



**RE/MAX**  
Strategic

# RAMEZ SHAFIK

120 WAYS TO SELL YOUR PROPERTY FOR MORE



# Selling Your House Is All About Business!



## **NOTE.**

*When interviewing real estate agents be careful and suspicious of those who tell you that your house is worth many times more than others indicate.*

*Check out that you have an accurate Market Report and Comparative Analysis before deciding, then choose the most professional negotiator of the Agents you interview, this a great indicator as to how strong they will be when negotiating the price of your sale!*

## **NOTE:**

*When interviewing agents to look after your listing ask them "What are the 5 stages of Selling?".*

*If they don't know A I C D C then don't appoint them!*

## **LET'S START BY UNDERSTANDING THAT SELLING YOUR HOUSE IS BUSINESS AND YOU CAN REALLY HELP IN THE PROCESS. HERE ARE YOUR FIRST FIVE POINTS...**

When selling any product there is a universally accepted formula for success- ATTENTION, INTEREST, CONVICTION, DESIRE and CLOSE. The same structure applies to the sale of your house.

- 1.** Gain favourable attention. You have heard that the phrase "first impressions count" and when you want people to think the best you will no doubt dress up and make very effort to look good, sound good and be good. The point is that gaining favourable attention is imperative to getting the very best price possible for your house.
- 2.** Generating real and meaningful interest can not be achieved if you keep the sale of your house a secret, your appointed Real Estate Agent will discuss the best ways to promote your house using electronic (the internet and email), press media advertising (local and regional newspapers) and direct response marketing letter box drop flyers) as well as ideas such as incentive promotions (competitions where visitors to your Open Home events can freely participate).
- 3.** The conviction stage of successful selling is all about turning doubt to 'belief' and it is here that you will want your house to be seen as honestly and realistically priced for the prevailing market condition. The last thing you want is for potential buyers to brand your house as "over priced and not worth it", you want them to be convinced your property is right for them and a real investment.
- 4.** Forget the advice that people buy what they need, when it comes to property we all buy what we want. The question of wanting your house is when a buyer has that keen desire as they "see themselves" living, enjoying and being at home" or where they have a top class return on your house as an investment property and start the mental plans as to how this will help them financially. Along with your Agent you will do your utmost to make your house desirable to the maximum number of prospective buyers.

**5.** Every sale has a successful close, the final and legally binding stage where a contract is in place money is exchanged for a product or service. Concluding negotiations is not easy and requires expert and highly professional skills.

Let your Agent do what you are paying them to do, their services don't come cheaply for no reason, a top line Agent will be your best friend at closing time. Remember that a crucial part of marketing any product is the presentation of the product. Corporations and retail businesses understand this concept and pay millions of dollars each year to advertising and marketing consultants to get the best advice possible. It's the same when selling your house.



# If It Looks Good It Must Be Good



## CONTROL HOW YOUR PROPERTY LOOKS. IF IT WADDLES LIKE A DUCK, QUACKS LIKE A DUCK AND SWIMS LIKE A DUCK, IT'S A DUCK! GET YOUR HOUSE OUT OF THE POND

**6.** In order to compete effectively with sellers, homeowners must present their homes to the marketplace in an attractive, desirable condition. When you bought your home, you probably comparison shopped. Well buyers are still doing that today. According to international statistics, the average purchaser looks at 10 to 20 properties prior to purchasing a home. Regardless of how many properties are on the market, available buyers always seek the best priced property that is in the best condition. Think Like A Buyer Thinks. Prepare Like A Professional. Plan Your Work, Work Your Plan!

**7.** You are not just selling a house, you are selling a shelter, lifestyle and dreams. People always want the best for themselves and your home should represent the buyer's answer to this goal. Put yourself in the buyers shoes! Remember, they arrive at your front door wanting to find the right home. Don't make them search somewhere else for it. If you have done your homework, every room in your home will create a desire for them to stay. Start Making A List!

