Seller’s Guide
How to Successfully
Sell Your Property
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All links in our books are in this colour

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Your home is more than just a house.

It is a place where you experience the most intimate moments. It is a shelter for you and your beloved ones. It has a history written in your memory and heart.

Your home is a lifetime investment coupled with the strongest sentimental ties.

We understand that it deserves to be sold for the best price and with the least inconvenience to you.

Our Seller's Guide makes prepares you for selling your home at the best price. It explains pricing strategy, market reality, proper promotion, agent's involvement, different costs involved and gives many tips on how to prepare your house to impress buyers.
Private Selling

Do you anticipate selling privately in order to pocket the "savings" by not paying commission? If you do, please answer the following questions:

- Under what conditions will strangers be permitted to enter your home?
- Who will "Show" your home?
- How much will you budget for advertising?
- Who will write the adverts for your property and place them?
- Will you hire, make or buy signs?
- When will you advertise, and how often?
- How much deposit do you require?
- Who will ask the buyers for the deposit?
- Who would credit check the buyer and the agreement?
- At what point would you use a lawyer?
- How will you qualify the buyer financially?
- Buyers today buy by comparing other homes. Who will discuss these with buyers?
- Buyers may be reluctant to tell what they don't like about your home. How would you deal with any objection they may have?
- Buyers need to be followed up. How would you do this without appearing anxious to sell?
- What special conditions do you want?
- Do you have a pre-approval certificate?
- Legally, how is the property described and where are the title deeds located?
- How much will transfer costs be?
- What will the buyers monthly payments be?
- How long will you give the buyer to secure finance?
- Should you rather leave selling your home to a professional?
Selling A Home Is Teamwork

Selling a home quickly and for the highest price possible is achieved with:

- A plan of action
- Co-operation between motivated seller and a professional estate agent

The table below illustrates how seller and agent cooperate:

<table>
<thead>
<tr>
<th>Agent</th>
<th>Seller</th>
</tr>
</thead>
<tbody>
<tr>
<td>Notify owner of necessary repairs</td>
<td>Make necessary repairs</td>
</tr>
<tr>
<td>Present seller with all data on the market to determine the optimum price</td>
<td>Allow all marketing activities suggested by the agent</td>
</tr>
<tr>
<td>Assess market value</td>
<td>Review market activity</td>
</tr>
<tr>
<td>Price the house within 10% of the market value</td>
<td>Prepare to adjust the price to make it competitive and to create interest</td>
</tr>
<tr>
<td>Show property to potential qualified buyers only</td>
<td>Make property available for showing at all times</td>
</tr>
<tr>
<td>Inform seller of all activities</td>
<td>Notify agent of all enquiries</td>
</tr>
<tr>
<td>Give feedback on market response</td>
<td>Keep house in the best condition</td>
</tr>
<tr>
<td>Discuss all agent and buyer enquiries about the property</td>
<td>Give agents as much privacy as possible</td>
</tr>
<tr>
<td>Give tips on preparing the property for showhouse</td>
<td>Cooperate with the agent's requests for showhouse</td>
</tr>
</tbody>
</table>

Continue...
<table>
<thead>
<tr>
<th><strong>Agent</strong></th>
<th><strong>Seller</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Advise seller on showhouse response</td>
<td>Leave the property during showhouse</td>
</tr>
<tr>
<td>Advertise the property in newspaper, area and current buyer list</td>
<td>Obtain phone numbers from all interested buyers</td>
</tr>
<tr>
<td>Explain in detail contract to seller prior to offer</td>
<td>Review contract prior to offer so as not to delay sale</td>
</tr>
<tr>
<td>Present all offers</td>
<td>Review all offers</td>
</tr>
<tr>
<td>Secure the best possible offer</td>
<td>Listen to the market</td>
</tr>
<tr>
<td>Answer any questions</td>
<td>Keep an open mind</td>
</tr>
<tr>
<td>Try to meet seller’s needs on price, occupation and attempt to secure deposit</td>
<td>Stay positive, counter offer if necessary but cooperate with the agent to close the sale!</td>
</tr>
</tbody>
</table>
Why Real Estate Agent?

Beware of agents who will, at first, suggest a very high price, then after they have your listing, work the price down!

Never select agents based on the price they give you, but rather on the accurate information they supply to you and their ability to market your home to get you the best results!

A good real estate agent is a trained professional who cares about selling your home at the best price that the market can bear.

