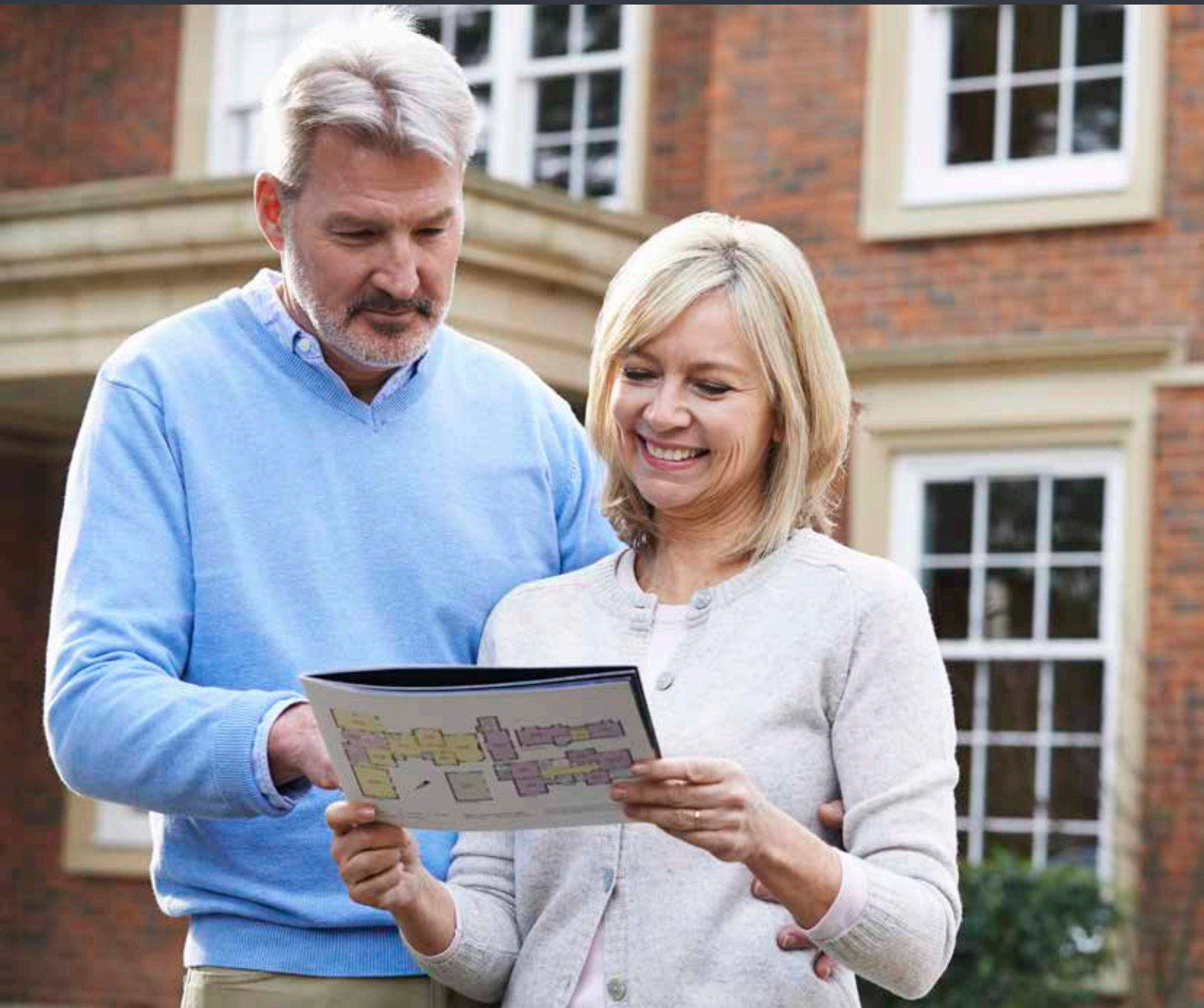


# 7 tips to maximise the sale price of your property and avoid costly mistakes



**NATIONAL**  
PROPERTY BUYERS

# WELCOME

Selling a property is one of the biggest financial transactions you will make - and it is no surprise that it is regarded as one of the most stressful experiences in life. There is a lot at stake when you put your property on the market. And of course you want to achieve the best possible result, but unfortunately that doesn't always happen.