**8.** Walk outside and take to look at the property through the eyes of a buyer. Is there anything that needs repairing, looks worn, or is outdated? Start writing these items down on your list. Walk through the interior and do the same things. Ask for the assistance of everyone in your family. After all, a shorter sales times will benefit everybody in the family.

## SEEING THE SELLING DIFFERENCE

### THE RIGHT PREPARATION OFTEN HELPS JUSTIFY A HIGHER SALE PRICE

**9.** Plan all of your repairs, improvements, and enhancements to be ready before your first Open Home showing. Remember, your best showings come early in the listing period. Be ready!



# Sensing The Selling Difference



## Repairs

Plan Everything When You Have Decided To Sell And Allocate Enough Time To Get It All Done.

**10.** The rule of thumb is, if something needs repair, fix it! There are probably many things in your home that you have simply become used to over time, things that you have been promising yourself that you will attend to. Well, now is the time. The buyer will mentally add up the cost of repairing all those minor flaws and end up with an amount that is generally much higher than what it would cost you to do the repairs.

**11.** You might be saying to yourself “these repairs are no big deal” but the buyer is thinking “If the owners didn’t care for these little items, then what about the roof and piping?” Needed small repairs and perceived owner neglect will either lower the purchase price or lengthen the time required to sell.

**12.** Check all walls for peeling paint and loose wallpaper and remedy to the best possible standard in the time you have available. Don’t make the mistake that buyers are not handy men and women too, most of us can spot a shoddy job when we see it!

**13.** Large repairs: In today’s climate of open disclosure and vigilant professional home inspections, the rule is “Treat a buyer as you would yourself”. Repair any problems with major systems or offer an allowance for the buyer to make repairs after closing. Always disclose anything that you know about your property. Having been a consumer yourself, you know that buyers will more readily make a purchase decision with someone whom they can trust.

## CLEAN AS A WHISTLE PLAYS A HAPPY TUNE!

### Cleaning Your Way To A Open Home And Sale

**14.** Every area of the home must sparkle and shine! Each hour spent will be well worth it. Would you rather buy a clean car or a dirty one? Would you hurry to buy a pair of shoes with mud on them?

**15.** Clean all windows, inside and out. This helps make the house sparkle.

**16.** Clean all carpeting and area rugs. Clean and polish tile and wooden floors.

**17.** Clean and polish all woodwork if necessary. Pay particular attention to the kitchen and bathroom cabinets.

**18.** Clean and polish all light fittings.

## The Very Best Sales Person Is A Neutral, So Be Neutral.

**19.** Be cautious about selecting colours when painting or replacing carpets. Your objective here is to make your home appeal to the largest possible buying segment. Ask yourself “How many of the available buyers would be able to move into your house with their furniture and not have to replace the carpeting?” Position your home to be as liveable to as many people as possible.

**20.** Forget your personal taste.. the “market” is always demand driven! The average buyer will have a hard time looking beyond blue carpeting and bold wallpaper. Consider replacing unusual or bold colours with neutral tones. Two coats of white paint may be the best investment you ever made.



# Sensing The Selling Difference

## LIGHT TO SEE. ROOM TO MOVE.

### Space. The First Frontier Of A Wonderful House

This is NOT about creating the ILLUSION of space. It is about making space look spacious!

21. Arrange furniture to give the rooms as spacious a feeling as possible. Consider removing furniture from rooms that are crowded. If necessary, store large items.
22. Pack up collectible's... to protect them, and to give the room a more spacious feel. Leave just enough accessories to give the home a personal touch. Dispose of unneeded items.
23. Remove all clutter and make it a habit to pick up clothing, shoes, and personal possessions each day for possible showings.
24. Empty closets of off-season clothing and pack for the move. Organize them to demonstrate the most efficient use of space. Leave as few items on the floor or shelves as possible.
25. Use light to create a sense of space. All curtains should be open. Turn on all of the lights throughout the home before a showing, and be sure to replace any burned out light bulbs.

### Atmosphere

When placing yourself in the potential buyers shoes, you will want to consider the overall atmosphere of your home. Keep in mind your sense of smell as you go through the checklist. Create the atmosphere of your home as a place that is safe and warm, and in good condition.