Look at the table below. It illustrates savings that you make by using an agent:

<table>
<thead>
<tr>
<th>What does Save Money when Using An Agent?</th>
<th>% Saving</th>
</tr>
</thead>
<tbody>
<tr>
<td>Higher sales price from a qualified agent</td>
<td>3 - 9.5%</td>
</tr>
<tr>
<td>Quicker sales save extra bond payments, rates and insurances</td>
<td>1 - 2%</td>
</tr>
<tr>
<td>Legal fees</td>
<td>1 - 3%</td>
</tr>
<tr>
<td>Advertising, signs, flags etc.</td>
<td>1 - 2%</td>
</tr>
<tr>
<td>Needless repairs and expenses</td>
<td>1.5 - 2%</td>
</tr>
<tr>
<td>Quicker transfer and cancellation of bond, etc.</td>
<td>1.5 - 2%</td>
</tr>
<tr>
<td>Owner's time</td>
<td>1.25 - 1.5%</td>
</tr>
</tbody>
</table>

**Total:** 10.25 - 22%

When savings are measured against the agent's fees of 7%, it almost pays to use an agent! Not all these costs will be evident in every transaction, but a large part of them will be present.
Questions You Should Ask A Real Estate Agent

Interview your estate agent first - ask him a few key questions...

- How many years of experience have you had in Real Estate?
- Give the names and addresses of three recent satisfied sellers whose homes you have helped to sell
- How many of your listings sell per month?
- What market share do you or your company take in this area?
- Give a track record of quick sales
- How many showdays do you do per month?
- What awards or recognition has your company received?
- What can you say about your company's credibility?
- Do you have a marketing plan?
- What is your average listing to selling ratio?
- What is your average difference between "asking price" and "selling price"?
- How will you communicate with me during the listing period?
- How will my property be advertised?
- What "home selling process" do you follow?
- What do I need to do to assist in getting the property sold?
- What other homes have you sold?
- How does my property compare with the competition?
- How will you report back to me after the showhouse?
- Do you have any references or testimonials?
- Do you prepare a CMA (Comparative Market Analysis) on my property?
- Do you give a service guarantee?
Property Market

Marketing Plan

To assure that your property is marketed to its fullest potential and to obtain the highest possible market value, a real estate agent should prepare a marketing plan for you.

The plan must be explained to you in detail, and should include the following undertakings:

- Prepare CMA (Comparative Market Analysis) to establish fair market value
- Prepare and sign listing agreement
- Place "For Sale" sign on property
- Schedule property for office tour
- Mail "Just Listed" fliers to neighbourhood
- Place "Open House" advert in local paper
- Phone all potential buyers with details of listing
- Hold "Open House"
- Arrange showing for other agents
- Contact you regularly with verbal progress reports
- Prepare and deliver Marketing Service Report to owner
- Negotiate the transaction with other agent
- Finalise the sales contract
- Confirm that all contingencies on sales contract are completed
- Finalise the transfer
- Arrange for relocation agent, if required
- Arrange for moving company
- Other services...

We are committed to offer the highest standard of professional service to all our customers. The Marketing Plan is a standard document prepared for each seller who elects a RE/MAX agent. We follow the plan meticulously.
**Market Analysis**

The correct selling price of a home is the highest price the market will bear. To assist you in determining the correct asking price, RE/MAX provides you with a comprehensive market analysis of comparable properties that have been recently offered for sale in your neighbourhood.

This analysis is based strictly on homes that can be considered similar to yours, and is specially prepared for you over a few days.

Our comprehensive property market analysis is divided into three categories:

1. Similar properties that are currently listed
2. Similar properties that have recently sold
3. Similar properties that failed to sell

Be careful when studying the comparable property locations, features and the terms under which they are offered, so that we can develop a clear picture of the potential value of your property.

- By looking at the properties currently listed, we can see exactly what alternatives a serious buyer has to choose from. We can be certain that we are not under-pricing the property.

- By looking at similar properties recently sold, we can see what home owners have actually received over the last few months. This is the acid test that is used by lending institutions to determine how much they will be willing to lend a buyer for your home.

- While we naturally want top market value for the home, we can agree that there's a point where the price will be too high. By looking at homes that didn't sell, we can accurately determine that price point and be careful not to get too close to it. By doing our homework diligently, we can get maximum Rands in a reasonably short period of time.
# Pricing Your Property

## Market Pricing Mechanism

All homes on the market in any specific price frame can be divided into 3 categories:

