

A photograph of a young couple sitting on a couch in a living room. The woman, with long blonde hair, is leaning over the man's shoulder and smiling. The man, with a beard, is also smiling and looking towards the camera. They are both wearing light-colored sweaters. The background is a softly blurred living room with a lamp and some furniture.

mylisting

Real Estate E-BOOK

# YOUR COMPREHENSIVE GUIDE TO SELLING YOUR HOME PRIVATELY



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## INTRODUCTION

Traditionally, to sell your most valuable asset 'your home' a real estate agent was considered vital in order to succeed in an unknown market of potential buyers (mostly due to their databases of clients). However, like all business concepts selling your property has now transitioned into a new phase. It's important to note that the role of a real estate agent is only one important factor when it comes to selling your home nowadays and history has shown real estate agents and how they practise can be unfairly costly to the person selling their home. My Listing has changed this narrative, and it's now available to you.

The process of selling your home privately through My Listing has disrupted the traditional way of selling a home due to technological advances and the ability for consumers to have direct access to an eager market of potential buyers. Privately selling property has proven to be highly successful around the globe and has saved homeowners thousands of dollars while completely streamlining the entirety of the sale process.



The property market is ever-changing, therefore, the way in which you sell your property needs to simultaneously adapt and advance too. This is to ensure consumers can get the most out of their property sale without being confined to traditional sale rules and regulations imposed by real estate agents which are notorious for eating into the profits from the sale of your home.

There definitely is still a place for a real estate agent in the process of selling your home, however, 'this place' has now transitioned to be less invasive and more cost-effective for the seller while still allowing them to receive valuable knowledge and industry insights from a professional real estate agent.

This guide will outline exactly how you can sell your own home privately, in a simple and cost-efficient way without any unnecessary stress or astronomical hidden costs that come with the traditional way of selling your home.

Depending on your sale price with My Listing you can save upwards of \$15,000 in agent commission fees.

You will also save substantially from purchasing one of My Listing's marketing packages which will save you thousands in comparison to the traditional overpriced marketing campaigns billed to you by traditional real estate agents.

## WHO IS MY LISTING?

My Listing is a business devoted to restoring the power to the homeowner rather than the real estate agent which allows you to save thousands when selling your property. My Listing removes that reliance on traditional real estate agents and allows clients to keep more profits in their pocket every time they sell. My Listing completely equips clients through providing a step-by-step, highly supported approach to selling their home with the help of friendly staff and advanced / user-friendly online platforms.

*At My Listing we understand that you know your property better than anyone else!*

You will be given access to your My Listing online account/dashboard to manage your listing 24/7. My Listing will feature your customised property listing on all major Australian property websites (including realestate.com.au & domain.com.au). We provide our valued clients professional marketing services such as photography, floorplans, signboards, brochures, copywriting, negotiation advice, conveyancing, and more. We allow you to access a fully comprehensive marketing campaign (including all traditional and digital marketing elements) for a fraction of the price if you went through your local real estate agent.

We are client-centered, and our goal is to equip you with all the necessary tools required (in a more cost-effective manner) to successfully sell your home and to maximise your profits of sale.





## DETERMINING THE VALUE OF YOUR HOME & CHOOSING THE RIGHT SELLING PRICE

With the constantly evolving property market how can you determine the best price to set for your home? Setting the right price for your property is a crucial element to achieving your desired outcome. If the price is set too high for your market this may hinder your chances of selling your property. On the opposite spectrum if it's too low you'll get a serious case of seller's remorse! We want to help you avoid this at all costs.

Standard practice for traditional real estate agents is to provide you with a 'Sales Appraisal'/'Comparative Market Analysis' (CMA) on your property. This will give you a guide on similar properties in your area that have sold or are currently listed for sale. The catch is however, that agents are highly competitive and often will have rivalries with other agents and therefore, it's not uncommon for local agents to value your home higher than what it's worth simply to win the sale. This can have financially damaging effects for the seller and often clients are left disappointed with the outcome as real estate agents can often over-promise and under-deliver.

