



how to
sell
your home for
more

Ray Wood

The essential guide to making your next property sale or purchase a stunning success!



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Hello and welcome!

What an important role real estate plays in our lives. For many of us, our ambitions, hopes and dreams are emotionally woven into property and what it can do for us. What else can we own, use every day and is essential to our needs, has the remarkable potential to appreciate in value over time? Is it any wonder that anything involved with real estate has the power to stir emotions?

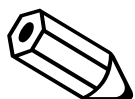
If you're selling or buying real estate soon or need to get a great home loan deal then I believe you're holding enough information in your hands right now to get you off to a flying start.

Property is wonderful because of its ability to help those who own it forge a solid base for future prosperity. Like so many of my industry colleagues, I've dedicated my career to helping people find the very best real estate solutions. Many tips and suggestions

are not new, but the real estate industry can sometimes forget there are those who have not bought or sold property before and will profit greatly from inside knowledge.

The three chapters of Selling, Buying and Money give you plenty of ideas, checklists, suggestions and strategies so you can get going as soon as you're ready.

Please keep in mind that when it comes to selling, buying and financing real estate, there is much to learn along the way. Seeking professional advice and guidance wherever you can will benefit you greatly. My mission is to provide some thoughts and ideas to get you started. If you are selling, buying or financing for the first time, do so with the knowledge that anyone who has enjoyed success with property made a decision to 'jump in' at some point. Every journey begins with a single step.



Thoughts are things and there is nothing like a book to generate creative inspiration. There are so many good ideas flowing through our heads at any time. My own books are filled with notes and highlights, ideas and thoughts. Some are really good (the idea to write this book and how I would title it came from a book!) and some are better left in a holding pattern until needed.

The great thing is that it really doesn't matter. It's better to jot down everything and record it. At the time it may not seem important but it might trigger something impressive when you read it later on.

When you write something down, it's there for good and valuable to re-visit. It's like our personal record of processing the information and what we came away with.

I've left as much space as I can for you to make as many notes as possible. There is a fair amount of information to consider and process, but you may well be struck with one simple idea that adds thousands to your sale price. Have some fun. Release your thoughts and let it become a virtual diary of ideas ●



Selling

Selling

Wow! How the world of real estate has changed! For decades, a real estate salesperson only needed to put up a 'for sale' sign, submit a few lines to the property section of the local newspaper and wait for the phone to ring.

Today we have the Internet, digital photos, floor plans, virtual tours, copywriters, buyer's agents and property presentation experts. A complete industry has been developed around the process of buying, selling and financing real estate.

It's true you may not need every 'bell and whistle' when you place your property on the market, but in such a high stakes game, it's essential to know what's available and how you, as the seller, can use it to your advantage.

Before we get into detail, here are 4 important points for sellers to consider.

Before we get into detail, here are 4 important points for sellers to consider.

1

Unlike everyday commodities, there is no recommended retail price on real estate. Ultimately, the price of any property will be almost completely influenced by local supply and demand and the skill of your agent. There are however, many ways to influence the outcome to ensure the best possible result.



2

Most buyer enquiries occur during the first few weeks after a property comes onto the market. This is because it's fresh news and it represents what we call the peak enquiry period.



Before we get into detail, here are 4 important points for sellers to consider.

3

Therefore, there is really only one opportunity to 'hit' the market correctly. To maximise your chance for success, you need everything going for you. Specifically, this means creating the highest quality and quantity buyer enquiry from day one and being fully prepared to document your sale if required. (keep in mind, your best offer may come quite early in your sale campaign)



4

Good quality images or photos are critical to marketing success. As we live in the digital age, the content and clarity of a photo has never been so important.



How to prepare for combat

Let's assume that your home won't be the only property on the market once you list it for sale. This means you'll be competing for buyers with every other property for sale in your area. This makes these other properties the enemy. Your enemy.

Essentially, anything and everything you can do to prepare for 'combat' is worth the effort. The title of this book caught your attention because you want to find out how to sell for more. Understanding that you are competing for buyers with

other properties for sale similar to yours is central to the mission.

The most successful real estate agents care a great deal about making sure their client, the seller, achieves the best possible sale result. It's a matter of professional pride that the best real estate sales people will do whatever it takes to help the seller sell for more, which in turn makes for a more fulfilling and rewarding real estate experience.

I'm passionate about marketing real estate and thrive on the opportunity to share my experience with property sellers to help them achieve the best possible result, but I also know that there is only so much I can do. The owners who do whatever is physically and economically possible are not only helping their agent but making a major contribution to their own success.

The most powerful real estate marketing weapon on the planet!

A quality and interesting digital image plays a major role in determining buyer enquiry levels and ultimate marketing success.

Buyers look at a photo because it's easier and more interesting. They look to get an instant idea of what the property is all about. They look to see if they can perhaps 'see themselves' in the picture. They may be guided by a written description to convey detail,

but a photo communicates so much more.

A quality photographic image carries far more appeal than the most well written piece of advertising copy. In fact, do you remember seeing a good advertisement without an image? That's why it costs more to advertise on Television than Radio. Advertisers know the power of the image. So let's combine this with the rise and rise of the Internet. The World Wide Web is a dynamic and immediate information source at our

fingertips twenty-four hours a day. Look at any real estate Internet website. Notice how the photo is always the main feature. The great thing about marketing property online is that we don't need to wait for the real estate section of the newspaper to be published before reaching property buyers with our message. It's virtually instant and buyers love the Internet because they can browse real estate for sale with complete anonymity.