<table>
<thead>
<tr>
<th>GROUP A</th>
<th>GROUP B</th>
<th>GROUP C</th>
</tr>
</thead>
<tbody>
<tr>
<td>Estimated percentage of homes in this category: 10% - 15%</td>
<td>Estimated percentage of homes in this category: 25% - 35%</td>
<td>Estimated percentage of homes in this category: 50% - 65%</td>
</tr>
<tr>
<td><strong>Descriptive words:</strong></td>
<td><strong>Descriptive words:</strong></td>
<td><strong>Descriptive words:</strong></td>
</tr>
<tr>
<td>- Urgent sale required</td>
<td>- Would like a sale</td>
<td>- No urgency to sell</td>
</tr>
<tr>
<td>- Will sell within 30 days</td>
<td>- Sell within 90 days provided price is revised</td>
<td>- No specific time factor</td>
</tr>
<tr>
<td>- Perceived good value</td>
<td>- Best chance of a sale is to a 'subject to' buyer who most likely requires unrealistic price on his property</td>
<td>- Overpriced</td>
</tr>
<tr>
<td>- Enthusiastic estate agents</td>
<td>- Most likely group to move to 'A' category as time becomes a factor</td>
<td>- Agents use as 'stepping stone' to better valued properties</td>
</tr>
<tr>
<td>- Competing quality buyers</td>
<td>- Agent unlikely to invest in advertising and marketing</td>
<td>- Seller determines price on future needs instead of comparative value</td>
</tr>
<tr>
<td>- Secure finance for buyer</td>
<td>- Limited exposure to quality buyers</td>
<td>- Viewed primarily by low key buyers</td>
</tr>
<tr>
<td>- Shown to every serious buyer in the market</td>
<td></td>
<td>- Viewings conducted only as last resort</td>
</tr>
<tr>
<td>- Showday material</td>
<td></td>
<td>- Buyer's finance problematic in unlikely event of a sale</td>
</tr>
<tr>
<td>- Extensively advertised and marketed</td>
<td></td>
<td>- Not recommended by agent as he/she builds trust and respect with new buyer</td>
</tr>
<tr>
<td>- Agent's reputation at stake if property remains unsold in reasonable mandate period</td>
<td></td>
<td>- Requires 2, 3 or even 4 price reductions before sale is likely</td>
</tr>
<tr>
<td>- Inclusion into agent's primary &quot;hot list&quot; of properties</td>
<td></td>
<td>- Becomes stale on the market and forgotten (lost) over time</td>
</tr>
</tbody>
</table>
The situation on the property market and the pace of sales can be compared to a conveyor belt - look at the diagram below:

Speed at which conveyor belt moves (i.e. pace of sales) is determined by uncontrollable factors, the most significant of which are:

- **Affordability**: bond rate, surplus disposable income, prospect of salary increases etc.
- **Confidence**: job security, mood of the economy (influenced by media in general and micro environment of each prospective purchaser in particular), level of crime, 'capital status', pace of development (new projects) etc.

Other explanations to the diagram:

- New listings (properties offered for sale) are immediately categorised by estate agents and informed buyers into one of three categories: A, B or C.
- Placement into a particular group has nothing to do with time on the market and everything to do with perceived value!
- Seller has ultimate decision into which category the listed property will be placed.
- As time becomes more relevant for the seller so he/she will adjust price downwards and, subsequently, the property will move from group C to group B or A.
- Not all listings start in group C and progress over time to group A. Sometimes well informed new sellers will place their well-priced homes into group A at the outset. Conversely, many sellers remain in group C indefinitely with no chance of a sale.
Fair Market Value

When selling your home, you want to achieve the following results:

- Your home is sold for the best price
- Your home is sold in the shortest time
- Your home is sold with the most favourable terms and conditions

To reach the goals above, your property should be priced right, i.e. it should have a fair market value.

<table>
<thead>
<tr>
<th>Major Factors Affecting Value</th>
<th>Methods of Evaluation</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Supply and demand</td>
<td>• Market value approach (comparable property sales)</td>
</tr>
<tr>
<td>• Seasonal markets</td>
<td>• Income approach (investment or income producing properties)</td>
</tr>
<tr>
<td>• Mortgage market</td>
<td>• Cost approach (most useful on new properties when replacement values are readily determinable)</td>
</tr>
<tr>
<td>• Conditions</td>
<td></td>
</tr>
<tr>
<td>• Political actions</td>
<td></td>
</tr>
<tr>
<td>• Location, location, location</td>
<td></td>
</tr>
</tbody>
</table>

We’ll do it right! Our Comparative Market Analysis (CMA) will consider the factors above and lead us to listing your property right - from the beginning.
Key Points in Pricing

There is generally only one reason a property doesn't sell - PRICE.

The following key points will help you to come to the right price for your property:

- Improve marketability of your property by pricing right
- Price is the most important negotiation factor to the buyer
- Price compensates for properties shortfalls or inadequacies
- Interest sells houses - not time
- Because initial market time is critical - like a shelf life of freshly baked bread - avoid overexposure
- Combine realistic asking price with initial surge of interest
- Choose agent on competence - not on "promised" price
- Buyers buy by comparison and elimination
- Buyers compare price and value for money
- Buyers are generally more educated on market with realistic pricing
- You have only one chance to make "first impression" on buyer
- Don't eliminate buyers by outpricing them
The Seller and the Agent have three shared goals:

1. **Goal 1 Price**
   - Sell at the highest price

2. **Goal 2 Time**
   - Sell quickly

3. **Goal 3 Comfort**
   - Sell conveniently minimising problems

---

**Pricing to Sell**

1. **Home Pricing - A Critical Factor**

Never select an agent based on *price*. The agent has no control over the market, but only over the marketing plan. Base your selection of agent on the competence of the person, and the services provided. Don't allow or encourage agent to "build up" the price in order to get your mandate.

