

OLIVER VOSS



A GUIDE TO PREPARING YOUR HOME FOR SALE



Oliver Voss
m. 0414 725 573
e. oliver@cpo.com.au
w. www.cpo.com.au



CONTENTS

Getting started.....	01
Pricing your property for the market.....	05
Buying while selling.....	08
Preparing your property for sale.....	10
Choosing the best agent.....	13
Marketing your home successfully.....	18
Opening your home.....	21
10 Common mistakes that costs	24
When your agent finds the right buyer.....	29
Moving House—things to do when moving	37
1. Find a good removalist	39
2. Collecting packing boxes.....	39
3. Consolidate and pack.....	40
4. Pay outstanding bills.....	40
5. Disconnect and connect utilities.....	41
6. Arrange cleaners.....	41
7. Organise insurance.....	42
8. Update address details.....	42
9. Redirect your mail.....	43
10. Cancel deliveries.....	43
11. Checklist.....	44

GETTING STARTED

So you are thinking of putting your property on the market with a local agent. This booklet is designed to help you start on the right foot and learn how to best prepare your property and yourself.

You may need to disassociate yourself with the property and make a mental note to “let go” of your emotions and focus on the fact that soon this house will no longer be yours.

It is now that you must look to the future and set your mind to getting the property ready for buyers to come in and want to pay top dollar. What you do now can and will play a big part in how much money your agent will get for you. Excellent customer skills alone is not enough. It is time for you to prepare. Read on.....

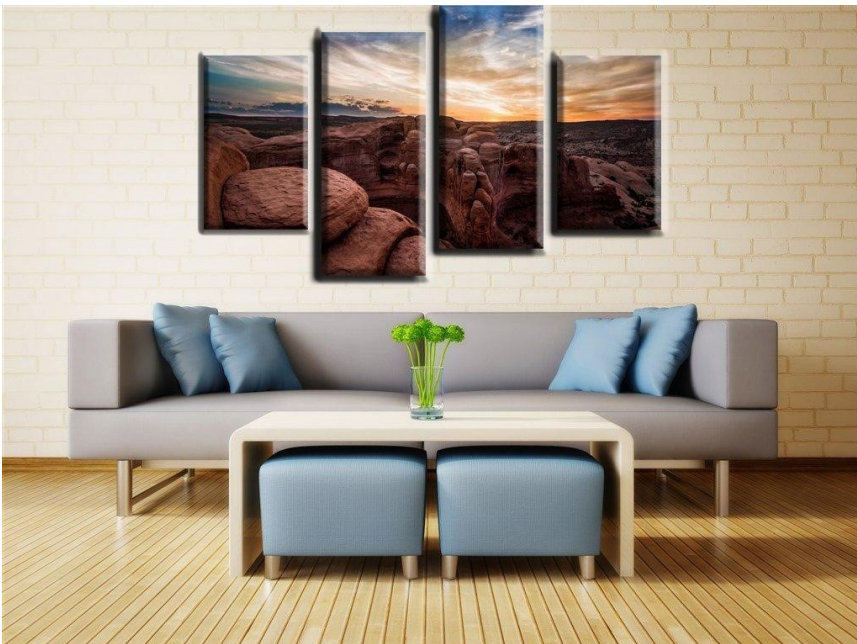


01



Getting Started

Selling your property is a big step, and the list of things to do is long. But there's no need to panic! These days, you have more resources than ever to help you meet the challenge, and Oliver Voss has had over 20 years in the Sales and Marketing Industry to help guide you through the process. Oliver will assist you in putting your home on the market with confidence, and give you the help required to make the most of your valuable assets, your home, achieve a premium result when the time is right.



02

PRICING YOUR PROPERTY FOR THE MARKET?



Tips for valuing your property

02

As a vendor, you want to get the highest possible price for your property.

However, setting an unrealistic price will deter buyers. The value of your property can depend on factors such as:

- The state of the market
- Current interest rates
- The type of property
- The sold prices of similar properties in the area

Ultimately the market will decide what it is prepared to pay, but you need a realistic starting point. An experienced local real estate agent will provide the best indication.



When to sell

So how do you pick your timing? Your own life and finances will always be the primary deciding factors. But once you're in the mode, it's important to judge the market. Here's what to consider:

Hot Market vs. Cool Market

A hot market is a sellers market, where there are more buyers than sellers and competition amongst buyers is fierce. This high demand usually drives up both listing prices and final selling prices, and makes properties quick to turn over. With more buyers around, there's generally a stronger focus on the location, potential and price of your property, rather than a long list of features or maintenance.

If you do need to sell in a cold market, it's vital to set your price correctly, make sure your home is as bright and attractive as possible, and that you have a solid marketing plan.

