Selling Property with

CE Property Group

At CE Property Group (CEPG), we understand that our business is not just about property. It's also about people and helping with their future. We love helping and guiding people through the property sale maze.

CE Property Group is privileged and appreciative of the opportunity to help you achieve a great result when you are ready to sell.

This booklet provides some practical ideas to make the tasks of selecting an agent, showcasing your property and avoiding some common real estate pitfalls as easy and stress free as possible.

Selling property involves many decisions, none more important than the agent you choose.

We invite you to arrange a talk with one of the professionals from CE Property Group.

Click here to learn more about CE Property Group

CE Property group

Meet the Team

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Director/Sales Manager

Ali Burdett
Property Sales Specialist

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Sales Support

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Sheydin Dew
Marketing Coordinator

Showcasing Your Property

How to create that extra appeal

Rarely is there a need to spend thousands of dollars on renovations or repairs to make your property attractive. Paying attention to some obvious details can make a big difference to your price.

How a buyer feels will be the main reason they accept or reject your property.

The word 'love' is frequently used when purchasing a property. Buyers will often say, "we loved that property, that's why we bought it." Be sure to showcase your property to maximise the 'love factor'.

Remember, buying a home is emotional.

Tips for sales success

- Create a positive mood for prospective purchasers by conducting an initial scan of the outside. Begin by stepping back and considering your property through the eyes of a buyer. Does anything look scrappy or tired? Start with the easily rectified items and work on from there.
- When buyers arrive, you want them to think 'This looks nice'. By the time they reach your front door, you want them to think 'This feels nice'.
- When buyers enter your property, they should immediately feel comfortable. Make the atmosphere natural and relaxed.
- Genuine appeal is what wins buyers. Home truly is 'where the heart is' and anything that evokes the emotional feeling of 'home' is something that entices buyers and encourages strong offers.

Important considerations for preparing your home for sale

- Nothing turns people off more than bad smells, so be sure your property smells fresh. Open the windows to air your home prior to inspections. Fresh air is always best.

- Opening the curtains will help in making the property bright and airy.

- Most properties have some natural untidiness – a book beside the bed, a newspaper in a kitchen or slippers on the floor – this is acceptable and expected. What is not acceptable is dirt. Ensure your property is clean, including skirting boards and cornices, remember to dust surfaces and wipe basins.

- Declutter! Bedrooms especially should be free of clutter. An inviting, well-presented bedroom, more than any other room, can give the feeling of home.

- Bathrooms should be clean to the point of sparkling. Ensure toilet lid is clown and add a few fresh towels. Atmosphere is everything.

- Focus on your living spaces. If your home is ideal for entertaining, creating special memories, or has a unique benefit, ensure your presentation reflects this.

- Any unfinished works inside the property should be completed. Obvious minor repairs that are likely to catch the eyes of buyers, such as loose or missing door handles, need repairing.

- Be cautious with painting. Painting only one room can cause other unpainted rooms to look dull. Before you know it, you have a major painting job on your hands; this could lead to replacing the carpets and other works. Suddenly, you are involved in an expensive renovation.

- Cleanliness and mood are most important; however, any expenditure requires careful consideration. Will you get the money back if you buy all new linen, occasional furniture, soft furnishings or plants?

- Home staging involves a consultant giving the home a makeover. The degree to which is only limited by your budget. Remember, it's your money, not your agent's.

- Staging can be thought of as an investment. Like all investments, you must weigh up the cost versus the return. Some properties may benefit from staging, however, for many properties it's an unrequired expense.

Major Improvements

What to be aware of

If you spend enough money to make a property more attractive, you will usually make it easier to find a buyer at a higher price.

However, it's important to look for the middle ground. It makes no sense to spend the extra money if the cost of the improvements outweighs the return.

A good rule of thumb is that most improvements return only half their cost upon sale.

That’s because improvements are influenced by your personal taste. You may have to wait years to find a buyer with the same personal taste as you.

