



MARQ

A GUIDE TO
SELLING WITH US

It sounds simple enough, but selling your home is a big task.

Making what is likely to be one of the biggest decisions of your life should be well considered and guided by trusted experts who understand your situation. To make the process a bit easier to navigate, we have compiled this comprehensive guide to Selling with MARQ.

If you're looking to list your home for sale, here are some steps you may need to consider:



STEP 1

Research your local market



STEP 2

Have your property appraised by a trusted agent



STEP 3

Consider any improvements, repairs or maintenance



STEP 4

Consider how you want to sell – private treaty or auction



STEP 5

Set a selling price, price range or reserve



STEP 6

Develop a marketing plan with your agent



STEP 7

Carefully review and sign your agency agreement



STEP 8

Engage a conveyancer or lawyer to draw up a contract



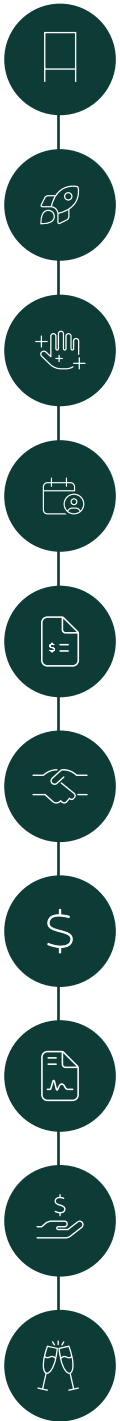
STEP 9

Arrange building and pest inspections; and energy efficiency rating (EER) report



STEP 10

Arrange professional photography, videos and a floor plan



STEP 11

Create marketing collateral, including brochures, signs and digital

STEP 12

Launch to market

STEP 13

Prepare your home for open homes

STEP 14

Invite buyers to inspect your property

STEP 15

Evaluate offers or host your auction

STEP 16

Negotiate with buyers

STEP 17

Property sells

STEP 18

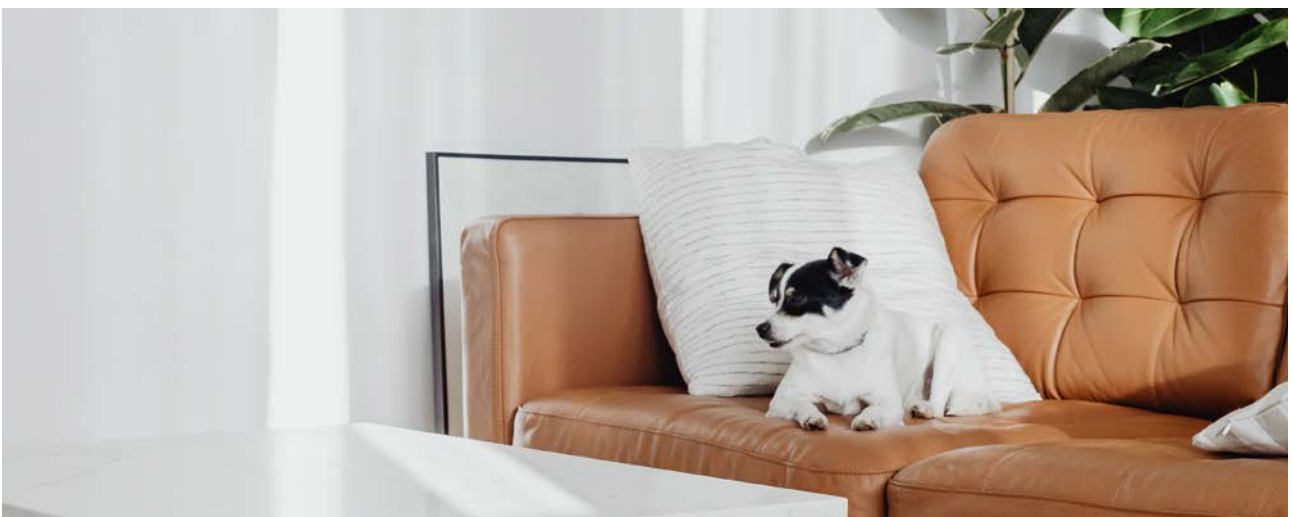
Sign contracts and deposit payment

STEP 19

Settlement of property sale; ownership and funds transferred

STEP 20

Celebrate the sale



When is the right time to sell?

It's a perennial question asked of real estate agents: when is the right time to sell? Finding the 'right time' to part with property is a personal decision that will be based on individual circumstances. The right time for you to sell will not necessarily be the right time for someone else; and there are a multitude of reasons that can prompt a property sale.

