

## SELLERS GUIDE

### ***Selling with PropertyVisa***

Why should I sell my property with PropertyVisa?

No Commission. That's right, NO COMMISSION.

Every property is allocated an experienced property manager. You are in control at all times and your conveyer or solicitor will update the property progress. See below how the system works

[picture]

There are no hidden charges or administration costs. All technical improvements and description changes are undertaken FREE of charge by our property managers.

Maximum exposure and PropertyVisa do virtually everything that a normal estate agent does.

Easy, quick and painless registration process.

The service is also risk free. A residential or commercial property listing will be displayed on PropertyVisa until the property is sold. The property will be displayed as 'under offer' or as 'sold' on the website to inform other potential buyers. The property status will be updated by the PropertyVisa.

### ***The selling process***

1. Preparing to sell
  - choose a real estate agent
  - prepare a contract for sale
2. Place property on the market
  - organise for buyers to inspect
  - review offers and negotiate price
3. Exchange Contracts
  - Sign a contract of sale
  - Conveyancing begins
4. Settlement
  - receive monies
  - transfer of legal ownership
  - hand over keys
  - disconnect utilities
  - pay commission to real estate agent

It really couldn't be quicker or easier to sign up to PropertyVisa. The selling process progress bar is displayed on your account on PropertyVisa. Progress will be updated by your conveyer as part of the service. The steps required for the selling a property can be viewed [here](#).

There are no hidden charges or administration costs. If you have any questions, queries or concerns, you can personally speak to one of our representatives at PropertyVisa – see our [contact page](#).

### ***Seller's Conveyancing Checklist***

Here is a general checklist of items covering the conveyancing process for the sale of real estate. It will not cover every situation and should only be used as a guide for discussions with your conveyancer or solicitor.

- Certificate of Title check
- preparation of vendors statement
- preparation of contract

- mortgagee details and arrange discharge
- deposit - notice of release plus transfer confirmation
- ensure conditions of contract are fulfilled by parties by the due dates
- review adjustments statement
- preparation of vendors settlement statement
- payment of outstanding rates and taxes prior to settlement
- attend and complete settlement
- calculate costs and disbursements
- send notice of disposition to authorities
- ongoing liaison with purchaser's conveyancer
- confirmation of registration of transfer

## ***How to value your home***

The value of a property is ultimately decided by the seller.

Let that bit of information sink in.

Now, before you settle on an extortionate figure, remember that your chances of a sale will be greatly reduced if your valuation of a property is north of half a million.

There are a number of ways to decide what you're going to value your property at;

Ask people who recently moved into the neighbourhood how much they paid for the property. Glance through property listing websites and look at estate agents' windows for similar properties.

Consider investing in a chartered surveyor to give you an accurate valuation.

Get the valuation of an estate agent. Even if you decide not to go through an estate agent you could still get the free valuations of a number of agents for your information.

If you are looking for a new home, check to see the prices of properties similar to your own.

If your property does not sell after a long time, then you need to consider investigating further into the price tag you placed on the market.

## ***Estate agents***

Many people are unaware that they can utilise the services of more than 1 estate agent to sell their property. However, this depends on the type of contract you have with them. Proceed with caution. As with all contracts, read thoroughly and seek clarification on anything that is confusing before you put pen to paper.

There are 5 different types of contract you could sign with an estate agent;

1. *Exclusive agency agreement* is most commonly used to sell residential real estate, you are giving the agent the exclusive right to sell your property. While the exclusive agency agreement is current and someone else sells the property (including yourself) the agent is entitled to be paid the agreed commission.
2. *Sole agency agreement* is very similar to the exclusive agency except that it gives you the right to sell the property yourself without being liable to the agent for a commission.
3. *Multiple listing agreement* allows the agent who may be part of a network of agents working together to sell the property. You only pay a commission to the agent who you have signed the listing agreement with.
4. *Auction agency agreement* is used when the property is to be sold by auction. It is similar to an exclusive agency in that you give exclusive right to the agent to sell the property by auction.

5. Open agency agreement will allow you to list with any number of agents you wish. You only pay a commission to the agent who finds the buyer for your property.