Minor improvements can provide a great return on investment. Major improvements rarely do.

If your property needs a substantial renovation, often it is simpler and the return better to sell for a reduced price.

Either spend a little bit of money to sell your property, or spend a lot of money and stay.

How to Maximise Your Price

The CEPG team are committed to ensuring you achieve the best result in today's market. Here are some simple, easy to implement strategies that our sellers continually find success with.

Protect Your Privacy

A growing trend in real estate advertising is the the oversharing of personal information, which can have serous privacy and pricing implications.

A property should be marketed as a stand-alone asset – free from emotion or personal context. It's features and benefits, and how they align with a buyer's needs are the true selling points. Unfortunately, some agents include personal circumstances such as divorce or illness in advertisements or mention them during inspections, hoping to attract buyers through sympathy or perceived urgency.

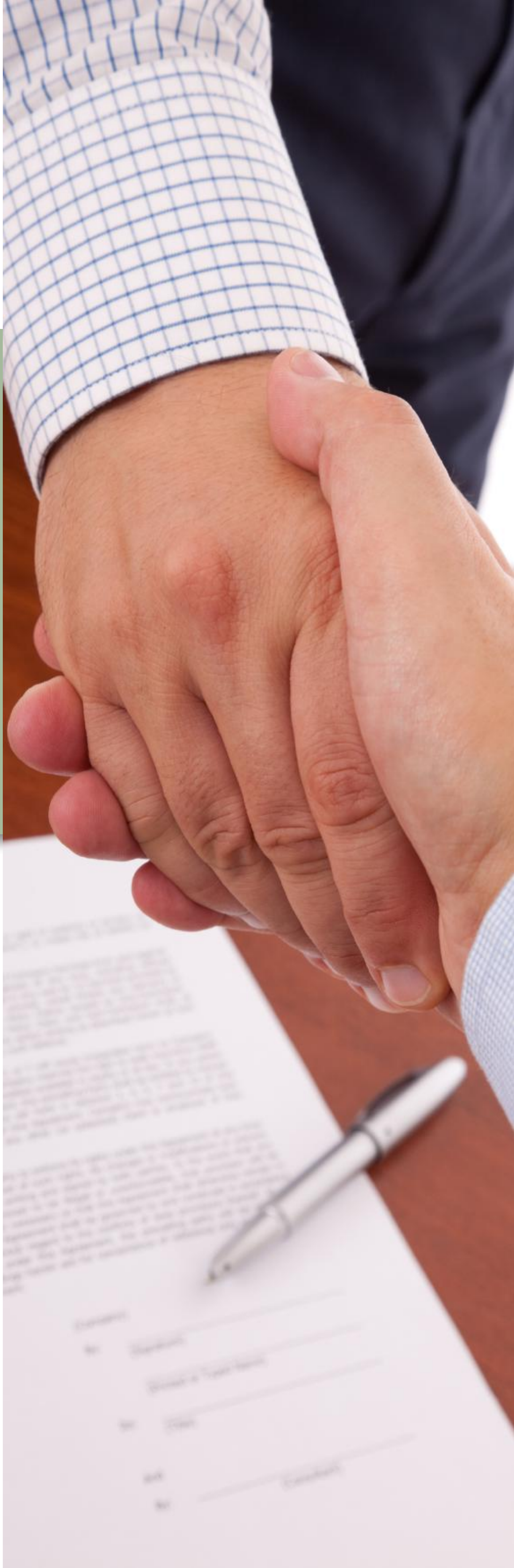
This approach can backfire. In negotiations, knowledge is power – and the more a buyer knows about a seller's personal situation, the more leverage they may gain.

At CE Property, we respect your privacy. We will bever disclose your personal information during the marketing or sale of your property.

Use an integrated inspection strategy

The majority of buyers will be introduced to your property in one of two ways: an Open House or a One-on-one Inspection. Each of these methods attract a different kind of buyer. An integrated, smart, inspection strategy ensures the following:

- Every buyer that wants to inspect the property has the opportunity to do so.
- All buyers inspecting the property are known to and accompanied by the agent.
- All the buyer's details are recorded.
- The agent has the time to sell the property if the buyer is interested.



