

HOME SELLERS PROTECTION PACK

Get the extra edge with our Top Tips prepared by leading property professionals and... **Sell Your Property For The Top Dollar**

- 11 common costly mistakes home sellers make and how to avoid them
- How much is your property worth?
- How to get the best price for your property
- Tips for making your property more appealing to a wide range of buyers
- The home seller's secret weapon: having an agent on your side



IF YOU'RE THINKING OF SELLING YOUR HOME YOU'RE PROBABLY ASKING YOURSELF "HOW DO I ACHIEVE THE HIGHEST POSSIBLE SALE PRICE?"

Well that's what this special report is about with the collection of tips based on the many years of property experience from the team at Metropole Property Strategists.

Selling your property is likely to be one of the biggest financial decisions you will ever make, and if it's your home, this is likely to be your biggest tax free asset meaning that selling for the highest possible price gives you an opportunity to maximise your wealth.

And if you're a property investor, while a sound investment strategy is always to hold properties for the long-term, if there is an under-performing asset in your portfolio, then it's likely it should be sold to reduce any opportunity costs associated with keeping it. Again maximising the sale price will be critical to your wealth creation.

There are no certainties and lots of hard decisions to be made – underscored by the pressure of knowing that certain decisions (the wrong decisions) could mean thousands of dollars less in your pocket.

So let's look at how you can sell your property for the top dollar...



AUCTION OR PRIVATE SALE – WHICH IS THE BEST SELLING STRATEGY?

Cars are manufactured identically “off-the-press” and their price is consistent when they hit the showroom floor.

Properties, on the other hand, are unique.

They have their own personal features and additions, such as a distinctive outlook, backyard, balcony, fireplace, and so on.

Even if it’s wedged in a row of townhouses, it will have its own traits, like a garden, ducted air conditioning, or a new kitchen that its neighbours can’t brag about.

Thus, there are no hard and fast rules to selling a home.

The selling strategy you employ has to be tailored to your property and the local market and choosing the right one can make the difference between a top sale price and a disappointing settlement.

One of the biggest questions is whether to choose auction or private treaty sale, or something in between.

Which option is right for you?

First, understand your market

Do buyers in the area respond with more enthusiasm to auctions or to private sales?

Certain demographics, particularly young buyers looking for their first home, will likely be intimidated by the auction process and prefer to stay in the safety of a private treaty sale, where they have time to deliberate and withdraw if necessary.

Knowing who will be the likely buyer your property can help you understand which sale tactic will yield the best results.

Understand your property

Is your property one of a hundred units in an apartment complex? Or is it on a tree-filled half-acre block, loaded with charm and old-world character?

Properties that stand apart and have unique personality often do well at auction, where the exact worth of the home is difficult to pinpoint because there’s nothing else quite like it.

Assess your property’s desirability – is it in a highly sought-after area where competition at auctions is high?

Alternatively, if it’s a generic three-bedroom home in suburbia, you’d likely be better off opting for private treaty, rather than risking the property passing in come auction day because it doesn’t quite stand out from the crowd.

Understand your situation

The time pressure of the sale is a factor that could determine your selling tactic.

If you're in a time crunch, an auction with a predetermined sale date might be the better option, but if you've got the time for a lengthier showcase on the market, a private sale may yield a better end result.

If auction seems right...

Auctions create a sense of urgency amongst buyers and an emotionally charged bidding battle that can generate a lot of interest – and profit – on your property.

Choosing the right auctioneer is imperative, since it's their skills that will drive the bidding on the big day. Watch your potential auctioneer in action before committing.

A successful auction must be underpinned by a solid advertising campaign. The more people who know about your property, the more bidders you'll have on the day.



If private treaty seems right...

A sale by negotiation gives you and your buyers the opportunity to negotiate on price and conditions, which can result in a resolution that suits both parties.

Sale via asking price is often viewed as the 'safer' buying opportunity by purchasers since it gives both parties time for consideration.