The value of a home is determined by what a willing buyer will pay a willing seller.

The amount of time a house is on the market affects the price. If a house is overpriced initially, then it has a good chance of selling below the market price. The reason for this is that by the time the house price is reduced to a fair and reasonable selling price, it has become overexposed, and has begun to raise
questions in the buyers' minds... What is wrong with it? Why did nobody offer on it? These are just some of the dangers of overpricing.

Remember! The wrong price attracts the wrong buyers, and the right buyers will not see the property!

2. Price versus Time

Prices in the real estate market rise and fall over time. Whether a Seller’s market as we have today, correct pricing is absolutely critical since the market won't absorb an overpriced home within a reasonable time. The result is that the longer an overpriced home is on the market, the less likely the seller will be to obtain his asking price.

3. Seller's Control versus Agent's Control

<table>
<thead>
<tr>
<th>The Seller Controls MARKETABILITY</th>
<th>The Agent Controls the MARKETING</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Price</td>
<td>How saleable do you want to make your home?</td>
</tr>
<tr>
<td>• Terms</td>
<td></td>
</tr>
<tr>
<td>• Time</td>
<td></td>
</tr>
<tr>
<td>• Condition</td>
<td></td>
</tr>
</tbody>
</table>

4. Buyers Buy in Brackets

• R160.000 buyers will never see the home priced at R170.000
• R170.000 buyers often will not make an offer on a R160.000 value home, even for R160.000

You can always come down, true.

They can always make an offer, true.

But not likely!
5. Maximum Exposure

The diagram below illustrates how many buyers will see your property depending on the asking price:

(PPercentages are used for illustration purposes only)

Pricing your property as close to the centre of the triangle as possible will guarantee maximum exposure and the best price for your property.
**Effects of Overpricing**

Overpricing creates impression of bad value and lowers level of buyer activity. Subsequently, marketing time extends.

![Effect of Overpricing on Buyer Activity](image1)

**Effect of Overpricing on Buyer Activity**

Overpricing over-exposes property and makes competing home look more attractive. Subsequently, price reductions are necessary.

![Effect of Overpricing on Selling Price](image2)

**Effect of Overpricing on Selling Price**
Pricing your home above levels that the market can bear will trigger off an overpricing cycle - look at the diagram below:
10 Advantages of Correct Pricing

1. Faster sale
2. Impression of good value
3. Less inconvenience
4. Maximum exposure during initial 3 weeks
5. Exposure to more buyers
6. Marketing period minimised
7. Least disruption
8. Increased advertising response
9. Stimulation of buyers' interest
10. Attraction of high offers
How to Prepare Your House for the Show

It is very important that your home shows well. We are also aware that it cannot always be perfect. After all, you and your family must live there too. Develop a routine that will allow you to pick up and be prepared for show in a reasonable period without duress - a 45 minute countdown, for example.

This means that certain things must be done in advance. For example, beds should be made up first thing in the morning and dirty dishes placed in the dishwasher after use so that you don't need to rush around attending to those matters at the last moment. This way you can prepare for each showing in an organised fashion.

Below is the list of things that you should do before each showing:

1. **Pick Up Every Room**

   Check counters, floors, halls and stairs. Straighten up or remove newspapers, magazines, mail, toys, clothing, recreation gear, snack glasses and dishes.

2. **Turn On All Lights**

   Even those in toilets and storage rooms. Electric lights have an amazing capability for creating an illusion of lightness, airiness and largeness.
3. **Open All Drapes, Shades and Blinds**

   Do all that you can to create a bright and light ambience

4. **The Bedrooms**

   Make up the beds, neatly and attractively, early in the morning. This is a job you don't want to have to do when you learn that the buyers will be there within the hour.

5. **The Kitchen**

   Be sure all countertops are clear and "squeaky clean". Wipe down appliances. Be sure all dishes are in the dishwasher or cleaned and put away. The sink should be clear and clean.

6. **Clean Air**

   Keep air fresheners in toilets, bathrooms and kitchen. Be especially careful to keep kitchen odours fresh: coffee brewing or a cinnamon coffee cake baking in the oven have a lasting, inviting effect.

7. **Music**

   Perhaps you cannot have something baking in the oven every time, but soft, pleasant background music may be very effective.

