

# **Selling Your Home**

**Kalamunda and Foothills**



# Why choose LJ Hooker?



When you consider selling your family home naturally you will look at a number of agents. So in making your decision, what is it that is different about LJ Hooker?

LJ Hooker is the leader in real estate marketing in Australasia. We have been around for 80 years and year in, year out we sell more houses than any other group.

In fact LJ Hooker sells a property every 3.8 minutes.

We bring more potential buyers to look at your home ensuring the highest price in the quickest possible time.

**That's our difference.**

**Isn't that exactly what you want?**

**More potential buyers = more competition = higher prices = a quicker sale**



# An Introduction

Selling your home can be an emotionally trying process. We understand that you want the highest possible return with the least amount of fuss.

No matter what the marketing method, achieving the highest sale price for your home is all about giving as many people as possible the opportunity to buy your property. This is where we think our company is special. Because of our size and unique sales systems, we can market your home locally, nationally and internationally.

The equation is simple. More prospects mean more potential buyers for your home. More buyers means more competitive bidding pressure which maximises the price that you achieve for your home.

## **How does the process work?**

After your initial enquiry, we introduce you to our company and services. We then meet with you to discuss your needs, timeframe and expectations for the sale. We will discuss the range of marketing options available to you in marketing the property and work with you to come up with a marketing plan.

This plan will consider your timeframe and any special circumstances that may be relevant and along with our fees is explained in our Appraisal.

Throughout the marketing and sales process you will be kept fully informed of the prospective purchasers we talk to and the progress of the sale. We do everything possible to achieve a wonderful outcome for you and your family.



## Ensuring your successful sale

# Our Difference

These are some of the reasons LJ Kalamunda and Foothills continues to lead the real estate industry and why, when you list with us, we deliver more potential buyers to appraise your home.

- High Profile **Sunday Times** advertising in full colour with 'House of The Week' option
- Highly visible dual office locations with prominent window displays in Kalamunda and High Wycombe
- Highly trained sales professionals – LJ Hooker is a nationally approved and recognised training organization
- Database marketing to established clients
- **www.ljhooker.com**, the No 1 single brand real estate website in Australia
- Industry leading LJ Hooker office software and systems
- International 1800 referral network
- Loan Market Financial Services
- 20,000 Qantas Frequent Flyer Points (or more) when you choose LJ Hooker to list and sell your property
- In excess of 1000 buyers registered with us at any time that we can match your property to
- Written weekly feedback report detailing buyer reaction to your property
- Highly qualified, award winning auctioneer
- Regular '**Echo**' editorials
- Unique guarantee of service
- The **My Property Watch** internet service



# How will you sell my home?



What does the process involve?

What are our marketing options?

What is the time-frame?

How can I maximise the selling price?

Our task, in marketing your property, is to create an intangible emotional excitement in prospective buyers. The excitement which comes from 'seeing' themselves living in 'their' new space.

The appraisal of your home is the first step in the selling process. It is important we give you a realistic understanding of the fair market price that you can expect to achieve, and then to advise you on the best methods of marketing your property.

When we provide an appraisal we consider the location of the property, the style of the house, the condition of the premises, the amenity and the appointment of the dwelling, the potential of the property and current market trends and preferences. After evaluating these factors we can then relate your house to the current market conditions to give you an indication of the price we might be able to achieve.

Our appraisals are based on extensive local knowledge, combined with current research. We can also advise on simple adjustments that can be made to your home which will appreciably increase the sale ability and the selling price of your property.

Following our appraisal, you will receive a written report confirming our discussions, your instructions to us and our recommendation as to how we will proceed with the marketing of the property. At every step we will explain simply and directly the next steps in the process and what you can expect from us.



## Methods of Sale

Your next decision will be to select the method you will choose to market your property. Basically, there are two common options:

**Option 1:** Sale by Private Treaty

**Option 2:** Sale by Auction

### Private Treaty

The main benefit of a Private Treaty sale is that the process is the most common and therefore readily accepted by buyers. The property is marketed with a definite 'asking price' and by making the buying decision easier, buyers often feel more comfortable with this form of sale. They can look at a number of homes comparatively and make an unhurried decision. This does not mean though, that the competition cannot be just as intense as in an auction, and our skill is to create this demand driven competition in order to achieve your desired outcome.

### Auction

The primary benefit of having your property auctioned is the competitive nature of the auction process which can work to your advantage to push the sale price higher than expected. Bidders, can often exceed their own limits, and your expectations, for the sale. Auctions work well for properties that are highly prized, have unique features or reflect current market trends and demand. The process is simple and straightforward. In consultation with you, a reserve price is set. This price is your 'safety net' and the property cannot be sold below your reserve price, and on your terms. On auction day the highest bidder at or above the reserve wins the property and must pay a deposit to finalise the sale, which is then a firm contract. Your solicitors then set about transferring title, discharging mortgages and completing the necessary paperwork to effect settlement. An auction sale is focused on a specific date and time and, once achieved, the transaction is complete.