A cold market may sound like a disaster for you as a seller, but just remember, if you're also going to be purchasing a new property, you could be moving sideways or up for a more reasonable price, and have your pick of the bunch as well. Essentially, whichever market you're selling in, your changeover price will stay the same, unless your purchasing in a different state/market place.

Whichever season or market conditions you choose to sell in, an experienced quality agent can help you make the most of it to maximise your selling price. Cairns has a very stable record with sales throughout the year not fluctuating dramatically. The best time would be the time that suits you best.

Is the price right? This is a crucial part to ensure you will be attracting the RIGHT buyers to your property. The good news is, you'll find many independent resources to help you get a better idea of a realistic & achievable price.

Tips to pricing it right

- Do a little homework. Many banks now offer free property reports and property apps. Or you can check out propertyvalue.com.au, realestate.com.au or onthehouse.com.au to see suburb reports and what properties have actually sold for in your area.
- Put yourself in a buyer's shoes and attend a few open homes in your area to see how your place stacks up to similar properties. It will also give you a chance to see how agents market and handle buyers.
- Ask an agent that's active in your area, for an up to date market appraisal. They should be able to give you an honest—not inflated—estimate of your home value, based on market conditions and the following factors:



Location: Where your home is located, may have a major influence on its sale price. Is it in a popular neighbourhood, on a leafy avenue, close to local amenities such as a public transport, good schools, bike paths, parks, shops and trendy cafes, or an easy commute away from major employment centres? All of these will attract interest and competition for your home.

Similar Sales: Recent sales around your home will also have a reflection on your property's value. Like a real estate agent, buyers can find out these days what properties have sold for and will be comparing yours with these. Ultimately, how much your property is worth is not an exact science, but it's important not to make it a completely emotional choice either. We all generally think our home is worth more and should sell quickly, but talking to the right agent first before setting a final price range helps—after all, they've sold hundreds of properties in your neighbourhood, are talking to active buyers every day and can look at your home objectively.

Condition: Demand for your home also depends on what state it's in. Is it modern, attractive and well maintained or in need of a little love and attention? Has it just been updated with all mod cons, or have a huge backyard with plenty of room to expand? Making sure your home is in the best shape possible, and highlighting its best features—even if that's simply the potential to renovate—are the keys to driving up your final sale price. The more work there is for a buyer to do, the more the buyers will try to reduce the price of your home.

Undecided: If you are confused by the range of different values that agents suggest your house is worth, you can always employ a Licensed Real Estate Valuer to provide a truly independent valuation.

03

BUYING WHILE SELLING



Buying while selling

As tempting as it is to go shopping for your new home before your old one has sold, here are the pros & cons of doing so...

Sell First

- You can wait until you get the price you're really happy with for your existing home with no pressure.
- You can go shopping for your new home knowing exactly how much you've got to spend.
- You've got time to shop around and possibly negotiate better deals.
- You can avoid the hassle and expense of bridging finance—which you'll need if you end up owning two properties at the same time.
- But if your old home sells faster than you planned, you could face the stress of having no place to live while you look for a new home.

Buy First

- You can spend as much time as you like shopping around for your ideal next home, instead of feeling pressured to take anything just so you'll have somewhere to live.
- You don't know exactly how much your old home will sell for, so you can't lock in a budget for your new place.
- If your existing home doesn't sell fast enough, you may have to get bridging finance to fund both properties while you're changing over, which can be expensive.
- You may feel pressured to accept a lower offer as your new settlement gets closer.
- You may not get as much as you hoped for your existing property, and have to make up the difference with your savings or a larger loan.



04

PREPARING YOUR PROPERTY FOR SALE



There are two rules we recommend above anything else.

- Your property must be kept clean, clutter and odour free. This way prospective buyers will form a positive opinion of your home.
- Whether it's an "Open House" or a private inspection, it is imperative that you are **not there**.

Cleaning

Every area of the property must sparkle and shine! Each hour spent will be worth the effort. Make it easy for the buyer to want your home.

- Clean all of the windows, including the laundry and garage.
- Clean all floor coverings thoroughly.
- Clean and polish kitchen and bathroom cabinets.
- Clean all light fixtures & ceiling fans.
- It might even pay to give the walls a wipe down in high traffic areas. If cleaning doesn't work, a lick of paint just might do the trick!



Maintenance

The rule of thumb is - if something needs repair, fix it!

- There may be several things in your home that you have simply become accustomed to over time things that you have been promising yourself to attend to. Well NOW is the time. Buyers will mentally add up their perceived costs of repairing all those minor flaws and end up with an amount that is generally much higher than your actual costs will be. You may believe the repairs are insignificant, however the buyer may question the maintenance and upkeep of the rest of the property. Necessary, noncritical minor repairs and perceived owner neglect will either lower the price or lengthen the time to sell.
- Repair all major problems. In today's climate of open disclosure and vigilant home inspections, the 'Golden Rule' applies: Treat the Buyer as you would treat yourself.