In the case of private treaty sales, the marketing campaign needs to bring as many buyers through the door as possible in the shortest amount of time, to increase competition amongst interested buyers. A property that lingers on the market too long can be perceived as a property to avoid.

Also...it's important to realise that setting an asking price above market value is a common and costly mistake.

It's rare that a buyer will pay above market value without good cause – either they're emotionally attached or the market is red hot – and your chance of being passed over for other, more appropriately priced properties is high.

The end result will be a reduction in price from your end, which signals to house-hunters that there are flaws with the property. And of course, you'll have to keep paying ongoing advertising fees in the interim.

Selling a property is about the bottom dollar, so it's important to use the experience of a local real estate agent to establish your optimal selling strategy and ultimately deliver the best results possible for you.

11 COMMON COSTLY MISTAKES HOME SELLERS MAKE – AND HOW TO AVOID THEM

How do you avoid making poor choices and ensure a positive selling experience, while also achieving the best sale price possible?

Learning from other people’s mistakes is a great place to start and these 10 selling errors are unfortunately all too common.

1. Having the wrong motives when choosing an agent

Selecting the wrong agent can be very expensive. You want the best person in the business representing you and your property because this can make a massive difference to your selling price.

Yet many home sellers choose their agent because they offer a low commission, or “promise” a higher sale price.

Make sure you interview at least three agents — maybe even more if there is a wide range to choose from in your area — before you decide on which one to go with.

Rather than let them give you a real estate spiel on how well they connect with buyers, make sure you have a list of questions to sort the talkers from the top negotiators.

Always ask them what their style of negotiation is, what they consider to be at fault with your property and how they would overcome those flaws when talking to buyers.

Ask them to provide sales reports on similar properties. Have they sold properties similar to yours recently.

Do they know your area, and the buyers it attracts?

Don’t be afraid to ask an agent what they will do if things don’t go to plan. What if no serious buyers emerge during the crucial first few weeks of the campaign?

You want to make sure you are dealing with an agent who can handle the down times, as well as take the wins.

Next, ask them for a price guide for your property and then get them to justify it in detail.

How did they come up with that figure?

You may be tempted to go with the agent who quotes you the highest potential sale price but I would strongly advise against this.

Go with the one who is the most qualified to sell your home — this may or may not be the agent “quoting” the highest sale price.

And finally, a word on agents’ fees.

Don’t base your decision on the agent who is charging the cheapest sales commission.

Some poor-performing agents may knock their fees right down just to secure a listing and that is not the right man or woman for the job.

Remember: the cheapest agent is the one that gets you the best price for your home, not the one with the lowest commission.

Deciding who to use based solely on the commission they charge or your familiarity with them can be a big mistake. A reduced commission may be tempting but as with anything in life, you often get what you pay for.

Similarly, using a friend or relative in the industry might put a strain on the relationship – and your profit margin – if they are not familiar with your area or property type.

Instead: Find the agent with the best negotiation skills to represent you.

Most sellers worry what an agent will charge them, rather than what it will cost them to choose the wrong agent.

And this could be a lot more than the commission if the agent doesn't get you the best price for your property.

So what do you look for in a selling agent?

Well... it's not local area knowledge, or having a database of cashed up buyers or the ability to put together an effective marketing campaign, even though all of these are important.

You need to engage an agent who has the skills to negotiate the highest possible price for your property. And truth is: not all real estate agents are good negotiators.

For example ...would really want to employ someone who happily negotiates down his own fees? Interestingly, that's how many sellers choose their agent!



2. Being too controlling with your real estate agent

It makes it very difficult for the real estate agent when sellers don't let them do their job.

Of course you should have a say in the marketing strategies in use, but be prepared to take their advice on board – after all, you are paying them for their experience.

If you don't want to pay for any advertising it could really inhibit the sales campaign, and prevent a great agent from selling your property at the best possible price.

