



Home

SELLER'S GUIDE

Regal Gateway
PROPERTY

MEET OUR *Team*



SAMANTHA FRANCIS
DIRECTOR OF SALES | LICENSEE

Samantha is Licensee and together with her husband Bernie Francis are the business owners of Regal Gateway Property. What started as a one-person sales team with Harcourts in 2012 has grown into an award-winning sales and property management business dominating Atwell, Aubin Grove and surrounding City of Cockburn suburbs.



BERNIE FRANCIS
DIRECTOR | ASSET MANAGEMENT

Unlike most agencies, Bernie and his team, work as a true Team ensuring that property management services are delivered promptly with the use of modern technology and most importantly common sense in dealing with everyday issues.



DANIEL HARRIS
PROPERTY CONSULTANT

With his attention to detail for marketing along with Daniel's extensive negotiation skills and strong work ethic, you are in very capable hands to assist you in securing the absolute best possible sale price for your home in any market.



HELEN MCWHIRTER
PROPERTY CONSULTANT

As a seller you can have confidence that Helen is the best property consultant to choose to handle your most valuable asset. Integrity is very important to Helen, and she treats each sale as if the property was one of her own.

MEET OUR *Team*



PETER BRIGHT
PROPERTY CONSULTANT

Peter is extremely experienced, enthusiastic, driven and focused on only one thing - achieving his clients' goals! Another important characteristic of Peter's is to see things through to a conclusion.



JASON KINGDON
PROPERTY CONSULTANT

A true professional genuine "people person" with an unrivalled passion for real estate makes Jason an approachable expert that both buyers and sellers have come to trust and rely on.



CHRISTEN SONG
PROPERTY CONSULTANT

With her committed client focus central to every transaction you can rest assured you are in safe hands with this property professional.

Drawing on her skills developed whilst working in the education sector, Christen understands the emotional journey of her clients.