SPRING

Traditionally the most popular and fervent selling season, spring is all about warmer weather, blossoming gardens and communities coming to life after a winter hibernation. The more moderate temperatures can be the prime time to sell a house that might struggle in the depths of winter or at the height of the summer heat.

Tip: If you're selling in spring make sure your garden is in full flight.

SUMMER

Summer is all about warm weather and the great outdoors. Buyers who might have missed out in the spring market make summer a natural extension of the traditional spring selling season and set themselves a deadline to purchase before the holiday season. Many want to end the year in a new home, while others are looking to live out a new year's resolution with a change.

December and January are usually highly transient times, with people starting new jobs and children returning to school so you may find additional interest in your home due to these movements. On the flipside, if you listing your property for sale at the end of January or in early February when there are traditionally fewer listings, it may mean your home stands out from the rest. Generally buyers will have more time to invest in their search for a perfect new home over the holiday period before the working year starts in earnest.

Tip: If you're selling in summer make sure your outdoors areas are looking their best. This is where the buyers will want to spend their time in the warm weather.



AUTUMN

Autumn has been an understated selling time, but can herald good sales results for sellers. Buyers have settled back into work after the summer break, school has resumed and they have time to think about their next property move.

Late summer and early autumn have been considered a sweet spot for sellers who have missed the super competitive spring selling season but still want to sell in good weather.

Tip: Nothing screams 'autumn' like a beautiful carpet of orange leaves. But the seasonal display also means it's time to clear the gutters, clean the windows and take on any lingering maintenance and repairs. Make sure your home presents well if you're selling in autumn.

WINTER

Winter has long been considered the 'poor cousin' of the selling seasons, but there are some benefits for sellers.

Traditionally the market is slower and there is less stock available, which may elevate interest in your home. In addition, buyers house hunting in winter are generally more motivated due to the low stock levels and may be willing to pay over the asking price.

It's also a good idea to schedule inspections when there will be maximum light and warmth in the home so it does not appear dark, drab and cold.

Think about what a winter buyer will want from your home. Light the open fire to create a cosy vibe or bake a cake to get that alluring waft through your home on days when you open for inspection.



How to find a trusted real estate agent

On the surface all agents may appear similar, but in reality a great agent will be streets ahead of a lacklustre agent. Higher fees usually reflect a seasoned expert who runs a well-oiled machine.

MARQ agents have many years' experience in selling properties, many for record prices, and a reputation for outperforming competitors. We pride ourselves on our friendly, approachable and expert style.

It's important to conduct due diligence before you sign up with an agent to sell your home and that includes asking some pertinent questions that will help you assess if they're the right person to sell what is likely to be your biggest investment.

Questions to ask yourself when choosing an agent:

1. DOES THE AGENT HAVE STRONG LOCAL KNOWLEDGE OF THE MARKET?

A good real estate agent should have thorough knowledge of the local area as well as the local market. This shows they've invested time and effort to learn the intricacies of the local area and have a good understanding of the marketplace. This expertise will help them bring extra energy to the sale of your home.

QUESTIONS TO ASK:

- Have they sold similar properties in the local area?
- Can they show some recent examples of similar properties they have sold in the area?
- Are they well-connected to the local area?
- Can they provide a local market report and detail trends in the local market, recent sales, prices and what buyers are looking for at that time?
- What method of sale would they recommend for the property – auction or private treaty?
- Do they have a comprehensive buyer database and will they use it to market my property?

2. HOW DOES THE AGENT PRESENT?

If you haven't seen how the agent presents and performs at an open for inspection, how do you know if they'll work with your best interests at heart? The old adage 'try before you buy' rings especially true when assessing if an agent will be the right one for you, so front up at one of their open inspections and see for yourself.

QUESTIONS TO ASK:

- Are they knowledgeable and do they show a good understanding of the property and local market when asked questions by potential buyers?
- Are they approachable?
- Do they show integrity, transparency and honesty?
- Are they well presented?
- How efficient was the follow-up after the home open?
- How do they present on social media? This includes research on the types of properties they list for sale, how they position themselves in the local market and their online engagement.
- Do they have a comprehensive buyer database and will they use it to market my property?

3. DO YOU FEEL COMFORTABLE WITH THE AGENT?

Selling a property can be a stressful time so it's important you have an agent who is approachable, easy to talk to and makes you feel at ease.