Instead: When you are working with an agent you trust, you will value their advice and know that it is coming with the best intentions and experience behind it.

Discuss costs, strategies and accountability with them upfront, and then let the agent do their job properly.

Remember: You can't sell a secret – to get the best price for your property it needs to be exposed to a wide range of potential buyers who'll then be put in a competitive environment to vie for your property.

3. Being half-hearted

If you are putting your property on the market just to see if you get a bite, then it is likely going to be reflected in how many buyers actually take the bait.

It also stands to reason that your agent will have the same attitude.

Instead: Decide and commit.

If you're definitely ready to sell then it means that you are ready to do the hard yards of finding a great agent, committing to the marketing process and preparing your house to be on show.

Typically, you will need to spend around 1% of the value of your property in marketing to achieve the best possible coverage and results.

Plan a marketing campaign where you spend the bulk of your funds in the first 21 days to get the most attention. This will typically maximise your sale price, reduce potential days on market and provide the greatest possibility of a successful sale.



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4. Ineffective Marketing

As marketing and promoting your home for sale will likely be one your most expensive outlays it's critical to get it right.

It's important to get the right mix between print and online advertising and today social media is playing a bigger part in marketing properties.

Your selling agents will offer you a marketing schedule – but be careful – their recommendations often have a dual purpose:

1. Promote your home to prospective buyers.
2. Maximise their own branding.

Now you should be keen to pay for the first part above as you can't sell a secret, but there's no reason for you to promote the agent's own business on the back of the advertising of your property.



Part of **Metropole's Vendor Advocacy Service** is to make sure you hit the "sweet spot" with the right mix of advertising to reach a wide audience without over paying for marketing your property. This means you get the best and most cost efficient marketing strategy to work with. Why not call us now on **1300 20 30 30** and learn how we can help you sell your home for the best price with the least fuss.

5. Setting the wrong selling price

It's easy to believe your property is the best in the area and therefore demands the highest price, but the reality is we live in a very volatile real estate market and fluctuations in interest rates, employment issues, and the general global finance crisis have impacted on how much buyers have to spend.

Be realistic and set an achievable price based on your own research and advice from your Agent.

A real estate agent has access and experience that makes their opinion valid but don't let that be the beginning and end of the story.

Use it as the starting point but don't rely on your agent for all of your information and market data.

Not only could this lead to disappointment with the price they advise, it gives the agent all the power to make and influence your decisions.

Instead: Do your own research when you are preparing to sell your house.

Start looking at other properties that are for sale in the suburb and what they are listing, but more importantly what price they have sold for.

Remember:

Overpriced properties take longer to sell and usually the price is lowered during the campaign making the property stand out as one that will end up selling for less again, this will attract buyers who want to bargain then the pressure mounts on you to accept an offer far below your anticipated price.

Do you realise that when an agent gives you an opinion on the value of your home, it's just a relatively informed estimate, but it's still guesswork. So they'll tend to err on the upside rather than telling you your home is worth less than you'd like to think it is.

Then once it's for sale the 'conditioning' starts, managing down your expectations from what was originally quoted. Usually the real estate agent will blame the 'market'.

If the price quotation is accurate from the beginning, generally speaking everyone will be happy with the end result. That's why if you use **Metropole's Vendor Advocacy Services**, we'll give you a realistic indication of the value of your property. After all that's really what you want isn't it? Why not call us now on **1300 20 30 30** and learn how we can help you sell your home for the best price with the least fuss.

6. Revealing that you're desperate

You have your reasons for selling, this can be anything from simply wanting a change to financial to personal family matters and everything in between, letting buyers know why you are selling can weaken your position at the negotiating table.

Keep the reason close to your chest and don't even tell your Agent, this is your business and your business only.

Buyers seem to be able to sniff out desperation from a mile off and they are all too willing to pounce on it with a low-ball offer.