### How can I get a more accurate property price estimate?

By using an Australian Property Institute 'Certified Practicing Valuer' a more accurate property price estimate is achievable. These valuations range from \$300-\$500 and include an onsite inspection of your property and thorough evaluation of your local property market.



### Is there a more cost-effective option?

My Listing offers a FREE property estimate report (via ANZ or Core Logic) which includes comparable sales data, market statistics, and an accurate estimate of your home's current value. Once you are armed with this information you can research for yourself what similar homes in your area are currently selling for then price yours accordingly.



## 04 HOW TO STAY ON TOP OF YOUR COMPETITION

The easiest place to start is by comparing your property with similar properties you find on real estate websites such as realestate.com.au. Evaluate certain factors of varying properties by noting the size of the block/floor area, the location (quiet cul-de-sac or main road), the number of bedrooms/bathrooms, car parking spaces and additional luxury features such as a pool or impressive view. Looking into properties with similar features to your property will give you an accurate insight into how the market is currently pricing properties similar to yours.

Prices you see on current listings in your area reflect what the agent or homeowner “is hoping to get” which isn’t always an accurate reflection of what the property is worth. To get a truer picture of the market value investigate the ‘sold’ section of homes in your area.

It’s vital to make an informed decision on which price you want to set your property at before it’s set live on all the major real estate listing websites. This is because in the first 14-days your property will have the most exposure to potential buyers. Research shows that properties that are overpriced take longer to sell, and eventually sell at a lower asking price in comparison to a correctly priced home.

*Compare the market using the help of My Listing professionals and trusted online platforms; as well as doing your own research—to ensure your property price aligns with the current market.*



## TIMING IS EVERYTHING

There are seasonal impacts on the property market and like everything else the property market can fluctuate or dip in varying times of the year due to circumstantial factors.



*Here is a brief overview of what to expect throughout the year from a property selling perspective:*

**December to February** — Selling during the holiday season may pose some challenges unless your property is located in a sought-after holiday destination, where this can be a highly successful time to sell for you. With many people away on holidays, busy with family and festive events, along with many property businesses closed this may be a more difficult time to gain momentum with your listing. However, February is a fantastic time to list your property as after the new year you'll find many people will be itching to buy!

**March to May** — As winter is approaching, buyers will be on the lookout to secure their ideal property before the cooler weather sets in. Try to avoid listing your property just prior to or during the Easter holiday period.

**June to August** — You'll find fewer homes on the market which can mean competition is rife between buyers generally, this equates to better sale prices. Winter can prevail as quite a successful time for selling your property.

**September to November** — Spring has sprung so you'll find a surge in local property listings. Many buyers are more motivated to attend open homes and auctions during this time. Just be mindful that if the market becomes overrun/flooded—this could result in it taking longer to sell your property, and potentially getting less than your original asking price.





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## MAKE A GOOD FIRST IMPRESSION ON BUYERS

Research indicates that buyers will make a conscious decision on your property within the first 20 seconds of seeing it. This means it's vital your property immediately has a positive impact on your potential buyers. Ensure your property is a stand-out (even in a flooded market) by emphasising spaces in your home through employing high-end interior design skills to create dynamic and sought-after spaces that promote a good design flow and tranquil feeling within the home. After all—you're not only selling a house but rather a lifestyle to your potential buyers.

The goal here is to encourage people to visualise themselves living and growing in the home by creating interior and exterior spaces that are clean, stylistically elevated, and highly appealing to buyers.

*The following are some of our recommendations to present your home in the best possible light.*



To enhance the appeal of your home's interior—try completing minor renovations (if this is within your budget) which can provide an impressive return on investment (ROI) when your home sells. If you have some small renovations that you've been meaning to complete for some time now, prioritise these before your professional photos are taken and your listing goes live.

