

Mount Eliza Marketplace Report July - December 2020



Janice **Dunn**
Estate Agents

Gold



“ Professional and personable and efficient.

Who thought it would be a good idea to sell a house remotely during a pandemic. Janice and Bec couldn't have been more helpful during all the stages of preparing the house for sale and Russell was invaluable for all the last-minute jobs. Janice was able to guide us in presenting the house for sale, even lending some items as we had already packed up the house. **We are extremely happy with the result** (selling within two weeks) which is in no small part due to Janice's knowledge of the local market. **Janice maintained an excellent line of communication with us and the buyers and we had no qualms about leaving everything in her hands as we returned to NSW.** Janice's attention to detail, her ability to go above what might be expected and her warm friendly personality (along with her fabulous family team) made choosing Janice Dunn Estate Agents **an easy decision.**” - Michael & Alison (Vendors)

Curious as to what your property is worth?

Pop into the office and have a chat to one of our team members.

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Janice Dunn
Estate Agents

A photograph of a wooden shelf with various potted plants and a wicker basket. The shelf is dark-colored with a light wood top. On it are several potted plants, including a large one with broad green leaves and orange variegation, and a snake plant. A wicker basket with a blue lid is also on the shelf. Below the shelf is a large, rectangular wicker basket. The background is a plain white wall.

Welcome to your Market update.

July to December End of Year
Results for Mount Eliza

A word from Janice.

Wow, what a year 2020 has been!




Although the uncertainty in the world and the global pandemic has not ended, as we are slowly returning to the new normal, luckily the real estate market is still going strong.

After close to 3 months with no in-person real estate activity allowed and 4 months of the office being closed, we are back where we belong, and the market has picked back up and is HOT HOT HOT!

We have seen some exceptional sales results, with properties selling in a matter of days with multiple offers, some of them above the advertised price ranges.




If you are thinking of selling or would like to discuss the current real estate market, please give me a call on 0402 285 698 at any time to discuss.



ADDRESS	TYPE				LAND SIZE	SALE PRICE	SALE DATE
31 Brighton Crescent	House	3	1	4	791	\$775,000	13-Aug-20
65 Summerhill Crescent	House	4	2	2	717	\$780,000	6-Aug-20
21 Bundara Crescent	House	2	1	2	741	\$835,000	30-Dec-20
7 Wiringa Crescent	House	3	1	4	1163	\$836,000	29-Oct-20
206 Mount Eliza Way	House	3	1	3	798	\$872,500	2-Dec-20
5 Tower Road	House	3	2	2	908	\$885,000	19-Oct-20
13 Kolora Crescent	House	4	3	2	945	\$902,000	31-Jul-20
148 Kuning Road	House	3	2	3	957	\$905,000	5-Nov-20
5 Quinns Parade	House	3	2	1	725	\$915,000	18-Jul-20
82 Autumn Crescent	House	3	1	2	893	\$921,500	21-Oct-20
144 Koornalla Crescent	House	4	1	1	978	\$925,000	15-Oct-20
10 Bellevue Crescent	House	3	2	2	770	\$940,000	1-Sep-20
120 Koornalla Crescent	House	5	1	0	994	\$945,000	12-Oct-20
49A Colstan Court	House	3	2	1	487	\$950,000	23-Jul-20
10 Wynnstay Road	House	3	2	2	694	\$955,000	13-Jul-20
89 Autumn Crescent	House	3	1	2	701	\$970,000	10-Nov-20
77 Wimborne Avenue	House	3	2	2	810	\$970,000	26-Sep-20
19 Gillards Road	House	4	2	2	2840	\$980,000	20-Jul-20
11 Kardella Lane	House	3	1	2	981	\$985,000	4-Oct-20
90 Mountain View Road	House	3	2	2	836	\$995,000	10-Jul-20
9 Bellbird Road	House	3	2	2	2711	\$1,000,000	25-Jul-20
214 Moorooduc Highway	House	3	2	4	2706	\$1,000,000	3-Jul-20
1A View Point Avenue	House	2	2	1	345	\$1,000,000	2-Oct-20
30A Kolora Crescent	House	3	2	2	820	\$1,016,000	22-Oct-20