8. **Fireplace**

   A warm, cozy fire may be just the extra touch that turns the trick.

9. **Airconditioning**

   If the weather is warm and sultry, have the airconditioning operating.

10. **The Bathrooms**

    Keep a set of fresh attractive towels in each bathroom that you can change instantly.
11. The Entryway

   It is the first and last impression that your buyers will have of your home - make it a good one! Check it regularly for sharpness.

12. Other Helpful Tips

   General:
   • Clean and repair windows
   • Replace burned out lights (interior and exterior)
   • Repair cracked plaster (interior and exterior)
   • Cut lawn and shrubs and pick up litter
   • Touch up chipped paint (interior and exterior)
   • Repair gutters and eaves
   • Oil squeaky doors (interior and exterior)
   • Tighten door knobs (interior and exterior)
   • Clean and tidy entrance

   Spic 'n Span:
   • Shampoo carpets
   • Clean washer, dryer and tubs
   • Clean fridge and stove
   • Clean and freshen bathrooms

   The Spacious Look:
   • Clear stairs and halls
   • Store excess furniture
   • Clear counters and stove
   • Make closets neat and tidy

   The Spacious Look:
   • Keep dogs outside and get rid of all pet odours
   • Be absent during showings

   Prepare well for your showings! Set the stage to make the best impression on each prospective buyer.
What to Do During the Show

Everything is going to be fine. The agent has called in advance and you have made your last minute preparations as indicated in "How to Prepare Your House for the Show" (click here).

1. **Relax**

   There is nothing more to do. Pick up a magazine while you are waiting. Try to be understanding: the agent may have several home showings scheduled and he or she may be a bit early or late.

2. **The Dog**

   Keep Fido away. Pet lovers will be distracted by your fun pet. For those who do not have pets, it may be bothersome.

3. **Children should be Seen and not Heard**

   This is a new experience for the kids. Naturally, they are excited, but they will disturb the professional flow of the showing. Ask them to remain away from the agent and buyers, to go outside or watch TV.

4. **Ding Dong**

   Answer the door as you would for any welcome guest. The agent will take care of the introductions. If there is a situation that needs mentioning, perhaps a sick child in the second bedroom, do so now. You may invite the agent to begin showing the home and then you may excuse yourself.

5. **Low Profile**

   Discreetly remain away from the buyers. As helpful as you wish to be, your presence will be intimidating. They need to be able to discuss the home freely with one another. And the agent needs to learn from the buyers how they are responding to your home. Your presence can limit that free communication.
6. **What should You Do?**

Read a magazine; watch a TV programme; take a walk outside; continue with a chore. Pick a room and settle down. When they stop to preview that room, you may leave, but it's not really necessary. After all, they don't want to feel that they are chasing you around the house. If there's a room that you should try not to be in, it would be the kitchen since buyers - generally - spend more time there as they evaluate appliances, counter space, cabinets etc.

7. **Conversing with the Buyers**

If you are asked a question about a neighbourhood, schools etc., by all means answer pleasantly. However, avoid being engaged in a conversation. Questions regarding terms of sale should be referred to the agent. If the agent is a cooperating broker and does not have the answers, advise him that your agent will contact him.

8. **Inclusions**

The listing sheet should clearly identify items that are included and excluded in the offered property. Don't initiate conversations about other personal property that you may be interested in negotiating. It rarely is a deal clincher, may be distracting, and besides, there will be a time to discuss this when the offer is presented.

9. **Let the "Pro" Work**

As much as you love your home, don't be tempted into doing the agent's job. He has been working with the buyers and should know what is important to them. Whether the agent mentions your new refrigerator now, or after they leave, is in his hands.

You have done all that you can. Now, relax as we do our job. Soon, we will be calling you to say: "Congratulations! We have an offer to present to you."
**Tips and Advice**

**What Makes A Listing Saleable?**

The most important factor in making a listing saleable is the seller's motivation. All other aspects result directly from this motivation:

![](image)

**10 Point System to Get Your Home Sold**

1. Three month mandate, renewable if service is good
2. Choose an odd sale price within 10% of the market value
3. Sign a "Sole Mandate" with the best agent or firm
4. If not sold in 30 days, price is adjusted 5% every 30 days to bring it to the suggested market value
5. Postdated price adjustments
6. Easy access for agents
7. Occupation date to be provided by mutual agreement
8. Seller agrees to follow any recommendations to make property more saleable
9. Agent to contact seller weekly to update activity
10. If we get a clean offer within 5% of suggested market value, that will constitute a valid and acceptable offer
40 Tips to Add Extra Appeal to Your Home

These suggestions are provided to assist you in selling your home more quickly and at a better price.

You never get a second chance at making the first impression...