Consider the colour palette you choose for each room, the furniture style/placement, lighting schemes and the layout of outdoor areas. These are all elements that buyers are hypervigilant of and can be the decider between a buyer placing an offer on your property or another. If you make classic design choices that will appeal to the masses—this can push your price point higher. This means keeping it neutral, bright, classic, or contemporary. Avoid gendered bedrooms, moody wallpaper, or bold feature walls (unless of course your home is art deco or a more unconventional design). Your efforts in this department will give your home that competitive edge, which can be the difference between receiving a 'mediocre' or 'great' offer to begin your negotiations with.

Overall, you want your home in good working order and as visually appealing to buyers as possible. With the abundant world of interior design—easily accessible via social media and free to air TV platforms, the bar has been set high for Australian buyers who value that stylistic appeal. Don't let this opportunity to elevate your home's appeal pass you by!







Here are some expert tips on affordable ways to increase the interior appeal of your home:

- Freshen your interior with paint and plaster to fix any dents or holes and opt for a bright white or neutral colour for every wall.
- Replace old carpet with fresh neutral coloured carpet, tonal floorboards, or white tiles.
- Add floor rugs to effectively zone your space and complete your lounge room and bedrooms with new throws, cushions, and fresh linen.
- Update your dated lighting by incorporating a combination of effective task lighting and mood lighting with dimmers throughout your home.
- Update kitchen and bathroom hardware such as door handles and cupboard knobs with newer and more contemporary versions.
- Replace rusted or leaky tapware with contemporary versions.
- Replace your kitchen backsplash and/or benchtop with a modern and neutral/bright white equivalent.
- Replace your bathroom vanity with a modern equivalent.
- Clean all carpets and soft furnishings then declutter all spaces including the garage to make all rooms seem more expansive.
- Conduct general repairs to cracked tiles, squeaky doors, broken air-conditioning units/fans, hard-to-open windows etc.

*Create a tranquil and welcoming environment in your home—by allowing natural light and breeze to infiltrate the common areas, by displaying roses that smell delightful or by baking a cake right before you welcome buyers to walk-through. It's important to appeal to the senses of the buyer! This tactic is also great to distract buyers from unappealing smells such as dampness, cigarette smoke and pet odours.*



The exterior of your home provides the first impression of your property to a buyer when they pull-up for a viewing so ensure you consider making minor adjustments if there is exterior damage such as chipped roof tiles, cracked weatherboards or peeling paint. Engage a landscape professional or undertake some DIY work to visually enhance the curb appeal of your home. Maintaining a clean and minimal looking front yard can also work wonders on the psyche of buyers too! In some instances if the exterior of your home is decrepit and/or cluttered some buyers will simply drive past the home without even taking the time to enter your property.

Here are some expert tips on affordable to more costly ways to increase the curb appeal of your home in preparation for sale:

- If needed paint, repair, or replace a section of your fence to make the property child and pet friendly.
- Have an easily accessible letterbox and ensure you keep your house number visible for potential buyers.
- Engage a professional exterior house cleaner who will revive mouldy eaves and brighten all exterior surfaces of your home.
- Declutter the exterior as much as possible by disposing of any rundown or broken furniture, pots, plants, or junk.
- Weed your gardens, maintain freshly mowed lawns, and trim any hedges.
- Restrain any decks to revitalise entertaining precincts.
- If you have a pool, ensure it's maintained and looking ready-to-use/healthy.
- Ensure any water features are mould-free.
- Clean entry tiles and pressure clean your driveway.
- Ensure all windows are cleaned.
- Elevate the entrance of your home with greenery or pot plants.



## STAGING YOUR HOME

Having your home staged by a professional property stylist can be a powerful sales tool. Professional property stylists have an in-depth understanding of ways to create a sociable, functional, and inviting space that will sell a lifestyle to your potential buyers. It's true that only 5% of the population can visualise beyond what's in front of them this means that if they don't like the styling in your space this can genuinely hinder their motivation to place an offer on your property.

If you want to highlight the best aspects of your home to receive more competitive offers, engage with a professional stylist to ensure you're not missing out on an opportunity to receive a higher return on investment (ROI).



