

BONUS CHAPTER

Selling Quicker For More Money

Regardless of the type of market we are in – booming, busting or just trundling along - when it comes to selling, it is vital that you do everything you can to maximise your sales price, and to sell quickly.

It is also irrelevant whether your property is high end, middle of the road or low end, and it does not matter where it is!

The point we are making is that regardless of the market or the property, you are competing for buyers, and you need to stand out from the crowd.

With property investing, we get to practice research, practice number crunching, practice negotiating, and even practice the strategies. However, with selling, there is no practice - you only get one opportunity to make an impression on your buyer, and you want to make sure you do everything you can to help that buyer choose your property.

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There are four things that we believe really help to sell.

- Presentation, Presentation, Presentation
- Amazing Photography
- Choosing The Right Selling Agent
- Writing Great Sales Copy

We will look at each of these areas in more detail.

Presentation

This can cover and include all manner of things – finalizing gardens, having turf laid, finishing fences, house washing, pressure hose the drives and paths, packing up clutter, putting everything neatly into cupboards, moving some or all furniture out, cleaning windows and tiles, and more cleaning, cleaning, cleaning ...

Generally, in this phase of selling, you are preparing the property to appeal to your buyer.

Keep in mind who your ideal buyer is, and choose to be unemotional about moving out your personal things, and any sentimental items. These belong to you, not the potential buyer, and they can actually detract from their interest.

The buyer needs to be able to walk into the property, and see themselves living there. This will not happen if you have personal photographs, little Johnny's kindergarten artwork framed, and notes from the grandkids on the fridge!

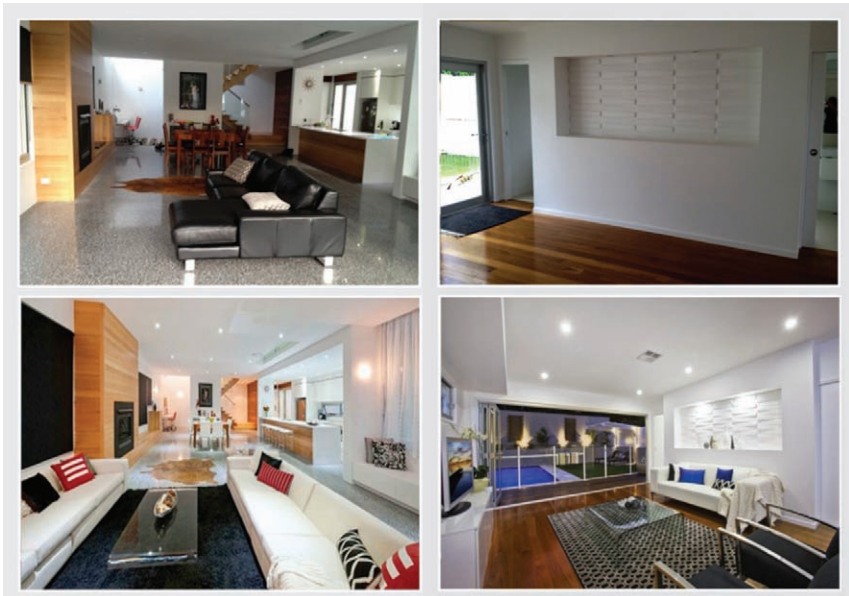
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Show the property in the best light – clean everything, de-clutter, and let the buyer imagine themselves as the owners.

One of the biggest and best tips we can give you for presentation is to hire a home stager. There's a chapter on this in the book (Chapter 26) and some great resources at www.PropertyInvestingFormula.com/Gifts.

Here are some examples of rooms before and after staging.

Photos supplied by Mink Home Staging



Here are some examples of beautiful photographs used in online ads

Photos supplied by Mink Home Staging



Photography

A quick search on the internet looking at the various properties for sale will illustrate this point more than what we write! If you look at the photography on advertisements, you will often see “snap shots”. These are typically shots done with the agent’s phone or camera and rarely show the property in a good light.

They certainly do not make the buyer want to pick up the phone and make an appointment to look at the property.

Great photography, by an expert, is one of the best monetary investments you will make in selling a property.

A professional home photographer will be able to take photos in the best light, to show your property in the best light. They will see the potential of each area they photograph, and find ways to demonstrate the positives of the property.

When a potential buyer is looking at the photographs, they want to be encouraged to drop everything and see the property! In their mind, the photographs should be saying to them, “wow, I get all this for just that amount?!”

Here’s fair warning though ... there is absolutely no point in hiring and paying good money for a professional photographer if your property is not staged and looking its absolute best.

**Here are some examples of a staged property,
professionally photographed**



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Choosing The Right Selling Agent

This is where a lot of sellers come undone. If you choose the right agent, then you are more likely to sell your property for more, however, if you choose the wrong agent, you will suffer all the way to the bank.

There are good agents, and then there are ... well, not so good agents!

What you have to remember is that this person WORKS for you. You would not employ someone without interviewing them, checking them out, obtaining references and believing they could do the job. This is exactly the same. And remember, the agent's ability to do their job could be the difference in thousands of dollars for you.

We're not sure about you, but we are definitely sure that that money needs to be in our pocket!

There are so many things we could write here, however, the main one is that you choose the agent who can work with and for you, and who will SELL your property. Do not choose the most popular agent, or the one you are best friends with, or the one your uncle used, or the one who drives the smartest car.

Writing Great Sales Copy

Over 80% of buyers find the property they purchase online. So it makes sense that the place you want to be is online ... not in a newspaper, or on a flyer.

