

PhilipWebb



Selling Your Property

You are about to put your property on the market. This brochure will help guide you through the selling process and provide you with answers to the most frequently asked questions.

“...what happens once I appoint you as my agent?”

During the initial period of your authority, a lot of the activity tends to take place behind the scenes. Depending on what type of marketing plan you select, your photography, advertising copy, internet listing, floorplan, brochures and board will need to be ordered, prepared and proofed, space booked in your selected media, sales staff briefed on your property and appropriate buyers on our database contacted.

“...when will buyers inspect my property?”

Having your property on the market can be a trying time. It is preferable for you to be ready for home inspections at short notice. Once a property is listed with us, all registered buyers are assessed as potential prospects. Those buyers that appear to be well matched with your property will obviously be encouraged to arrange an inspection. Our policy is always to phone first, giving you as much notice as possible in preparation for the visit.

“...what do I do when a buyer is inspecting?”

When we organise an open for inspection or a private inspection of your property, we want the buyer to get the feel of moving in. If owners are not present, the buyer can spend more time at the property and not feel uncomfortable about invading your space. Therefore we strongly recommend that you go for a drive or a short walk while we are presenting the property. If this is not possible we suggest that you step out to the garden while we show the buyer the interior, and vice versa. We have found that if you are within hearing distance of buyers, they will not discuss the property openly, so leave it to our Sales Consultants to highlight features of interest to the buyer. Our staff are trained to know when and where to mention relevant features during an inspection.

“...will all buyers be accompanied by an Agent?”

All buyers will be accompanied by one of our sales team. Should anyone ever knock on your door and ask to inspect directly with you, please refer that person to our office immediately for qualifying. We would recommend that you

never allow anyone into your home unless you know who they are and why they are there! Never disclose why you are selling or the price you are willing to accept to anyone.

“...how will I know what's happening during the selling process?”

Your Sales Consultant will speak with you and give you regular updates and reports on all actions and activities. We also conduct strategic meetings with you throughout the marketing period, to keep you up to date with accurate market trends. While we receive numerous requests for available properties, many buyers these days prefer to search for properties on the internet or drive by initially. We retain details of each enquiry for future follow up as all enquires on your property are recorded in our private database.

Please do not hesitate to contact your Consultant at any time for any reason. If the person you want to speak to is out of the office, they can be contacted via SMS or pager 24 hours a day, or you can consult with a support team member at the office.

“...what should I do if I intend to go away for a few days?”

While your property is on the market, it is imperative that we are able to contact you at any time. As mobile phone coverage is not available in certain areas, it is important that you provide us with a landline contact number, or that of a family member or friend who knows where you will be, just in case we need to discuss an offer or answer a query from a buyer.

“...what should I do if other agents continue to contact me?”

Once PhilipWebb is appointed and a signboard is displayed, agents should not contact you any further. However, some less ethical agents may try to do so by direct mail, leaflets or phone calls. Their intention may be to make you doubt you have chosen the right agent by undermining the relationship we have with you.

We recommend that you ignore these letters and mail drops and refer any phone calls to us. The majority of agents will respect the decision you have made.



“...should I accept an early offer?”

Whether you should hold out for a higher price is never an easy decision. Our aim is always to achieve the best price possible for you. Hence we set the quoted price range in such a way that follows your instructions whilst presenting the property to the market in the most appealing way.

When a property first enters the market, it often creates its own momentum where competitions can sometimes peak in the first few weeks. Qualified buyers are more likely to make offers if they fear losing out, so some of the best offers can occur during the initial stages. If you are not backed by the right research or advice and reject these early offers without proper consideration, it may result in your property subsequently selling for less at a later date.

Some owners turn down early offers because they think it is all too hasty, have become overly confident of the market, or are relying on poorly informed research. Before you dismiss any early offers, take the time to ponder these issues:

- As agents, we deal with buyers day in, day out. We may be working with a buyer who is tired of looking over properties and keen to conclude a purchase. Other buyers know what they want and will act quickly when it comes on the market. Some buyers become very frustrated with the market after months of research and may pay a premium for the right home. The offer made may be your best, so each offer should be considered carefully. Once you reject an offer, it can be hard to attract that offer again.
- You should compare your offer to the price of similar properties which have sold recently in your area.
- You should take note of the feedback received from buyers inspecting your property. PhilipWebb consultants are skilled negotiators. When we achieve the maximum price from the buyer, we will submit the offer to you for your consideration. It is up to you to decide whether or not to accept the offer. We will always support your decision.

If the asking price is much higher than the perceived value, buyers may not make offers at all. Buyers base their offers on their assessment of the market. Irrespective of price, all offers

must by law be submitted to you, the vendor. Each offer is a sign of interest and can be a starting point for negotiations. All buyers handle real estate purchases differently. Some can decide in an hour, others take weeks. We recommend you consider each offer seriously, however, remember you can always say no if the offer is not in line with your expectations. Being in the position to say no to an offer is better than having no offer at all! Your Sales Consultant will show you how our proven negotiation skills will maximise the sale price of your property. Always remember we will keep working for you until a satisfactory outcome is achieved.

“...how should I respond to other people’s advice?”

Occasionally, you may receive comments from friends, relatives and neighbours when they find out that your property is on the market. While the advice given is probably well-meaning, you need to remember that this is a friend’s opinion, not professional advice from an expert on local property matters. Please remember that these opinions are not usually based on any intimate knowledge of what buyers are looking for, and what they are currently paying for similar properties to yours. If you are concerned that we have missed any relevant data in assessing the likely sale price of your property, feel free to discuss this with us. We are always available to review and update the market feedback at any time.

“...will I be advised of all offers?”

As your agent we will try to keep you informed on everything the market is indicating, both good and bad. Please allow us to be direct with you. We will always provide accurate feedback on property inspections and confirmed offers. You must recognise that all offers, irrespective of price, must be submitted to you. Comments and offers represent the voice of buyers in the market place. It is our role to find out what the market opinion on your property is and how real buyers compare it with similar properties. It is a fact that properties sell when they meet their market value. When your property sells, it means we will have confirmed its true value. We take great care in negotiating and maximising price, terms and conditions to your benefit.

As your agent, we will work hard and commit to achieving the best possible outcome in the shortest possible time for your property. We will endeavour to make the selling experience as pleasurable and stress-free as possible. Please don't hesitate to call us if you have any questions.

PhilipWebb

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