Take a long hard look at your home using the following quick checklist:

Maintenance:

☐ Oil squeaky doors
☐ Tighten door knobs
☐ Replace blown lights
☐ Replace or repair windows
☐ Touch up chipped paint
☐ Repair cracked plaster
☐ Repair leaking taps/toilets
☐ Repair grouting around bath/basin

Cleanliness:

☐ Clean and freshen carpets
☐ Clean sink and dirty dishes
☐ Keep curtains crisp and clean
☐ Clean fridge and stove
☐ Clean and freshen bathrooms/toilets
☐ Clean all windows
The First Impression:

☐ Clean and tidy entrance
☐ Ensure that doorbell is working
☐ Check on functioning of security system
☐ Open curtains/windows to let the sun in
☐ Avoid children tagging along
☐ Leave showing to agent
☐ Let agent discuss price, terms etc.

Outside Appeal:

☐ Cut lawn
☐ Trim shrubs and lawns
☐ Pick up any litter
☐ Rid driveway of leaves, stains etc.
☐ Repair gutters, eaves etc.
☐ Touch up exterior paint
☐ Weed and edge garden
☐ Swimming pool must sparkle

Creating A Buying Mood:

☐ Be absent during showing
☐ Turn on all the lights
☐ Add charm with fresh flowers
☐ Open drapers in the day time
☐ Play quiet background music
☐ Never apologise for the appearance

That Spacious Look:

☐ Clean stairs and halls
☐ Store excess furniture
☐ Clear kitchen counters and stove
☐ Tidy cupboards
☐ Keep pets out of the way
Seller's Checklist

The following is a list of documents and information that you should prepare when listing your property for sale:

Documents and Official Information:

☐ Copy of the Title Deed
☐ Most recent Property Rates Bill
☐ Most recent Electrical Clearance Certificate
☐ Most recent Termite/Borer Clearance Certificate
☐ Lender's name, address, phone, contact person, mortgage acc. number and present balance
☐ If there are other loans/mortgages against the property, supply same information as above
☐ If property is held in trust, provide name of trustee, trust account number and contact info
☐ Your attorney's name, address and phone number
☐ Other supportive documents: ...

Contact Information:

☐ Your work number
☐ Spouse work number
☐ Neighbour phone number

Other:

☐ Utility bills (electric, water, gas)
☐ Brochures/information about your property
☐ Attractive, exterior photos of your house in other seasons
☐ Your thoughts on special features of your home or community
☐ Personal property which may be included in the sale - whatever you feel might have special marketing value to the average buyer
☐ House keys

Continue...
For Flats and Townhouses:

- Body Corporate management and Conduct Rules
- Body Corporate Certificate of Insurance
- Body Corporate Current Budget
- Contact person name and address of Managing Agents

Other Requirements (fill in):

- ....................................................................................................................
- ....................................................................................................................
- ....................................................................................................................
- ....................................................................................................................

10 Most Common Mistakes Sellers Make

1. Believe or choose the agent who prices their home the highest
2. Choose or select an agent based on their valuations rather than their track record or ability to market the home
3. Price the home above the market value (too high) in the initial plan period which is the most critical time
4. Neglect to interview 2 or 3 agents and request a marketing plan or proposal
5. Neglect to check out the "competition" in the same area at that time
6. Sign an offer without checking out the details with an attorney or top property professional
7. Turn down the first offer you get which is generally the best you get
8. Place the home on the market before it is in the best condition
9. Fail to give proper viewing access to available buyers
10. Neglect in ensuring that permanent fixtures remain with the property
When An Offer Is Made

1. Presenting the Offer

Presuming that the offer to purchase your home is generated by an agent other than the one who initially listed your property, your agent should contact you immediately to arrange a meeting. The timing may be inopportune, but it is usually best to meet as soon as possible to consider the contract. Please note that when your agent calls you to arrange for the presentation, he will not be aware of the terms of the offer. However, he will present the offer to you and you both will review all of the terms and conditions at that time.

2. Three Options to Consider

A. Accept the offer exactly as presented - and your home is sold!
B. Make a counter proposal. In other words, propose changes to the offer, i.e. price, personal property, transfer or possession dates etc. so that it is acceptable to you.
C. Reject the offer.

3. Finalising All Conditions

- If the contract states that financing will be provided by a lender, it is the buyer's responsibility to make an application for the mortgage loan as soon as possible. The buyer will have a set number of days to procure the loan, as stated in the contract. The lending institution will verify the buyer's credit, work records, and determine his ability to meet his monthly obligations. Since your buyer's mortgage loan is to be secured by the house itself, the lending institution will assign an appraiser to visit your home to determine that its value is enough to secure the loan that they are making to your buyer. When all the information is received, the mortgage loan underwriter will either approve or disapprove the loan.
- After the loan is approved, more legal work is necessary, though you will have very little involvement. The title deed will be searched, bond cancellation figures will be requested and updated electrical and termite certificates of the property may need to be ordered. If the property is a sectional title unit, your Body Corporate may have to be contacted.
• When the paperwork is in order, both buyer and seller will be called upon by the conveyancer to sign the transfer documents. We will assist your attorney to ensure a smooth and timely transfer.