Styling

This part of preparing your home for sale can be the most fun and involves the use of colour, lighting and accessories to emphasise the best features of your home.

- Study magazine ads and furniture showrooms to see how small details can enhance the appearance of a room. Simple additions, such as a vase of flowers, an open book on the coffee table, or a bowl of fruit, can make a room more attractive and appealing.
- The use of a brightly coloured pillow on a chair or a throw rug on a sofa can add dimension to an otherwise neutral room. Use accent pieces for colour.

Neutralising

Your objective is to make your home appeal to the largest possible segment of the market.

- Be cautious about selecting colours when painting the interior walls or replacing the carpet. Selecting a neutral colour scheme will make it easy for the buyers to mentally picture your home as their own.
- Sorry, but you will have to put your personal taste on hold. The market is always driven by buyer demand and the average buyer will have difficulty looking beyond the blue carpeting and bold wallpapers. Consider replacing unusual or bold colours with neutral tones.

04

De-clutter

Create the illusion of more space.

- Arrange furniture to give the rooms a spacious feeling. Consider removing some furniture from smaller rooms, or any room that may seem overcrowded. If necessary, put large items in storage.
- Pack up your collectables, both to protect them and to give the room a more spacious feel! Leave out just enough accessories to give the home a personal touch.
- Use light to create a sense of space. All window treatments should be open. Turn on appropriate lights for the showing.



Atmosphere

Put yourself in a potential buyer's shoes and consider the overall atmosphere of your home. Keep in mind your sense of smell as you go through the checklist.

- A Clean, fresh-smelling home creates a positive image in a buyer's mind. Be aware of any odours from cooking, cigarette smoke, pets etc. These may have adverse effects on potential buyers.
- You can use products like carpet deodorisers, air fresheners and room deodorisers, but the best strategy is to remove the source of the odour rather than cover it up.
- Once offensive odours have been eliminated, consider adding pleasant scents. Studies have shown that humans have strong, positive responses to certain aromas, such as cinnamon, flowers or a scented candle burning.

Outside The Home

Don't forget the street appeal!

This is your chance to attract buyers to your home as most buyers will often do a drive-by prior to going through a property.



- Make sure the front of the house is clean and well maintained.
- Mulch the garden, mow the lawn & trim any foliage.
- Gurney the driveway and don't forget to make sure the letterbox is clean and standing vertical & proud.

Get the street appeal right and you are well on your way to attracting more buyers.

05

CHOOSING THE BEST AGENT



05

ITS FINALLY OVER. I FOUND THE BEST AGENT



Oliver Voss from Cairns Property Office is our man!

Should you choose the agent with the highest appraisal?

Giving you a free market appraisal is what all real estate agents do, and it's often a crucial part of winning your listing. Of course they want to get your business, so why should you trust their professional opinion of your property's value?

A good agent will not just pull a figure out of the air. They will usually give you a price range, not an exact dollar figure, and will base this range on their local market knowledge, the market conditions, their recent sales, other sales in the area, and the unique selling points of your home. This should give you a fair idea of how much you might get if you were to sell with them.

Beware of some not-so-great agents quoting overly inflated prices to try and entice you to sign up. If the value seems ***too good to be true***, ask them to justify their figures with facts, data, research and/or examples. To avoid this over-quoting trap, you can ask for the agent to provide their appraisal in writing.

Should you go with the cheapest agent?

When you're selling your home, you always want to maximise your return. However, people too often make the mistake of focusing on the agent commission rather than how much profit they actually end up with in their pocket. Choosing your agent solely on the basis of expense could be a false economy and actually end up costing you more in the long run.

My favourite analogy is this: there are 3 things in life that you do not want to do on the cheap.

- 1) Brain Surgery,
 - 2) Buy a cheap Parachute
 - 3) Employ a cheap Real Estate agent
- } Think about it!



CHEAP

EXPENSIVE

Let's do the maths for a property valued at \$500,000

Say your property has recently been valued at \$500,000.



You discover that most agents in your area charge on average 3% commission. If you were to pay that rate to your chosen agent, and your home sells for \$500,000, the commission payable would be \$15,000, and that would leave you with a net return of \$485,000,.

However in your search for savings, say you find an agent who is willing to sell your property for a lower commission rate of 2.5%. They might accept this lower figure for a few reasons, such as:

- They are newly qualified, and don't have much experience selling homes in your area.
- They are desperate for listings.
- They are offering a lower price but they will also be spending less time on selling your property and securing the top price.

The cheaper agent, through inexperience or lack of initiative, then ends up selling your home for \$495,000. Yes, this means you will pay less commission: 2.5% on \$495,000 is \$12,375, instead of \$15,000 with the other agent. But your net return is only \$482,625. This is **\$2,375 LESS** in your pocket! Plus you have the headache of working with a less experienced and possibly less motivated agent.