QUESTIONS TO ASK:

- Is the agent approachable?
- Do you feel confident you could broach any subject with them?
- Are they attentive and do they listen carefully?
- Do you like them?



4. ARE THEY STRONG COMMUNICATORS?

QUESTIONS TO ASK:

- Do they engage with what you are saying and actively listen?
- Do they answer your questions with a knowledgeable response that provides insight and understanding of the real estate market?
- How do they market themselves, the business and their listings? Appraise yourself of examples of their marketing.
- Do they have a strong presence on social media to communicate with prospective buyers and clients?
- Do they have a strong database of prospective buyers? If they are a good negotiator and networker, the chances are they will keep in contact with potential buyers.

5. HOW DO THEIR SALES RESULTS STACK UP?

Research is important when it comes to determining how prolific an agent is in your area and what sort of standing they have in the community.

QUESTIONS TO ASK:

- Has the agent sold similar properties in the local neighbourhood?
- How do other people rate their performance? Check both online reviews and people who may have used their services.
- What sort of properties do they list? Do they have a 'style' of house they generally list?
- Have they made impressive or record sales in the suburb? For example, has the agent been able to negotiate a much better sale price than expected?

6. HOW GOOD ARE THEIR REFERENCES FOR THEIR MOST RECENT SALES?

There is nothing like word-of-mouth to give a positive recommendation if someone is pleased with a service. And happy clients will usually spruik a good experience when asked.

QUESTIONS TO ASK:

- Agents who are confident of their ability and sales process will likely be happy to provide testimonials or contact details for recent clients, assuming privacy is not an issue).
- Can you get in touch with recent clients of the agent to ask them about their experience? Were they happy with the agent and was the sales result what they expected?
- Reviews can be a good source of recommendation so it's worth perusing what other people say. These can be as Google reviews, on property portals, social media platforms like Facebook or Instagram; or as testimonials on the agency's website.

What will my MARQ agent do?

- ✔ Engage more buyers
- ✔ Create emotional connections
- ✔ Build competition
- ✔ Leverage premium price
- ✔ Sales strategy and management
- ✔ Presentation, sales and marketing strategy
- ✔ Ongoing feedback and weekly reporting
- ✔ Conduct Auction program
- ✔ Recommendations on pre-auction offers received
- ✔ Recommendation on price guides
- ✔ Creation and implementation of the marketing and sales campaign
- ✔ Preparation of marketing assets including photography, floorplans, video and copywriting
- ✔ Preparation of advertising material and editorial negotiations
- ✔ Direct database marketing
- ✔ Implementation of tailored media campaign
- ✔ Prospective buyer communication
- ✔ Screening and answering enquires
- ✔ Providing contracts for prospective purchasers
- ✔ Conducting all property inspections, including immediate follow up
- ✔ Conducting all negotiations
- ✔ Handling all enquiries between exchange and settlement
- ✔ Liaising with solicitors, supervision of pest and building inspections
- ✔ Final accounting for all funds upon settlement
- ✔ After-sale follow up, client for life care.

How to sell a property

At MARQ, we typically use two main methods to sell property.

Our agents are well versed in tailoring the sales method to the individual circumstances of the client. In many cases, auctions have been a favoured means of selling real estate in Canberra and can herald outstanding results depending on the property, location and market demand.

There are lots of important decisions to make when considering selling property, but one of the crucial choices that needs to be made is the method of sale.

Whether you opt to take your home to auction or sell through private treaty will depend greatly on the local market conditions, your desired timeframes and potential risks during the sales processes.

PRIVATE TREATY

A private treaty, also known as a private sale, happens when a property is listed for sale with a nominated asking price and buyers make offers through the agent who presents them to the seller.

The agent then negotiates individually with a buyer to achieve a sale price as close to the seller's ideal as possible.

For the most part, private treaty sales offer more control to the seller who can take their time to consider offers and negotiate until they are happy with the price, terms and conditions of the sale. They are also considered a safer, more comfortable option, which is less stressful than an auction.

Private treaty sales can be beneficial for sellers as it provides more time to consider offers from buyers. The method is suited to sellers that may be willing to accept different sales terms such as an extended settlement period or a subject to finance sale.



AUCTION

A real estate auction is a public sale of a property where interested parties can bid publicly. This can be done at a physical auction event or online.

Once the property reaches the reserve price set by the seller or is happy with the price achieved at the fall of the hammer, the property can be sold to the highest bidder.

Contracts will be signed and a deposit paid. No cooling off periods apply with auctions so the highest bidder is legally obliged to buy the property.