### Is my home suitable for Auction?

If after four weeks of high profile marketing, is it likely that more than one buyer will be interested in purchasing your home? If the answer is yes then let LJ Hooker create the competitive marketplace at auction.



# Presenting Your Home



Preparing your property for sale is very important in realising the highest price possible. First impressions always count!

The garden is the first place to start. A well presented garden should be part of the overall plan for selling your home. Prune any trees that have grown out of control and remove unsightly clutter or rubbish. The lawn should be attended to also – cut evenly and well watered in the days leading up to your inspection, and trim and maintain your path edges. If you have a pool make sure it is sparkling and unobstructed by debris. Have a walk around your property, and try to imagine how it looks to prospective purchasers.

Have a look at the exterior house. Are there any obvious small things that can be done to improve it's presentation? Gutters should be clean, and it may be possible to apply a coat of paint to any aged or peeling surfaces. Assess if repainting in more neutral tones would make your home more appealing to more potential buyers.

Once inside, it's really just common sense. Make sure that any unnecessary clutter is safely out of the way. Take the washing in. Make sure the dog hasn't trampled any muddy footprints through the house, and that any pet 'smells' have been freshened up with potpourri or spray mist. Pay careful attention to the lighting – don't have overly bright or dim areas. Freshly baked biscuits and brewed coffee creates a wonderful welcoming atmosphere in a home. Are your taps working and not dripping? Is the bathroom sparkling?

Selling property is very competitive, and a well presented property can make the difference between having a great result or just an average one.





# Making Your Decision

Which agent should you choose?  
How do you make that choice?

Picking the right agent is the most critical decision you will make when selling your property.

It will determine whether you get an outstanding result for your family.

At LJ Hooker, we believe in the four “L’s” of real estate... Four?

**Location**

**Location**

**Location**

**List with the right agent**

# Not All Agents Are The Same...

4 reasons why LJ Hooker should be your agent



## 1. Marketing Strength

Our marketing strength and expertise is unequalled. At LJ Hooker we attract more buyers because we are Australia's best known and most trusted real estate company – the real estate company buyers think of first! Your property features on [ljhooker.com](http://ljhooker.com) – Australia's No.1 agent website which attracts over 1 million visitors a month. In addition, we have a high profile on [realestate.com.au](http://realestate.com.au), [reiwa.com](http://reiwa.com) and at least five other websites to ensure that the LJ Hooker name remains top of mind delivering more potential buyers for your property.

## 2. Our Team

Put simply, we have more skilled people out and about in the market than any other group. They are also the most highly trained people in the real estate industry as LJ Hooker is a fully accredited training institute which provides ongoing advanced sales training and personal development to all team members. This is unique to the industry and means that as a home seller you are working with confident, motivated, caring and highly accomplished industry professionals.

## 3. Track Record

Last year in the Kalamunda region LJ Hooker Kalamunda and Foothills sold almost 100 million dollars worth of property. This fact is unarguable. With such a record we believe that we are the agency best positioned to advise you on successful marketing strategies and to give you fair and accurate appraisals of your property, which means you achieve the best possible price for your home in the quickest possible time. Again, in making your decision, you should ask our competitors exactly how long it is taking them to sell the homes on their books – is it 30 days, 90 days or longer?

The answer will reveal a lot.

## 4. Cancel Our Contract

If we do not meet our agreed obligations and we do not act upon our promise of service to you within 24 hours, you may cancel our agreement. That's because we are confident that we will do an outstanding job for you. Will any other agent give you this assurance in writing?



**Lynda Chernouski**  
Area Specialist  
Mobile 0421 727 717

## A Bit About Lynda

Lynda Chernouski joined the Real Estate profession in 2002, after many years of management in the hospitality industry.

During her career in Real Estate she has won numerous awards for customer service, advertising and marketing.

Lynda is a true people person, she is empathetic and sensitive to people's needs; she has patience and a great sense of humour. Lynda brings dedication, commitment, professionalism, honesty and integrity to Real Estate and ensures that all her clients are treated with respect.

Most of Lynda's clientele come from repeat business through past clients and their families.

Lynda's enthusiastic, can do attitude and willingness to help ensures her success in Real Estate.

Let Lynda make your next property transaction a rewarding experience with her knowledge, professionalism and great customer service.

