

## Seller's guide.



- 1 Find a local market expert.**

Have a property appraisal by a local market expert. Make sure it's a face-to-face meeting at your home so they can see any unique features, assess current market conditions and look at recent and comparable sales in the same area.



- 2 Be exclusive.**

Listing your property with one agent comes with a number of benefits. It gives the broker some security over the listing, making them more likely to invest extra time and marketing know-how to attract buyers. It's also easier to deal with one, as opposed to multiple brokers. What's more, over-exposure through different brokers can come across as a desperate sales measure and attract low offers.



- 3 Pick a brokerage.**

Make sure you choose a brokerage with a strong local presence and wider market appeal to ensure that your property is marketed to all potential buyers.



- 4 Make the property camera-ready.**

You never get a second chance to make a first impression. Your broker should advise you on steps to be taken to make your property look its best for the photoshoot and for viewings. Decluttering and a fresh lick of paint are very effective ways to make a property more appealing to buyers and don't forget the garden and front of the property to maximise the curb appeal.



- 5 Get the NOC.**

While most fees fall on the buyer, sellers can expect to pay a small fee for a No Objection Certificate (NOC), which is needed in order to sell the property and up to 2% to their broker.



- 6 "Block" the property.**

Sellers who have a mortgage on their property will need to go through 'blocking' and obtain a liability letter from their bank (costs and fees apply-buyer or seller settles in full)



- 7 Hire a conveyancer.**

Once you finalized the deal engaging the services of a professional conveyancing company is recommended to ensure the sales process goes smoothly.