How to choose the right real estate agent for you

The biggest billboards or the loudest ads don't always translate to the best person for the job. Agents are a critical part of the selling process, and can offer unique insights and experience. They also help relieve the stress involved in selling a home—helping you focus on what matters most.

Rapport is all important when it comes to your real estate agent. When you select a real estate agent, you're performing a rigorous job interview for a prized position—one that requires trust, expertise, and adaptability. Your expectations should be demanding; you're selling one of your biggest assets.

Agents should have a high degree of professionalism and dedication to their work. They should have a good reputation, and still be committed to impressing you and working hard. Does the agent you're investigating appear interested in your property—or is it just another one in a line of many they're hoping to nab as a listing?

Using popular, successful agents can be great. They're obviously pleasing a lot of people. But if they're serving **TOO** many clients their attention might be split and you might not get the focus you want or need. When researching, get a sense of how you fit into the agent's big picture, and whether you're likely to fade into the background once you sign on the dotted line.

HOW TO MAKE THE RIGHT CHOICE

- ✗ What not to do:
 - + Choosing based only on financial consideration
 - + Choosing based on pressure from peer or parents
 - + Choosing for the sake of choosing

What should you look for in an agent?

05



- If you like the agent, usually the buyers will too
- Clear interest in meeting your needs
- Transparency in how they deal with you and buyers, this creates trust on both sides and aides in their negotiation ability
- Positive word of mouth and references from previous clients
- Knowledge of the area in which you're selling your property
- Knowledge of the price bracket you're likely to sell in
- Commitment to honest, realistic dialogue about the market and your situation

How do you research?

Extensive online search to explore their website, blog and any reviews or recommendations from clients along with sites such as ratemyagent.com are useful. Make a shortlist and meet with them personally.

Put together a list of the questions to ask those on your shortlist. Here's some suggested questions once you've made an appointment for a chat with them:

- What is your experience as a real estate agent?
- Are you employed full time or part time as an agent?
- How long have you worked in this particular location?
- How many property sales were you involved with last year?
- Do you normally represent buyers or sellers?
- How many properties do you currently have listed?
- How many prospective buyers approach you?
- Where is your office located and how many agents work with you?



Your Agent should provide

There are a number of resources and information that your agent should provide you with when first meeting them. This can include:



- Access to recent market sales and appraisal data in your area
- Contact with a large number of buyers, ie. A large database of potential buyers
- Advice on how best to market and present your home
- Implementation of your marketing and advertising strategy
- Advice on the most appropriate method of sale (auction or private treaty)
- Negotiation services between you and buyers
- Ongoing access to a range of advertising and marketing options
- Frank and continued discussion about how well your campaign is tracking, and whether changes are required

Taking the plunge

Once you've decided on your agent, a written agreement should be drawn up (Form 6). This will contain an estimate of the total fees, charges and expenses you can expect to pay when your property is sold and detail what marketing costs you have agreed to. The agent should be able to go through this form in detail and explain it thoroughly to you.

06

MARKETING YOUR HOME SUCCESSFULLY



Marketing your property

06

So you've signed up with a great agent, given your place a makeover, and now you're ready to put it on the market. You and your agent have already agreed on a marketing plan. Here's how the different marketing tools in the mix can work to make your property stand out to prospective buyers.

Professional Photography

Happy snaps are just not going to cut it when you are selling your most important financial asset. So professional photography is a must, for both online and other media. On the photo day, make sure your home is spic and span, the garden is perfectly manicured, all the mess is hidden away, and there are fresh flowers in the vases. Also try to schedule your agent's photography on a bright sunny day, and at a time when you know the natural light in your home is at its best.



Signage

Your agent will arrange for a professional sign on your property to let people know it's on the market. The sign, depending on the size you've chosen, will show buyers interior photos, basic features such as how many bedrooms and bathrooms as well as your agent's contact details. It is often beneficial to look at upgrading your signage to ensure you gain maximum exposure.



Online Advertising

Before buyers ever set foot in your home, they'll see it on their phone, tablet or computer first. Real estate sites such as realestate.com.au or domain.com.au are where nearly all buyers start their property search these days, and your agent will no doubt be making the most of these to drive interested people to your door.

These portals allow you to upload video tours, showcase a whole range of photos, features and floorplans, and also track how many people have viewed your property—making them a powerful and essential marketing tool.

Your agent will probably also have their own website where they can show off your home in greater detail, with links back to the major sites.

Social media is also becoming a popular way to market properties more informally and get the word out to a mass audience. You and your agent can take advantage of channels such as Facebook, Twitter and Instagram, and best of all, they're free.

Other Advertising

Even though buyers are virtually all busy shortlisting properties online now, many people still like to pickup a glossy agency magazine or local newspaper and browse properties over a coffee. So depending on your local area and the age and lifestyle of your likely buyers, it's still worth considering these in the mix.