Auction events, by their very nature, are scheduled at a specific date, time and place and create a competitive environment by drawing all the interested buyers together. This can help to drive up bids, which be good news for the seller as it helps achieve the highest price possible.

Auctions are considered the fairest and most transparent way to buy and sell property. Benefits for buyers include knowing what the competing offer is at all times and an immediate result with unconditional contracts signed after the auction. Sellers can be confident that they have achieved the best price in the market.

Your MARQ agent is adept to providing advice about the best method of sale for your property and will consider:

- The property's location
- The style and type of property
- The state of the real estate market, particularly with regard to demand, stock levels and competition
- The desired timeframe for sale
- Your personal circumstances
- How to achieve the best sale price for your property

RESERVE PRICE

A reserve price is the minimum price you would be happy to accept for your property. Reserves are usually set in conjunction with and on advice from your real estate agent as well as market research about similar sales in your area. Apart from the vendor, agent and auctioneer, the reserve price is confidential and is not shared with bidders at the auction in an effort to attain the best price possible for your home.

It is extremely uncommon for a property to be sold without a reserve price. Having a reserve affords the vendors a level of comfort of having a bottom line and that the property will not be sold unless that price is reached. However, there have been occasions where properties have sold at auction without a reserve. For instance, the sale of a deceased estate where the entire proceeds have been donated to charity.

How much will it cost to sell?

Transacting property comes with a number of costs. Some are unavoidable, while others are optional. Being aware of upfront expenses can be helpful when it comes to budgeting and to minimise the chance of being caught unawares during the process.

When selling your property, the main costs you can expect to incur are:



CONVEYANCING AND LEGAL FEES

Selling a property is a legal process and requires a legal mind to navigate the ins and outs of what can sometimes be a complicated process. While not absolutely necessary, it is recommended that you employ a conveyancer or lawyer who has an understanding of the legal documents and legislation to ensure the process runs smoothly. Be sure to arrange building and pest inspections, as well as an energy efficiency rating (EER) report as part of this process.

Expect to pay: \$1500 to \$3000.



BUILDING, PEST, COMPLIANCE AND EER REPORTS

A legislative requirement in the ACT when selling a property is the preparation of certain reports. Depending on the style and class of property these can differ. A seller's report typically includes an onsite inspection followed by a comprehensive report outlining building compliance, defects, termites and unapproved structures.



PHOTOGRAPHY AND DIGITAL MARKETING

As the old adage goes 'a picture speaks a thousand words' so investing in beautiful photography and smart digital marketing will help your property shine. Professional photos are an important aspect in your marketing campaign and will make the best impression through real estate portals, print media and online. Having professional photos to showcase your property in the best light, as well as a detailed floor plan, is crucial. Digital marketing is one of the most powerful tools to attract buyers to your home. Digital campaigns can be tailored to a specific area or buyer type using sophisticated algorithms and targeting.

Expect to pay: \$500 to \$5000



RENOVATION AND COSMETIC REPAIRS

Taking time to attend to maintenance before you list your property for sale means your property will be at its best when you take it to market. A property inspection report will be viewed by buyers so it's important to fix noticeable issues so you don't have to worry about negotiating fixes for issues with a potential buyer. Often a fresh coat of paint and new carpet can add many thousands to the end sale price. As well as engaging the right real estate agent and knowing the ins-and-outs of the property market, offering your home for sale at its best is critical to maximising the selling sum.

Price varies for each property.



PREPARING YOUR PROPERTY FOR SALE

Investing in professionally styling a property can be a wise move that can often add between 5% and 10% to the final sales price, at the very least it makes your property more salable.

Seek advice from a trusted agent about their recommendation and if the property would benefit from styling to present in the best possible light.

Expect to pay: \$1500 to \$5000



MARKETING AND PROMOTION OF YOUR PROPERTY

Customised marketing and promotion of your home is vital to ensure the property reaches the greatest number of interested buyers. The greater the buyer pool, the greater likelihood you have of a competitive sale and ultimately achieving the highest price.

Your agent can recommend a comprehensive marketing plan for your property, with goals to reach and attract as many interested buyers as possible.

Expect to pay: 0.5% to 1% of the sale price



AGENT FEES AND COMMISSION

Agents are paid a commission after the successful sale of a property. As part of their commitment to a vendor, they manage the entire sales process with a focus on attracting the greatest number of buyers in the shortest timeframe and for the highest price. The rate of commission can vary from agent to agent so it's worthwhile chatting to them about what they offer.

