

PROPERTY NEWS

Ideas to help you when you're Buying or Selling

Langlands Property Publication - Issue 5

Property Sells After Only One Inspection



**2 The Eagles Place, Boambee East
SOLD for \$665,000. Full story on page 3**

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Langlands
PROPERTY

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LETTER FROM THE PRINCIPAL

Dear Readers,

This month we look at the difference good marketing can make when selling your property. We feature a property that sold after only one inspection, and superior marketing was one key to getting a great result.

In Part 2 of our Selling Your Property Over the Christmas Holiday Season article we offer some tips on how to make your home look its best without looking over the top, in this festive season.

It is no secret that selling a property can be stressful. Our page 4 article has some simple steps you can take to help make the process as stress free as possible. It is worth a read if you are considering selling in the near future.

Please give us a call if you are considering selling, buying or renting, we are here to help.

Kind regards,

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Selling Your Property Over the Christmas Holiday Season Part 2



In part one, I spoke about the advantages of selling your home over Christmas.

If you have been convinced, here are some tips to ensure your home looks its best over the festive season.

Christmas Decorations

It's time to deck the halls and you don't know if it's a good idea? Well rest assured, it is a good idea to put up some decorations.

You can utilise the joy and cheer of the season to your advantage. However, do not overdo it. Whilst a tasteful touch of Christmas is great, too much and your home could look tacky and over-crowded.

Potential buyers could be put off if they can't see past all the decorations and imagine themselves living in the home.

Choose a colour palette that goes with your décor, if in doubt use traditional colours.

If space is lacking choose a small tree that doesn't dominate a room, or maybe forget a tree altogether and opt for a beautiful Christmas centrepiece on the table instead.

Avoid anything that makes a room looked cramped, so you might want to forego leaving gifts under the tree.

If you are having a tree then decorate it thoughtfully.

A wreath on the front door can be welcoming and a few well placed red candles can brighten the home.

When decorating think minimal, be objective and don't detract from the features of your home.

Staging rules still apply

Whilst things tend to be more relaxed at Christmas time, you still need to remember potential buyers are harsh critics.

There is no point lovingly decorating your home only to have buyers put off by clutter or your personal style.

Remember the rules for staging a

home to sell; declutter and depersonalise.

The key is to make sure buyers are not distracted by your personal taste but rather can see the potential of the home, and to imagine themselves living there.

Open Houses over Christmas

Having an open house over the Christmas period can be a real advantage.

Appearance is important but remember also to think about what you can do to make potential buyers feel welcome.

If you bake over Christmas then do a batch of something, the smell of biscuits or gingerbread will fill the house, giving an instant lift.

Alternatively, use some oils with scents associated with Christmas in a diffuser such as cinnamon, pine or clove.

In parts of Australia the Christmas season is often uncomfortably hot.

If it is a scorcher and you have air conditioning then have it on so people feel instant relief when they walk in.

Have something Christmas themed to offer guests like gingerbread, or even candy canes.

Giving potential buyers a dose of the Christmas spirit can enhance their mood, making them more likely to see your house as their potential home.

Utilised correctly, the elements of the festive season can be used to your advantage when selling a property. Remember to decorate with selling in mind and you may find yourself starting the new year on a high.

To find out how we can help you over the holiday season or any other time, give our team of friendly sales professionals a call.

They are ready to help in any way possible and our entire team would like to wish you all the best - happy holidays!

Strong Marketing Makes All The Difference

A proactive agent will sell your property faster, for a higher price

When your property is immediately sold after its first open inspection, you know your agent is doing something right. Having a quality home on offer is important, but the way your agent markets that property can either help or hinder a potential sale.

Lisa Withers found it to be more than helpful when she approached Shayne Long at Langlands Property to sell her home, 2 The Eagles Place, Boambee East. The neat and tidy four-bedroom property with generous living both indoors and out, renovated kitchen, pool and spectacular 270-degree views, was the ideal opportunity for a growing family. All it needed was the right agent to promote it to the right audience.