26. A clean smelling house creates a positive image in the buyers mind. Be aware of any odours from cooking, cigarettes, pets, etc..., that may have adverse effects on potential buyers. Remember that some people are much more sensitive to odours than others. Smokers rarely notice the odour of tobacco that fills their homes, and pet owners may be oblivious to objectionable cat or dog odour.
27. You can use products like air fresheners, and room deodorizes; but the best strategy is to remove the source of the smell rather than cover it up.
28. If smoking or cooking odours have permeated your home, have your carpets and furniture cleaned, and air out or dry-clean your curtains.
29. Mildew odours are a no-no. Don't allow wet towels to accumulate in hampers or dirty laundry to pile up in closets.
30. Once offensive odours are removed, consider adding delightful ones. Recent studies have shown that humans have strong, positive responses to certain smells. Cinnamon, fresh flowers, breads baking in the oven are excellent ways to enhance your property sale.



## THE SWEET SCENT OF SUCCESS TAKES CARE TO GET IN THE AIR

### Setting The Stage.

This part of preparing your home for sale is the most fun and involves the use of colour, lighting, and accessories to emphasize the best features of your home.

31. Study ads or furniture showrooms to see how small details can make rooms more attractive and appealing. The effect of a vase of flowers, an open book on the coffee table, a basket full of birch logs by the fireplace, a scented candle etc..., can make the difference in a room.
32. The use of a brightly coloured pillow in a wing chair or a throw rug on a couch can add dimension to an otherwise sterile looking room.
33. Soften potentially offending views, but always let light into your rooms. Replace heavy curtains with sheer white panels. Never apologize for things you can not change. The buyer will either decide to accept or reject the property regardless of the words you say. You must present your home in the best possible way with complete honesty.

# Selling From The Outside In To Win



## A WELCOME HOME FROM THE OUTSIDE IN.

**34.** Go through your photo album and select pictures of your house and yard during all seasons. If hung at eye level in a well lit area, the pictures will speak for themselves and give you yet another selling stage.

**35.** Take advantage of natural light as much as possible by cleaning windows, opening shades and curtains etc.. Add lamps and lighting where necessary. Be sure that all fixtures are clean and have functioning bulbs.

## The Exterior

Check your home for any maintenance just as a buyer would. Repaint or touch up if necessary. Don't let the outside turn them off before the inside turns them on.

**36.** Colour has the power to attract. A tub of Geraniums, or a basket of Impatiens on the front steps is a welcoming touch.

**37.** If you are selling during the winter, consider using a spray of dried flowers on the front door.

**38.** If you have a porch or deck, set the stage with pots of flowers and attractively arranged furniture.

**39.** Check to see that all doors and windows are in good working order. Give special attention to your homes exterior doors and front entry. Clean and paint doors if necessary. Remember, first impressions are likely to influence the rest of the house tour.

**40.** Wash all windows and replace any broken or cracked window frames.



**41.** Screens should be free of any tears or holes.

**42.** Check all locks to ensure they are functioning properly.

**43.** Check for loose or missing tiles.

**44.** Invest in a new door mat that says 'Welcome'.

# Selling From The Outside In To Win

## The Yard

45. Make sure the yard is neatly mowed, raked and edged.
46. Prune and shape shrubs and trees to compliment your house.
47. Consider adding seasonal flowers along the walks or in the planting areas. Place the plants into a well placed wheelbarrow, an old fashioned washtub, or what you have.

Such stand-bys as Petunias, Impatiens, and Verena are easy to maintain if you only remember to water them regularly.

Try planting a row of sweet smelling Alyssum to line a short sidewalk or pop in some perky Dwarf Marigolds to form a cheerful oasis of colour in your yard.

48. It is important to devote at least one area of your yard to outdoor living.

Buyers will recognize a scene set with a picnic table and chairs and respond positively to it. Cover your table with a table cloth, set out some plates and glasses, bring out the BBQ equipment and buyers will almost smell the steaks cooking!