# Before Deciding “Which Agent”

## Ask them these questions...

- Is their advertising in colour and prominent?
- Are they active in all areas of the Kalamunda Shire?
- Can they offer a high level of exposure with offices in both Kalamunda and High Wycombe?
- Are they good negotiators? (If they are quick to cut their fee or offer a lower than average fee to get your listing, will they do the same to the price of your home?)
- Do they have a big sales team and will they ALL inspect your property?
- Have they achieved many record prices and do they have a substantial track record dealing with sales in your property’s price range? (Ask for evidence)
- Can they supply a list of buyers they are working with currently? (Ask for evidence)
- Can they provide interstate enquiries through a national customer referral centre?
- Do they guarantee their service in writing and offer a 24 hour release or will they tie you up for months of bad service?
- Do they have a system to communicate with hundreds of buyers every week?
- Do they offer a Buyer’s Guide service which is emailed to hundreds of buyers each week detailing new listings and open inspection times?
- Do they provide you with a written weekly report detailing all marketing which has been carried out and all feedback received from buyers?
- Will their internet site be well known throughout Australia?
- Will they supply the contact details of satisfied clients?
- Do they offer 20,000 (or more) Frequent Flyer Points?
- Will you choose the cheapest agent or the one you are sure will bring you more buyers, achieve the highest price and offer a complete service?

	LJ Hooker	Competitor	Competitor
• Is their advertising in colour and prominent?	✓		
• Are they active in all areas of the Kalamunda Shire?	✓		
• Can they offer a high level of exposure with offices in both Kalamunda and High Wycombe?	✓		
• Are they good negotiators? (If they are quick to cut their fee or offer a lower than average fee to get your listing, will they do the same to the price of your home?)	✓		
• Do they have a big sales team and will they ALL inspect your property?	✓		
• Have they achieved many record prices and do they have a substantial track record dealing with sales in your property’s price range? (Ask for evidence)	✓		
• Can they supply a list of buyers they are working with currently? (Ask for evidence)	✓		
• Can they provide interstate enquiries through a national customer referral centre?	✓		
• Do they guarantee their service in writing and offer a 24 hour release or will they tie you up for months of bad service?	✓		
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• Do they provide you with a written weekly report detailing all marketing which has been carried out and all feedback received from buyers?	✓		
• Will their internet site be well known throughout Australia?	✓		
• Will they supply the contact details of satisfied clients?	✓		
• Do they offer 20,000 (or more) Frequent Flyer Points?	✓		
• Will you choose the cheapest agent or the one you are sure will bring you more buyers, achieve the highest price and offer a complete service?	✓		

# Our Promise of Service to You

**Once legal requirements have been met, in terms of agreements, reports and documentation, we can then proceed to offer your property for sale. It is our intention to delight you with our level of service and we guarantee to do the following for you;**

- A colour photo will be in our shop front windows in Kalamunda and High Wycombe as soon as possible
- A 'FOR SALE' sign will be erected within 48 hours
- We will communicate with you weekly in regards to booking Home Opens
- We will always book private inspections with you in advance
- We will give you buyer feedback within 48 hours of inspections
- Our sales staff will inspect your home on the Monday following our appointment as your agent
- We will contact our current buyers and have them inspect the property as soon as possible
- We will keep you informed of all offers received and advise you of what to do next
- We will do everything to achieve the highest possible price as quickly as possible
- We will protect your privacy and security by ensuring all prospective buyers are strictly supervised
- We will be available at any time to discuss any problems or ideas you may have regarding the marketing of your property
- Your property details will be provided to other LJ Hooker offices and reputable real estate agents
- You will be provided with courteous and professional service from our trained and qualified personnel at all times
- Your property will be uplifted on to the internet as soon as photos are available

# Help Us Help You!

Please print out this page, and complete the questions below, so we can better service your needs.

- In order from 1 to 10 what is most important to you?

Marketing

Fees

Liking the Agent

Home Opens

Internet Exposure

Your Agent's Negotiating Skills

Price

Feedback

Photography

Agent's Service

- When are you thinking of selling your home?(Please Tick)

Now

3 Days

1 Week

1 Month

3 Months

6 Months

12 Months

1 to 2 Years

- In what approximate price range do you think your home sits?

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- Why did you contact LJ Hooker Kalamunda and Foothills?

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- Would you like us to organise your **FREE** Home Loan Consultation?

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- If you don't list immediately, what property related information would you like to receive this year?

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**Contact LJ Hooker Kalamunda and Foothills today  
and speak with one of our area specialists**



## LJ Hooker Kalamunda and Foothills

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[www.foothillsrealestate.com.au](http://www.foothillsrealestate.com.au)