*According to industry analysis, staged homes sell faster and for more money than those that are not professionally staged.*





Here are some important pros to home staging that can elevate your space stylistically and dramatically speed up the selling process:

- Undertaking professional home staging has grown in popularity over the past decade which means your home will very likely be competing with staged home whilst on the market. This means you should ensure you also give your home that competitive edge, so it doesn't become the 'last resort' but rather the 'first preference' for potential buyers.
- 95% of buyers browse the internet to find homes to inspect so it's important to ensure you have professional staging and clear, professional photos as they're proven to encourage buyers to come to attend your inspections and auctions.
- A good stager can increase your return on investment (ROI) by 5%, 10% or sometimes upwards of 20%. This is impressive considering the standard upfront cost of professional home staging generally starts at around \$2,300 and increases based on the size and requirements of your home.
- Homes that aren't furnished can seem uninviting and barren if the space is devoid of furniture buyers are more likely to notice damage, wear and tear and they will be more critical overall of the property features.
- Staging a home is not only for \$5million+ properties staging any home (even a
- one-bedroom apartment) allows you to sell a lifestyle to buyers, will distract buyers from imperfections and will increase your ROI.
- Creating zoned living areas within your home with professional staging can allow buyers to see how their day-to-day life will feel in the home this can be invaluable for many buyers.
- Be mindful that professional staging and DIY staging is easy for buyers to differentiate.
- DIY staging can be expensive and highly time consuming why not let the professional do the hard work.
- Professional home staging creates the kind of buzz that brings in offers above your asking price.
- The more people you have going through your home, the less the risk you face of underselling.

[My Listing](#) can recommend trusted home staging professionals for your home simply enquire today.



## MARKETING & ADVERTISING YOUR HOME

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The future of selling your home is understandably through online platforms which is why we emphasise the importance of your marketing campaign that is mostly an online all-encompassing approach to encourage buyers to make an offer or attend a scheduled open home.

Therefore, all of our packages include a Highlight listing on [realestate.com.au](https://www.realestate.com.au) and a standard listing on domain, homely and more.





Real estate marketing provides peace of mind, speed of sale and it drives the maximum price for your home. Basically, in our digitally connected world it's almost impossible to sell without a proactive and professional marketing campaign for your property. When it comes to real estate marketing, there isn't a one size fits all approach here is some industry insight on the many elements vital to creating a successful marketing campaign for your home:

**Professional photography** — Crisp, clear and professional photos that showcase your home in its ideal form are vital to create a buyer's frenzy. Photography can make or break the first impression of your property to buyers browsing online. Don't underestimate the need for professional photography by a real estate focused photographer.

**Professional videography** — High-quality video is now an element of your marketing campaign a buyer will expect when browsing online. Professional real estate videography allows you to invite potential buyers into your home from the comfort of theirs. Plus, during/post-pandemic, a video walk-through is a safe and mindful way to encourage more buyers to consider your property. The Own My Home videography rates are highly competitive and have proven to have helped add thousands to many clients 'asking prices'.

**Signboards** — The traditional signboard erected out the front of your home is still an important element for any home marketing campaign as it grabs local attention. Many people still drive around suburbs or streets they wish to buy in looking at what's for sale. An appropriate signboard can direct clients to your online listing for more information and make your property easy to find for open homes. If you have a signboard located out the front, people in your neighbourhood who have family or friends wishing to live close to you (which is very common) will pass on this recommendation which means more interested buyers for your home.

**Copywriting**— Professional copywriting cuts through the noise of property listings and speaks the language of the buyer. It should convey the property's vital attributes but also the lifestyle benefits.

This leads to greater engagement, more enquiries and better attendance at open homes. Start by creating an eye-catching headline that communicates the true essence of your home. Follow this with an opening statement that reveals these important elements the number of bedrooms/bathrooms, the location, and the returns you can expect from this property.

Then list all additional features of your home in your body text and be sure to sell a lifestyle to your potential buyers. The goal here is to give your ad copy finesse by outlining a clear reason why your property is a 'must-see'. End with a powerful call to action in your closing statement.

