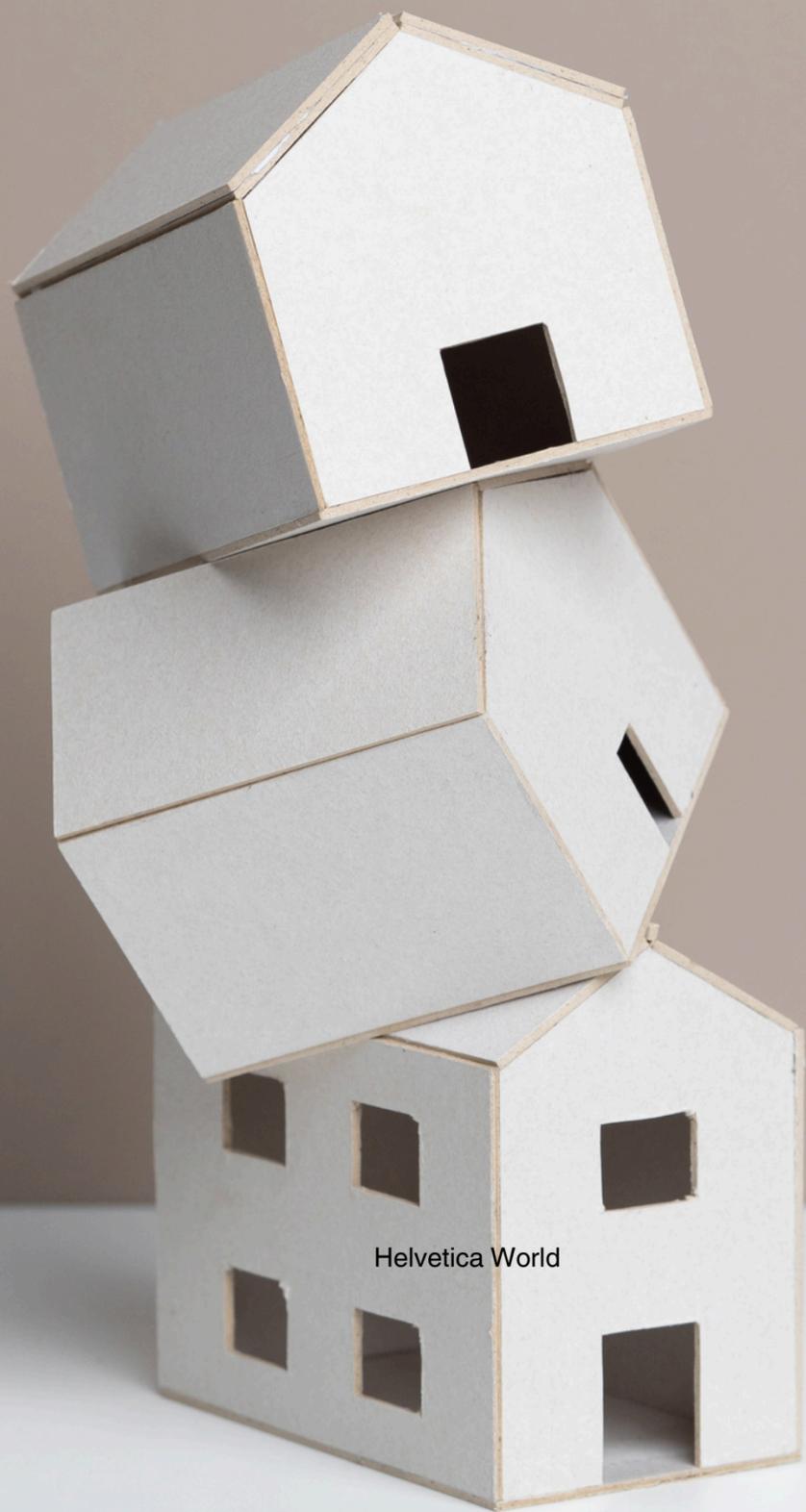


Your Personal *Checklist*

Sell Your Home for More



Helvetica World

Tanya Leschev

Vendor Advocate



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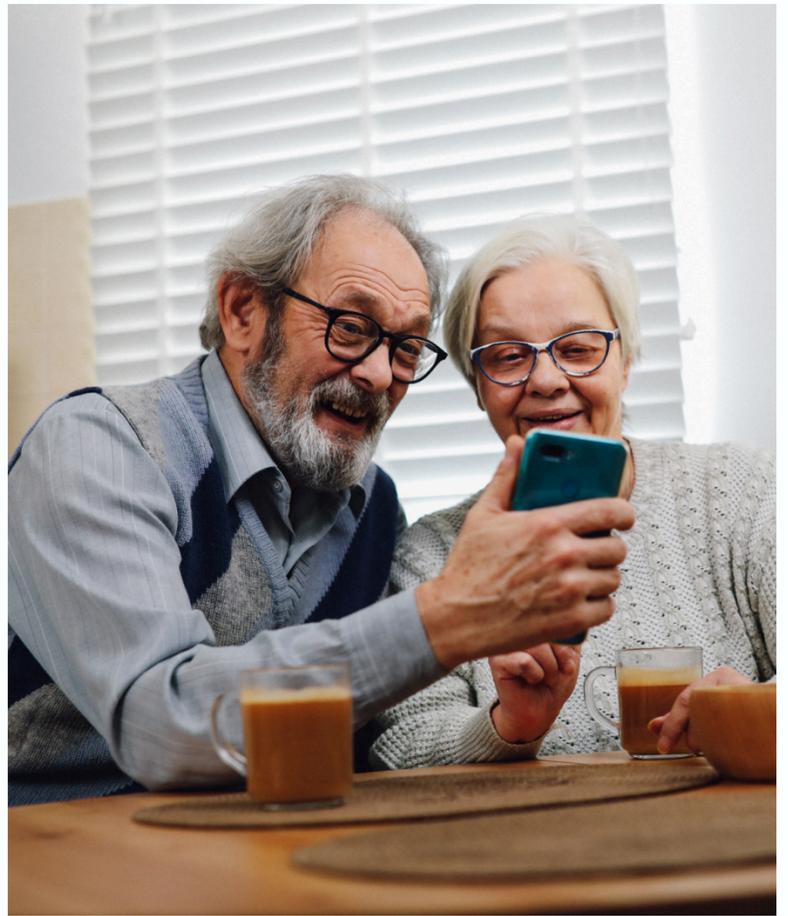
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KNOW YOUR *Local Market*

Knowing your local market is essential for a successful sale.

Researching similar properties and recent sales gives you a clearer idea of your home's value and competition. This helps you set realistic expectations, price confidently, and avoid relying only on agent appraisals.

With the right knowledge, you'll be better positioned to attract serious buyers and secure a strong result.



KEY STEPS:

Stay Informed with Property Alerts:



Use platforms like REA and Domain to set alerts for homes similar to yours. This keeps you up to date with new listings and market activity in your area.

Build a Sales Comparison Sheet:



Create a simple spreadsheet to record sales of similar properties. Note whether each home is superior, inferior, or comparable to yours. Include both the agent's price guide and the final sale result.

Get Inspired at Open Homes:



Visit at least five open homes to see how other sellers are presenting their properties. Look closely at layout, styling, and standout features.

Understand Buyer Behaviour at Auctions:



Go to at least two auctions to get a feel for buyer interest and competition. Pay attention to how many people bid and what the property ends up selling for.

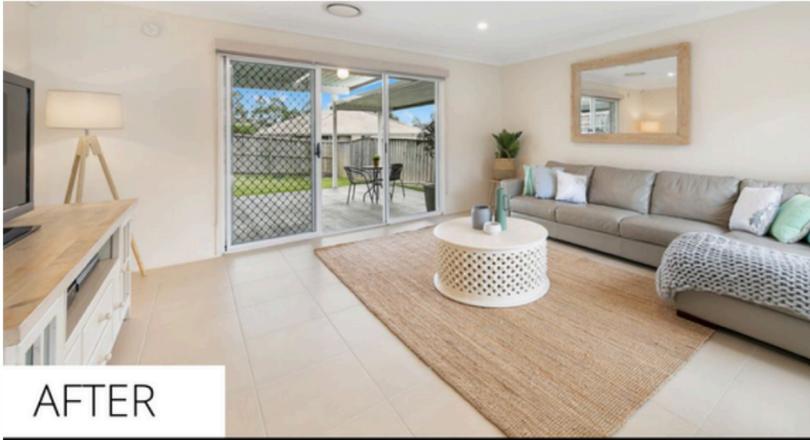
Estimate Your Home's Market Value:



Use the insights from your research to estimate your home's value, rather than relying entirely on an agent's appraisal.

VIEW YOUR HOME THROUGH A

Buyer's Eye



AFTER



BEFORE

Seeing your home through a buyer's eyes is key to making it truly market-ready. Personal touches or minor maintenance issues can distract buyers and reduce perceived value.

Simple updates, decluttering, and small repairs can make a big impact on first impressions. A clean, neutral space helps buyers imagine themselves living there making your home more appealing to a wider audience.

KEY STEPS:

Create a Neutral Space:



Walk through your home with fresh eyes and remove personal items to help buyers picture themselves living there. Repaint bold feature walls and refresh outdated colour schemes to appeal to more people.

Declutter with Purpose:



Tackle one room at a time, removing anything that feels crowded or unnecessary. Book a council cleanup, or donate/sell items in good condition to clear out your space efficiently.

Fix the Little Things:



Make a list of minor repairs like peeling paint, dripping taps, or signs of mould. These simple fixes can make a big difference in how buyers perceive the overall care of your home.

Get a Second Opinion:

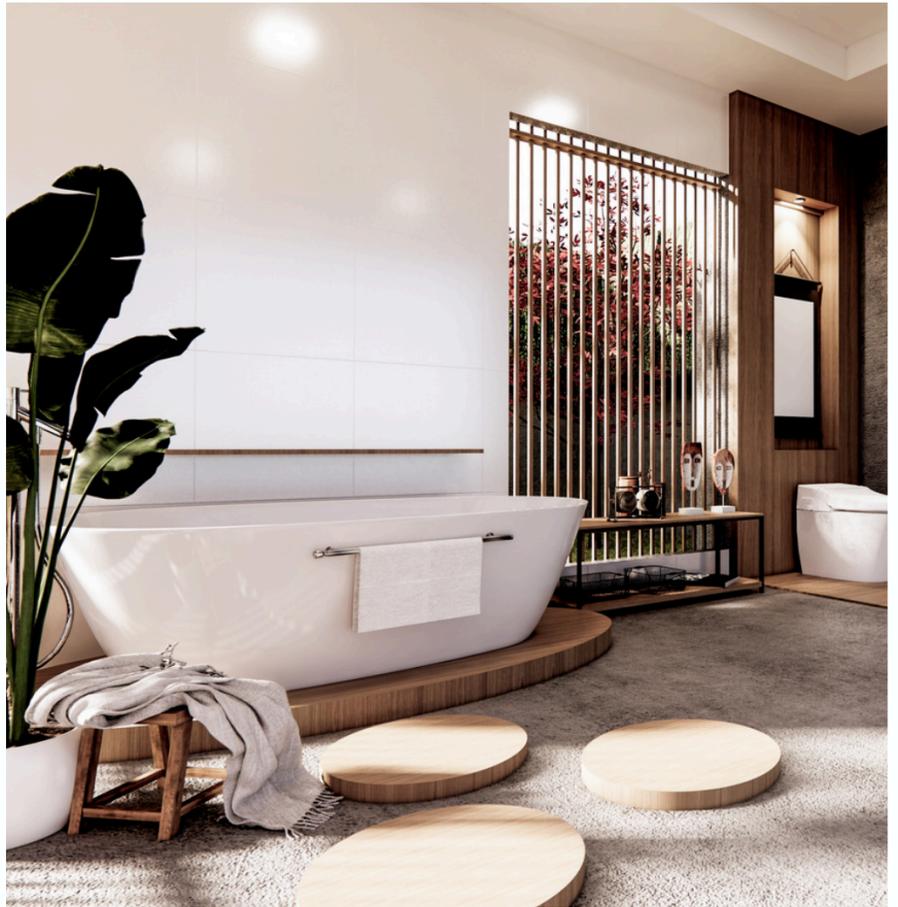


Ask a trusted friend or engage a professional—like a Vendor Advocate—for honest, objective feedback on your property's presentation. A fresh perspective can highlight things you might miss.