Printed flyers can also capture the attention of local renters looking to buy, or homeowners looking to move up. So ask your agent whether these relatively inexpensive letterbox drops are included in your marketing campaign.

Window Displays

Interested buyers still stop to check out real estate agency windows whenever they're in the neighbourhood. Choosing an agent that has a local office maximises the exposure of your property.

06



07

OPENING YOUR HOME



Opening your home

Now you're ready to open the door to a fantastic price for your home—literally! Yes, open inspections are annoying (cleaning every Saturday morning!) but essential, because let's face it, no prospective buyer is going to offer you hundreds of thousands of dollars for your home without giving it a thorough once over first.

Here are the key things you can do to make your open house run smoothly:

Make a clean sweep

Before inspection day, make sure you've done everything you possibly can in the "Preparing your property for sale" section previously. Then give your place one last clean and de-clutter, removing everyday mess like shoes in the hall, the mail piling up, and pet bowls, etc.

Do a walk through

It is always a good idea to walk through your property for a final inspection first, and try to look at it through a buyer's eyes. Remove anything that makes it look cluttered, but also take care not to make it look empty and unwelcoming. Do you think your buyers will be impressed by what they see? Are you showing off your home's best features? If you find it hard to be objective, get a trusted friend with taste to walk through with you and help you make any last minute improvements.

Eliminate Odours

Don't mask household odours with air fresheners, which can be overwhelming and cause allergies in many people. Rather, include freshly cut flowers, the scent of fresh cinnamon boiled on the stove (but remove the pot before the showing), or fresh apples and cookies placed in plain sight in the kitchen.



Get out of the house

As tempted as you are to hang around and see how the open house goes, it's best to get lost and leave perspective buyers to it. That way, they can tour your place at their leisure, and talk honestly to their partners and to your agent about what they really think. Don't forget to take your pets with you too, to avoid that doggy or moggy smell, and also in case any perspective buyers are allergic.

Be flexible with open times

People have busy lives, kids to pick up, meetings that run late, and other properties to view, so it's important to be flexible with open times so prospective buyers get to see your home too. While your agent will usually schedule a weekend, unexpected inspections can pop up, so make sure you keep the place tidy and be ready to duck out for an hour sometimes at short notice.

Welcome the feedback

After the inspection, you'll no doubt be very keen to hear what your agent and prospective buyers have to say about your property. Whether it's face to face, a phone call or a detailed email and report, it's important to get your agent's feedback and really listen to what they have to say—even if it's not always glowing. If you do get some negative responses, try not to get upset or defensive.

Instead, talk through it together with your agent and plan how you can address any issues, whether it's adjusting your price range, changing your marketing tactics, or maybe making a few simple cosmetic changes to improve your property's chance of selling for a great price.



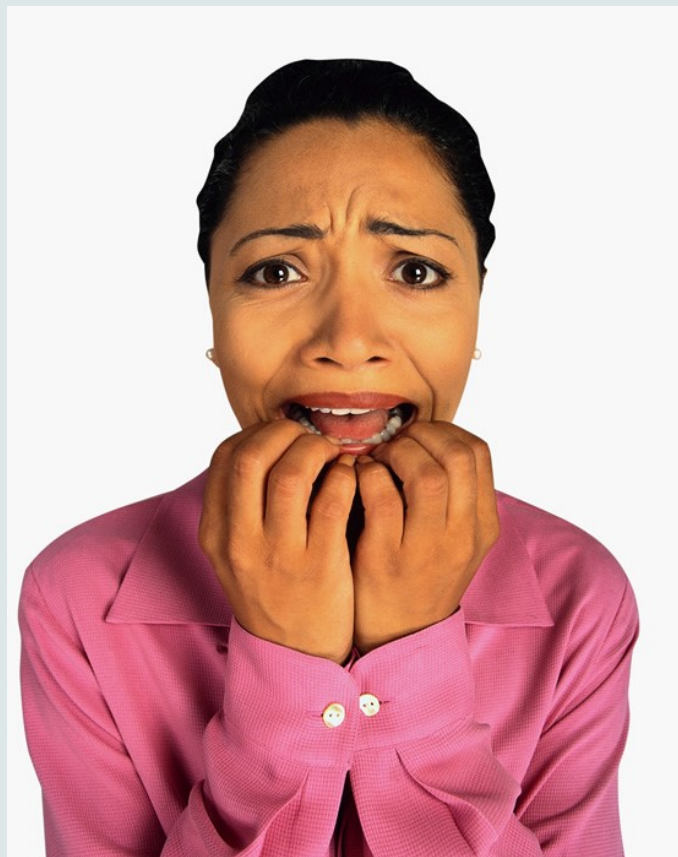
The 10 Common Mistakes that Costs Home Sellers Thousands of Dollars!