Some common indicators that all is not well in the vendors' camp include not marketing your property professionally - for example putting your house on the market without quality photos, or not having street appeal.

First impressions count and an unattractive curb appeal shows that you're disinterested in your asset, which can lead buyers to wonder whether the property has other maintenance issues you haven't addressed?

Instead: Improve your chances at getting a high offer by properly preparing your property for market.

This means allowing time to find the best agent, waiting for good weather for quality photos and if your budget allows it, staging (hiring appropriate furnishings).

Most of all, remember that you don't need to reveal your reason for selling to any buyer, so just keep it simple and say you are relocating.

7. Selling your home “As Is”

Present your home like you don't live there.

Well, that's a bit of an exaggeration. Looking like you live in your home is fine. Just get some expert advice on presenting your home and consider getting advice from a professional home stylist.

Buyers are looking for a home that they instantly connect with and feel like they want to live there and this connection comes from style and creating a WOW.



Often owners think that having a clean house is presenting it for sale when this is only part of it.

Styling is about maximising the space for appeal and flow. How a home flows is just as important as how it looks.

You only get one chance to make a first impression so speak to the people that specialise in first impressions. Most agents will be able to point you in the right direction for good stylists.

8. Not presenting your home immaculately

Before your property is listed for sale on the major real estate websites, it is of the utmost importance that you ensure it is looking good.

And by good, I mean immaculate.

While major renovations are usually not necessary — you don't want to over-capitalise, after all — you want to make sure the garden is free of weeds and looking attractive, that all of the lighting fixtures are working properly, that the door handles are in good nick (people notice these), that all of the little cracks in the walls are patched up and painted over and that the kitchen and bathroom grouting is up to scratch.

I would also recommend asking a friend to drive by your home and to tell you honestly what needs work.

We are notoriously bad at seeing the errors in our own homes, so an objective point of view could really help.

Especially when you consider a lot of home buyers won't get out of the car if they see something at the front of the house that puts them off.

If your furniture is looking a little shabby consider moving all of it or some of it out in to storage and hiring some staged furniture.

This not only comes up beautifully in the professional photography, but it takes the personal aspects out of the home and therefore makes it more attractive to other buyers who can project their own living space onto the blank canvas.

Remember – buyers want to be able to imagine themselves living in the house or renting it out to interested tenants, so give them every opportunity to do just that.

Instead: Spend some time cleaning, tidying, repairing, neutralising and staging before you put your property up for sale – ask your agent for his or her opinion on what needs to be done.



9. Ignoring tenants during the sales campaign

If you're planning to sell a property which is tenanted be heedful of the fact that the tenant's cooperation in showing prospective buyers the property is paramount.

If the property is tenanted to less-than-tidy residents, you could even consider paying for a weekly cleaner prior to open inspections so that the property presents in its best light.

Instead: Try encouraging your tenants to give their cooperation freely, why not considering reducing the rent by say \$20 to \$30 per week during the period that the property is on the market.

This won't mean much to you as an investor at the end of the day for such a short period but it will to most tenants.



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10. Ignoring early buyers

We want to believe that an offer will come along and blow us away but the reality is offers above market value are very rare.

Did you know that the best prices are often achieved in the first weeks of the property being on the market?

The further the sale campaign extends; the more leverage buyers have as they know the vendor is getting tired of waiting for a sale.

Think about it...

Most buyers have been in the marketplace for a while and have seen all the properties currently for sale. They possibly made an offer on a property or two and missed out and now they're ready to pounce when the right property becomes available. They've also done their homework and understand values in the area.

So now your property becomes available, they inspect it and they're ready to buy. Don't discount these early offers... it may be the best offer you'll ever get.

Instead: Do the hard work upfront with your agent to determine a fair price for your property.

Get the word out about your house with a good marketing campaign and then be prepared to make a quick decision when offers start coming in.

Or if suitable, stage an auction campaign so you can be assured of achieving the best price the local market can support.