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ADDRESS	TYPE				LAND SIZE	SALE PRICE	SALE DATE
36 Mountain View Road	House	3	2	4	820	\$1,030,000	5-Jul-20
63 Eliza Drive	House	4	2	2	766	\$1,030,500	23-Nov-20
88 Autumn Crescent	House	4	3	2	1316	\$1,037,000	11-Aug-20
110 Mather Road	House	4	2	2	3447	\$1,050,000	22-Aug-20
61 Summerhill Crescent	House	4	2	2	707	\$1,050,000	24-Dec-20
3A Colstan Court	House	3	2	2	293	\$1,065,000	10-Jul-20
20 Warana Way	House	4	2	2	785	\$1,075,000	29-Jul-20
65 Two Bays Road	House	4	2	4	3732	\$1,085,000	14-Jul-20
20 Kardella Lane	House	4	2	2	1009	\$1,090,000	5-Aug-20
66 Summerhill Crescent	House	5	3	2	705	\$1,090,000	23-Nov-20
15 Coonara Avenue	House	3	2	2	783	\$1,090,000	10-Nov-20
16 Brian Court	House	4	3	2	2895	\$1,100,000	17-Jul-20
100 Mountain View Road	House	4	2	2	698	\$1,102,500	18-Oct-20
64 Summerhill Crescent	House	3	2	2	704	\$1,105,000	10-Oct-20
14 Warana Way	House	4	2	2	800	\$1,120,120	16-Oct-20
48 Rutland Avenue	House	4	3	2	844	\$1,125,000	26-Jul-20
90 Autumn Crescent	House	4	2	2	1281	\$1,140,000	1-Sep-20
6 Dudson Close	House	4	2	2	2601	\$1,148,000	14-Oct-20
18 Ocean Grove	House	3	2	2	576	\$1,150,000	7-Dec-20
416 Canadian Bay Road	House	3	2	2	1619	\$1,162,500	12-Oct-20
70 Eumeralla Grove	House	5	2	2	1523	\$1,171,000	11-Nov-20
101 Baden Powell Drive	House	4	2	2	4140	\$1,175,000	22-Oct-20
50 Humphries Road	House	5	3	2	1467	\$1,175,000	16-Jul-20
28 Quinns Parade	House	3	2	2	929	\$1,175,000	20-Dec-20



Sales Results in Mount Eliza

ADDRESS	TYPE				LAND SIZE	SALE PRICE	SALE DATE
50 Roborough Avenue	House	4	2	2	863	\$1,200,000	7-Nov-20
31 Mather Road	House	4	2	2	2935	\$1,220,000	6-Nov-20
22 Quinns Parade	House	4	2	2	932	\$1,225,000	15-Oct-20
105 Baden Powell Drive	House	5	3	2	2528	\$1,230,000	1-Nov-20
17 Wimbledon Avenue	House	2	2	2	851	\$1,230,000	24-Aug-20
101 Kunyung Road	House	3	2	1	1038	\$1,250,000	22-Nov-20
57 Wooralla Drive	House	6	3	2	1335	\$1,250,000	2-Oct-20
1 Wimborne Avenue	House	4	2	2	787	\$1,260,000	2-Nov-20
178 Humphries Road	House	4	2	2	1313	\$1,275,000	24-Oct-20
38 Mather Road	House	4	2	2	2705	\$1,277,000	4-Nov-20
39 Bareena Drive	House	4	3	2	2724	\$1,290,000	18-Dec-20
8 Arundel Court	House	5	2	4	2717	\$1,295,000	20-Aug-20
10 Dudson Close	House	3	2	2	2835	\$1,295,000	21-Dec-20
172 Humphries Road	House	4	2	2	2681	\$1,300,000	8-Oct-20
26 Ocean Grove	House	3	2	2	553	\$1,300,000	16-Aug-20
32 Roehampton Crescent	House	4	3	2	775	\$1,300,000	4-Aug-20
36 Walkers Road	House	6	1	5	2685	\$1,300,000	4-Jul-20
12 Two Bays Road	House	5	2	0	3737	\$1,300,000	14-Aug-20
40 Winona Road	House	4	2	2	2937	\$1,313,000	4-Oct-20
182 Moorooduc Highway	House	5	2	2	2522	\$1,315,000	24-Dec-20
20 Two Bays Road	House	3	1	4	4276	\$1,325,000	9-Sep-20
7 Keraboite Court	House	4	2	2	2884	\$1,330,000	6-Nov-20
31 Allison Road	House	3	3	2	2995	\$1,340,000	11-Jul-20
3 Marilla Close	House	3	2	2	1730	\$1,340,000	22-Jul-20