Expect to pay: 1.5% to 3%



RELOCATION COSTS

Moving day can be one of the most stressful parts of selling your home, but a lot will depend on how much 'stuff' you have to move. If you have limited things to shift, you might consider hiring a van or asking friends or family to help do some heavy lifting with you. If you are a big family with a lot to move, it might be worth employing professionals to ensure a smoother relocation process.

Expect to pay: \$1000 to \$10,000

NEED A LITTLE HELP PAYING FOR SOME OF THESE COSTS?

MARQ Concierge can help with styling, marketing, maintenance, landscaping, painting, building and pest reports, solicitors fees and moving costs – ask your agent about MARQ Concierge today.

Property presentation

Presentation is a critical part of the selling process. We can help you take care of important presentation details; touching up paintwork, enlisting the services of carpenters, plumbers or electricians to attend to repairs, or a gardener to keep the outside immaculate. Investing a little time and money upfront to get the presentation right reassures potential buyers that your property is in good shape. Over the years, we've built trusted relationships with local tradespeople in every field and we can take care of it all for you.

We can take the stress out of preparing and presenting your property for sale by recommending the services of a professional stylist. They will step in to assess and address every factor in pre-sale preparation, styling, construction, and renovation design for your property.

Your home should be spotlessly clean for the inspections. Before your first open inspection, it's a good idea to have your property professionally cleaned from top to bottom. Cleaners can also take away the pressure of subsequent inspection times – especially if you have to clean up after kids and pets.

Open homes and inspections

The idea of inviting strangers into your home may feel daunting. Our advice is to prepare your property for the open inspection and then head out for a coffee, taking any pets with you. Potential buyers love to inspect and speak freely to us, and we find they're more open if you're not there. We know you'll be anxious to hear the inspection results, so we give you immediate feedback, including:

- Attendance
- Contracts issued
- Repeat visits
- Buyer feedback

We'll meet with you every week throughout the campaign to discuss progress, sale strategy, offers and progress of your campaign. We also provide a comprehensive weekly report, including digital and social activity, marketing campaign status, positive and negative buyer feedback and prospective buyer status.



Finalising the sale of your property

STEP 1: EXCHANGE OF CONTRACTS

The first step towards settlement to make the sale legal is to exchange sale contracts. There will be two copies of the sale contract – one for the buyer and one for the seller. Each party signs one copy which are then exchanged. This process is usually done by your real estate agent, a solicitor or a conveyancer.

Exchanging contracts is important because:

- The buyer and seller are not legally bound until signed copies of the contract are exchanged (subject to cooling off periods and whether the contract is conditional/unconditional).
- If you sold your property at auction, there is no cooling off period and the buyer is legally bound to purchase the property once the contract is signed and exchanged.
- If you have sold by private treaty, there may be a five day cooling off period. This can be waived, extended or reduced but it would need to be determined in the contract.
- On most occasions, there is no cooling off period for a seller once the contracts have been exchanged. They are bound to complete the agreement.

STEP 2: PREPARE FOR SETTLEMENT

Times between the exchange of contract and settlement differs depending on the circumstances of the parties involved. On average, it will take around six weeks until settlement, which usually allows time for buyers to arrange finance and for the seller to meet any special conditions details in the contract of sale.

This could include if a seller must undertake maintenance or fix anything that is not in good working order in the property. As a seller, these tasks are required to be completed before settlement otherwise transfer of the property may be delayed or at risk of falling through.



STEP 3: PRE-SETTLEMENT INSPECTION

In the weeks and days leading up to settlement, the buyer will be able to inspect the property. While a pre-settlement inspection is not compulsory, most buyers are keen to ensure the property is as it was when they first inspected it and that no damage or issues have arisen since they signed the contract. It is worth noting that pre-settlement inspections are not a time to negotiate additional minor fixes or cleaning unless it has already been stated in the contract. Buyers may also use the time to measure spaces to see if their furniture and personal effects will fit come move-in day.

