

Listing your property
exclusively with Elite



ELITE
REAL ESTATE



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“WHERE PASSION AND EXCELLENCE LEAD THE WAY”

ELITE REAL ESTATE

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A Note from the Principal

*“To give real service,
you must
add something which
cannot be bought
or measured with money,
and that is
sincerity and integrity.”*



Selling your home isn't something we take lightly and with Elite, it's never just business – it's personal. We know that life is full of seasons, and each are important in their own way whether it's

buying your first home, selling off an investment property to scale down into retirement or anything in between.

We have been providing highly personalised property management services to Central Queensland for over five years, focusing on relationship building and exceptional customer service. We have been overwhelmed with the response from our clients and the common feedback we receive is our clients wanting a complete service not limited just to the rental market, but in sales as well.

Our vision is to bring the same passion for exceptional service across to our sales department, and offer Elite's relational, one-on-one approach to ensure houses are sold with ease, attention to detail and end-to-end satisfaction for all parties involved.

Clients and customers are the most important asset of Elite Real Estate, and will always be our main focus. We believe that trust is earned, never expected, and so our commitment is to provide a specialised property sales service at an outstanding level of excellence.

Elite Real Estate's processes and systems will ensure we meet goals that align with our philosophy for delivering unparalleled results with the utmost level of professionalism. Our vision is to ensure your investment is in safe hands and you get the sale you never thought possible.

Presentation is Key

If there is one thing I've learnt over the last 20 years in the Real Estate industry, it's the importance of presentation! Whether you are renting, or selling your property, the most crucial factor in returning the highest yields most usually lies in the smallest details.

First impressions count

It's no secret: First impressions are everything and there is no time more important, than now! It all starts from the curb, and very commonly, decisions are made before a prospective buyer even walks through your front door. It is extremely important to ensure the street appeal of your property is appealing, or at minimum, simple and tidy. Less can often be more, and those finer details create the most significant impacts with not only a decision to buy, but also what that offer of sale is. If you want to achieve the highest possible price (that all applies to us!), then it is imperative you take time to prepare your property to sell. The exterior of your home and it's presentation is vital and by maximising the visual presentation in small ways, you can also maximise your results.

By taking time to just water the lawns (anything green is a big tick), weeding, or eliminating unnecessary garden beds can make a significant impact on price. Other areas of recommendation can include pressure cleaning of the exterior of the home, checking and cleaning of gutters, or perhaps securing loose palings on a fence. A small investment into tidying the exterior of your property could be the critical factor in determining a successful outcome!

8 second rule

Purchasing a property is one of the biggest decisions a person will make and great consideration will be factored in. Likewise, the same amount of preparation and thought needs to be invested into preparing a property for its sale. Sometimes the decision can also be emotional (understandably) but systemising the process gives you more peace of mind and importantly also streamlines the timeline from date of contract right through to its settlement. Most buyers will want a move-in property that feels like new (even, if aged).

A long list of chores and repairs will not be appealing and can potentially push buyers away, or alternatively reduce your sale price drastically. The best thing you can do is remove as many of those 'items' from their list as you can. Statistically, buyers decide in the first 8 seconds of seeing a home if they're interested in buying it. *Don't forget to walk in their shoes, and see what they may see within those first 8 seconds!*

We are in your corner

As Agents, our goal is to become a master of the home-selling process! We will work hard to be your advocate in assisting you through the process and providing you peace of mind through each stage. The most critical time is the preparation and we want to walk with you on the journey before your home hits the market! It will be a rewarding time, we look forward to sharing it with you!

A vase of hydrangeas in the background. The flowers are in shades of light green and blue, with dark green foliage. The vase is white with a gold or brown pattern. The background is a blurred indoor setting with a white table and a dark chair.

ARE YOU A HOME-OWNER OR PROPERTY INVESTOR?

Not only do we help people sell houses, we also offer specialised property management services in the rental market with a long list of happy landlords and tenants.

Looking to invest? We can help you strategically purchase and maximise your returns by aligning tenant demands and common rental trends for our region.

Get in touch to find out more about our rental division and experiencing the Elite approach with property management.



Preparing to Sell

CHECKLIST

So you've decided to sell your home! This is an exciting process but can be quite daunting to know where to begin and what steps to take. At Elite, we'll guide you each step of the way and will ensure that the process is a positive experience!

1. PREPARE YOUR PROPERTY

Ensure that any necessary renovations and maintenance items are made. Maybe it's time to declutter or clean up? Remember, less is more! You want your property to be looking its best both in and out.



2. CURB APPEAL

Don't forget the 8 second rule! Consider investing in a pressure clean, or perhaps sprucing up the front door with a fresh coat of paint and a welcome mat. Don't forget to keep the lawn mowed and watered (green is best!)



3. CHOOSE YOUR METHOD

Will you auction, sell via list price, ask for offers or give a price range? Do you want open homes or private inspections? We can advise based on current trends and industry info to help guide your decision.



4. DETERMINE YOUR PRICE

Don't forget that over-pricing your home doesn't give the best results! Most activity will take place in the first 30 days so getting it right, first is always best!



5. MARKET YOUR PROPERTY

Luckily for you, Elite owns the premiere contract with REA which means that your property is seen 1st for 60 days! This makes it even more important to get the price, and presentation right! You may wish to also consider staging your home if vacant.



6. GO ON THE MARKET

It's time to go public! We list your property with professional photography and drone (if applicable). This stage includes all of the open homes, inspections and receiving offers from prospective buyers. Social media is your friend - don't forget to share, share share!



7. OPEN HOMES

We are placing your home on display! Don't forget simple is best. You may wish to hide away your valuables or personal items. Open up all your windows to let in fresh air and light. Remove most items from the kitchen counters (makes your kitchen look bigger!)

PS. A scented candle creates a nice aroma too!



8. UNDER CONTRACT

You will need to consider your choice of solicitor - don't forget we will need to obtain your full legal details before going to contract. All contract terms will be negotiated with you prior to signing



9. SETTLEMENT DAY

What a huge day! This is the exciting moment of handing over your keys to the new owner and you relinquish owner rights to the home in exchange for the purchase price that has been agreed upon.



Post-Sale CHECKLIST

Congratulations! Your home is sold and you're onto the next chapter of your housing journey. Whilst a sale is exciting, the actual moving process isn't exactly fun. Keep this checklist handy to know what you need to get done leading up to moving day.

- 1. ORGANISE REMOVALISTS**
- 2. BOOK CLEANERS**
- 3. START MINIMALISING**
 - Hire a skip bin*
 - Donate items to charity*
- 4. REDUCE ITEMS IN FRIDGE & PANTRY AND UTILISE WHAT'S THERE**
- 5. GET PACKING**
Store items in one area and close off doors once done
- 6. SORT OUT YOUR INSURANCE**
- 7. CHANGE ADDRESS ON PERSONAL RECORDS**
 - electoral roll & government accounts*
 - licenses & passports*
 - bank accounts & super funds*
 - memberships & subscriptions*
 - phone & internet providers*
 - gas & electricity*
- 6. UPDATE YOUR INSURANCE PROVIDER**
- 7. MAKE ARRANGEMENTS FOR CHILDREN & PETS**
- 8. START DISMANTLING FURNITURE**
- 9. LOCK UP & LEAVE!**
- 10. SEND INTRODUCTION LETTER TO NEW NEIGHBOURS**



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