Your best option is to have no agreement with any estate agent and the next best is to consider an open agency agreement. However you decide, if the property sells through an agency, you will be taxed by paying commissions to that agency.

## ***Prepare for viewings***

First impressions are paramount so lavish particular attention and care on those things that will form the viewer's first impressions of the property. This includes the exterior of the property as well as the immediate entrance of the house. If even the most basic jobs are left wanting, potential buyers may develop larger maintenance concerns.

### Exterior

If you have a garden, give it a comprehensive face-lift.

Do not park your car on the driveway, if you have one. Your aim is to remove any potential obstacles between the property and the buyer. Clean the driveway and make it presentable.

If your gate has come off its hinges and is being held up by string, replace it.

Give your front door a fresh lick of paint or a thorough cleaning. While you're at it, clean your windows. Don't forget to do the same on the inside. Get on those rubber gloves and clean out the gutters and drains.

### Interior

This is the time to do all those little odd jobs that you have been putting off;

Paint the skirting boards.

Shampoo the carpets. Have this done professionally through choosing this service through PropertyVisa.

Stick that peeling wallpaper back up.

A viewer will also want to see the potential that a property has so fashion extra space by removing clutter. Ideally you want to get the buyer to imagine how nice their things would look in the property.

Hang up a mirror in your entrance hall to create the illusion of depth and space.

If your garden is immaculate and beautiful then leave open the curtains in the rooms looking out over it to show-off the great view.

Spring clean the entire house. Get into every nook and cranny

## ***Showing a viewer your property***

Just take a minute to think about what it actually means when a potential buyer is taking the step of coming round to view your property. It means that something has already hooked their attention in a positive manner. Don't disappoint by not being there.

Based on how you present the property, the viewer will either have his enthusiasm justified, or proven wildly misplaced. Basically it is in your hands, so make sure that you have done absolutely everything you can possibly do to reel in the viewer.

Here are some tried and tested recommendations from PropertyVisa for when you are showing a viewer around your house;

In hot weather, have the air conditioning turned on but make sure it is just right. Keep it fresh and welcoming. Do the opposite in the winter or in cold weather.

You can make the house smell attractive, homely and inviting by baking fresh bread or grounding coffee beans. Having fresh flowers in each room is also effective. With small rooms open the door and let the viewer walk in first. With large rooms, enter yourself first and then lead the viewer in.

Psychologists talk about the primacy and recency effect. This states that when presented with a list of information people tend to recall those items from the end of the list and the beginning of the list better than those in the middle. Utilise this principle by beginning and ending the tour with the 2 best rooms of the property.

Remove the things that you definitely do not want to include as part of the sale. You can almost guarantee that the chandelier you love, and are planning on taking with you to your new home, will become a bone of contention during negotiations with a viewer who has also fallen in love with it.

If you have any pets keep them out of the way during the viewing as they can often act as a distraction and hindrance. Have them removed from the property if they are of any danger to strangers.

Make sure that all the rubbish and trash has been taken out.

Tips for safety & security

Never let someone view your property that does not have an appointment.  
Have a friend or partner with you when showing a viewer around.  
Don't leave valuables lying around.

## ***Offers, acceptance & completion***

Effective negotiation is about finding out the situation of the potential buyer and analysing how well it fits in with your own aims.

Don't forget that just as your aim is to sell the property for the maximum possible price, the buyer's aim will be to buy it for the lowest. Have a figure in mind of how low you are willing to drop the price of the house. Do not disclose this figure to any potential buyers.

To aid your negotiations it may be useful to find out the following about your potential buyer;

If they are in a rush to move (e.g. to take up a new job).  
How long they have been searching for a property?  
Are they cash buyer?

Do they have finance in place?

NB – It is important to avoid any verbal offers. Ask the buyer to make his offer in writing through PropertyVisa.

After accepting an offer the process of exchanging paperwork and legal documents begins. There is now a binding contract between you and the buyer.

On moving day, as a gesture of good will, make sure you leave the house in a state that you would like to find it. Tidy up and don't hand over the keys until your solicitor tells you that the money has actually been received.

Congratulations, your home has been sold.