bed 2bath car **\$560,000+**



Aurora 420 Queen St, Brisbane CBD

Fab River and Bridge views from high! Well-designed 2bed 1bath car **\$549,000**

Regards,



Hannah Schuhmann
Principal

NEW listings coming in! Take a look at our other CBD properties at
www.hsbrisbaneproperty.com.au