

The Informed Home Seller's Guide

8 Key Steps to a Painless and Profitable Home Sale.



8 STEPS

To Becoming an Informed Seller

Planning to sell?

If you're like most home owners, you have a few questions. You're about to sell one of the single biggest assets you've ever owned.

You might have questions like, What's my home worth? Should I use an agent or go it alone? Which agent shall I use? What can I do to make my home as attractive as possible?

And of course; How do I get the most value out of the sale of my home?

The best way to start answering those questions is to be informed. This guide should give you answers to many of those questions and make you feel a lot more confident about the process.

And if you need more information?

My job is to make things easier, just ask. That's what I'm here for.

You can learn more about me and my services at the end of the guide.

Welcome aboard,

Peter Kratz

Bestnet.Property

STEP 1

Choose your agent

Most sellers use a real estate agent. You certainly don't have to, but there are good reasons why most people do:

1. Pricing is an art. The biggest factor in determining how quickly your home sells is the price, and deciding that price is trickier than it seems. It takes experience, even 1% more for your home can mean thousands to your bottom line.

2. Negotiating is hard. Not just hard to do, but it can feel uncomfortable. If you want someone to negotiate fearlessly on your behalf, you need an agent.

3. Marketing is more than online sales. To get the most for your home, you need as many buyers interested as possible. A large number of real estate sales are the result of agent contacts and network.

4. Showings and paperwork are a pain. There's more to the legal side of a home sale than you might think, and showing your own home is not only awkward, it can really complicate your schedule.

An agent takes away the burden of all these things, and works to get your home sold for the best price in the fastest time

What really matters is how much you get to keep after expenses. Ask me about my **PRICE GUARANTEE** and other ways to ensure that you get the most out!

Flat rate.

083 635 3298

Full service.

peterk@Bestnet.Property

92 Belvedere Rd, Claremont



STEP 2

Price Right to Achieve More

If you want to get as much for your home as possible within a reasonable time frame, you need to get the price right.

First, it is important to remember that the market determines the value of your home. And you are the final arbiter because you will either accept or reject any offers.

Setting the price for your home is challenging. Too low, and you leave money on the table. Too high, and you risk losing potential buyers who may think your property is out of their price range. Over pricing also helps the competition sell faster.

To complicate matters, your home is an emotional asset—it's hard to make the decision objectively.

Pricing your home right when you come to market results in more exposure, more showings, more offers, and ultimately, the highest price for your home. To find the *optimal* price - one that achieves the highest selling price and minimises the time it takes to sell - requires strategic thinking.

Agents spend their careers refining and mastering pricing strategies. We combine intimate local and national market knowledge, an exhaustive study of similar homes for sale, and an analysis of past sales to come up with the optimal list price. Then we combine that with your unique needs to help you to pick a price that suits *you*.



STEP 3

Prepare to Impress

After price, the condition of your home is the single biggest factor determining how fast - and for how much - your home will sell.

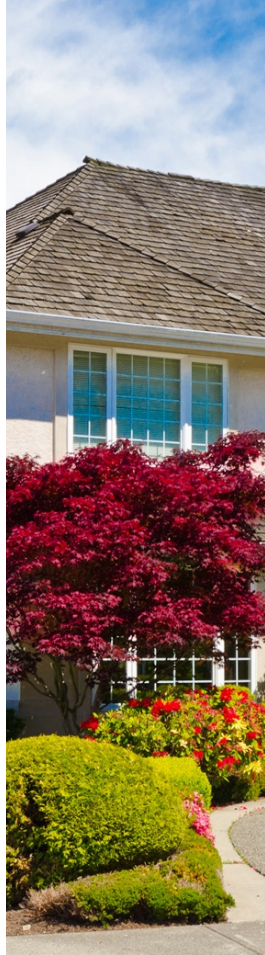
Many people can't imagine the potential of a home. They have to *see* it. That means that how your home shows, is how people see themselves in it. They can't see past the chips, leaks, clutter and stains - in fact, they tend to focus even *more* on those things.

You can dramatically improve how your home sells with a few quick steps:

- Clean.** Inside and out. It matters a lot.
- De-clutter.** Give it away, throw it away or store it, but get it out of your home.
- Make minor repairs.** Chipped paint, cracked tiles, squeaky hinges, leaky taps. Fix everything you can.
- Get the Garden under control.** Cut back overgrown shrubs and creepers and clean up entrances

This can seem overwhelming. You don't need to do it overnight. I can refer you to someone who can help, or you can break it down into just one task a day.

Everything you remove from the house, clean or repair puts money in your pocket. *You're getting paid to do it!*



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STEP 4

Maximise Exposure to Buyers

Once you have decided on a price for your home and its in showing condition, we need to get the Buyers attention.