11. Hiding problems

Painting over the water damage instead of fixing it might be a good short-term solution to making the house presentable for showings, but it can work against you when buyers start to get serious. If a buyer notices an issue like that, they quickly become suspicious about other problems the house might have and could decide against making an offer.

Instead: Repair problems properly or be upfront about ongoing issues.

No house is perfect and most potential buyers are willing to negotiate around minor problems.



Bonus Tip for Property Investors who are selling...

12. Forgetting the letting agent

The cooperation between the letting agent in helping to organise inspections of the property through the selling agent will go a long way in helping to achieve a sale.

However, there is often little cooperation, and it's obvious that the property owner or investor has given no thought to this issue when they have engaged another agency to sell the property.

The first that the annoyed letting agent hears of it is when they are asked by the owner, through another agent, for access to the property to show a prospective buyer.

This is usually particularly annoying to them as the letting agent often hopes that his or her agency will be selected to sell the property when the times comes around.

If you were that agent, just imagine how offended you would be after years of good service, you are not given the chance to sell a property on behalf of someone with whom you already have an established relationship.

Little cooperation is often forthcoming in these circumstances and clients regularly complain about the letting agent's attitude in frustrating their efforts to sell the property.

Instead: If you're selling a tenanted investment property give a little more thought to the selling process. And remember the letting agent is not necessarily the right selling agent for you.

Selling your investment property can be a demanding time, but if you go in prepared you can streamline the process and avoid extra stress.

While there will always be a lot of unknowns when it comes to selling property, whether it's in your neighbourhood or located interstate, many variables can be minimised by avoiding these issues and working with "*the right*" agent.



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NO STREET APPEAL – WHY THE OUTSIDE MATTERS AS MUCH AS THE INSIDE

Did you know that property sellers are losing out on more than \$90,000 on average if their property lacks street appeal?

A survey by finder.com.au found that nine out of 10 Australians would offer below a property's asking price if the exterior was not appealing.

A third of property buyers said they would offer 15 to 20 per cent if they were unimpressed by the exterior of a property.

While some eight per cent admit they would knock a quarter (25 per cent) off the asking price when making an offer on a property that looked unappealing from the street – this equates to a staggering \$173,947 off the median Australian house price.

The survey findings clearly show that first impressions count.

Sellers could be left bitterly disappointed with offers if the kerb appeal of a listed property is not up to expectations.

That's money down the drain because of a bad first impression.

So it's vital that sellers look for ways to boost their property's kerb appeal.

Minor tasks such as installing a new fence, painting the front facade, investing in a modern letterbox, sprucing up your outdoor pathway or replacing the front door with a more modern one, can make a significant difference.

A bit of effort can go a long way where dollars are concerned.



TOP 10 TURNOFFS FOR HOME BUYERS

To maximise it's sale price, not only does the outside of your property need attention so does the inside.

Present your home as fresh and clean, bearing in mind these top 10 turnoffs for home buyers according to a finder.com.au survey:

1. **Mould would put off 87% per cent of house hunters, followed by:**
2. **Structural decay 84%**
3. **Smell of damp – 83 %**
4. **Signs the current owners are indoor smokers (such as yellowing walls) – 55% per cent**
5. **A dirty bathroom – 54%**
6. **Peeling paint – 49%**
7. **An out-of date kitchen – 45%**
8. **Signs of a pet dog or cat – 42%**
9. **Worn carpets - 36 per cent and...**
10. **A messy interior – 35%**

HOW MUCH IS YOUR PROPERTY WORTH? HOW TO GET THE BEST PRICE FOR YOUR PROPERTY

One of the critical things you need to get right when putting your home or investment property on the market is setting the right asking price.

Set it too low and you could miss out on extra profits; set it too high and you might scare off potential buyers and lose a sale.

Typically there's a fine line between meeting the market and getting the price you want.