ADDRESS	TYPE				LAND SIZE	SALE PRICE	SALE DATE
60 Walkers Road	House	3	2	3	2699	\$1,345,000	5-Oct-20
30 Attunga Way	House	3	2	2	1983	\$1,350,000	20-Nov-20
7 Barmah Street	House	3	1	2	792	\$1,370,000	15-Sep-20
30-32 Station Street	House	4	3	2	1401	\$1,377,000	24-Nov-20
14 Kardella Lane	House	4	2	3	1016	\$1,380,000	15-Aug-20
10 Leindan Court	House	5	2	2	2784	\$1,400,000	14-Oct-20
7 Andacani Court	House	4	2	2	1801	\$1,410,000	10-Dec-20
33 Dalsten Grove	House	3	2	2	462	\$1,450,000	24-Nov-20
68-70 Mather Road	House	4	3	4	3835	\$1,450,000	2-Sep-20
4 Two Bays Road	House	5	3	4	2715	\$1,450,000	2-Dec-20
40 The Ridge	House	5	3	3	1854	\$1,480,000	7-Oct-20
89 Wimborne Avenue	House	4	2	2	1405	\$1,480,000	24-Nov-20
11 Stephens Road	House	3	2	2	903	\$1,490,000	1-Jul-20
6 Moorna Court	House	4	2	2	2830	\$1,496,000	20-Jul-20
100-102 Banool Crescent	House	4	4	4	1380	\$1,560,000	17-Dec-20
139 Rutland Avenue	House	4	2	2	842	\$1,600,000	29-Nov-20
68 Wimborne Avenue	House	4	3	2	810	\$1,600,000	24-Jul-20
52 Koetong Parade	House	4	2	2	1035	\$1,614,000	29-Jul-20
11 Andacani Court	House	3	2	2	2000	\$1,630,000	5-Jul-20
19 Granya Grove	House	5	4	3	981	\$1,630,000	11-Nov-20
117 Wimbledon Avenue	House	5	3	2	829	\$1,630,000	16-Oct-20
16 Narrung Road	House	5	2	2	895	\$1,630,000	17-Dec-20
79 Mather Road	House	5	2	3	4386	\$1,650,000	29-Sep-20
59 Wimbledon Avenue	House	4	2	3	851	\$1,650,000	10-Dec-20



ADDRESS	TYPE				LAND SIZE	SALE PRICE	SALE DATE
38 Volitans Avenue	House	4	2	2	1525	\$1,690,000	5-Dec-20
2A McCutcheon Close	House	4	2	2	2986	\$1,700,000	4-Dec-20
13 Rylston Court	House	4	3	2	2733	\$1,700,000	18-Dec-20
60 Koetong Parade	House	5	2	2	1049	\$1,700,000	11-Dec-20
4 Maddison Avenue	House	4	2	3	1405	\$1,710,000	10-Dec-20
10 Nunga Court	House	5	2	3	2746	\$1,725,000	10-Oct-20
5 Matong Road	House	4	2	2	1060	\$1,735,000	5-Sep-20
3 Waterview Close	House	6	3	3	1100	\$1,760,000	15-Jul-20
9 Clendon Close	House	3	2	2	2135	\$1,800,000	6-Nov-20
3A Cassiobury Avenue	House	4	2	2	718	\$1,800,000	27-Oct-20
5 Cameron Way	House	5	2	4	1871	\$1,812,500	15-Oct-20
1 Ti-Tree Lane	House	4	3	4	792	\$1,865,000	29-Sep-20
16 Camborne Avenue	House	7	4	2	980	\$1,875,000	12-Dec-20
108 Humphries Road	House	4	3	2	2767	\$1,906,000	24-Nov-20
22 Erang Drive	House	4	2	3	2639	\$1,920,000	5-Nov-20
68 Old Mornington Road	House	4	4	3	3690	\$1,970,000	12-Nov-20
4 Woodland Avenue	House	3	3	3	884	\$1,975,000	3-Dec-20
29 Mohilla Street	House	4	2	2	1012	\$2,010,000	8-Oct-20
24 Rosserdale Crescent	House	5	3	2	970	\$2,075,000	1-Dec-20
56 Rutland Avenue	House	3	2	1	843	\$2,080,000	21-Oct-20
45 Koornalla Crescent	House	4	3	2	1977	\$2,105,000	5-Nov-20
16 Bellbird Road	House	4	2	3	2928	\$2,125,000	22-Oct-20
9 Murralinga Place	House	5	5	4	1540	\$2,153,000	11-Dec-20
8 Mount Eliza Way	House	4	2	2	2720	\$2,200,000	18-Aug-20