Here's another statistic that is not really relevant to sales copy, but is also helpful to you – after online ads, the next way people find properties is from a sign out the front – so have a sign out the front, and make it a picture sign – this is money well spent!

Back to sales copy ... there is nothing more frustrating in an ad than being drawn to a property and then not knowing what the price is. Don't put a range, people will naturally always offer the lowest price. Put on a price, people need to know if it is in their budget.

The next thing is the actual sales copy of the ad. This is NOT helpful ...

- 4 Double Bedrooms
- 2 Bathrooms (incl Ensuite)
- Beautiful Kitchen with Granite tops & plenty of cupboard space
- Media Room
- Rumpus/Family Room
- Inground Pool

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- Gorgeous Alfresco Entertainment Area
- Double Car accommodation

Write a story about the property. Start at the entrance and lead them through, describing what they see and will potentially live in – remember, they need to imagine themselves living here, so give them every opportunity to do so!

The property described above is re-written below ...

“This quality executive residence is in a quiet enclave and exudes space and light. It has a secure entry, and upon entering the home there is immediately a relaxed feel. The use of timber, well placed windows, 9 feet high ceilings, open planning and neutral colours throughout add to the ambience.

An impressive master bedroom set in a separate wing comes complete with walk-in-robe and a generous ensuite including double sinks, shower and separate toilet.

There are a further three large built-in bedrooms all with mirrored built in robes, and a large family bathroom with double sinks, large bath and double shower. An added bonus is a study with built in cupboards near the entry of the home.

Open plan living provides space for everyone. There is a formal lounge area, which contains a full wet bar. In addition, there is a dedicated media room where you can relax and indulge eating popcorn while watching your favourite movies.

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The rear of the home delights with the well-designed, open plan lounge/dining and kitchen. The gourmet kitchen is well appointed, and being the focal point of this area will delight the enthusiastic chef, as it flows to the expansive entertainment area and impressive 12 metre, solar heated, saltwater lap pool. All with a northern aspect to enjoy the winter sun and summer sea breezes.

Linear air conditioning, vacuum maid, security, storage room and a double garage are just some of the extras this home provides.

Added bonuses are the vibrant nearby restaurants, shopping centre, great schools including the well known xyz school, great access to transport including local trains and airport, and the abc area to picnic with family and friends or just soak up the ocean views.

This haven with its peaceful ambiance creates a sanctuary for you and your family to enjoy!"

Here's our BIG tip

Invest the time, effort, and money to make your ad appealing to your prospective buyer – do everything you can to entice them to come see your beautiful home and imagine themselves living in it

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Make sure your photos back up your ad ... in the way that these professionally staged and professionally shot photos back up the ad above ...



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If you're looking to sell, it is essential that you cover each of the four areas above. Skimping on just one area could make the difference between a sale, or no sale, a good price, a mediocre price, or, even worse, a loss.

Take the time to get it right – remember, do it once, do it well. You only get one shot at selling!

Jennie's Comments ...

In Chapter 26 of "The Property Investing Formula" I gave a short example of a property I sold ...

Now let me tell you how I made \$150,000 in just four weeks by knowing how to sell ...

Here's the story behind the story I wrote about in the book...

Some years ago, after the GFC, I had a property that I was preparing for sale. I had my friend, Deb Lindner, from Mink Home Staging come in to help me out. Deb is an expert, so I gave her full permission to tell me what to do, regardless of how I felt about it! I knew that the way we lived was not the way to present a house for sale. I followed Deb around each room in the house, and made comprehensive notes for every single room, and the outdoor areas.

For four weeks, I worked that list. I did EVERYTHING she said. Now, four weeks might seem like a long time to prepare, but please wait till the end of the story to judge that.

I also had four or five agents come in to value the property. I know a lot of agents, and I knew I had to choose the right one to achieve the maximum price.

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All the agents valued the property in the low to mid \$900,000 range.

I chose an agent who had sold for us previously, and who had proven to me that she knew how to sell. One of the ways I knew this was that she was firm on her own value, and would not negotiate her fees. In addition, she was the only agent who, when walking through the property, took comprehensive notes and found every feature she could highlight for potential buyers. Several of the agents walked through the house, peered into rooms, said “that’s nice” and kept moving. Not the kind of person I want selling my property!

Staging was a fairly new concept in Australia at this time, and the agent was not sure about it. However, this agent knew the value of good photography and good sales copy. She wrote descriptive and emotional copy, and put together a great online ad.

The big day arrived, and Deb turned up to stage the property. Again, I did everything Deb said – even down to ironing bed covers for her! (SERIOUS NOTE – I DO NOT IRON for anybody, so you can see how important this was!).

The photographer was booked to arrive for twilight shots late in the afternoon, and turned up with the agent. Who walked in and went “wow!” And immediately changed her opinion on the value of the property.

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The first person who looked at the property had three inspections. Every time we had an inspection, I would spend the day cleaning the house and getting it ready. Eight days after going on the market the first person made us an offer, and with no negotiation, the property was sold.

Remember it took me four weeks to prepare the property? And the agents' valued the property in the \$900,000 range? Well, we sold for \$1,100,000 – that's \$1.1 million ...

Can you make \$150,000 in four weeks? I encourage you to spend the time to get your sales process right. In any market, in any type of property, in low, mid or high end, people leave money on the table ALL the time.

This is just one example I can give you of consistently achieving record prices for property, and I use the same process every time.