• Keys will be delivered to the buyer on transfer, or whenever possession of the property has been agreed upon.

• Immediately after transfer all funds will be disbursed by the conveyancer.

4. Agent's Responsibilities

• Agent's responsibilities are not fulfilled until the transaction is completed.

• The agent will follow the progress of all steps mentioned so he may keep you abreast of all developments.

• He will do everything in his power to work with your mortgagee, accountant, lawyer etc. to ensure a timely and highly satisfactory settlement for you.
Your home is a lifetime investment coupled with strong personal ties. Selling your home is one of the most important experiences and we approach our task with sensitivity, concern and professional competence.

Our diligently prepared market analysis of your property and reviewing it in detail with you reduces the time spent on trial and error and leads to a faster sale, at a better price and with less inconvenience to you.

An average RE/MAX agent outsells the competition by an incredible 3:1 thanks to the highest educational and professional qualifications that each RE/MAX agent must have.

These pages describe our assistance and steps we undertake when selling your property.

Becoming A RE/MAX Client

It's the man and woman of RE/MAX.

RE/MAX Associates across the country average twice the experience and three times as many sales as other agents.

With a record like that, it's no wonder that RE/MAX is the real estate leader in cities and towns throughout the world. If you are ready to sell your home with the industry's elite, contact us today - click here.
Read below a list of promises that any RE/MAX agent gives when selling your property:

1. **Listing Sheet**

   I will prepare the pertinent information about your home (price, personal property, special features, rates and taxes, mortgage info, lot size etc.) for marketing purposes.

2. **Sign**

   A RE/MAX sign with my name on it will be promptly placed on your property. I shall be marketing your home in a number of ways but the strong RE/MAX sign is a proven winner in attracting prospective buyers. My name appears to ensure that interested callers will be directed straight to the agent who knows more about your home than anyone.

3. **Property Network Services**

   In addition to notifying all RE/MAX agents, I will as per our agreement advise the Property Network of the availability of your home and encourage our cooperating brokers to show your home.

4. **Photographs**

   I will take exterior and interior photographs of your home within a few days. They will be used with the listing sheet, display advertising and Internet advertising.

5. **Tour Day**

   An inspection tour by RE/MAX Associates and, if necessary, by Property Network salespersons will be scheduled. This is an outstanding opportunity to provide your home with early, excellent exposure to sales people who are working with today’s buyers.

6. **Showings**

   Salespersons from my company as well as our cooperating brokers will want to show your home. An appointment will always be made in advance. You will have the name of the agent and an approximate arrival time.
7. Follow-up on Showings

You may call my office at any time if you have any information which you believe will be helpful. I will follow up on showings to establish interest and to elicit any meaningful feedback from the showing agent. It may take some time to contact the other agent since we may both be in and out of our offices, but I will follow up and call you when the feedback is pertinent.

8. Promoting Your Home

RE/MAX clients enjoy a wide spectrum of full media classified and display advertising opportunities in which homes in your price range are continually advertised. In addition, I have my own marketing and advertising programmes in which your home will participate. In all, your home will enjoy the full impact of our broad, professional coverage including:

- Display Advertising
- Internet Exposure and E-mail Communication
- Classified Advertising
- International Relocation Transferee
- Neighbour Card Mailings
- Open Houses
- Lawn Signs
- Property Network Services

I'll be there... We will be patrons till the day you settle. You can be confident that when you need help or advice, or need to discuss your home, I'll be there.
**RE/MAX Agents' Qualifications**

Things you should know:

- RE/MAX is a world leader in real estate with over 4,800 full service offices in South Africa, USA, Canada, Mexico, Caribbean and 42 other countries.
- Today, RE/MAX associates proudly number over 89,500 full time, professional agents worldwide.
- The Typical RE/MAX agent is among the most experienced in the industry, averaging over 11 years of service worldwide and 8 years service in South Africa.
- This agent is also distinguished by earning, on the average, more real estate educational designation than its industry competitors - a commitment to professional improvement.
- Because of this industry high educational and experience achievements, the average RE/MAX agent outsells the competition by an incredible 3 to 1.
- Over 70% of RE/MAX agents' business comes from repeat business or referrals from past customers and friends - more than twice the industry average.
- RE/MAX agents make a personal financial investment in every listing.
- RE/MAX agents completely control the marketing programme for each of their listings.
RE/MAX Market Reach