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ADDRESS	TYPE				LAND SIZE	SALE PRICE	SALE DATE
22 Wimbledon Avenue	House	5	3	2	814	\$2,200,000	1-Dec-20
106-108 Baden Powell Dv	House	5	4	7	5797	\$2,210,000	3-Nov-20
7 Manatee Avenue	House	4	3	2	1030	\$2,250,000	27-Jul-20
8 Woodland Avenue	House	4	2	2	879	\$2,250,000	9-Dec-20
122 Wimbledon Avenue	House	4	2	3	890	\$2,280,000	4-Dec-20
55 Williams Road	House	5	4	4	1416	\$2,426,000	20-Oct-20
3 Manna Hill Court	House	5	2	3	1146	\$2,510,000	16-Nov-20
111 Oakbank Road	House	4	3	2	40351	\$2,550,000	2-Oct-20
10 Woodland Avenue	House	4	3	2	738	\$2,600,000	15-Jul-20
101 Old Mornington Road	House	5	4	4	1813	\$2,600,000	9-Oct-20
107 Wimbledon Avenue	House	3	3	2	835	\$2,710,000	11-Jul-20
16 Daveys Bay Road	House	6	3	3	2649	\$2,800,000	11-Dec-20
75 Rutland Avenue	House	4	3	2	851	\$2,850,000	23-Dec-20
8 Coles Court	House	5	2	2	2300	\$2,900,000	24-Sep-20
2 Coles Court	House	4	4	3	2502	\$3,000,000	23-Nov-20
95 Old Mornington Road	House	4	3	2	1812	\$3,050,000	20-Nov-20
20 Glen Shian Crescent	House	5	3	2	1491	\$3,200,000	21-Jul-20
23A Glen Shian Lane	House	5	3	5	1782	\$3,295,000	20-Nov-20
1 Brookwood Drive	House	6	5	5	2701	\$3,300,000	13-Aug-20
11 Almeria Court	House	3	2	2	2589	\$3,330,000	22-Oct-20
60 Canadian Bay Road	House	4	3	2	681	\$3,660,000	23-Oct-20
5 Watts Parade	House	5	3	2	2818	\$3,800,000	15-Oct-20
3 Manatee Avenue	House	3	2	2	1006	\$4,200,000	3-Dec-20
4 Almeria Court	House	5	4	3	2653	\$4,300,000	14-Oct-20



Sales Results in Mount Eliza

ADDRESS	TYPE				LAND SIZE	SALE PRICE	SALE DATE
34 Watts Parade	House	5	3	2	2509	\$4,310,000	16-Oct-20
36 Jacksons Road	House	5	5	3	2735	\$4,400,000	11-Dec-20
6 Osprey Avenue	House	4	2	2	1268	\$4,750,000	4-Nov-20
31 Jacksons Road	House	4	4	0	2593	\$4,800,000	14-Jul-20
42 Jacksons Road	House	4	3	3	2733	\$5,300,000	27-Jul-20
57 Williams Road	House	5	5	4	4140	\$5,900,000	23-Dec-20
19 Watts Parade	House	5	4	4	2922	\$6,500,000	16-Nov-20
5 Denistoun Avenue	House	6	6	3	2818	\$6,850,000	6-Nov-20
24 Rendlesham Avenue	House	3	2	2	1067	Not Disclosed	2-Dec-20
8 Burnell Street	House	3	2	2	1105	Not Disclosed	24-Dec-20
3 Wimbledon Avenue	House	5	3	2	798	Not Disclosed	23-Dec-20
13 Winona Road	House	3	2	2	2788	Not Disclosed	13-Nov-20
47 Koetong Parade	House	5	2	2	1837	Not Disclosed	14-Oct-20
84 Two Bays Road	Land	0	0	0	4316	\$425,000	15-Nov-20
161 Wooralla Drive	Land	0	0	0	1080	\$620,000	4-Oct-20
15 St Johns Lane	Land	0	0	0	1061	\$720,000	27-Nov-20
84 Allison Road	Land	0	0	0	2647	\$840,000	17-Jul-20
316 Canadian Bay Road	Land	0	0	0	1499	\$845,000	24-Sep-20
84A Allison Road	Land	0	0	0	2530	\$850,000	28-Sep-20
45A Old Mornington Road	Land	0	0	0	855	\$950,000	4-Jul-20
68 Glen Shian Lane	Land	0	0	0	1171	\$2,150,000	4-Nov-20
47 Rosserdale Crescent	Land	0	0	0	852	\$2,700,000	19-Nov-20