Set the Right Price

Pricing is a critical element of your property's marketing strategy, and it's essential to get it right from the outset.

Unfortunately, much of the mistrust surrounding the real estate industry stems from misleading price quoting practices. Some agents intentionally quote inflated prices to sellers in order to secure their listing – a tactic known as "buying the listing". These same agents may then advertise a lower price to attract buyers, creating confusion and disappointment.

At CE Property Group, our team relies on solid market evidence to guide pricing. We use this data to benchmark buyer offers and negotiate the best possible outcome for your property, ensuring transparency and integrity throughout the process.

CE Property Group will work with you to set the correct listing price.

Understand the Heart Buyer

The location is ideal, the home has the right number of bedrooms and living spaces, the garden is great – this feels like the perfect home. Occasionally, a buyer sees and feels a property as perfect.

Heart buyers are seen early in marketing campaigns and love that specific property.

The best offers often come early and declining them may prove disadvantageous.

Ask our team about how to capitalise on the early interest throughout your selling campaign.

There is an instant and strong emotional connection – this is a 'Heart Buyer'.

Should I Wait?

The real estate market is not a single entity. It is millions of people making individual decisions based on their personal needs and opinions.

Current real estate trends vary widely from state to state, city to city and even suburb to suburb, making the real estate market of tomorrow virtually impossible to predict with any accuracy.

When deciding to sell, many people use their personal opinion of the real estate market as the basis for that decision.

Feelings, and not facts, often influence seller decisions.

The hope of making a few thousand dollars more will often induce people to hold onto a property which they would ideally prefer to sell now. They hold out for a price they may not achieve. Sometimes at a higher cost.
The danger comes in trying to predict the market. Neither a rising nor a falling market is a bad thing; it is just the market. Based on individual needs, the right time to sell may be in either market.

The key question that needs to be asked before any sale is:

'How will my life improve as a result of this sale?'

If there is no definite answer, the move should be reconsidered.

The final sale price shouldn't be a seller's only consideration if selling and buying in the same market.

The Real Cost of Not Selling

Sometimes, the greatest cost isn't selling – it's missing the opportunity to sell. This *opportunity cost* arises when they buyer shows interest in your property, creating an opportunity for you to move forward and make a meaningful change.

Only you can decide whether to take that step.

How to Select the Right Agent

What the CE Property Group team have done over many years is assess the individual elements of the sales process.

Through this assessment they have identified the smartest possible way of executing each of these elements. The aim being: the best possible outcome for you, the seller.

Therefore, the advice contained in this booklet may be contrary to the advice you receive from many real estate agents.

Selecting the cheapest agent can negatively affect the money you get in your pocket.

The greatest problem facing sellers is lack of information.

Many people only sell a property every decade or so. Even those who sell more often rarely have the experience or knowledge to obtain the best price with the least risk.

To achieve these dual goals, it is crucial that you select the right real estate agent to handle your sale.

The most dangerous way to select a real estate agent is to make a superficial price decision. That is, select the agent who charges the least, or who quotes the highest selling price to you.

Choose your agent based on their skill and you will net a higher price from your property sale.

Points to Consider When Selecting Your Real Estate Agent

Find an agent you trust

If you don't trust the agent, don't hire the agent. A major component in any relationship, business or personal, is trust.

There are two types of trust when selecting your real estate agent: affective and cognitive.

Affective Trust

This is your gut instinct – in other words, your ability to like this person, based on shared values and whether you believe they are essentially a good person. You're really asking whether you trust this person as an individual.

Cognitive Trust

You also need to trust the systems and skills of the agent, because systems and skills create the best result. Simply put, you trust in their ability to get the job done.

For a successful sale, it's essential to trust your agent.