There is a lot to think about: when to sell, how to sell, which agent to engage, negotiating their commission, deciding on the best advertising campaign, arranging inspections, and so much more. This booklet not only includes the top 7 tips for selling your property for the maximum price but also the easiest way to achieve it.

My name is Antony Bucello. I am the State Manager for NPB Victoria. My sales and marketing career has spanned over 30 years in real estate and financial services.

I was the founding employee of NPB in 2011 and in 2015 became a Director of this successful and growing company, that now has 4 offices in Australia. I lead a highly-skilled award winning team of consultants who are committed to achieving outstanding results for their clients.

I firmly believe that all property sellers and buyers should have an independent professional advisor in their corner to help them achieve their financial and personal goals. And to that end, I have been involved in countless successful property transactions for my clients acting as a vendor or buyer advocate.

I hope you enjoy reading my 7 tips on maximising the sale price of your property and finding out how you can take advantage of a free and independent service that will get you there.



# TOP 7 TIPS

Top 7 tips for achieving the best possible results when selling your property.

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- 1. Select the Best Local Agent** – Local knowledge counts for an enormous amount when selecting a real estate agent to sell your property. Find an agent who not only has a deep understanding of the local market your property is in, but also has a reputable profile and access to buyers in the area.
- 2. Get a Second and Third Opinion** – Be discerning as to who you select to sell your property. Don't commit to the first agent you speak to; canvas a number of agencies. Compare what they can offer in terms of their services, market reach, and market knowledge to find the best agent for your property.
- 3. Get the Commission Structure Right** – 'Getting what you pay for' is absolutely applicable when selecting a real estate agent. If an agent is charging significantly less than their competition, it may not mean they will be the best agent for your property. It may be worth paying a bit more to get an agent with access to a strong pool of qualified buyers. For example, establishing incentives for exceeding a target amount can be a good way to achieve the maximum sales result.
- 4. Give agent exclusivity** – Only sign with one agent. There is a myth that sellers who list with more than one agent will result in more buyers inspecting the property. When the fact is there is only a certain amount of buyers in the marketplace.  
Statistics indicate that properties listed with more than one agent take longer to sell. The right agent, who puts everything into promoting your property the right way, is much better than the agent who is less committed as they know another selling agent could be walking away with the commission. So avoid the head-ache of managing more than one agent and their costs and sign exclusively.





# TOP 7 TIPS

**5. Presenting the Property** – Ensure the property is presented in the best possible condition. This may include making some cosmetic updates like a fresh coat of paint, or larger renovations. Spending some money on getting the property prepared for sale will assist in getting the best result, but it is important to not over capitalize. Be careful not to spend too much that may not be recouped once the property is sold.

**6. Getting the Price Right** - We would all like top dollar for our property. But if you have a high price and expect to negotiate down, you might be cutting yourself off from half the market. Potential buyers won't inspect as they think it is out of their price range and those that do quickly think the property is overpriced and walk away.

Going with a low price will frustrate buyers and can land you in hot water with underquoting laws. Underquoting can occur when a property is advertised at a price that is less than the estimated selling price, the seller's asking price, or at a price already rejected by the seller.

It is difficult to truly understand what your property is worth until it has been on the market for a couple of weeks. The market will dictate what your property is worth so stick to an indicative range (within 10%) early on and set the price when you can evaluate the success of the campaign.

**7. Advertise the Property** – Competition is what sells your property for the highest possible price. And the best way to achieve competition for your property is to advertise it and actively promote it. Your buyer is out there searching on real estate websites, browsing local papers and real estate publications and attending advertised open houses. Off-market listings might sound appealing with less marketing costs and increased privacy but unlikely to be the best way to drive competition.



# NEED EXPERT ADVICE?

Selling a property is not a daily event for most people and can be fraught with emotional and complex decisions, so why not enlist the support of an independent expert? A vendor advocate acts on your behalf to coordinate the entire process of selling your property. You can be involved as much or as little as you choose. And best of all this service is free. Vendor Advocates are paid by the selling agent selected to sell your property.