ADDRESS	TYPE				LAND SIZE	SALE PRICE	SALE DATE
6/12 Leicester Avenue	Unit	1	1	1	140	\$400,000	4-Sep-20
4/165 Mount Eliza Way	Unit	2	1	1	142	\$502,000	20-Jul-20
4/178 Canadian Bay Road	Unit	2	1	1	138	\$515,000	12-Nov-20
2/45 Grice Avenue	Unit	2	1	1	174	\$520,000	26-Jul-20
4/131-133 Mount Eliza Way	Unit	2	1	1	235	\$630,000	1-Oct-20
3/5 Betty Avenue	Unit	3	1	1	294	\$640,000	31-Jul-20
3/8 Roy Court	Unit	3	1	1	277	\$645,000	15-Dec-20
6/109 Canadian Bay Road	Unit	3	2	1	197	\$750,000	5-Nov-20
14/109 Canadian Bay Rd	Unit	3	2	2	190	\$762,000	14-Dec-20
1/202 Mount Eliza Way	Unit	3	2	2	676	\$900,000	27-Nov-20
3/7 Spero Avenue	Unit	3	2	2	422	\$970,000	1-Oct-20
17A Colstan Court	Unit	3	2	2	321	\$1,111,000	11-Dec-20
3/84 Beluga Street	Unit	4	2	3	1018	\$1,200,000	26-Oct-20
10 Bright Crescent	Unit	5	3	3	2737	\$1,210,000	1-Aug-20
7 Dalsten Grove	Unit	3	2	2	457	\$1,495,000	12-Nov-20

Information about this report: This report shows 6 months of sold properties (01/07/2020-31/12/2020), as reported on 4/01/2021. This report is based on third party data. Whilst care has been taken in the preparation of the report, neither the author nor the real estate agent takes any responsibility for any incorrect, misleading or inaccurate data.

Properties listed are those sold by multiple agents/agencies in the area. Not all properties have been sold by Janice Dunn Estate Agents.

Should your property be currently exclusively listed with another agent, please disregard this communication.



Preparing for Sale To-Do List

Checklist - Inside

- ☐ Check that all smoke detectors are working
- ☐ Clean and disinfect the dishwasher (running it on a empty cycle with bicarbonate soda in the detergent try and vinegar in the rinse holder is a great inexpensive way to do this).
- ☐ Give the oven and range hood the clean of their life. Make sure the light on the range hood is working.
- ☐ Check doors and windows for cracked seals and peeling paint - repair as needed.
- ☐ Inspect the tiles and sinks in your wet areas - reseal where necessary.
- ☐ Inspect bathroom mirrors for damage and replace if necessary.
- ☐ Inspect walls and ceilings for water damage - repair as needed.
- ☐ Check for plumbing leaks.
- ☐ Check for any signs of insect or rodent infestation - take appropriate action.
- ☐ Patch any holes in walls.
- ☐ Wash all of the windows - inside and out.
- ☐ Clean the light fittings and your skylights.
- If you have fluorescent lighting in any of your rooms, use "warm white" bulbs. Ensure all lights are working.
- ☐ Clean sliding door and window tracks.
- ☐ Clean ceiling fan blade and air conditioner fan blades.
- ☐ Check taps and showers for signs of leakage.
- ☐ Repair loose knobs, latches, or handles on doors
- ☐ Make the storage areas appear spacious and well-planned. Consider storing all out-of-season clothing. Remember, buyers WILL look through your cupboards.

