

DAVID THORN

AND ASSOCIATES



REAL ESTATE BUYING & SELLING GUIDE

PRESENTED BY MICHAEL HAYTER



RESIDENTIAL

COMMERCIAL

SALES

LEASING

INTRODUCTION

Welcome to the David Thorn & Associates real estate buying and selling guide. This booklet has been put together to help you through what can be a very stressful time.

Using our combined experience we have identified the key points to helping you make sure you get the best result when buying and point out the main ways you can get the best price when selling.

The first half of this guide is dedicated to the real estate buying process. Here we focus on knowing what you have to spend, identifying how much a prospective property is worth and finally how to negotiate the best deal.

In the second half of the guide we look at the 3 P's of selling; Pricing, Presentation and Promotion. Most agents have very little in the way of formal marketing or sales training and mostly just 'wing it'. In fact if you asked most agents what the 3 P's were they wouldn't know. In this part of the guide we will go through the 3 P's and explain how you can use them to rise above your competition.



BUYERS GUIDE



When making the decision to buy a new property there are a number of factors that will influence your final purchase. These include borrowing power, reasons for the purchase (e.g. upsizing, work), state of the market and the location you want to buy in.

DO YOUR HOMEWORK FIRST

After making the decision to buy there are three simple first steps you should take to make sure you are 100% ready to go:

- * Clearly define what you require in a property.
- * Find out exactly what your budget is.
- * Do your market research on the areas and type of properties you would like.

HELPFUL HINT - Make a List

At any one time there can be hundreds of properties on the market in any given area. A written list will help clearly define what home opens to visit and save you valuable time.

The list should be broken up into two columns, musts and wants. E.g. a pool could come under wants while 3 bedrooms could come under musts. Don't be afraid to make changes to this list as time goes on.



WHAT IS MY BUDGET?

Your budget is going to be limited by two things, borrowing power and your personal limits. By this we mean the banks will let you borrow a certain amount but you may set a lower limit yourself, depending on what you are comfortable repaying.

To establish these limits you will need to know how much your current property is worth, if you will be using that to buy with, and you will need to make enquiries with a bank or mortgage broker about your borrowing power.

HELPFUL HINT - Get pre-approved first.

It always pays to go that little bit further and get pre-approval before making an offer on a property. For two reasons:

- a) Some things can be missed at the initial consultation and only with pre-approval can you be certain of your budget.
- b) When negotiating the purchase of a property pre-approval provides a sense of certainty to a seller and can be the difference between an offer being accepted or rejected.



BANK OR MORTGAGE BROKER?

This is really a personal preference and may come down to the relationship you have with your current finance provider. At David Thorn & Associates we personally use a mortgage broker for our own banking needs. Brian Clarke, Director of Lifespan Mortgage Services has this following advice:

“Banks are great for your day to day services, but if you go to them for the best mortgage deal they are only going to show you ‘their’ best deal. They won’t tell you if the bank across the road has a better interest rate or cheaper ongoing fees.

On top of that a reputable mortgage broker can come to you, work outside of regular business hours and look at possible options that the big four banks won’t.”



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BUYING THE PROPERTY



This comes down to doing your homework by going to home opens and property viewings. Comparing similar properties in your chosen areas will give you a feel for what a property is worth and when you finally have found the right one. When comparing homes try to take the emotion out of it. Look at its features; era of construction, has it got a new kitchen, is there a pool, how many bathrooms etc.

HELPFUL HINT - Ask your agent.



A good agent isn't there just to sell your home, they are there to help you find and purchase your next one too. At David Thorn & Associates we can also provide you with an appraisal on any property you are seriously interested in buying, free of cost.

And if you are not confident at negotiating we can also present any offers on your behalf, again free of charge, as long as you inform us of the property before any contact is made with a property's agent.