10 Common Mistakes that cost home owners thousands of dollar.....

Selling your home can be a nerve racking, exhausting experience. Last minute calls, inconvenient showings, price adjustments and the uncertainties of being stuck with a house that doesn't sell for months on end can take their toll. If you are not completely prepared you could end up losing thousands of dollars in profit!

The difference between a profitable, smooth transaction and a miserable experience is often a fine line. The majority of home selling nightmares are caused by a lack of knowledge. This report is designed to make you aware of the 10 common mistakes that cost sellers serious money.



- 1. IMPROPER PRICING** – Set the price too high and it will sit unsold and develop the identity of a problem property, with the accompanying stigma of what real estate agents call a “stale listing”. On the other hand, price too low and you may give away thousands of profits to a total stranger. Either way you lose. Setting the appropriate price involves the evaluation of numerous different factors ... and it’s critical.

- 2. NOT PROVIDING EASY ACCESS** – Accessibility is a major key to a profitable sale. A key for your agent is best, while appointment only showings are more restrictive. The more accessible your home, the more showings and the better the odds are of finding the person willing to pay top dollar. In today’s competitive market, buyers who can’t get a viewing will go to other homes and purchase elsewhere.

- 3. BAD HOUSEKEEPING** – The prospective homebuyers first impression is the most important. An unbelievable amount of home sales have been lost to unmown lawns, cluttered rooms, bad stains, dirty kitchens and bathrooms with unpleasant odours, etc. Imagine you are the buyer and clean your home from top to bottom ... military style.



4. FAILURE TO MAKE REPAIRS –Often even minor improvements will yield as much as three to five times the repair cost at the time of sale. There are literally thousands of homes for sale and buyers buy what they see.

5. PICKING THE WRONG REAL ESTATE AGENT – The vast majority of all homes sold by real estate agent, but all agents are not the same – not even close. The agent's experience, knowledge and marketing plan can have a huge impact on your success. Signing up with the right agents can make all the difference in the world.



6. POOR SHOWING TECHNIQUES – Your home should be neat and clean, but that's just the beginning. There are lots of little details that make a big difference. Knowing exactly what to say and do when buyers come through your home is crucial.

7. REPLYING ONLY ON TRADITIONAL SALES METHODS – Sellers who are innovative and willing to offer new strategies of attracting homebuyers will always outperform those who rely only on traditional methods. Today's market demands around the clock advertising exposure and response-generating marketing techniques.

- 8. MAKING SELLING DECISIONS BASED ON EMOTION** – You must realize that selling your home is a dollars and cents business transaction. Don't let your emotional ties to your home affect your judgement. Remember, purchasers are not buying your home, they are buying a house to make into their home.
- 9. FAILURE TO UNDERSTAND MARKETING DECISIONS** – Just like the stock market, there are current market conditions for houses as determined by supply and demand. Many buyers shop dozens of homes comparing values, so it is very difficult to find a buyer willing to pay more than the current market value. No single person, firm or agent has any control over the market.
- 10. WASTING TIME WITH UNQUALIFIED PROSPECT** – Countless hours of valuable time can be wasted showing and negotiating with “buyers” who can't buy no matter how much they love your house. Buyers should be pre approved for a loan before you begin dealing with them.



Don't fall victim to these costly errors!

Being armed with the right knowledge can make all the difference in how your home sale turns out. Make the right decisions. A little time spent now can save many hours of frustration down the road!

09

WHEN YOUR AGENT FINDS THE RIGHT BUYER



Understanding the Psychology of Owning a Home



7 Things Home Buyers Consider



1. EMOTION

Logic doesn't always rule emotions. A study showed that 44% of home buyers spend more on a house because they 'really liked it'.

2. A HOME TELLS A STORY

If only the walls could talk. Stories of past owners can help prospective buyers relate and form an emotional attachment to a home.

3. PERCEIVED VALUE

Everyone loves added value in a prospective home but buyers are also motivated by wanting to 'win' the battle against the seller by getting as much value as possible.

4. THE VISION OF AN IDEAL LIFE

It's not about the home. When home buyers are considering a purchase, they're buying into a lifestyle.

13

5. CULTURAL SUPERSTITIONS

The number of your house or unit can determine whether a home gets sold. In Chinese culture, the number 4 is commonly associated with bad luck while 8 is thought to be lucky.

6. FIRST IMPRESSIONS COUNT

Some say it's all about location but looks count too. A research that studied 63 un-staged homes found the average selling time of a home decreased to 40 days after going through a facelift.

7. SOCIAL PROOF

In a business built on relationships, social proof matters. Social proof is key to influence most buying decisions and this is no exception when it comes to buying a home.



cairns
PROPERTY OFFICE
REDLYNCH

When your Agent finds the Right Buyer.....