- ☐ Steam clean all of the carpets, and if you choose not to repaint, consider washing your walls with liquid sugar soap to help freshen the existing paint work
- ☐ Clean the curtains and blinds. Always let as much natural light into your rooms as possible - perhaps consider replacing heavy curtains with something lighter and removing mesh curtains.

Checklist - Outside

You never get a second chance to make a first impression - so the front of your home should be faultless.

- ☐ Sweep the driveway to ensure it is free of debris. If you have a concrete or paved driveway, consider pressure washing it to remove stains.
- ☐ Check the fence for any posts that are loose, broken or rotted, and replace as necessary.
- ☐ Clean out the gutters and check for any leaks or damage.
- ☐ Get the lawn looking as lush and green as possible - mow high and often.
- ☐ Trim the plants back
- ☐ Mulch the garden beds - this prevents the soil from drying out too quickly, and helps slow down weed growth (as well as making the garden beds appear lush and low-maintenance)
- ☐ Clean decks and consider re-staining.
- ☐ Cut back any trees that overhang the roof of your home.
- ☐ Repair/replace any damaged fly screen/ security door mesh
- ☐ Inspect the outside of your home, taking note of the eaves lining around exterior lights for cobwebs.



How to: Make the moving process easier on your kids

Selling a house and moving can be stressful for all members of your family. A bit of forward planning can help to minimise the disruption to routines and make the process easier on the youngest members of your family. Below are some tips that we hope will help your family.

Don't delay on breaking the news!

Just like adults, kids need time to get used to the idea of moving, particularly if the move will involve changing schools/kindergarten/daycare, so we suggest you provide them with as much advanced warning as possible.

Provide them with as much age-appropriate information as you can, regarding why the family is moving, and what they can expect to experience in their new home and new suburb.

Explore your new neighbourhood

Once you've chosen what suburb or town you're moving to, show your children maps and pictures of where you'll be living. Talk about local attractions that may be interesting (such as beaches or parks), and if you have the time take them for a day trip to the suburb to show them all of the highlights.

Be cautiously optimistic

As with many life changes, your children's attitude to the move will likely mirror yours, so it's important to be optimistic and positive about the move. Keep in mind that even if the new house is perfect for your family, it will still take some time for everyone to adjust to living there.

Involve them in the process

Depending on the age of the child, you may be able to involve them in the packing process, as this may help them to understand that even though they'll be living in a new home, all of their belongings will come with them. Once you've moved into your new home, get them to help unpack their things and decide how to arrange their bedroom. If funds permit, having your child decorate their own bedroom can go a long way in helping them settle in to their new home and new routines.

Keep a routine

Routine is central to a child's world, so it's important to try and keep some normality and routine during this process (particularly if your home is on the market). We suggest that you continue with all of your regular weekend activities during this time.

If you have toddlers, perhaps consider delaying implementing changes such as commencing toilet training until you are settled into your new home.



7 Steps to Consider when Selling Your Home

Step 1 - Be clear on your motivation

Why are you choosing to sell your home?

Be clear on your end goal, as it will help make the whole decision process easier for you. Be honest with your agent about your reasons for selling, as it will help them to tailor an appropriate marketing campaign and method of sale for your circumstances. Some reasons for selling include:

- Downsizing / upsizing
- Purchased another property
- Financial pressure
- Relocation
- Other

Step 2 - Location

Location is the one thing about your property that you cannot change. It's important to take into consideration the following:

- Where is your property priced in relation to other properties in your location? We understand that every property is unique, so you have to put your "buyer" hat on and try to see it from their perspective!
- What type of neighbourhood is your property located in – well established, up and coming, transitional?
- Is there a particular type of buyer that suits your area (eg. Young families, retirees, single professionals, first home buyers)?
- Great things about your neighbourhood to promote, including:
 - Public transport | Main Roads (for easier commutes) | Shopping centres | School zones & other educational centres | Medical centres or hospitals | Recreation venues | Outdoor parks, public pools & playgrounds

Step 3 - Maximising Street Appeal

Some inexpensive ways to maximise your home's street appeal include:

- If your home could use a lick of paint, go for neutral tones and the most popular choice of paint to ensure your home appeals to as many people as possible.
- Note that **no** DIY work is better than bad quality DIY

work.