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## HOW IT WORKS:



### You and Your Property

You engage a Vendor Advocate to coordinate the entire sales process of your property.



### Vendor Advocate

They will guide you through the entire process, providing advice, and keeping you informed at each stage. Each decision is ultimately made by you. At NPB we have a 5 step process we follow.



### Selling Agent

You will have the final say on the selection of the Selling Agent. A Vendor Advocate will work with the Agent on your behalf, representing your best interests throughout the entire sales campaign until settlement.

# OUR 5-STEP PROCESS

Each property is different and will require a different approach to achieve a successful result. At NPB our Vendor Advocates will work with you through every step of the sales process to achieve the best outcome. They will follow our 5-step process which is customised around your property and location:

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## Step 1. Getting to Know You

The first step is to establish some clear guidelines regarding your personal situation and needs.

We will discuss how we can best serve you, including covering your reasons for selling, time frame, methods of sale, and appraisals to get a clear picture as to what you want to achieve, and what you can expect from us.

## Step 2. Selecting the Best Agent

Selecting the best Selling Agent for your property is a crucial step in the process.

We will first organise a selection of the best local agents to inspect your property with us. Following the inspection, the agents will submit a comprehensive appraisal of the property, which will include a campaign proposal, estimated selling range, marketing and advertising, and of course, commission structure.

You can have as much or as little involvement in this process as you like. In considering the short list of agents, we will take into account their experience, credentials, local presence and recent track record, together with an overall 'gut feel'. NPB Vendor Advocates will make a recommendation as to which Selling Agent to select, but you will make the final decision.



# OUR 5-STEP PROCESS

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## Step 3. Presenting the Property For Sale

It is vitally important that your property is presented in the best possible condition in order to achieve the maximum price. Together with the selected Selling Agent, we will provide recommendations and tips to ensure your property is ready for the market and to help achieve the highest price.

Your home may be full of special memories but a declutter and the removal of unnecessary furniture can make a big difference. Rooms that felt crowded suddenly feel large and spacious.

Furniture staging can enhance the presentation of your property, which can result in a considerably better price. And your house doesn't have to be vacant to take advantage of it, we can arrange full or partial styling on your behalf.

If your property contains tenants, it may be beneficial to give them notice to vacate in order for any necessary maintenance or improvements to take place.

Should anything need to be done to the property we can arrange it, from cosmetic items to more major renovations.

In addition, all of the marketing material, adverts and boards will be reviewed by your NPB Vendor Advocate, providing independent recommendations as to any changes that may be required.

We will then discuss and arrange open for inspection days and times that will suit your schedule and maximise your property's exposure.





# OUR 5-STEP PROCESS

## Step 4. Selling the Property

We will provide you with regular feedback and recommendations throughout the entire sales campaign, as the agent deals directly with us, not you. Irrespective of the method of sale, we liaise with the selected Selling Agent and will provide you with the real facts about how the campaign is progressing.

If your property is being auctioned, we will be by your side at the pre-auction meeting, during, and after the auction. If you can't be there because you are overseas or interstate we will be there representing your interest.

During the auction, we will be able to gauge how the auction is progressing and provide you with valuable information and advice that will allow you to make the right decisions. Should the property pass in, we will be able to assist in the negotiation process.

All documented pre-auction and private sale offers from potential purchasers are presented to you through ourselves, which allows an important buffer between you and the selected Selling Agent. We will always act in your best interests and with our extensive experience and knowledge, we are able to provide recommendations in relation to price, terms, deposit, settlement date, special conditions, etc. We will ensure you make the right decisions and complete the required documentation,

## Step 5. To Settlement and Beyond

Once a contract has been accepted and all documentation has been correctly exchanged, we are still there for you, right through until settlement day.

We even have "NPB Connect" - a free and convenient way to organise moving home. From connecting and disconnecting services, to gardening, maintenance and removalists.



# BENEFITS

Benefits of using a Vendor Advocate versus the old traditional method.