Once your agent has negotiated an offer with acceptable terms and conditions for you they will go through it, and explain all the terms and time frames involved. From there, you will have to nominate a solicitor to represent you. Your agent will then send all parties and their respective solicitors a fully signed copy of the contract.

Once all conditions have been met, the contract is then classified as 'unconditional' and you can start packing your home up and prepare for the big move! This is usually when the **SOLD** sign goes up. Once settlement day comes up, this is when the money goes into your bank account and the keys are officially handed over to the new owners.

Everyone is happy!!!

Oliver Voss

Real Estate Sales &
Marketing Executive

0414 725 573
oliver@cpo.com.au



Cairns Property Office Redlynch
Redlynch Shopping Centre
P O Box 130, Redlynch, QLD 4870
Ph: 07 4039 3111
Web: www.cpo.com.au



I sincerely hope this information has, in some way assisted you in preparing yourself and your property for sale. The market is fickle however with the right agent such as myself, I can assure you that I will find THAT buyer. So how will I do that?

- I will guarantee my 100% effort in obtaining the best outcome for you.
- I will market your property by all means available to me and the company
- I will attend to all email and phone enquiries in a prompt manner
- I will make myself available at all times whether it be for inspections or queries
- I will negotiate my hardest to get you the best price for your property
- I will maintain contact with you at all times even if there is little to report.
- I will represent you and your property to the best of my ability
- You will not regret having me as your agent!

As always, if there are any questions regarding your property or the preparation of your property, please feel free to contact me at any time.

Regards

Oliver Voss



“To give real service, you must
add something which cannot be
bought or measured with
money and that is sincerity and
integrity”

Oliver Voss

Oliver Voss

**Real Estate Sales &
Marketing Executive**



**Someone you can trust
with your property!**



cairns
PROPERTY OFFICE



Preparing your home for sale — CHECKLIST

Outside

☐ Tick the applicable boxes when tasks are completed

- ☐ • Gate: repair / paint / oil
- ☐ • Fence: repair / paint / varnish
- ☐ • Letter box: replace or straighten / paint
- ☐ • Driveway: repair cracks / remove oil stains
- ☐ • Lawn: weed / mow / edge / sweep leaves
- ☐ • Garden: weed / edge / trim plants / mulch / remove dead plants
- ☐ • Pot plants: introduce as a feature / clean / weed / prune
- ☐ • Gutters: clean / repair / paint
- ☐ • Eaves: remove cobwebs / clean / paint
- ☐ • Roof: reseal / repair
- ☐ • Garage: clean door / repair / paint / tidy interior
- ☐ • Paving: weed / clean / repair
- ☐ • Windows: replace damaged fly screens or panes / paint sills / clean glass
- ☐ • Welcome mat: clean / replace
- ☐ • Front door: paint / clean



Inside

- ☐ Clean thoroughly – consider professional cleaning
- ☐ Air freshen if necessary
- ☐ Remove clutter
- ☐ Steps: repair / resurface
- ☐ Lights: repair / check globes / clean / replace shade
- ☐ Window shades: clean / dust / check operation
- ☐ Flowers: purchase / freshen
- ☐ Floors: polish / repair / clean
- ☐ Fireplaces: clean throughout

Lounge

- ☐ Dust thoroughly
- ☐ De-clutter: remove magazines / personal memento / portable appliances
- ☐ Sofa: repair / replace / recover / add throws or cushions
- ☐ Cupboards: clean / repair
- ☐ Cords: hide / tidy



Kitchen

- ☐ Benches: clean / de-clutter
- ☐ Taps: repair / clean
- ☐ Oven: degrease / clean hotplates and door
- ☐ Fridge: clean exterior / remove exterior decorations
- ☐ Floor: clean thoroughly / sanitise
- ☐ Cupboards: declutter tops / tidy inside and out / clean
- ☐ Decorate: add bowl of a single fruit - apples or oranges / flowers

Bedrooms

- ☐ Bedside tables: de-clutter
- ☐ Bed: fresh linen / tidy
- ☐ Mirrors: clean thoroughly
- ☐ Light switches: clean / repair
- ☐ Floor tidy/clean/pick-up laundry
- ☐ Pictures: dust / straighten / set at eye level
- ☐ Cupboards: close / tidy



Dining

- ☐ Table: clean / polish
- ☐ Lights: repair / clean / replace shade / turn on
- ☐ Floor: vacuum thoroughly
- ☐ Decorations: de-clutter / simplify
- ☐ Music: create delicate peaceful mood

Bathroom

- ☐ Sanitise / air freshen
- ☐ Bath: clean thoroughly
- ☐ Tiles: clean grout / repair
- ☐ Mirrors: clean thoroughly
- ☐ Lights: repair / clean / replace shade / turn on
- ☐ Fan: clean / replace
- ☐ Accessories: remove shampoo / toothpaste / brushes



Use as a guide only and contact Oliver if you have any questions.



