



PRD ADAMSTOWN'S
SELLING GUIDE



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WE UNDERSTAND YOUR PROPERTY

PRD is an industry leader when it comes to selling properties. After all, we've been in the business since 1976!

We know that the key to success is knowing what's really going on in your local area. Our experienced sales agents keep their finger on the pulse of real estate trends, from big market shifts to small local variables.

We even have our own in-house research analysts to give you the best possible sales advantage.

Selling a property can be stressful, but PRD agents are confident in connecting the right buyer to your property.

We'll prepare tailored marketing campaigns to the last detail, give advice on viewings and keep you informed in each part of the sales process.

Our sales team have the unique support of an efficient, well-resourced franchise network, and are proud to have the backing of Colliers, a global real estate market leader in more than 60 countries.



PRD.

RESEARCH

Our on-ground agents have the local knowledge. Our research analysts understand the market inside out – where it's moving and where your property sits in the mix. Together, we can help you understand:

- Price structures.
- Buyer behaviours and profiles.
- How to interpret historical data.
- The role of rate fluctuations on the market.

TECHNOLOGY

We embrace cutting-edge technology to give your property maximum exposure to potential buyers. We are at the forefront of evolving systems, platforms and sales reporting tools – all critical to a successful campaign.

Our databases integrate with all national real estate portals, allowing us to share your property to thousands with the click of a button. And don't forget our engaged community on social media!

MARKETING

We will craft a campaign that not only catches the eye of your target buyers but resonates on a deeper level. The marketing tactics we use include:

- Sales proposition development
- Targeted directed marketing
- Powerful print advertising
- Online listings and virtual tours
- Social media

LEADS

Our local sales agents tap into online property information that matches buyers and sellers (a bit like online dating, but with a guarantee of success!).

This gives you data-based insights into what people in your neighbourhood are looking. Plus, we're people persons and pride ourselves on building strong relationships with all our qualified leads through regular communication.



SUPPORTING YOU, EACH STEP OF THE WAY

Whether or not this is your first sale, real estate can be a stressful business. But don't worry – we'll go through everything you need to know, from presentation to what to expect at each stage of the sales process.

We are always on hand to help out and answer any questions. You can rest easy knowing we know what it takes to achieve excellent results and we've helped thousands of vendors through this process of selling success.

INSPECTION DAY

First impressions last, and buyers start forming opinions before they even walk through your door! We're here to help prepare your property for inspections, right down to the final touches.

IT'S ALL IN THE DETAIL

A fresh coat of paint, a spring clean, and some styling help goes a long way. Increase your property's appeal by paying special attention to forgotten spots like the garage, laundry and spare room. Gutters, lawns and outside areas all need to look spick and span, too.

It's essential to create a positive environment (after all, they're looking for a place they'd like to live in!). Think lots of natural light, decluttered spaces and allergy-friendly house plants.

SELLING AT AUCTION

Going once, twice, sold! For some, auctions can be a nerve-wracking experience. But we'll do everything we can to help you relax and enjoy the big day. We'll assist with:

- Selecting an auctioneer with a keen knowledge of the local area
- Organising all the required documents.
- Setting a realistic reserve price.
- Reminding you to breathe! (Very important.)

PRIVATE SALE/ TREATY

When you sell your home by private treaty, you set the price for your property to be listed at. But be aware the actual selling price is usually determined after a period of negotiating!

SELLING YOUR PROPERTY PRESENTATION CHECKLIST

INDOORS

- Paint the walls with a bright neutral colour.
- Clean walls, wash windows inside and out, clean out cobwebs and dust the furniture.
- Pack up personal photographs and trinkets.
- Make any minor repairs, such as patching holes in walls or replacing cracked tiles..
- Clean carpets and curtains to freshen them up and remove any odours.
- Have a general clean- up including storing or throwing out any unwanted clutter.
- Bathrooms can benefit from matching towels and accessories.
- Borrow items or buy furniture or soft furnishings to create a sense of style in your home. You may want to hire a stylist to take care of this for you!
- Enter your front door and ask yourself: Do you want to go inside? Does the house welcome you?

GARDEN & OUTDOORS

- Mow the Lawn
- Trim your hedges and clear out all weeds.
- Make use of flowering plants to create a welcoming atmosphere.
- Clean out sheds, water features and make sure pools are clean.
- Ensure buyers can clearly see your house number.

ADD YOUR OWN

- _____
- _____
- _____



Ready to get started on your selling journey?

Get in touch with us today.

PRD Adamstown

Your trusted local real estate professionals.

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 PRD.com.au/adamstown



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