Our current records show that private sellers have just 24% chance of selling themselves. The table below represents market reach for RE/MAX agents and private sellers:

<table>
<thead>
<tr>
<th>Sources of Buyers (RE/MAX Agents)</th>
<th>%</th>
<th>Do Private Sellers Reach this Market?</th>
</tr>
</thead>
<tbody>
<tr>
<td>For Sale Boards</td>
<td>8</td>
<td>YES</td>
</tr>
<tr>
<td>Newspaper Advert</td>
<td>11</td>
<td>YES</td>
</tr>
<tr>
<td>Showhouse</td>
<td>5</td>
<td>YES</td>
</tr>
<tr>
<td>Estate Agents Referrals</td>
<td>18</td>
<td>NO</td>
</tr>
<tr>
<td>Just Listed Fliers</td>
<td>3</td>
<td>NO</td>
</tr>
<tr>
<td>Real Estate Company Referrals</td>
<td>12</td>
<td>NO</td>
</tr>
<tr>
<td>Agent's Current Buyers List (from previous listings)</td>
<td>12</td>
<td>NO</td>
</tr>
<tr>
<td>Company's Current Buyer's Base</td>
<td>15</td>
<td>NO</td>
</tr>
<tr>
<td>Agent's Marketing Skills</td>
<td>12</td>
<td>NO</td>
</tr>
<tr>
<td>Buyers Phone in to Known Real Estate Company</td>
<td>4</td>
<td>NO</td>
</tr>
</tbody>
</table>

That’s why most sellers turn to an estate agent to get the job done. It makes sense to give yourself every chance to maximise your result.

Where does RE/MAX Get Buyers?

The table above illustrates, typically, how RE/MAX prospects are sourced, i.e. which markets can be reached by a RE/MAX agent.

The diagram on the next page illustrates the contact source of actual buyers. The figures presented are average, and depend on an agent's skills, experience and engagement in actual selling process.

See Diagram...
You can see that the most important in our business are contacts established throughout the years with associates who represent buyers, and our buyer's database. We simply know who is looking for a house, and that is why it is mandatory to seek an agent's assistance when selling your home.

**Why do You Save with RE/MAX?**

There is a conviction that selling privately can save money by not paying commission.

In fact it works the other way!

Look at the table on Page 9 (click here). It illustrates savings that you make by using an agent.

When savings are measured against the agent's fees of 7%, it almost pays to use an agent!

Not all these costs will be evident in every transaction, but a large part of them will be present.
**RE/MAX Commitment to You**

We will go an extra mile for you. First of all: we listen!

1. **Accurate Evaluation**

   The correct selling price of a home is the highest price that the market will bear. To assist you in determining the correct asking price, we provide you with a comprehensive market analysis of comparable properties sold and offered for sale in your neighbourhood.

2. **Professional Advice**

   We will advice you of any necessary repair and how you may best prepare your home for showing. You will be kept up to date on the state of the market, the sale of similiar properties and other factors which may affect the progress of the sale.

3. **Promotion of Your Home to Other Realtors**

   The major selling points of your home will be distributed to other real estate firms throughout the community.

4. **Signage**

   The highly respected RE/MAX sign board advertises your property 24 hours a day.

5. **Notify Purchasers**

   We will use our advanced computer system to identify people who have been looking for homes in your neighbourhood. They will be contacted and given details of your property.
6. **Open Houses**

If appropriate, open houses will be arranged and held during reasonable hours.

7. **Advertising**

We will advertise your home in appropriate publications and communicate our results to you.

8. **Progress Report**

Every step of the sales effort will be documented. Our Progress Report will keep you up to date.

9. **Pre-arranged Mortgages and Financing Guidance**

We offer pre-approved mortgages which encourages buyers by letting them know their mortgage potential in advance. Your RE/MAX representative will provide professional financing guidance to both the buyer and the seller.
Is Sole Mandate A Good Option?

Too many cooks spoil the broth...

Property listed indiscriminately with every Tom, Dick and Harry is cheapened. Buyers wonder why efforts of so many firms are required to sell it.

With a sole mandate, the agent has greater inducement to study the property thoroughly, to devote time and effort to incur the expense of finding a prospect willing and able to buy the property as quickly as possible.

Giving a sole mandate to a reputable agent is your guarantee that he will advertise your property properly, and can offer it freely in the best channels and in the best method to attract buyers. He has time. There is no urgency. The transaction can be concluded in a calm, relaxed and dignified atmosphere, because you and he would be protected against piracy.

A competent and self-respecting agent would rather list ten properties exclusively than make 100 open listings. If you are one of the ten, your chance of selling, and at a good price, is better than if you were one of the hundred.

List your property with one live, wide-awake firm - it will serve you better than ten dead ones which list everything offered, but sell little.