HOW TO NEGOTIATE THE BEST PRICE

Getting the best price for a property comes down to a number of factors including:

- * How long has the property been on the market? What is the motivation of the sellers?
- * How well is it priced?
- * Are there any other parties looking to purchase the property?
- * And most importantly for you, how much do you really want the home?

If you have done your homework you will have a good idea how much a property is really worth. Have three stages to your negotiation, a 'realistic' price just under what you feel its true value is, a price in mind you think the property is worth, and of course, your personal final price. Sometimes if your final price is below the true value it may only be a two or one step negotiation.



ABOUT DAVID THORN & ASSOCIATES

Established in 1974 David Thorn & Associates has been selling and leasing properties for over 35 years. Starting off as a family run, boutique office, the company has continued with those same values to slowly increase its standing in the area.

With an injection of fresh talent, bolstered by a wealth of experience and knowledge, David Thorn & Associates is now stronger and better at its day to day business.

Located along the busy Canning Highway strip, the main focus of the office is the suburbs between Fremantle and Applecross, though we have sold and leased as far north as Joondalup, and as far south as Rockingham.

Our aim has always been to go for quality over quantity, never taking on too much so that the quality of service we provide to our existing clients suffers. We believe in developing relationships with our clients so they are not just a number and can be confident that we are doing our utmost for them at all times.

We hope to include you in our bigger and brighter future.

Michael Hayter - Director & Sales Executive

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WHO IS MICHAEL HAYTER?

Living and working in the City of Melville has given me a real appreciation for the local community. Most of my business comes from the relationships I have developed through my work life and efforts with groups I'm involved with like Neighbourhood Watch and the Melville Primary School Board.

I have been in sales for five years now, having extensive training in both sales and marketing. I continue to grow and develop these skills through REIWA training, books and seminars. I currently head up the sales department, growing the business and ensuring we provide the highest level of service.

RECENT TESTIMONIAL

Michael was recommended to me by my Sister - in - Law as a selling agent when I was planning to sell my unit in Fremantle. As this was my first time selling a property I wanted to be sure I was in good hands - I was not disappointed.

Michael guided me through the selling process from start to finish; he explained things I did not understand; he discussed each strategy as we went along; he never made me feel that I had no control over what was happening with the sale; and most importantly he kept in contact with me very regularly.

Although the property market was softening quite quickly at the time I never doubted that Michael would sell my unit at a fair price and within a reasonable time frame. I was given a very clear idea on how much to expect from the sale right from the word go and Michael offered me a very reasonable deal on the commission and marketing costs for the sale of my unit.

I have no hesitation in recommending Michael to anyone who is looking to sell their property. He is a great sales agent and a very decent person who will not let you down.

Dale Busselton WA

SELLERS GUIDE - PRICE



Pricing, more than just about any other factor involved in the sale of your property, will determine the outcome of the marketing campaign. It is common for owners to think initially that their property is worth more than it actually is, which is fair enough too. Your home is your castle after all.

Depending on the market this can be detrimental to a successful outcome, and so you need to be sure why you are selling. As hard as it can be, try to take the emotion out of the sale and listen to what your agent is telling you.

HELPFUL HINTS

* If getting appraisals from multiple agents, try to avoid the agent with the highest price. Generally this is an indicator of an agent trying to buy your business.

* Avoid the 'So how much do you think your property is worth?' question used by many agents. This is a tool commonly used to give you the appraisal you want to hear, rather than what you need to hear.