HELP BUYERS FALL IN LOVE AT *First Sight*

Proper preparation plays a crucial role in boosting your home's appeal and value. Whether it's taking care of repairs or investing in professional styling, every step you take helps create a stronger emotional connection for potential buyers.

A thoughtfully presented home stands out in the market, draws more attention, and can lead to multiple offers—often resulting in a higher final sale price.



KEY STEPS:



Get Expert Advice:

Partner with a Vendor Advocate or property stylist to identify the updates that will make the biggest impact on buyers.



Line Up Trades Early:

Gather quotes and book in any essential repairs or upgrades ahead of time. Good tradespeople can be in high demand, so planning early helps avoid delays and ensures your property is ready before marketing begins.



Invest in Styling:

If your furniture feels heavy or outdated, consider hiring a stylist or renting modern pieces. A well-presented home can spark emotional interest and stronger offers.



Boost Street & Buyer Appeal:

Simple touches like fresh flowers, updated fixtures, and a neat garden can go a long way in creating a lasting first impression.

ENGAGE A CONVEYANCER OR *Property Lawyer*



A smooth property sale starts with the right legal support.

Hiring a property lawyer or conveyancer early ensures your documents are prepared correctly and any legal issues are identified upfront.

Taking this step helps prevent unnecessary delays and gives buyers added confidence that the sale will proceed without complications.

KEY STEPS:

Explore Your Legal Options:



Choose between a property lawyer or a licensed conveyancer. Lawyers are well-suited for more complex matters, while conveyancers are a cost-effective choice for simpler, straightforward sales.

Research Legal Experts:



Contact a few lawyers or conveyancers to compare experience, fees, and communication style. Choose someone who explains the process clearly and gives you confidence. We're happy to recommend trusted professionals to support your sale.

Get Your Contract Ready:



Make sure the Contract of Sale and all required documents are prepared before your property goes live. Having everything in place early prevents delays with marketing and ensures a smoother sales process from the start.

SELECT THE PERFECT AGENT OR *Vendor Advocate*

Choosing the right agent is one of the most important decisions you'll make. A great agent will go the extra mile to market your home, attract serious buyers, and negotiate the best possible result. The wrong agent, however, can lead to missed opportunities and cost you thousands.

Working with a Vendor Advocate takes the guesswork out ensuring you're matched with a top-performing agent, minus the stress.



KEY STEPS:

Interview Agents:



Speak with at least three agents to compare their approach. Ask about their experience, marketing plans, commission rates, and what sets them apart from the rest.

Take Your Time:



Choose an agent who listens, communicates openly, and supports your timeline. Avoid those who apply pressure or rush you into making decisions before you're ready.

Consider a Vendor Advocate:



A Vendor Advocate takes the stress out of choosing the right agent by managing the selection process for you. They ensure you're partnered with someone who aligns with your goals—at no cost to you, as their fee comes from the agent's commission.

PREPARE YOUR PROPERTY FOR *Marketing Success*



Marketing is your home's first chance to impress potential buyers.

Professional photos, compelling descriptions, and the right online presence help generate interest and excitement.

Taking time to prepare your home properly ensures it looks its best and stands out from the competition.

KEY STEPS:



Plan Your Marketing Strategy:

Work with your agent or Vendor Advocate to choose the most effective platforms to showcase your property and reach the right buyers.



Book Professional Photography:

Ensure your agent uses a skilled real estate photographer, and get your home looking its best. Focus on key areas like the exterior, kitchen, bathrooms, living spaces, and select bedrooms.