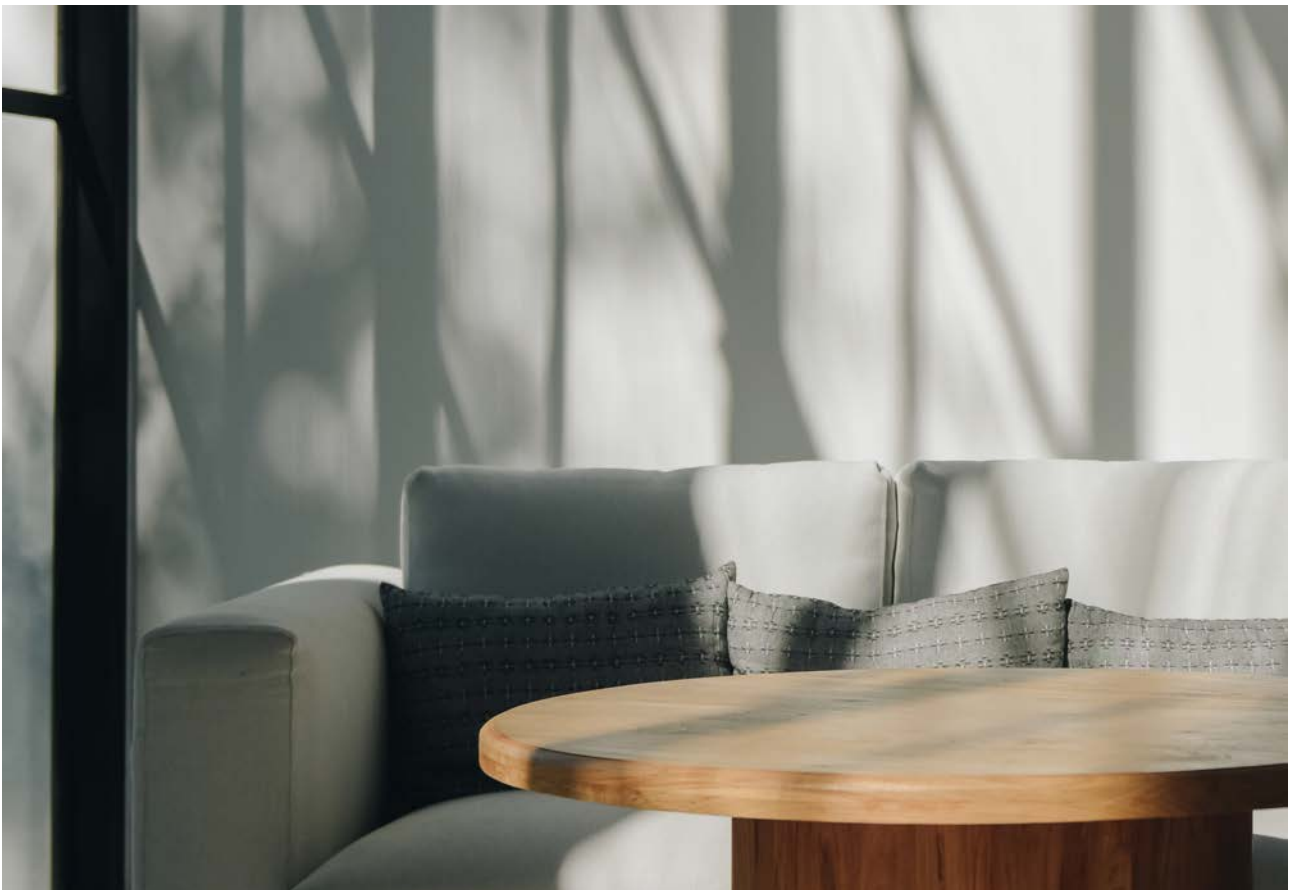
STEP 4: TRANSFER DOCUMENTATION

Settlement will take place on a day agreed by the buyer and seller. On this day, the seller's conveyancer or solicitor will contact the agent for the buyer to ensure the conditions of the contract have been met. The two representatives will arrange for the balance of the loan to be paid off and the buyer's home loan to be registered against the title of the property.

Payment of outstanding property tax, land transfer duty and water rates will be organised by the seller's conveyancer. Once paid, the transfer documents will be finalised and lodged with the land registration office. In the ACT, this is the Australian Capital Territory Land Information System (ACTLIS).

STEP 5: SETTLEMENT

Once the change of ownership is complete, the seller's representative will notify them and the lender will provide a summary of their loan repayment, interest, any penalties necessary to finalise the home loan debt and discharge the mortgage. After this process, the property is deemed sold.





TO US, YOU'RE NOT JUST BUYERS OR SELLERS

You're dreamers, movers and shakers, explorers, masterchefs in the making, future Olympians and aspiring CEOs. You're Tik Tok stars, graduates, green thumbs and fitness fanatics.

We make it our business to know you. And we're on the journey with you when it comes to buying, selling or renting a place that you call home.

[MARQPROPERTY.COM.AU](https://marqproperty.com.au)

MARQ
HUMAN IN EVERYTHING WE DO