Thanks to Shayne's hard work and superior marketing, the property sold after only one open house. The home in less than a week of being on the market for \$665,000, an impressive result in an area with a rising median price of \$425,000, where most properties take at least a month to sell.

Such an outcome can only be achieved when you choose a proactive agent from a reliable and established agency. It certainly paid off for Lisa, and not only was the sale a speedy success, but also the entire process was smooth and stress-free with excellent communication and regular updates throughout.



2 The Eagles Place, Boambee East

“From the minute I listed my house with Shayne, there was never a moment that I doubted my choice of agents,” says Lisa. “Shayne, from the very beginning, was honest, reliable and very helpful with my hundreds of questions and explained everything in detail so it was easy to understand.”

Shayne's diligent approach and use of effective print advertising played a vital role in attracting interest and securing an immediate sale. And by encouraging buyers who would most appreciate this type of property, Shayne was able to increase competition and push the price

up to what Lisa was happy with.

Lisa could not have been more delighted with the sale. The property was snapped up in no time at all for a satisfying price, and the service provided by Shayne was absolutely top notch.

“Shayne's patience, professionalism and honesty are a credit to him and Langlands Property,” she says. “He is a true gentleman, and I would highly recommend Shayne to anyone thinking of selling their home.”

We Have The Experience And Local Market Knowledge You Need



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**Call one of our sales specialists today
on 02 6651 2822 to sell your property**



The Selling Process

Give yourself the best chance to sell your property with these series of simple steps you can take to make the process as stress free as possible.

Selling a property is one of the most important financial transactions that you will undertake.

Yet many people are willing to hand over the responsibility for their property sale to an agent they have never met before, without making any preparations of their own. And when their property sale takes longer than they expect or yields a lower sale price than they hoped, they put the blame squarely on the agent without considering that they might have improved the outcome if they had done their homework in advance.

In this profile, we look at some of the issues you need to consider when preparing to sell your property.

SELLING NOW OR LATER

The first thing you will need to consider is how quickly you need to sell. If you are selling because you are moving for work or going overseas, your departure dates will determine the timeframe and you will need to ensure that your sales campaign fits your schedule. If you have no fixed deadlines, you will be able to take more time to prepare your property for sale and to find the right buyer.

CHOOSING AN AGENT

Appointing a professional sales agent to run your sales campaign is essential. Choosing the right agent can ensure the best sales method (auction vs private treaty) is used in the sales process to get

you the best result. Choosing the right agent takes time and some research. Talk to your friends and neighbours to find out their experiences with agents in your area but don't just take their word for it.

When you contact an agent, you need to find out what services they provide, how much they charge, whether they are licensed, and what their sales record is like. Once you have narrowed the field, it is advisable to visit the contenders personally so that you can gauge their appearance, personal communication skills, ethical standards, their experience in real estate and most importantly, whether they put you at ease and are easy for you to deal with.

DECIDING THE PRICE

When you have settled on an agent who you feel confident will act in your best interests and has a good knowledge of market conditions in your area, you will need to consider setting the selling price for your property. Your agent will tell you what they believe the property is worth and they should be able to back that up with hard facts about recent sales of similar properties in your area.

Correct pricing is crucial to a successful sale as buyers today are well informed about market values and will not over-pay for your property.

PREPARING THE PROPERTY

Once you have set the price, you should



make sure that you have all the necessary paperwork required by the agents and your solicitor to complete the sale.

Then you need to check the property to get it ready for inspection. First impressions are very important and your property should be clean, free of clutter and in good repair. Take the time to have minor blemishes, such as torn screens or chipped paint, repaired and spend some time tidying the garden and pathways. You only get one chance to impress a potential buyer and create a desire to own your property, so make sure that you prepare well. If you have done your homework and the necessary groundwork, you are giving your property a better chance, however your work is not over yet.

The trick with selling is to look at your property through the eyes of the buyer. The better prepared it is, the easier it will be for your chosen agent to ensure the success of the sale.

We Have The Property Management Team You Have Been Looking For

Our locally based, trained professional Property Management team will look after your property as though it were their own.

Phone them today on
02 6651 2822



Georgia Adams
Property Management

Ashlee Downton
Administration