Stage the Property:

Make sure your home is photo-ready by deep cleaning, decluttering, and arranging furniture and decor to highlight its best features and maximise visual appeal.



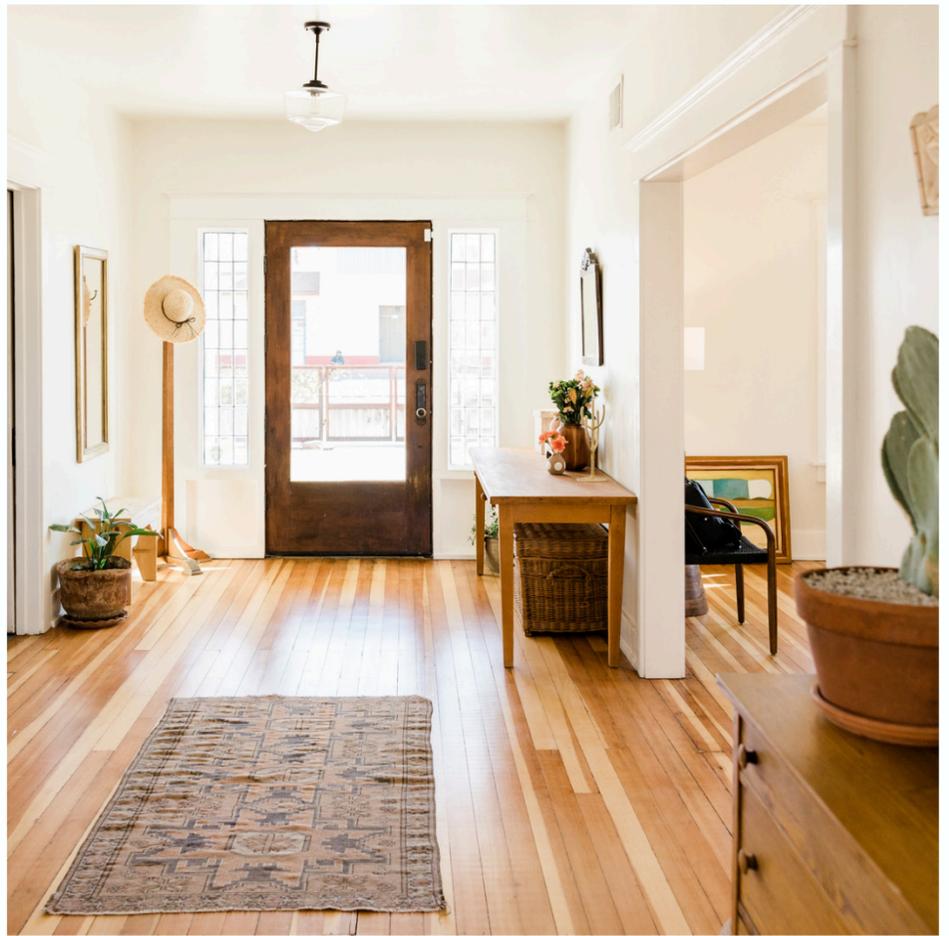
Consider Video Marketing:

Video isn't essential for every property. Talk with your agent or Advocate to decide if it's the right fit and whether it will add value to your campaign.

CREATE A WINNING FIRST *Open Home Experience*

The first open home sets the tone and can spark an emotional connection with buyers. Creating a warm, inviting space helps them picture themselves living there.

Simple touches like fresh flowers, soft music, stylish cushions, and sheer curtains can make a big difference in how your home is perceived—and how motivated buyers feel to act.



KEY STEPS:



Create Ambience:

Use fresh flowers, gentle candle scents, and soft background music to make the space feel warm and inviting.



Maximise Natural Light:

Open all curtains, blinds, and windows to let in fresh air and natural light. Switch on all lights to create a bright, welcoming atmosphere.



Plan to Leave:

Head out 30 minutes before the inspection to avoid awkward interactions with early arrivals



Extra Tips

If your home appeals to families, consider placing freshly baked cookies or healthy treats for buyers to enjoy. Ask the agent to offer them during inspections. Prepare a few gifts to hand out to interested buyers and make sure it includes something for children.

