


# HAYDEN & WHITING

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Sellers

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Home is not  
a place,  
it's a feeling.

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# Welcome



Deciding to sell your home is one of the biggest property decisions you'll ever make, but the right preparation and research will make the process as smooth as possible.

If you've outgrown your current home, found your dream home for sale, or if you're downsizing, selling your home can be an emotional rollercoaster, full of excitement, nerves, and hopefully, relief at a great outcome.

We have compiled this guide to answer your most important questions about the selling process.

It's designed to provide you with general advice to understand each step and equip you with the tools and information you need to get the best price for your home.

If you've never sold a property before, it's hard to know where to start. Find out how to research the real estate market, work out the value of your property and strategies to get the best price.

Read on to learn about the various stages in the selling process, and the costs involved with selling your home.

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# The Team



**GLENN HAYDEN**  
Director



**MATT WHITING**  
Director




**JON HAYDEN**  
Senior Sales Agent



**SUZI GREEN**  
Personal Assistant



**RENEE WALLACE**  
Office Manager




Glenn is described as knowledgeable, kind, and experienced and that is exactly who he is.

Throughout Glenn's 27 year real estate journey, he has learnt just how the market ticks and how to work in the best interests of his clients no matter what the situation is.

With years of experience and sales awards under his belt – clients appreciate Glenn's attention to detail, impressive knowledge of the local market, and his experience with selling in The Hills area making him one of the most trusted and sought-after agents in the North West region.

*Glenn Hayden*




As a local resident for all of his life, Matt is an area specialist for Beaumont Hills and Castle Hill.

Matt has a fresh and enthusiastic approach to the real estate industry. Matt is a sound negotiator with a diplomatic and transparent style who works tirelessly to achieve exceptional results.

He effectively communicates with his vendors and purchasers providing clear steps during the sale process to ensure a smooth transaction, within client time frames.

*Matt Whiting*



As a life-long resident of the district, coupled with 31 years of working in the real estate industry, Jon possesses an unparalleled passion for people and property, exhibiting a depth of invaluable market knowledge of The Hills District and surrounds. Jon is an effective communicator, understanding that every client is different. He is committed to personalised customer service, ensuring that the transaction process is as seamless as possible for all parties involved.

If you are looking for the best possible outcome for the sale of your property, then Jon's unique, transparent and calming approach, combined with the experience from the Hayden & Whiting team will not disappoint.

*Jon Hayden*



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# The Steps

## **Property Appraisal**

The first step to selling residential real estate is to get a real estate agent to appraise your property. Our real estate agents specialise in answering the 'how much is my home worth' question and they do it by running a comparative market analysis which involves finding similar properties that sold within the last few months. The closer they are able to match your property to others sold in the area, the more accurate the appraisal will be. Agents also consider current competition, wider market trends, the properties structure and condition. Property appraisals are an excellent way of understanding your properties potential market value at that point in time.

## **Choose your method of sale & set a selling price**

There are 4 main ways to sell your property and your agent will be able to help guide you as to which is the best for you and your property. The options to choose from include Auction, Private Treaty, Tender and Expression of Interest. It is also time to determine a selling price. This should be based on your property appraisal and in-depth discussion with your agent.

## **Review and sign the agency agreement**

As a homeowner looking to sell, you'll need to sign an agency agreement. A normal agreement between a vendor and a real estate agent is 90 days. You will also need to provide your real estate agent with keys and access details and lock in weekly the open for inspection times. Normally there are 2 open homes, one during the mid week and the other on Saturday mornings. Typically, homeowners won't stick around during open homes.

## **Marketing Your Property**

Now comes the time to promote your property to as many willing buyers as possible. In order to first attract their attention, professional photos will need to be taken of the property. Your real estate agent will organise this and will ensure a floor plans and professional copy writing is completed. Your agent will run an extensive marketing campaign to reach as broad a range of potential buyers as possible. The marketing campaign will be discussed and agreed with you, but for best results you should look at promotion via the real estate portals such as realestate.com.au and domain.com.au, house signboard, printed material including print advertisements in newspapers and letter box drops, plus agent database marketing.

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# The Steps

## Open for inspections

Open inspections allow potential buyers to get a feel for the home. Make sure you spend time tidying up and preparing your home for inspection as you want to ensure your property makes a great impression on potential buyers. Your agent will record the details of attendees and provide comments and feedback to you. When you get a willing buyer, you move onto the next step.

## Negotiation and Contract

If you are selling via private treaty, tender or expression of interest, you will receive offers via your agent. They will discuss these with you and then negotiate to get the best price and conditions of sale for you. If you are selling via auction, your property will be taken to auction. An auction is a public sale, usually conducted by an auctioneer or a qualified real estate agent and is governed by strict rules. It is advertised for a specific place, time and date and prospective buyers bid for the property with the property being sold to the highest bidder. Once terms are agreed upon, contracts are signed and the buyers will pay a security deposit which is normally 10% of the sale price. If you sell your property via auction, there is no cooling off period, the successful bidder is legally obliged to buy the property.

## Property Settlement

Property settlement is the process of transferring property from one owner to another - it is literally when ownership of a property is handed over from the seller to the buyer.