*My Listing—can assist with providing you professional photographers/videographers and copywriters to ensure your home marketing campaign is highly desirable in a competitive market—simply enquire today.*

**Selling your house online:** Marketing your home in print has become less effective as more than 90% of buyers now use the internet to find a property they love and that's why all of our packages include listings on all the major property websites, with an option to have a Highlight listing on realestate.com.au.





According to the REIQ, market research shows that properties marketed through open for inspections have a high ratio of inspection to sale. A successful open home allows you to showcase your home to multiple buyers at the same time, creating competition and driving buyers to purchase now or risk missing out on your property. Self-hosting open inspections can be extremely simple and will give you a direct indication of the market interest in your home so you can ensure you aren't underselling. Self-hosting allows you to establish a rapport with potential buyers and to highlight the most appealing spaces of your home while answering direct questions regarding your property which will give potential buyers peace of mind.

When showing people through your home, be mindful of the energy you are bringing to this experience. Keep your designated inspection times positive and inviting to encourage buyers to really invest in your property. Greet your buyers at the front door (with a sign-in sheet) and remain relaxed and professional in the way you communicate with buyers about your property. After all, the atmosphere you create will influence how people feel about your home.

Have on display brochures with your professional property photos and a description about your home's best features as often buyers don't see everything on their first walk-through. These brochures are fantastic at serving as a reminder of your property when they leave; and will also aid in explaining the advantages of your property in comparison to a similar competing property.



A floorplan of your property is a great selling tool to make accessible to both serious buyers and ‘window shoppers’ during your inspections. Industry research has shown that ‘window shoppers’ often can be persuaded to buy if they walk into their dream home so treat each person who enters your home equally. Professional floorplans are included in our Essentials Package!



Here are some extra tips to ensure your self-hosted inspection is stress-free and welcoming/beneficial for all potential buyers:

- Provide a brief overview of the floorplan and let potential buyers explore on their own accord (from a security perspective ensure all valuables are locked away)
- Allow buyers to enter rooms alone, especially if they are more compact, as this increases the sense of spaciousness.
- Ensure pets are not at home for the viewing as this may hinder the appeal of your property for some buyers or cause a distraction.
- Listen to their feedback and remember not to overpower them when having these types of discussions as this can cause unnecessary tension which may be overheard by other potential buyers.
- When they have completed their inspection, ask if they have any questions regarding the property or surrounding areas.
- Before they leave the property, gauge their interest after conversing with them, then present them with an ‘expression of interest’ form to take home and consider what they’re willing to offer (it’s best not to talk extensively about finances during the inspection).
- Post-inspection—follow-up with all potential buyers (based on the sign-in sheet) via a quick phone call approx. 3 days after the inspection they attended. If they show interest, allow the conversation to organically progress and advise them on how to start negotiating. If they’re not interested at that point in time, you can also ask them if they’d like to be advised of any price reductions or offers in the near future.





Now that your inspections have been successful—and you’ve finally got a bite from a potential buyer—how can you close the sale?

Through Own My Home you eliminate the middleman when it comes to negotiating and save thousands in the process. You are more than capable of successfully negotiating your own home—and surprisingly when you don’t have someone bidding on your behalf—the process becomes far simpler for all parties.

Firstly, ensure you are 100% certain about your bottom line. Before any negotiating begins, you need to establish what your ideal price range is. Be realistic with your price expectations (based on current market research for your area) and be aware that if it’s a cooler market you may only have one person to negotiate with so you will need to act accordingly.

It’s important to remove emotions from the negotiation process to ensure you don’t jeopardise potential success for yourself. Cater to the needs of the buyer as best you can while ensuring you are compensated for this. Gain understanding of your buyer’s perspective by listening to any conditions they would like to add to the contract. After all, the more prerequisites or wriggle room that a buyer requires of you—the more you can ask for in return.

Successful negotiations always leave the other party feeling as if they have secured a good or fair deal so feel free to offer some flexibility to the buyer. However, remember that you don’t always have to meet in the middle—hence why anchoring your price high to begin with will allow you to still negotiate your way to a more favourable price point.



