

Richard Stupka's

**PROPERTY SELLERS
RESEARCH GUIDE**







WHAT IS MY PROPERTY WORTH?

There are two ways of looking at the value of your property;

Comparable value is the estimated worth of a property when compared with others recently sold similar in location, accommodation and to a degree presentation.

This is merely a subjective opinion and ignores the value variables that can enhance the value of your property.

Certainly, we look at this as a starting point and we would be happy to share this with you.

Contact us to order your Comparative Market Value Report.

It's important to remember that to a home buyer, no two properties are exactly the same.

WHAT WILL MY PROPERTY SELL FOR?

Market value is what a property actually sells for and this can be above or below the comparable estimation.

Market value can only be determined by taking the property to market.



THE VALUE VARIABLES

There are many factors that affect the value of property both positively and negatively, some of which are beyond control.

Examples of uncontrollable variables are the current supply and demand for property generally, regulated lending rates and what other property sellers might consider selling for.

All of these variables can affect your value.

What can influence value positively, and is not only within our control but where the skill of a professional agent comes to bear, is enhanced perception of the property via imaginative marketing along with an upward implied value established by professional negotiation. And of course skilled communication contributes to value.

We leverage Value through marketing, negotiation and communication.





WHO SHOULD SELL YOUR PROPERTY?

Of course we believe in what an engaged professional brings to the table.

However, we understand you have options.

You could sell the property yourself, taking on all the marketing, advertising, legals, buyer enquiry, negotiation and so on.

Attracting a buyer is the relatively easy part.

Understand that there is a hidden cost risk - you may undersell without knowing it. Securing the premium buyer under the best terms and conditions is not easy.

If you do go this route, please feel free to ask us for some free advice.

We're honestly happy to give you some tips.



OUR SUCCESS,

AND THE SUCCESS

OF YOUR SALE...

...IS BUILT ON THREE PILLARS...

Marketing

Marketing is more than taking some pics and putting them on the web. It's all about creating a perception. It's about understanding the buyers, the competition, your property and the wider market.

Only when we've created the perception do we begin to advertise it.

Negotiation

Honestly, property being undersold upsets us. We take it personally when we see a listing that we know, had we listed it, we could have achieved more for. But we see it happen all the time. Negotiation skills are something we train rigorously on and take very seriously. We're legally obliged to present the offers to you but we're professionally obligated to tear some of those offers up after doing so and negotiating hard on your behalf to increase them. And increase them we do.

Many agents will tell you they're good negotiators, but we can prove it. Ask us and we'll show you.

Communication

Communication is key to our relationship.

You'll have complete confidence in your decisions, through understanding the market as well as we do.

HOW MUCH SHOULD AN AGENT COST?

That's a tricky question, but look at it this way - you don't actually pay an agent, we literally earn the fee. You don't pay an agent until they get you the price you want, and that covers their fee.

When you boil it down, a great agent should cost you nothing because you'll end up with more in your pocket.









EVALUATING REAL ESTATE AGENTS

You owe it to yourself to talk to a few agents and agencies and get a feel for their skills. You should even look into some of the newer sales models, find out exactly what they offer, and check out the DIY options. Go to some open homes and audition the agents. Have a look at your competition, and ours.

We're essentially suggesting setting up a business partnership so the fit has to be right for you.

Then get in touch with Richard of Eview Group Chelsea. We'll not just tell you, but prove to you that your property is worth more with us. We'll start moving you from your first contact and won't stop until the boxes are in the truck.

We look forward to working with you.

“Richard is a true professional and a standout in the real estate industry, we were very happy with the entire process.”

Bec & David P.

RICHARD STUPKA | 0405 350 350
Licensed Estate Agent / Auctioneer