But be realistic...Not everyone is going to love your home, in fact probably lots of buyers won't like your home at all.

Don't get discouraged when you get feedback about your home, see it for what it is, they just don't like it.

The most important feedback is what the market place thinks your home is worth.

This way you can adjust if needed early if the feedback isn't in alignment with your expectation.

Here is a checklist of the people who may give you price feedback.

- 1. Neighbours and Friends:** Don't listen to them about what they think your home is worth, they are always too high.
- 2. Buyers that are ready to buy, have inspected your property but don't like it:** These buyers are usually quite educated and fairly accurate with price feedback because they see it for what it is and have no emotional connection to your home.
- 3. Buyers who are interested in your home:** They will usually give slightly lower price feedback initially because they are interested.

It's no easy task to set the price for your home. It's likely you will think your home is worth a mint and the estate agent will promise to get you top dollar if you let him sell it for you.

Most buyers in the market will see your property within the first few weeks of it coming up for sale. They have been in the market for a while and are motivated and keen to buy. Many are sick of looking and this works in your favour.

80% of your target market is likely to view your property during the early stages of the marketing campaign. This means that if you get the price right, a bit of healthy competition amongst some keen buyers could drive up the sale price of your home. It also means that asking too much and scaring off these potential purchasers could be an expensive mistake. When deciding what sale price to put on your property, here's a few the factors that you should not use to determine the correct market price. The value of your home is not related to:

1. How much you paid for it.
2. How much you owe on your home mortgage.
3. The renovations you have done to your home. It's the things that you can't easily change or enhance that add value to your property - things like north facing windows and sunshine all day or proximity to the beach or the water.
4. How much you love your home.

What does determine the market value of your home is what a willing buyer is prepared to pay.

You can put any asking price on it you want, but the eventual sale price will be what a buyer is willing, and able, to pay.



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THE 30 DAY RULE

As we've already explained, your best buyers will come along in the first 30 days.

The reason for this is you have access to the greatest number of qualified buyers when you first launch your home into the market place and that excitement period never comes back.

Don't make the mistake that many sellers make and refuse to consider an early offer, thinking that you'll get a higher offer if you wait until more potential buyers see your home.

Buyers are often willing to pay a little more when a home comes on to the market in order to beat other buyers to it.

But when a home sits on the market for more than, say, 30 days potential buyers know that others have "rejected" your home. They start wondering "What's wrong with this property?" and often come to the conclusion: "The price is too high."

Usually why you don't get offers during this early period is your price is too high and buyers are walking away.

So if you're not getting serious buyer interest early in your selling campaign consider adjusting your price.

One of the big mistakes sellers make is saying "it's early days."

Market momentum is everything and if in the first 2 weeks the market feedback is lower than where your price point is, that is a strong indication that your price is too high.

Often owners will say "we haven't had any offers" so they can gauge whether to lower their price or not...

Listen closely... You aren't getting any offers because the buyers feel your house is too dear and they are voting with their feet and walking away.

Work closely with your agent in these early stages and feel the rhythm of the market and you will be able to read what is going on.

If everything is lined up right from day one you should have interest and offers in the very early stages.

If you aren't getting interest in those early stages, adjust early and you'll be on your way!!



The home seller's secret weapon – having an agent on your side

Metropole Vendor's Advocacy Service is a special no extra cost service to property sellers shielding you from many of the "hassles" of your sale.

When selling your property you want to achieve the best price with the least hassle. Yet our experience as Australia's leading property buyers' agency shows many vendors don't achieve an optimum sale price due to poor advice or pressure from their selling agent.

Now you can have an independent agent from Metropole on your side when you sell your property.

To achieve the highest selling price for your property, you need help finding the right agent to sell your property, as well impartial and strategic advice on the correct timing, the most appropriate method of sale, the most cost-effective advertising campaign and the negotiation process.



Our 6 Step Process To Get You The Best Price.