Feel free to ask for some time to consider an offer as it's understandable you may need this to consider all your options. It's respectful to not take too long during this consideration process (usually coming back to the person who made the offer in 24 hours is reasonable) as you want to ensure they view you as someone serious about selling. Similar time constraints are expected of the buyer during the counter-offer process.

From the 'expression of interest' form you received from a buyer you then ask said buyer to provide the offer to you in writing and onto the contract of sale. This will therefore make the offer formal and legally binding, and this is something your solicitor/conveyancer is able to assist with.

The negotiation may reach a point where it is no longer in your best interest to sell your home due to the price or conditions stipulated by the buyer. Despite having spent hours negotiating a 'bad deal' is a 'bad deal' and you should never be afraid of abandoning this. In saying that, if you're comfortable with the negotiation price and so is the buyer feel free to absolutely commit to your sale!

*One of the most important parts of the negotiation process is for you to remain calm, respectful, and professional to the buyers at all times.*



Remember if you feel that you need additional help along the way My Listing has professional negotiation advisory services, in which one of our highly skilled negotiators will guide you every step of the way through your negotiation process.



## THE LEGAL PROCESS

Congratulations on securing a great price for your home! What's next?

It's time to make sure all your legal documents are in place to complete the paperwork and close the sale. Selling your own home in Australia is simple, perfectly legal and not at all complicated, but it's important to know your legal responsibilities.

Ensure all your legal documents are in place to complete the paperwork and successfully close the sale. Selling your own home in Australia is simple, perfectly legal, and surprisingly easy—but it's important that you understand your legal responsibilities.

Every state and territory have slightly differing legal requirements for selling homes—so ensure you're fully up-to-date on your local responsibilities to avoid any unexpected surprises.



Before making a choice as to who will do the conveyancing, you should find out the probable cost. It is important to contact more than one solicitor or licensed conveyancer as there is no set scale of fees for conveyancing. Follow these simple tips to ensure you're getting the most cost-effective option:

- Check whether the figure quoted to you is a fixed fee or if it will vary (i.e., if more work is required.)
- Check that the figure includes expenses and GST and request a breakdown of these costs / an outline of what these costs cover.
- Question what charges (if any)—will be billed if the sale falls through prior to contracts being exchanged.



If the buyer is paying a deposit this will be paid to your solicitor at the exchange of contracts phase. The solicitor will hold this deposit until completion then you must arrange for the house to be empty by the settlement date and to hand over all keys. Your solicitor will receive the remainder of the purchase price from the buyer and will provide this to you along with the deposit.

### Four key aspects of the legal process:

- **Contract of sale** — Prepare a 'contract of sale' (or hire a conveyancer to do this for you). It will generally contain a 5-day 'cooling-off period' during which the buyer is free to change their mind (unless you've sold via auction). Once the buyer signs the contract of sale, however, it's a legally binding document.
- **Once both parties sign** — Ensure any special conditions outlined are met until the specified settlement day.
- **Pre-settlement inspection** — The purchaser can inspect the property 2-3 days before settlement to ensure it's still in the same condition as when they agreed to buy it.
- **On settlement day** — You do not need to be present when the exchange of contracts takes place between both parties' legal representatives. You should contact your bank and solicitor/conveyancer a week before the settlement to ensure you have checked all the boxes on your end.

Once your property settles, your legal representative will advise you of this. That means your My Listing sale has been a success and this calls for a celebration!

Don't forget to provide us with feedback on your sales experience as we love to share our success stories with My Listing customers and will never stop learning from our invaluable client feedback.



# GET IN TOUCH WITH MY LISTING!

Thanks for taking the time to read our comprehensive guide to selling your home privately—if you're ready to get started—we are ready to help you begin your journey and we will remain committed to supporting you along the way.

[Click Here](#) to view our available packages, Or Click to follow us on [Facebook](#) & [Instagram](#)

Call us on **1300 340 682** OR email us at [support@mylisting.au](mailto:support@mylisting.au)—we can't wait to connect with you!.



*We look forward to helping you successfully sell your home – quickly, easily & cost-effectively.*