Before choosing an agent, ask good questions, check reviews and test their negotiation skills.

Ask yourself the BIG question:

Do I feel comfortable with this person handling the sale of my greatest financial asset?

If you are unsure, then don't hire the agent.

Choose an Agent that can Negotiate

When you spend time interviewing real estate agents, you will notice that often they talk endlessly about their advertising, but few will talk about the one thing that is essential to getting the best price – their negotiation ability.

Poor negotiators will inevitably cost you a lot of money.

Be sure the agent you choose has a genuine competitive negotiation strategy rather than a comparative strategy.

Comparative strategies allow all buyers in a negotiation to know how much the other buyers have offered. A common example is public auction.

Despite the media hype, whenever a comparative selling strategy is used, a seller rarely gets the maximum price.

A good negotiator can achieve up to an extra ten percent on your selling price. This can mean tens of thousands of dollars extra.

Our team can demonstrate this point for you.

Choose an Agent Who Financially Invests in Your Sale

The financial burden of selling a property should not rest solely on you.

The real estate industry has convinced itself, and the marketplace, that the more exposure a property gets during the sales process, the better the outcome.

This is dangerous and costly thinking.

Print newspapers once dominated property marketing, however expensive exposure-based advertising has shifted online.

A seller who pays upfront for advertising has an increased financial stake in the sale. Their commitment has increased. A ‘Motivated Seller’ is gold for an agent.

Furthermore, this motivated seller is now also paying for the agent’s personal marketing.

Have you noticed how many property advertisements also have the agents’ faces prominently displayed?

Yes, the house is being advertised, but the agent is also marketing themselves to other potential sellers at your cost.

By charging for advertising upfront, agents achieve the ultimate trifecta: minimising their exposure to financial loss, gaining a more motivated seller, and promoting themselves in a crowded marketplace. All this for free – well, free for the agent.

Select an agent who truly invests in you.

At CE Property Group, we go beyond traditional real estate practices by financially investing in your sale. Unlike most agencies where sellers cover every marketing and listing expense, we share this commitment with you.

By contributing to the costs, we not only reduce your financial risk but also ensure your property is showcased to its fullest potential, without compromise or shortcuts. Our approach is designed to save you money while maximising your return.

Let us show you how this unique partnership work and why it sets us apart in the market.

“Our commitment to you in unwavering.”

The Next Step

Your Selling Road Map

We know that your situation is unique, therefore the approach to selling your property should be too. When you appoint CE Property Group to sell your property, we will follow these steps as a guide to learning more about you, your property and what the right course of action is for you.

Thank you for the opportunity to learn more about the your property and share how the team at CE Property Group works together to achieve the best possible result for you. Our goal is to help you secure the highest price with minimal risk and the least amount of stress.

We sincerely hope that you invite us to support you on your real estate journey.

What Our Clients Have to Say...

We would highly recommend CE Property Group if you are going to sell. We contacted Mark and he came out to assess our property. He went through all the marketing progress step by step. He was very sensitive to our decision to sell off some of our land. We could not have been put more at ease for how Mark, Ali, Sue and their team treated us. It was a pleasure to meet Ali when she came out with papers to sign. She was so friendly and made us feel at ease. The land was hardly on the market and they had interested buyers. They kept us informed throughout the whole process explaining everything right up to settlement. Our land sold and settled quickly thanks to a very hardworking, professional, friendly and approachable team and we would definitely be using them again.

- John & Judy

Mark and his team were outstanding right from the start. His local knowledge with examples of sales around the area helped us agree on a sales price and it went from there. Mark explained the process from start to finish so we knew what was instore along the way, this removed the stress for us out of a normally stressful situation. We couldn't be happier with the result, and we owe it to the experience of Mark and his team.

- John & Karen

Mark and the team communicated well, were very professional throughout, and developed a realistic sales strategy that delivered on time and on budget. I couldn't be happier with the services provided by CE Property Group and recommend them highly to anyone else thinking of selling their home.

- Roger

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