## The Driveway

49. The driveway is no place for kids toys. Not only is it dangerous, the clutter is unsightly.

50. The surface of your driveway should be beyond reproach; after all, it's one of the first things a buyer will see when they drive up. Sweep and wash the driveway and walks to remove debris, dirt and stains. Repair and patch the cracks, edge the sides and pull up any weeds.



# Selling Every Room, Nook & Cranny

## REVIEWING YOUR PREPARATION CAN EASILY PAY HIGHER PRICE DIVIDENDS

### Room-By-Room Analysis, Starting With The Front Entry

Whether a gracious proportioned centre-hall or a small space just large enough for a coat rack and a tiny table, this part of your home deserves your particular attention.

51. Study your entry hall and ask yourself what kind of impression it makes for your home. Dried flowers or a small plant can make a striking focal point on a hall table any time of the year.
52. Virtually any entry hall will benefit from a well placed mirror to enlarge the area.
53. Your entry halls flooring will be observed carefully by the prospective buyer. Make sure the surface is spotless and add a small rug to protect the area during showings.
54. The entry hall closet is the first one inspected. Make it appear roomy. Add a few extra hangers. Hang a bag of cedar chips or a pomander ball to give a pleasant, fresh scent. Remove all off-season clothing.

The Living Areas: Think of these areas as if they were furniture showrooms. Your job is to make each room generate a positive response. Add touches that make a room look truly inviting.



55. Sweep and clean the fireplace. Place a few logs on the grate to create an attractive appearance. You could have a fire going for showings during the winter months... it creates a great atmosphere.
56. Place something colourful on the mantel, but don't make it look like a country craft store.
57. Improve the flow of your home by removing excess furniture. Have easy traffic flow patterns. Be sure that all doors open fully and easily.





# Seeing As You Want Buyers To See



## REVIEWING YOUR PREPARATION CAN EASILY PAY HIGHER PRICE DIVIDENDS

**58.** Draw attention to exposed beams or a cathedral ceiling with lighting. Be sure to remove any cobwebs and dust.

**59.** Remove oversized television sets if they dominate the room. If necessary, substitute with a smaller one until you move.

### The Dining Room

*Avoid going overboard. Be effective, any stage setting that you create should reflect the character of your entire home appropriately.*

**60.** Set the scene by setting the table with an attractive arrangement. Add fresh or silk flowers as centerpiece.

**61.** Visually enlarge a small dining area. If your dining table has extra leaves take one or two out. Consider placing your dining table against a wall. Remove any extra 'company chairs'. Consider putting the oversized pieces in storage until your house is sold.

### The Kitchen

The Kitchen: Pay particular attention to your kitchen. This room continues to be the heart of the home. A pleasant, workable kitchen is near the top of most buyers list of priorities and is a room that buyers always scrutinize closely.

**62.** Avoid clutter! Clean counters of small appliances and store whenever possible to maximize the appearance of work space.

**63.** Check the counter top around your sink, remove any detergent or cleaners that may be cluttering the area.

**64.** Sinks, cabinets, appliances and counter tops should be clean and fresh.

**65.** All appliances should be absolutely clean, bright, shiny and sparkling.

**66.** Clean off the top of the refrigerator. If you must use that space for storage, use baskets and bowls to hide the items kept there.

**67.** Set the scene with an open cook book, a basket filled with fruit, a basket of silk flowers, or a ceramic mixing bowl and wire whisk.

**68.** Create the aromas associated with happy homes, bake some cookies from pre-mixed cookie dough, start baking a loaf of home bread, or pop a frozen apple pie in the oven.

**69.** In the heat of summer, place a bowl of lemons or limes on the counter to provide a fresh and pleasant aroma.

**70.** Clean and organise all storage space. If your cabinets, drawers, and cupboards are crowded and overflowing, buyers assume that your storage space is inadequate. Give away items you don't use, store seldom-used items elsewhere, and re-organise the shelves. Neat organised shelves and drawers look larger and more adequate for prospective buyers needs.