Getting the word out about your home matters for two critical reasons. First, buyers can't be interested if they don't know your home exists. But more important still, the more buyers you have interested in your home, the higher the potential sale price, and the faster the sale.

Marketing your home to the biggest audience possible takes more than a sign. The best and fastest home sales use a combination of many of the following:

- 360 Tour.** An online look at your home - every person that enquires can take a walk through your home.
- Online Exposure** on nationally ranked real estate websites such as property24.com , PrivateProperty.co.za
- Proactive Prospecting.** Reaching out directly to people I know that might be interested.
- Property Brochures.** Great photos, vibrant descriptions in professional take away form.
- Social Media.** Facebook, Twitter, Instagram and Youtube



STEP 5

Show it Off!

As interest in your home grows, people will want to view the real thing. It's time to show off your home to prospective buyers.

I will take care of almost all of the details, but here are a few tips to maximise the showing experience.

- You should leave.** Buyers want to be able to look around and discuss your home candidly. They won't be comfortable if you're there.

- In addition to the usual tidying, **make sure your home is inviting.** Leave the lights on, put out fresh flowers. Open the blinds where appropriate. Leave inside doors open or slightly ajar.

- Be as flexible as you can**—try to accommodate the buyer's schedule.



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STEP 6

Negotiate

Now this is where things get exciting. You've got an offer or maybe two or three at once! In most cases, your home's list price won't be the selling price.

When it comes to settling on that final number, you're going be **negotiating**. That's something your Agent is an expert at, but here are some key strategies for owners:

- It's a conversation.** Don't be offended by low offers and conditions. No one is forcing you to accept them. Think of it as a starting point to have a conversation.

- If you are not happy with the offer - **make a counteroffer.** Momentum matters, moving a deal forward helps make the deal happen.

- Price isn't the only thing.** You can negotiate on offer conditions, assets in the home. Don't get stuck on one thing.

- And once you agree; the buyer provides a deposit to show commitment until the suspensive conditions - if any - are met. Once the conditions are met the deal is final.

Congratulations!



STEP 7

Calculating Your Net Proceeds

The deal is final! Now how much do you get to keep? There are a number of costs to consider.



Compliance certificates. Sellers are generally responsible for providing compliance certificates in respect of Plumbing, Electrical, Beetle, Gas and Electric fencing. The obligation to provide these certificates can be waived or transferred to the purchaser in the sale agreement.

Bond Cancellation Fees. Check with your lender to determine if you will incur costs when cancelling your bond. There is usually a fee which can be reduced if proper notice is given.

Rates and levies certificates. It's difficult to calculate exactly how much money will be owed on utilities on the day of transfer. The transferring attorney will ensure that any overpayments or shortfall on rents, interest, rates and utility charges will be corrected, and the buyer and seller will be credited or charged accordingly.

Moving Costs. Moving costs vary based on location and the amount of possessions being moved.

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STEP 8

Meet with Peter

Feeling more informed? I hope so!

There's a lot to selling a home. If, after reading this, you feel like you want some help, I'd be happy to meet with you. I'll provide you with a complimentary market evaluation of your home, and answer any other questions you have.

A Little Bit About Peter

I graduated from Wits University with Bcom and Bacc degrees. After completing articles and qualifying as a chartered accountant I worked in banking in Johannesburg and London and later in financial services in Cape Town.

In 1998 I returned from London with my family and settled in Rondebosch where my 4 children attend local schools and university.

My experience negotiating transactions and developing innovative solutions to problems gained during his years of working in banking and construction finance honed my skills which contribute to successful negotiation of sale agreements and rental portfolio management.

I manage and sell property for clients in the greater Cape Town area.

I hold the designation Master Practitioner in Real Estate.

"I bring an innovative and flexible approach to deal making and negotiation. I am committed to providing service which is caring, factual and friendly".

A FEW WORDS

From My Clients

My clients get an average of **99%** of their list price. That's high, and it comes from working hard during negotiations, and having the experience to set the right price. I bring an innovative and flexible approach to deal making and I am committed to providing service which is caring, factual and friendly.

Most of my business comes from referrals—my clients recommend me. If you'd like to speak to any of them to learn why, I'd be happy to arrange it.



I had to asked Peter if he treats all his customers so well!

Peter sold my apartment for R50k more than any other agents indicated the selling price should be. His communication and feedback was excellent.

- James Howard I Rondebosch.



Peter is the most creative, thorough agent we have met!

In his commercial approach as well as the way in which he marketed our property. It's was no surprise we sold quickly at an excellent price and without complication.

We recommend him to anyone buying or selling.

- Tom and Lynne Fels I Claremont



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Selling Price Guarantee



I Guarnatee to sell your home
for the agreed net price or more.

If I dont you pay not commission.