Navigating offers can be both exciting and overwhelming.

Knowing how to negotiate and when to accept is crucial to achieving the best result. Being well-prepared and open to flexibility gives you the edge in securing the highest possible sale price.

It's important to consider not just the price, but also the conditions, timing, and the buyer's level of commitment to ensure a smooth and successful sale.



KEY STEPS:

Which Sale Method is Right for You:



Choose between selling by auction or private treaty. Each method has its benefits, and the right choice will depend on your property, your goals, and current market conditions.

Weighing Your Options:



Be ready to negotiate. If there are multiple buyers, consider using techniques like a "silent auction" or requesting "best and final offers" to drive competition and maximise the final sale price.

Setting a Strategic Reserve:



If selling at auction, collaborate with your Advocate to set a reserve price that's both realistic and aspirational. Aim high—but stay grounded—to ensure you don't undersell your property.

Remain Open to Offers:



Stay open to strong pre-auction offers, but only proceed if the terms align with your goals and deliver the result you're aiming for.

IT'S TIME TO *Celebrate the Sale*



Selling your home is a meaningful milestone—one that deserves to be celebrated.

Take a moment to honour the journey, the memories, and the effort it took to get here. You've achieved something truly special.

Now, with a full heart, look ahead to the exciting new chapter waiting for you.

Embrace the Achievement:



Place the “**SOLD**” sticker on the board and take a moment to appreciate the success—your home has officially sold!

Celebrate Your Moment:



Pop the champagne, take a deep breath, and truly soak it all in—your home is sold, and your journey has come full circle. This is more than just a sale—it's a beautiful achievement, and you deserve every bit of joy that comes with it.

WHAT ARE THE BENEFITS IN *Working With Us*

I have over 25 years of experience in the property industry in the following key areas

- **property investing**
- **renovating**
- **sales**
- **property management**
- **property styling**

Here is the first property I purchased in Beecroft to renovate in 2003.



Purchased
for \$530

Sold
for \$760



If only I had a vendor advocate back then to help me with the process. I missed out on at least \$100K in my pocket. I experienced all the risks associated with selling a property.

THE RISKS OF NOT ENGAGING A

Vendor Advocate

Choosing the Wrong Agent



Without expert guidance, vendors may choose an agent based on personality or low commission rather than proven performance.

A poor agent choice can result in underquoting, weak negotiation, or a lack of urgency in the sales process.

Underselling the Property



Without market expertise, vendors may accept offers below market value or set unrealistic price expectations.

Missed opportunities to strategically position or price the home to maximise competition.

Poor Marketing Decisions



Vendors may not know which marketing strategies yield the best return.

Risk of paying for expensive campaigns that aren't targeted or effective.

Inconsistent presentation, missed buyer exposure, or inadequate photography/staging.

Paying Too Much in Commission



Many vendors don't realise that commission rates are negotiable.

Without an advocate's help, they may agree to higher fees without added value.

Wasted Time and Stress



Handling multiple agents, buyer enquiries, and open homes alone can be overwhelming.

Lack of experience can lead to delays in decision-making, missteps, or unnecessary stress.

BUT THERE IS MORE

Lack of Independent Support



Real estate agents work for themselves and may prioritise a quick sale over the best outcome.

A Vendor Advocate offers independent, unbiased advice solely in the vendor's best interest.

Ineffective Negotiation



Without support, vendors may not know how to push for better offers or handle multiple buyers.

They may accept the first offer or miss strategies like “best and final” or “silent auctions.”

Overlooking Key Preparation Steps



Vendors may skip pre-sale improvements or staging that could significantly increase the sale price.

A good advocate coordinates trades, styling, and presentation for maximum impact.

We hope this checklist has given you some clarity and helpful guidance.

If you're feeling a little overwhelmed or unsure about the next steps, please know you don't have to go through it alone.

We're here to support you every step of the way.

Feel free to book a friendly 30-minute phone chat with us.

We're happy to answer any questions and help make the process easier for you.