- Landscaping is the first thing people see! If your front yard is neat and tidy, people will assume the inside of the home will be well maintained.
- Remember that from the moment your property is on the market, people will be driving by and checking it out. First impressions count! Your home needs to look great from the outside as we want the buyers to come in and inspect not keep driving past.
- Get rid of dead trees, branches, weeds and any invasive vines, keep your garden equipment out of sight and put away any children's toys.
- If you have any broken or unused outdoor furniture, get rid of it!
- Wash dirt, mould and grime off the outside walls, roof, garage doors, walkways and driveways. If you don't own a pressure washer, they are inexpensive to hire.

Step 4 - Highlight your home's best features

- Everything benefits from a second opinion. Ask your agent and friends for suggestions on how to spruce up your home
- Work out what the unique selling features of your home are and further enhance them
- An essential task before selling your home is decluttering! Go through every room of your home and remove as many extra items as possible. Not only will this help you to keep your home clean and tidy while you are on the market, it will make the rooms look bigger.
- Depersonalise your home to ensure it appeals to the largest possible audience. Not everyone has the same taste as you, and having less of 'you' in your home gives potential buyers a chance to visualise themselves living there. "Make your home their dream".
- Set the scene – buyers often try to envision what their lives would be like in a house. Think about what makes it homely and welcoming, for example placing comfortable outdoor furniture on the balcony or deck. Cushions and throw rugs can easily add colour



and flair to a space.

- If your home is vacant or you don't own much furniture, consider using hire furniture to enhance its appeal and create warmth.

Step 5 - Choosing the Right Agent

You need to be confident that your agent will secure a strong result in a reasonable time frame, and isn't just interested in a cheap, quick sale. We recommend you:

- Be up to speed on recent sales in your area.
- Go out and visit open for inspections in your area so you can get a sense of your property's value. It's also a great opportunity to see how the agents conduct themselves.
- Make a shortlist of potential agents. Asking friends and neighbours for their experiences is a great place to start.
- Interview with at least two to three agents, to ensure you find the agent that is the right fit for you.
- Ask your agent a lot of questions about the local area and market conditions to ensure they have a good understanding.
- Look at the individual agent, not necessarily their brand.
- Ensure you feel comfortable with an agent and that there is a good rapport. Selling your greatest asset successfully will require a partnership between the two of you and you need to feel like you can work together as a team.

Step 6 - Marketing to the Right Audience

Understanding the different buyer types helps us to tailor a marketing campaign that presents your property in the best possible way to an audience who is most likely to be looking for that type of property.

People looking for somewhere to live want to know that they will be able to enjoy the local area they are living in, whilst investors are looking for an idea of the kind of people who are likely to rent in the area.

Home Buyers

- Families – focusing on schools, parks, amenities and safety
- Young Professionals – focussing on transport, ease of commuting, recreation and entertainment facilities
- Downsizers and Retirees – Looking for low maintenance homes, usually either recently built or renovated

Investors

- Current rental yields and potential capital growth
- Distances to universities, hospitals and transport
- Land size and potential to develop in the future

Step 7 - Costs of Selling

There are several costs of selling your home, including agents commission, advertising/marketing, legal expenses, capital gains tax (if it's an investment property) and bank fees.

- The agent will discuss with you all costs from their end, but please keep in mind that this doesn't include legal expenses, bank fees and tax. If you're in doubt about the costs of selling at any time in the process, ask your agent or conveyancer to clarify.
- Depending on your home and the marketing involved to attract as many buyers as possible, the cost of advertising can be anywhere from \$2,000 to \$10,000. Some aspects of this (such as internet advertising) are a must, however other aspects such as print media can be discussed with your agent at the time of listing. Every agent has a marketing strategy, and it is tailored to every property. What worked for your next door neighbour a few years ago might not work for your home in today's market.
- A good agent can add more than 10% onto the sale price of your home, and will also be clear on the fees involved. A good agent is proactive, not reactive and will work with you right up until settlement and beyond, which could include helping you prepare for market by recommending tradespeople and suggestions to help you make your home more saleable. We do more than just write up contracts!

Thinking of Selling?
Think Local.
Think Janice Dunn Estate Agents.



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