



泉基地產



[www.kentng.com.au](http://www.kentng.com.au) | 0410 718 263 | [kent@kentng.com.au](mailto:kent@kentng.com.au)

吳恩泉 **KENT NG**

## THE MOST IMPORTANT DECISION OF YOUR LIFE

Selling your home or investment property, probably your greatest asset is one of the biggest decisions you'll ever make. It is also one of the most emotional periods of your life. If you have decided to sell, it's likely that you have been thinking about when you want to put your home on the market, how you want to sell your property and who may be able to help you make the sale. You may also have a notion of how much is worth. I've created this booklet to help clarify those thoughts and to make the process of selling your property one that is pleasurable and hassle free.

Kind regards,



**Kent Ng**

Director

Licensed Real Estate Agent

Mobile: 0410 718 263

Email: [kent@kentng.com.au](mailto:kent@kentng.com.au)



## Preparing Your Home for Sale

### Inside presentation

- Ensure your home is clean & tidy
- Handles turn and lock smoothly and door don't jam
- Open curtains to allow as much light in as possible.  
Turn lights on
- Hide any unsightly electrical wiring to stereo and TV
- Clean the windows
- All floor coverings freshly cleaned

### Bathrooms/Kitchen/Toilets

- All taps in good working order (no drips or leaks)
- All surfaces cleaned and polished
- Remove any mould from shower recess and soap stains from shower floor
- Clean all mirrors, glass screen and consider replacing the shower curtain
- Put clean towels, soap and air fresheners in the bathroom and toilet
- Clean dishes, remove dishes from dish washer
- Put away small appliances in kitchen & bathroom (Hair dryers, toasters etc)
- Empty rubbish bins

### Tips for home open days / Inspections

Ideally your home should be presented as a luxury hotel suite or a new display home, there are a few tricks that can make a big difference apart from general appearance.

- Vases of flowers or bowls of fruit help
- The home is a comfortable temperature
- Glossy lifestyle magazines on the coffee table indicate your commitment to quality
- Have some light music playing in the background
- Jewellery, valuables and mementos should be locked away or removed
- Remove or minimise the number of personal photos (You want potential buyers to visualise themselves in your home not visualise who the current owners are)



# STEPS TO SELL YOUR HOME

## STEP 1 Prior to listing your property for sales

- Workout the market value
- Agent Selection/Method of sale
- Sign the agreement & activate our service
- Professional photo shooting
- Book ad space, Printing production
- Search internal database to find buyers matching criteria

## STEP 2 Listing your property for sale

- Can't bring buyers through without contract, but inform of something coming soon
- Contract ready, can release property for public market
- Contact all "coming soon" & other prospective buyers inspection time
- Proceed the ad in newspaper as booked
- Internet Advertising released, inform all buyers via mail/email/net/sms
- Handling Email & phone call inquiries

## STEP 3 Work in progress and extract an offer

- Qualify buyers, three levels of interest: Great, Maybe, Not suitable
- Holding an OFI, inform vendor how's the inspection
- Re-assess interest levels & price based on the Saturday open house
- Contact buyers to assess response, encourage them submit offer
- Now getting into the process of achieving a great sale price
- Email report to vendor how's the progress after inspection

## STEP 4 Negotiation, accepting an offer and settlement of your home

- Agent act best interest of vendor to extract a good price, time for a test drive
- Once best possible price is negotiated out of each party, vendor chooses whether to accept or decline
- Issue sale advice notice to both solicitors, buyer might conduct strata search report
- With vendor's approval on price, contract would be signed to confirm the sale
- This means property is sold
- Settlement period begins (usually 42 days from this date)

## A personal message from Kent Ng

In today's competitive real estate market it is important to understand the importance marketing plays in the sales process. It is not enough these days to simply place a photo or two and a few descriptive words on window display or the internet.

The correct marketing of a property is integral to achieve a successful sale result. A comprehensive marketing plan can mean the difference of many thousands of dollars in the final selling price.

When you engage Kent Real Estate to sell your most valuable asset. You can be assured of receiving cutting edge innovative marketing . Our research has shown that the more buyers you reach, the greater the chance of securing a buyer who will pay a premium price for the property. You can't sell a secret!

We understand the importance of leaving no stone unturned when searching for a buyer for one of our owners homes. Facilitating exposure through the right mediums ensures we maximize our chances of achieving a premium price. After all, anyone can sell property, but selling it for the best possible price is a different matter.

We not only believe in our marketing strategies but know from research conducted over the years that these strategies work.

That is why we can say with confidence, "we bring more buyers to your door". Which means we will always get the best possible price for your property.

When you appoint Kent Real Estate you'll find it is a matter of commitment.

Thank you for considering our agency. Rest assured should we be chosen to market your property you will receive the full attention, interest and involvement of our entire organization. We will give you the finest service available and achieve the highest price possible for you. You have my personal guarantee on that.

Thank you.

Sincerely,



Kent Ng  
Director

[www.kentng.com.au](http://www.kentng.com.au) | 0410 718 263 | [kent@kentng.com.au](mailto:kent@kentng.com.au)



## Real Estate Jargon Explained

### Contract of Sale

Contain the details of your home and the conditions of sale. You should organise a contract of sale through your solicitor as soon as possible. Even if you don't know which agent you are going to choose, preparing your contract as early as possible means that your property will be advertised sooner and buyers will be able to see it earlier.

### Cooling Off Period

Once you have accepted an offer and the contract has been exchanged without 66W certificate attached in the contract. A 5 day cooling-off period begins. This allow the buyer to conduct strata search report or finalise the finance, their solicitor to review the contract. If you are selling by auction, there is no cooling-off period. A 10% deposit is paid on the spot and contracts are exchanged immediately.

### Good-will Deposit (Initial deposit)

A buyer will put down a good-will deposit in order to secure the property during their cooling-off period. This is usually 0.25% of the agreed sale price. If the buyers pulls out for any reason (except death or mental disability), you keep this deposit.

### Deposit

At the end of the cooling-off period, the buyer must pay their remaining deposit (10%). The deposit cheque is held by your agent in a Trust account.

### Exchange Contract

There will be two copies of the sales contract. One for vendor to sign & one for buyer to sign with agreed price on the contract, both are sent to each other's solicitor.

### Settlement Period

Once contracts are exchanged, the settlement period begins (usually 42 days from the date of exchange). You can then use this time to find another property (if you haven't already), organise finances and move out.

### Settlement

The buyer pays the balance of the purchase price and picks up the keys. Normally your bank and solicitor will take their fees out of the settlement proceeds and issue you a cheque for the remainder. Your real estate agent will probably take their service fee from the deposit and send you a cheque for the balance.

