


Rodwells

A NUTRIEN AG SOLUTIONS BUSINESS

THE EMOTIONAL ROLLERCOASTER OF SELLING
YOUR HOME

A roller coaster car with several passengers is shown on a track, set against a vibrant sunset sky. The car is tilted upwards, and the passengers appear to be enjoying the ride. The track is red and the sky transitions from orange to blue.

How you may feel as the marketing of your home progresses... and how you can help.

THE EMOTIONAL ROLLERCOASTER OF SELLING YOUR HOME

IN THE BEGINNING

There is excitement. There is plenty of office activity - photography, signboards, team previews, internet advertisements, and the first advertisements have been placed. There are often plenty of people through with initial inspections and the first open home. There is usually plenty of communication with your consultant during this period. All is going according to plan.

DOWN THE TRACK, AND INTEREST HAS EASED.

Once the initial flow of activity is over, we find that some people can feel a real let down because no one has rushed in and offered top prices for their home. If you've had a reasonable number of people through but activity is starting to wane, it is worthwhile to review the marketing with your consultant or your manager, and discuss the activity and response you've had. If you are conducting an auction or 3 phase marketing plan, don't forget it's only the first stage. Buyers are often waiting for the auction day. If you haven't had lots of potential buyers through, remember that it's not a reflection on you or your home. Talk to your consultant in terms of current demand, the type of market you are selling in, and keep the average days on market for your area always in perspective.

MID-WEEK AND THERE'S NO ONE AROUND.

We find that some vendors get concerned that there is less activity during the week. This is not a problem. The Tasmanian market is very focused on open homes and the "weekend search". It's actually better for you, your consultant and potential buyers that activity is mainly during weekends.

Just remember, we encourage buyers to inspect properties during the week. If anyone wants to see your home mid- week, we will be only too happy to show them.

DON'T GIVE UP... YOU CAN HELP WITH MARKETING.

- ① Keep your home looking its best - you should already have our "Making Your Home More Saleable" checklist.
- ② Give all the help you can with price, taking into account the information that you have been given about comparable sales and the market. This should be under continuing review.
- ③ Let your consultant know what you're thinking.
- ④ Contribute to any part of the marketing you wish. Better headlines in the advertisements perhaps and point out any special features you consider your home to have or any other ideas you have.

NEGOTIATING.

The buyer is there. A written offer is made. In properly considering any offer, make sure you feel comfortable with the information you have. Your consultant will be working closely with you through the negotiation process. A Rodwells Real Estate consultant will be trying to get you the highest price possible.

USE ALL THE INFORMATION WHEN MAKING DECISIONS.

- ① The number of people through.
- ② Time on the market.
- ③ The marketing that's been done.
- ④ Open home activity.
- ⑤ Price: how was it established?

ONCE YOU'VE SIGNED A CONTRACT

Start planning. Over the years, we've found some vendors don't really feel a sense of relief, but almost an "anti climax". Selling your home is an emotional process, and it would be normal to have a flat period soon after selling. You don't have to have it, but some people do.

Relax. You have sold using a process that involves you as much as possible. You made the right decision, now it's time to move on. Your lawyer handles the process from here, but don't hesitate to call us for anything you need or are unsure of. Unfortunately, we are often not privy to everything that's happening during this period, but we will do anything we can to assist.

We can recommend carriers, cleaners, plumbers, electricians, builders, handymen, or valuers. If there is something not clear to you, ring and ask for your consultant or manager. Selling your home is an emotional time... and communication with your consultant is vital. It can be a long haul. Put it in perspective with the average time it takes to sell a property in your area. Make sure the marketing pieces all fit... advertising, open days, promotional support and price. Then, be patient.

AUCTION MARKETING

People are interested but there are no offers Sometimes you may feel it's not working. We've had potential buyers through, we're getting feedback on the house and what people think of it ... but no-one has even made an offer. Remember, if you are feeling like this, it may be you've only been 2 to 3 weeks on the market. This may not be a long time in terms of the average selling time in your area at the moment. Tell your consultant how you feel. Slow activity is not a reflection on you or your home.

PRE-AUCTION BUTTERFLIES

You may feel nervousness because you have a feeling of being "on show". Remember that there will be no surprises and your preauction briefing meeting will sum up all the activity so far. You'll know what's happening all the way.

If an offer comes before auction, consider these...

- Activity so far.
- Other interest.
- Time to the auction day.

Then make your decision. And, remember, it is your decision. We can only present the offer, and provide you with as much information as possible to assist you.

AUCTION DAY JITTERS

The "on show" nerves can come again. It's not you or your house on show, and it should not be taken personally if no one bids. See it as a time of gathering up all the activity and results that have taken place up to the auction day.

AFTER AUCTION DAY BLUES

The activity that reached its pinnacle at the auction may have died down but your consultant will be working with all those that went through but didn't bid or come to the auction.

PRICE

Sometimes, we recommend not to put a price on straight away - better to keep working with the interested parties. Once that interest has been followed, then put a price on. Have patience here - a high percentage of auctions are bought within a few days of the auction. Yours may be one of them.