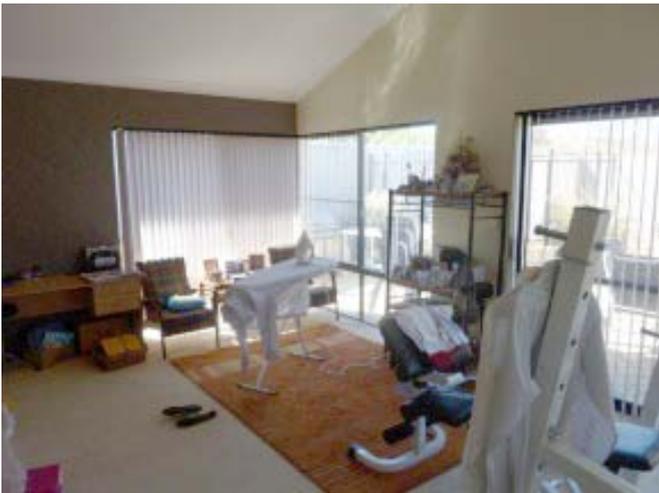
Once you have determined where your property fits in with the current market, the next step is to pick an advertised price that will attract buyers. With the internet being used more and more, buyers are now more savvy and tend to do their homework before making a purchase.

And with the first month of any listing being the most critical it is very important that you have a clear strategy and reasoning with the price you put on your property. Gone are the days where you slap a price on a property and see what happens.

PRESENTATION

One thing that will quickly turn off potential buyers is a badly presented property. You do not need to go to the extent of a major renovation if you are working with a budget, but there are definitely things you can do to make your property more sellable. Not only will it increase the potential price, but also the time in which it sells.

- * Give the house a floor to ceiling clean. Besides looking better there are some people who can't see past a dirty sink or dusty shelf.
- * De-clutter. Keeping things simple in a property will help to showcase the space and features. Keep benches and walk ways as clear as possible.
- * Get to that garden. Unless your garden is a real selling feature, try to keep it simple and neat.



BEFORE

poor feature colour & cluttered space



AFTER

modern colours & minimalistic



Perth's Presale Makeover and Property Stylist specialist can help you achieve the right presentation for sale.

Mobile: 0417 995 579

e-mail: sandy@spruceups.com.au

Web: <http://www.spruceups.com.au>

* David Thorn & Associates has no affiliation or vested interest with Spruce Up by Sandy.

SANDY'S TIPS

If bathrooms or kitchens are a little dated, updating tapware and accessories such as door handles, towel and toilet roll holders to chrome/silver can help to modernise the look and feel.

Paint - never underestimate the power of a freshly painted house, it's one item buyers can remove from their buying checklist.

PROMOTION

YOU CAN'T SELL A SECRET

Once you have done the hard work of getting the price right and getting your property looking its best, you need to let people know it's there to be bought. Over 90% of our enquiry now comes from the internet or people driving past the property. There for it is more important that you get professional photography to really showcase your property. Which home would you want to check out at a home open:



PROFESSIONAL PHOTO



STANDARD PHOTO

Depending on your property and the demographic it appeals to, you may still need to do print advertising (e.g. West Australian or Sunday Times). It often pays to try an initial month run to see the response you get.

Other musts are a sign board, preferably a photo sign board that catches the attention of passers-by, and a good hand-out to remind buyers why they looked at your home in the first place.



HELPFUL HINT - Cost compared to enquiry

When deciding on mediums to advertise your property in, check how much it is costing compared to the level of enquiry received.

An example is local news paper advertising ,which has a poor enquiry level considering the ongoing costs. So unless you are looking to take out a full page advert for a multi-million property, local paper advertising is an extremely hit and miss medium that tends to promote the agency more than the property.



When you list your property with Michael Hayter and David Thorn & Associates you get:

- To **choose** the term of the agency agreement
- To **choose** the type of listing you want
- To **choose** whether to market with a fixed price, range or by auction
- To **choose** your advertising budget and the program to best market your property
- To **choose** the price at which your property is listed
- To **choose** whether to have home open inspections or inspections by appointment only

I will work with you to ensure selling your property is “stress free”.

Most importantly, it is **YOUR CHOICE** over nearly every aspect of the listing and marketing process.

HOW WILL YOU SELECT YOUR REAL ESTATE AGENT?

- Best services and marketing plan
- OR
- Highest listing price

MICHAEL HAYTER

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