**71.** Large cheerful kitchen windows are an advantage and should be highlighted as a special feature of your home. Take a critical look at the window treatment... is it clean, sharp and up-to-date? Do the curtains need washing or the blinds need cleaning? Would the window area look better without any window treatment?

**72.** Set the table for an informal meal with bright place mats and a generous bowl of fruit as a centerpiece.

**73.** Add a fresh coat of paint or put up a cheerful wallpaper.



# Wake Up To Preparing To Sell Now

## REVIEWING YOUR PREPARATION CAN EASILY PAY HIGHER PRICE DIVIDENDS

**74.** Organize the cupboards & storage space.

**75.** Remove all dirty laundry. Keep current with your laundry or store all dirty laundry in a closed container.

**76.** Clean and polish the washer and dryer.

**77.** Consider adding an attractive, coordinated throw rug.

### The Stairways

Stairways should provide an attractive transition from one level of your home to another.

**78.** Make certain the stairs are safe. Lighting should be more than adequate, stairs must be clutter free, stair railings tight and secure, and runners or carpets tacked. Remove any items from the surface of the stairs and store. Check the condition of the walls, and paint or re-wallpaper if necessary.

**79.** If the stairs are a focal point of the main living areas, carefully choose items to improve the visual appeal. If you have a wide, gracious staircase, emphasize this feature by hanging a few pictures along the wall. Draw attention to the handsome lighting fixture by polishing the brass and dusting each small light bulb or crystal prism.

**80.** Large master bedrooms are particularly popular with today's home buyers. Make your bedroom larger. Paint the room a light colour, minimize clutter to maximize spaciousness. Aim for a restful subdued look.

**81.** An en-suite is a real sales plus. Decorate to coordinate with the colour scheme of your bedroom, creating the 'suite' effect.

**82.** Virtually all buyers are looking for a house with plenty of cupboard space. Try to make what you have appear generous and well planned. Remove and store all out of season clothing. Remove any items from the floor area. This will make a cupboard seem more spacious. Arrange all shelves to maximize the use of space.

**83.** Make sure all articles in the cupboard are fresh and clean smelling. When prospective buyers open your cupboard door, they should be greeted with a whiff of fresh smelling air.

**84.** Make sure the cupboard lights are working, add battery operated lights to the cupboards that lack them. Lighted cupboards look bigger, are more attractive, and allow buyers to inspect the interiors easily.

**85.** Take the time to explain the marketing to your children. Encourage them to participate in preparing your home for showing; particularly the principal of appealing to the widest possible market segment. Ask your children's cooperation in making their beds and picking up their rooms prior to showings.

**86.** Consider promising a special reward if they willingly participate in your house selling goals.

**87.** Have them pack up any items that are not currently in use and dispose of unused possessions.

**88.** Remove any crowded, unusual, or personal wall hangings and store them until your home is sold.



# The Room With A Loo Sells Too



## REVIEWING YOUR PREPARATION CAN EASILY PAY HIGHER PRICE DIVIDENDS

### Bathrooms

Wise sellers take special plans when preparing their bathrooms for scrutiny by strangers. The bathroom is a very personal room of your home. Prospects will inspect yours carefully, so be sure it is immaculate. Cleanliness is the key! Make sure that all surfaces are spotless.

89. Replace worn or dirty shower curtains, clean and repair glass walls and doors. Remove any bath decals that need replacing.
90. Clear off counter tops and store all personal care products out of sight.
91. Repair any taps that leak or do not function properly. Clean off mineral deposits with vinegar or commercial products.
92. Clean and organize all cabinets and drawers. Don't forget the medicine cabinet and the storage under the sink; dispose of old items and polish the shelves.
93. Remember to appeal to a wide range of buyers. Play down dominant colours with contrasting neutral coloured towels and accessories. If your bathroom is white or a neutral colour add a few cheerful accents of colour. Don't hesitate to buy a few new towels or a bath rug... you will be taking them with you to your new home.

94. Scrub and wax an old floor. Cover the largest area you can with a freshly washed scatter rug.

95. Decorate and personalize to create a pleasing, individual look. Consider bringing out your best towels and perfumed soaps. Add a plant for colour and freshness.