**Free Service** – Our Vendor Advocacy service is completely free for clients. We are paid by the Selling Agent selected to sell your property.

**Don't Deal with the Selling Agent** – We will act on your behalf at all times, representing your best interests to the Selling Agent. This means that you do not have to deal with the Selling Agent.

**Save Time and Stress** – Time is a scarce commodity, especially when selling a home. We will save you time assisting with the agent selection process and overseeing the entire campaign. NPB Vendor Advocates take the stress out of the whole process for you. We organise everything.

**Independent Advice & Personal Service** – Your best interests are our responsibility and we will communicate with you regularly and accurately about your sales campaign. Our feedback will be completely independent. Our goal is to ensure you receive the best possible price with the best possible conditions.

## Comparison Chart

	Real Estate Agents	NPB Vendor Advocates
Available to meet at home	✓	✓
Independent advice on selling	✗	✓
Inspect property and advise on presentation	✓	✓
Organise a selection of agents to inspect your property	✗	✓
Compare campaign proposals from agents	✗	✓
Provide recommendations on selling strategy	✓	✓
Independent advice on choice of method of sale	✗	✓
Negotiate with agent on behalf of seller	✗	✓
Monitor campaign performance and keep selling agent on track	✗	✓
Negotiate with buyers without conflict of interest	✓	✓
Support through to settlement	✓	✓
Introduce seller to extensive network of referral partners	✗	✓

# OUR TRACK RECORD

At NPB we treat every property transaction as if it was our own property. Why not lessen the stress and make our experience your advantage and place your property in the secure hands of one of our Vendor Advocates.

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Over \$1½  
a Billion

Properties  
Transacted



200+  
years

Real Estate  
Experience



Over  
10,000

Properties  
Inspected





# 10

## DON'T TAKE OUR WORD FOR IT

"Thank you Antony!

Your practical and informed help every step of the way in selling my house was invaluable. Selling proved to be a much more challenging process than I anticipated. Everyone thinks they know a little about buying and selling real estate, but utilising a professional with Antony's level of expertise is the **best decision I made**.

Turning to a professional vendor advocate to help me negotiate my way through the selling process successfully, **took away a lot of the stress and worry**. Antony was always available and his advice based on his extensive experience and industry knowledge made me confident I was making the right decisions.

I cannot recommend him highly enough as a vendor advocate."

— Alice, (Victoria, April 2018)

We have hired Rob Di Vita from NPB to buy properties for us in the past. When we went to sell our home of 20 years I thought we

didn't need a "vendor advocate".

However after meeting our first real estate agent we already find ourselves lacking trust in them, after only one meeting, I thought we had nothing to lose by appointing Rob. **It was the best decision I have made in a long time**. Rob was our point of contact through the emotional sale process. He understood the price we wanted for our house and set about instructing the agent to get that price or above. We actually failed to reach our reserve of \$1.05m at auction but still had a good offer of \$1 million. Rob suggested we relaunch with a private sale and was still hopeful we would get the price we wanted.

He rightly said that houses often sell in the week after the auction. After the auction I was exhausted and quite frankly ready to take any serious offer. If I was dealing directly with an agent at this stage I'm sure I would have given in to the pressure to sell at auction.

However Rob continued to push the agent and Monday week after our auction, we had 2 people privately bidding for our house up to the price of \$1,18m. It was incredible. If it wasn't for Rob I would have accepted the auction bid of \$1 Million.

**I can thank Rob for truly being our advocate**. Long after I was exhausted and wanted to give up Rob was still running the campaign and being an advocate for me. **I can honestly say he made an extra \$180,000 for us and this has made a huge difference to our lives and I will be forever thankful**.

— Jenny, (VIC, October 2017)

Dear Brenton and team at NPB, Thank you for all your effort, energy and professionalism in assisting the promotion, sale and recent settlement of our home. **The process was simplified and price maximised by sound advice and services**.

- Sue and Peter (VIC August 2018)



# WHAT'S NEXT

To find out how a NPB Vendor Advocate will help you secure the maximum price for your property call or email our Senior Vendor Advocates for an obligation free chat:

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