Moving House Checklist:

Things to do when moving



Moving home can be one of the most stressful things you will do in your lifetime. Whether you are upsizing or downsizing, there is so much to consider before, during and after 'MOVING DAY' so I have prepared this easy-to-understand checklist to get you started.

Keep calm and follow the process and everything will be OK!



GETTING STARTED:

Some of the considerations you need to make when moving house include:

1. Find a removalist service
 2. Collect packing boxes
 3. Consolidate and pack
- Disconnect and connect all utilities.



1. Find a good removalist service

If the idea of moving everything yourself is daunting, it might be an idea to find a removalist to do the job for you.

Ask around, Facebook recommendations are all good ways to find a reputable company that will help ease the pain of moving.



2. Collect packing boxes

Are you packing your household items yourself? If so, you'll need a supply of good-quality moving boxes and strong packing tape that won't give way. Many removalists and storage facilities sell boxes, or you can ask for any spares at local stores.



3. Consolidate and pack

When you begin to pack, you may realise just how much stuff you have! Think about whether you need to organise a skip bin to dispose of rubbish and/or a garage sale for any saleable (but unwanted) items. Make sure you use adequate padding for your fragile items and double check the weight limits of the boxes you are using. Clearly marking the room the box is intended for will speed up the unpacking process at the other end.



4. Pay outstanding bills

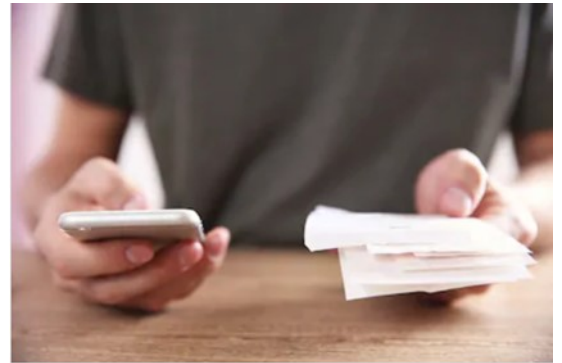
Double check if you have any outstanding rates or utility bills. Make sure they're paid before you move to reduce the risk of losing the paperwork or accidentally accruing late fees.



5. Disconnect and connect all utilities

When you know your move-out date, you can arrange for your utilities to be disconnected at the house you are moving out of and connected ready for your arrival at your new house. These include:

- Landline/broadband/NBN
- Gas
- Electricity
- Water



6. Arrange cleaners

Whether you want to arrange a bond clean to meet your end-of-lease agreement or would prefer to start life in your new house with everything pristine, there are many cleaners who specialise in helping people who are moving house.



7. Organise insurance

When you buy or rent a new place – and even before you move in – you should consider organising home and contents insurance to protect your investment. You can also ask your provider about cover during your move just in case anything doesn't survive the journey.



8. Update your address details

- Banks and any other financial institutions
- Tax and legal advisors
- Medical & dental practitioners
- Electoral Commission
- Superannuation fund
- Australian Taxation Office
- Clubs, associations and other groups
- Children's school
- Any subscription services (e.g. magazines)
- Road authority
- Any online shopping websites you use including Amazon, eBay

9. Redirect your mail

Even if you are sure you have proactively updated your address with all your providers, it's surprising how much mail could still be received at your previous home. By redirecting mail for three months you can see if there are any companies or friends and family who missed the memo. You can apply to redirect your mail on the Australia Post website.



Another opportunity is to get a P O Box –O check with your local post office about availability and pricing.

10. Cancel any other regular deliveries

Do you have the newspapers delivered? How about groceries? Ensure you cancel any regular deliveries. Also remember to cancel any other household services you may use such as a gardener or cleaner.

Another good tip is to leave your forwarding address with the purchasers of your property along with your contact details just in case they inadvertently receive a delivery



Now to get started and use the checklist to ensure you don't miss anything!



Checklist

Landline/broadband/NBN

- ☐ Disconnect from old property
- ☐ Connect at new property

Gas

- ☐ Disconnect from old property
- ☐ Connect at new property

Electricity

- ☐ Disconnect from old property
- ☐ Connect at new property

Water

Banks and any other financial institutions

- ☐ Contact all and change address

Tax and legal advisors

- ☐ Change details with your accountant

Medical & dental practitioners

- ☐ Notify your doctors surgery of your change

Electoral Commission

- ☐ Change details with your

Superannuation fund

- ☐ Contact all and change address

Australian Taxation Office

- ☐ Change details at ATO

Children's school

- ☐ Notify the children's school of your change of address

Any subscription services (e.g. newspaper)

Road authority

- ☐ It is important you change your residential address on your license.

Any online shopping websites you use including Amazon, eBay