96. A gentle hint of fragrance in the air is fine, but keep it subtle.



# Garage Space, It's Got To Be There

## The Garage

The Garage and all around. Don't forget that buyers will want to see where they can store all of the knicks and knacks we all seem to collect. It's time to get organised!

**97.** Sweep and wash the floor to remove dirt and stains. Organize tools, garden equipment, bicycles etc clean organized garage appears larger.

**98.** If the area is dark, add more light. If it is small and accommodates only one car, remove your car before buyers visit. An empty garage always look bigger. If you have a two car garage with very little extra room remove one of your cars so that buyers can make their inspection in comfort.

**99.** Get rid of anything that you don't plan to move to your new home. Place remaining stored material neatly in boxes, and position away from walls.



## IMPORTANT POINTS TO REMEMBER WHEN SHOWING YOUR HOME



### MAKING THE MOST OF YOUR OPEN HOME

**100.** Increase your chances. The more people who see your home, the more likely you are to sell it quickly.

**101.** There shouldn't be any major house cleaning at this point. The only tasks you need to be concerned about are the day to day things; making beds, picking up loose newspapers etc.

**102.** If the season is appropriate, open the windows and let some fresh air in.

**103.** Keep the temperature at a comfortable level at all times.

**104.** Turn on the lights before every showing before any prospective buyers arrive.

**105.** Turn off the television and play some soft gentle music.

**106.** Arrange for your pets and children to be with the neighbours or another family member.

**107.** Don't try to sell the house with words! By this time the house has been prepared for sale let it sell itself and let your agent do the talking.

**108.** Most importantly, do not be present at the showing. It is uncomfortable and difficult for buyers to view the home when the owners are present.

**109.** While you are away from the Open Home try to resist the urge to phone your Agent, just relax and take it easy for a while.

# Straight Talking To Sellers



**110.** Keep in mind that buyers want to obtain the lowest price and best terms for themselves.

**111.** Do not discuss confidential with any buyers or agents, regardless of whom they represent, other than your own listing agent.

**112** Never openly talk about your **REASON FOR SELLING** as words have a nasty habit of being repeated. The last thing you want is for potential buyers to be aware of your own sense of urgency!

**113.** Your **MOTIVATION TO SELL** is best kept between you and your appointed Real Estate Professional.

**114.** If you are willing to consider an offer less than the listing price you should only let your Agent know this. Even by appearing relaxed on the subject of price you are giving off all the wrong signals.

**115.** Sorry to nag about all this, but never discuss the Terms under which you would sell with anyone other than your Agent.

**116.** If you have any plans that relate to relocation, timing or anything else, keep them to yourself.

**117.** Once again, if you have Items of personal property which you 'might' be willing to include in a sale keep them to yourself, let your Agent do the job they are appointed to do.

**118.** If you have agreed a specific marketing strategy to launch and promote the sale of your property do not discuss these with any other Agent.

**119.** Keep a positive state of mind about the sale of your property and stay in contact with your Agent. Never feel that you are "bothering" your Agent, you want to be informed and up to date about everything that's happening.

**120.** If you can say that you have followed every point in this document and also the advice from your Agent then take a little time for yourself and **RELAX**. Your house will more than likely sell for more than you thought likely!





# RAMEZ SHAFIK

**Mobile:** 0479 182 087

**Facsimile:** 07 3112 6178

**Email:** [ramez@remax.com.au](mailto:ramez@remax.com.au)

**Web:** [www.ramezshafik.com.au](http://www.ramezshafik.com.au)  
[www.pricingmyproperty.com.au](http://www.pricingmyproperty.com.au)



[www.twitter.com/ramezshafik12](http://www.twitter.com/ramezshafik12)



[www.facebook.com/topagentbrisbane](http://www.facebook.com/topagentbrisbane)

This eBook is Copyright © 2014 - 2017 Pritchard & Pritchard

May not be duplicated or replicated in anyway without the written permission of the copyright owners

