



Put your money where your house is!

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Marketing tips for the seller

You don't get a second chance to make a first impression.

Put yourself in the buyer's shoes – would you buy your own property in its current condition at your asking price?

Check list:

Garden and yard:	Remove clutter and rubbish, trim, cut and weed the garden. Mow the lawn and edge walks.
Exterior of house	Paint, wash and repair gutters, down pipes, windows, windowsills, paving, front and back door and any railings.
Entrance to the property and buildings	Ensure it is neat, clean and fresh. Curb appeal can make or break a deal. This is the first impression that greets the buyer. A little effort (washing, rinsing, refreshing paint and doing touch ups and or repairs) goes a long way to reduce the risks of receiving lower offers due to poor condition and visible neglect, which can contribute to creating a reason for the buyer to offer a lower price to allow for cleaning or upgrading the property after purchase.
Inside the buildings	<p>Remove clutter in all areas (house and outbuildings) to enhance the available space which the property offers to the inhabitants. Check all electrical outlets: switches, plugs and light bulbs. Repair and/or replace to ensure it is in a working condition.</p> <p>Plumbing should also be checked: dripping taps and leaking toilets. Fix. As the saying goes: The kitchen and bathrooms sells a house.</p> <p>Bathrooms: Neat, spotless and fresh.</p> <p>Kitchen – the stove, floor, lights and cupboard doors should be spotless. Clear work space. Untidy and over stocked cupboards indicate inadequate storage space. (Buyers sometimes do open cupboards to check the size of the space available. This is also one of the buying signals!)</p> <p>Oil hinges, tighten door knobs and attach loose pelmets / curtain rails to walls.</p> <p>Garage: Clean inside and tidy up. Wash doors and windows. Clean floor.</p> <p>Pool : Sparkling and bright.</p>

Helpful hints when buyers view your property

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Tips on how to assist the agent during viewing times with buyers

Buyers often feel like intruders when they view properties. Help make them feel welcome and at ease – they can only make a decision about your property if they can view every aspect of it without feeling they are interrupting your activities.

The appointment has been set and you are expecting the agent. Be prepared. Allow time for delay. The pace at which different buyers view differs and it is not always possible for the agent to be exactly on time, especially if they are viewing a few properties at a time.

- ✓ If possible, move the whole family to one area, e.g. living area – in summer outside. All other rooms should be open and accessible.
- ✓ Free the house of odours – open windows – also to create air flow. Strong odours of cooking or smoking can ruin a sale. Make sure your home is fresh during viewings.
- ✓ During the day – Sunlight brightens a room. Draw back the curtains to let sunshine and/ or light in.
- ✓ In the evenings: Switch on all the lights in and around the house during the entire viewing. It creates a very welcoming and warm, luxurious feeling.
- ✓ Highlight special features of your home, e.g. switch on water features, pool light etc.
- ✓ Create atmosphere, e.g. if you have an entertainment area, put out the chairs, hang out a fresh swimming towel or two, open up the umbrella, etc.
- ✓ Don't walk with the agent. The agent knows what the buyers want – the reason why they are at your home. The agent has the listing information at hand. If more information is needed from the seller, the agent will ask.
- ✓ You do not have to sell your house to the buyers. The agent has been appointed to do that. The features of your home that is pertinent to the buyer's needs will be stressed and pointed out by the agent.
- ✓ Should the agent ask for more or specific information (that the buyer requires) during the viewing, keep it factual, short and to the point.

We are working for you – we're in this together and we have your best interests at heart.

Contact us, should you be uncertain about any aspect of the sale of your home.

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