The date of settlement is specified in the contract of sale and is usually 30 - 90 days after you have exchanged contracts either at auction or via private treaty.

As settlement day approaches, both the buyer and seller's solicitors or conveyancers, will contact each other to ensure conditions have been fulfilled and to organise payment transfers. You won't need to actually be present for settlement to go ahead, as the solicitors/ conveyancers can do this without you. Settlement day is when the buyer's lender authorises the payment for the balance of the home. This means you can expect to receive payment for the property on this date.

The buyer and their solicitor will also organise the deposit to be transferred to you. This deposit is usually held in a trust account by your real estate agency until settlement day.

On this day, the seller transfers the property title (handover) across to the new registered owner and the new owner takes possession of the property by way of keys being given to the new owner.

This is normally facilitated by your conveyancer or solicitor who passes them onto the buyer's solicitor.

This means you'll need to be fully moved out before settlement day to ensure the home is ready for the new owners.

# The Numbers

Successfully selling a home requires smart investment in the right areas, with key expenses including pre-sale preparation, marketing and legal costs, and the agent's commission. Enhancing the home's presentation will generate inquiries and increase competition, and the more activity that exposes the property to a broad pool of active buyers, the better the results.

## How much does it cost to sell a house?

- Real estate agent's commission – between 1 and 2 per cent of the sale price, but this can vary across the country
- Conveyancer or solicitor fees – about \$1500 to 2000
- Marketing – varies depending on options but expect to pay between \$5000 and \$8000 for professional photography, floor plans, advertising copy, a signboard, and premium online advertising packages.
- Auctioneer's fees – about \$1000
- Renovations and repairs – varies based on the property.
- Home staging – starts from \$2000 to \$4000 depending on the size of the home.
- Moving costs – about \$400 to \$2000 depending on the size of the home and distance.
- Mortgage discharge fees – varies based on the lender but expect to pay at least \$300.
- Capital Gains Tax – varies based on the property and owner's situation.



# Buy or Sell 1st

So you're going to buy a new home. Now comes the age old question: Should you buy or sell first? Your decision may be affected by a number of factors, such as market conditions, personal preference and your financial situation.

## BUY FIRST

### PROS

- You will have a home already secured as a safety net if your old house sells quickly.
- You can access equity in your loan to pay for the deposit for a new home.
- You can spend as much time as you like shopping around for a new home for sale.

### CONS

- You might have to organise bridging finance between the two properties, giving you a time limit.
- You might feel pressured by time and accept a lower offer.
- If your old home sells at a less-than-desirable price, you may have to fund the difference in costs.

## SELL FIRST

### PROS

- The proceeds from the sale of your home can be used for your next purchase.
- You will know exactly how much to spend on your next home.
- You might have more time to find a new home while your old property is on the market.

### CONS

- If your home sells quickly, you could be left to make a rushed purchase.
- Local property prices could rise in the time between selling and buying a new home.
- You might have to spend more money to rent accommodation while between homes.

# Choosing a Suburb

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## WHAT KIND OF HOME DO YOU WANT?

What kind of property do you want to buy? House, apartment, townhouse, unit - there are quite a few options all with their own benefits and restrictions.



2

## CONSIDER YOUR COMMUTE

How will you be travelling to work?  
Q=What are the available transport options and is the property within close proximity?



3

## OLD OR NEW?

Older neighbourhoods are great for established infrastructure and charming homes, but often older homes require more repairs. Newer developments have modern finishes and less repairs are needed.



4

## COMMUNITY

What would you like to see more of in your new neighbourhood? Is it more cafes? Shops? Location is everything when buying a property so make sure your must haves stay front of mind.



5

## MUST NOT HAVES

Everyone has wants but have you considered the things you don't want? when it comes to buying a new home, be realistic, take your time, don't act on impulse, and, ultimately, make a home-purchase decision that's good for both your feelings and your finances.

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## DEMOGRAPHICS

The lifestyle of a suburb is often influenced by who lives there. Generally speaking, areas with higher populations are good spots for buying investment property. Tracking demographic changes and trends can help property investors make better choices.



# FAQs



## **How Much Will It Cost To Sell My Property?**

The costs involved in selling your property consist of:

- Agent Commission  
Commission fees become payable once settlement has taken place for your property.
- Marketing Contribution
- Legal Fees for the conveyancing process  
These vary depending on the solicitor you choose.

## **Do I Need To Be Present For Viewings?**

It is worth noting that buyers often feel more relaxed when the owner is not present. Buyers do not wish to intrude on the current owner's space, so your presence can sometimes act as a deterrent for them to stay longer and continue to consider the property carefully. Our agents will accompany prospective buyers to all viewings as they will have the access codes and keys for your property and your presence is not required.

## **What Factors Impact The Price Of My Home?**

Here are some factors to consider in receiving the highest price for your property -

- Current Market Conditions
- The knowledge and experience of your real estate agent (this will have a larger impact on the sale price than you may think)
- The property itself, such as the size of the land and home, the condition, landscaping, the quality of the interior and floorplan
- Other factors to consider include location, school zones, special amenities and future growth of the area
- Recent sales of comparable houses in the area
- The buyers and vendors level of motivation



# HAYDEN & WHITING

ESTATE AGENTS



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