We will:

1. Sit down with you and determine your needs.
2. Recommend the best agent (not agency) for you. We know the best agents and the worst agents as we have been buying from them on behalf of our clients for many years.
3. Check the agent's fees and advertising recommendations to save you unnecessary expenses. Should you sell by auction or private sale? How much should you spend on advertising without wasting your money? We'll tell you!
4. Monitor the selling agent's performance.
5. Consider any offers made and give our recommendations to you. Then we'll help negotiate on your behalf, giving you our input all the way.
6. Follow the sale through until settlement.

We charge the selling agent a percentage fee based on the sale price of your property which comes out of their commission when the sale is made. This means that you get our service at no extra charge, but that it is in all our interests that you get the best possible price.

If you want someone you can trust to relieve you of the process of dealing with the selling agents give Metropole a call now on **1300 20 30 30**.

We are independent and work for you – we tell you the truth. Isn't that what you want?

It's the most stress-free way for you to appoint a real estate agent!

How can Metropole's Vendor Advocacy Service help you?

We will provide you with a range of options for selling your home – auction, private sale, expression of interest and make sure you have all the information you need to decide on the most suitable method for you.

We provide research on sales statistics and trends, as well as details of recent property sales and comparative information about properties in your local area, giving you a realistic market appraisal so you can make accurate, informed decisions.

Selecting the right selling agent and method of sale will determine the level of success you achieve.

We then approach a number of local estate agents, selecting the best agent, so you can achieve the best selling price.

It's critical that you select the right agent, within the right agency, to sell your property. Real estate agents have different areas of specialty, different personalities, different types of marketing and different negotiation skills. We will help you identify and select the best local real estate agent to manage the sale of your property.

We interview the agents, rate their reports and discuss the potential candidates with you. Once you have made a decision we will appoint the chosen agent to market your property and manage their performance on your behalf.

We then work with your selected agent to create an integrated marketing plan – covering both offline and online advertising – to achieve the best possible price for your property.

We will report back to you throughout the sales campaign and once you start receiving offers we'll be there to help you evaluate them and set terms and conditions.



If you are selling at auction we will be at your side throughout the entire process, including helping you to set the reserve. In summary we will:

- Help you assess the market value of your property.
- Match your property with the most appropriate real estate agent so you achieve the best price.
- Explain real estate agent's commissions and negotiate these on your behalf with your selected agent.
- Work with the agent to develop the most effective marketing campaign.
- Ensure your selected agent communicates via a pre-determined reporting system – ensuring timely and quality information.
- Disseminate market feedback – helping you set your reserve price and fine-tune the final strategy.
- Help you to assess offers and negotiate terms and conditions.
- Manage every step of your sale.

If you want someone you can trust to relieve you of the process of dealing with the selling agents give Metropole a call now on **1300 20 30 30**.

What some of our clients have to say

“We engaged Metropole to manage the sale of our property. They explained how they would produce a better result than if we engaged a real estate agent ourselves and how they would manage all the aspects of selling our property. They engaged an agency to sell our property and advised us on the advertising campaign and the timing of the auction; at considerably less cost to us than if we were dealing direct with the agent. Our property was sold at auction and we achieved an amazing result, \$96,000.00 above our reserve price! And three weeks after our unit was sold the unit directly above ours sold by private sale to the losing bidder at our auction for \$26,000 less than our unit sold for!”

Sandie and Romair Vanderriet

“Thank you very much for your assistance acting as Vendor’s Advocate for our investment property. What a result! It must be a new record for that area. Your assistance with the selection of the agent was spot on – and saved us money, and your managing the agent toward a different advertising schedule was spot on. We had exactly the right type of buyers there on the day. I would like to commend you on making the whole process stress-free. I would not hesitate to use your services again. Thank you again!”

Alex Belcher

SOLD



FIND OUT HOW METROPOLE CAN HELP YOU SELL YOUR HOME

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