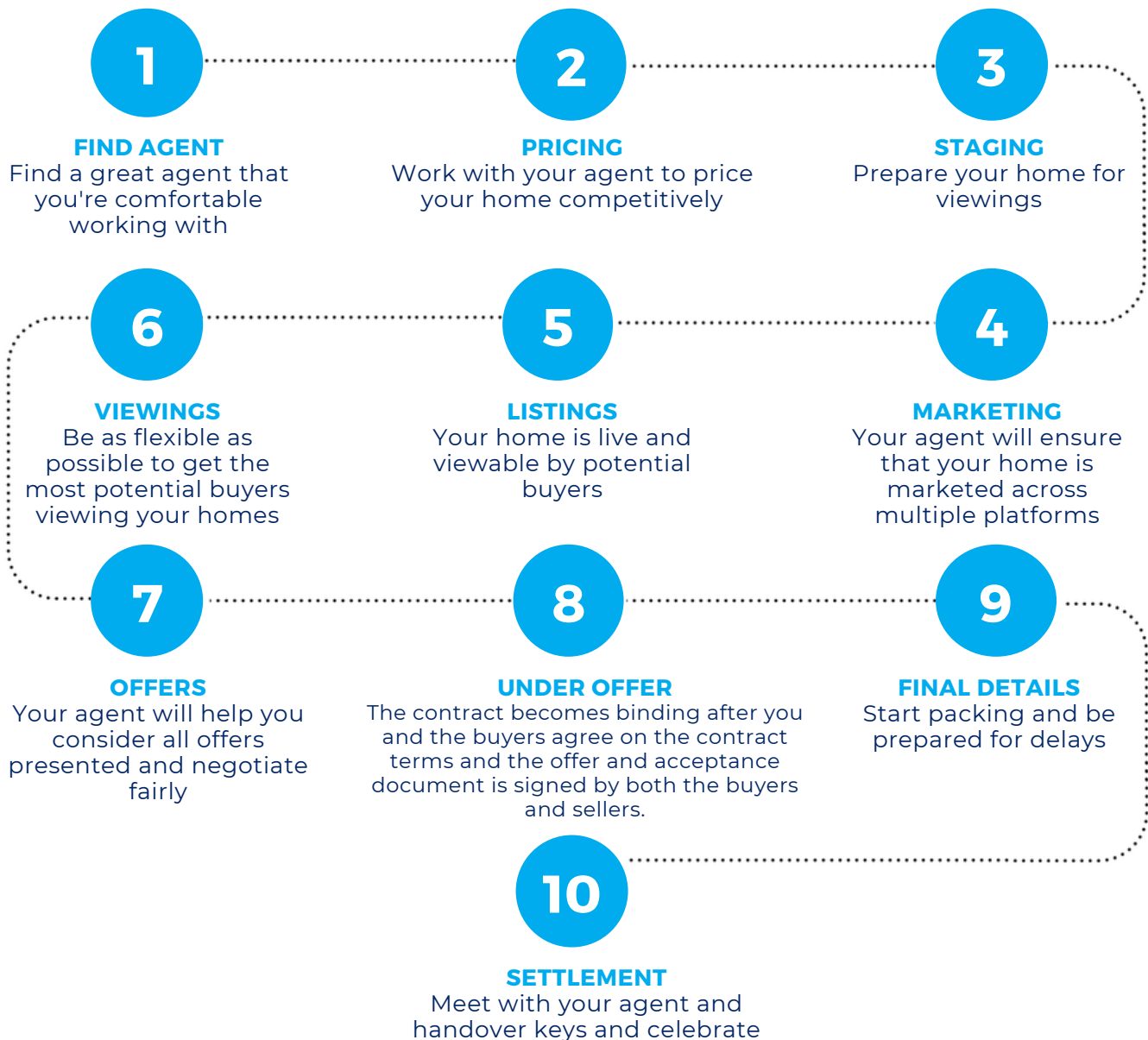


LARRY PARSONS
PROPERTY CONSULTANT

Larry Parsons is a licensed Real Estate agent with almost 30 years of experience in all aspects of property sales. From being a hard-working sales representative in the early 90's to running his own successful Real Estate agencies in recent years, Larry is the person to get the job done.

HOME SELLER'S *Road Map*

Use this road map as a quick overview of the buying process. If you have any questions, please reach out to your trusted agent!



REAL ESTATE *Terms*

PRE-APPROVAL

A pre-approval is a preliminary evaluation conducted by a lender to show that the buyer has the funds to purchase to a certain amount. This is extremely helpful when you find a home you're ready to put an offer on.

OFFER AND ACCEPTANCE

An agreement with a buyer and a seller to purchase a piece of real estate. This is sometimes referred to as a sales contract.

UNDER OFFER

When an offer is accepted by the seller, but there are certain conditions that must be met before the sale is final.

SETTLEMENT COST

The fees that are paid at the end of the purchase by either the buyer, seller, or both. These include stamp duty, selling fees and settlement agent's fees.

DEPOSIT

This is a sum of money paid by the buyer into the Real Estate Agency's Trust Account to secure a contract for a property purchase.

TITLE SEARCH

A title search proves that the property is, in fact, owned by the seller. You can also purchase title insurance to cover you for any issues that arise later.

BANK VALUATION

The valuation is the value given to a property based by the licensed valuator on comparable properties that have recently sold.

This is typically required by the lender in order to decide if the requested loan amount is in alignment with the value of the property.

BUILDING INSPECTION

This is an inspection carried out by a licensed building inspector nominated by the buyer at the buyer's cost to determine the structural integrity of the property.

SELLERS DISCLOSURE STATEMENT

This is a form completed by the sellers disclosing information, to the best of their knowledge, about the house and the land.

SETTLEMENT

This is the final step of your real estate transaction. At settlement, the funds from the buyer are provided to the seller and the buyer receives the keys. This process typically takes an hour.



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Owning a home is a
keystone of wealth
both financial
affluence and
emotional security

”

KENNY GUINN



Ten steps to SELLING A HOME

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Preparing to Sell



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FINDING A GREAT AGENT

A real estate agent is a huge asset to you as you go through the home-buying process. This is one of the biggest decisions of your life and you need a skilled professional guiding you through the process.

Your agent will be working with your best interests in mind and can help guide you through all the stages of the selling process.



Connect YOUR HOME WITH PROSPECTIVE BUYERS

Agents often have access to information about buyers in the market ready to purchase. They can expose your home to the largest potential audience.

Get YOU MORE MONEY

Agents will be able to help you negotiate top dollar for your home.

Attention TO DETAIL

The process of selling a home requires a good deal of paperwork. Your real estate agent will help you fill out all documents and get them submitted properly.

Professional NEGOTIATOR

Agents deal with many difficult conversations that need to happen. They will also help you negotiate with the buyer on your behalf.

Expert GUIDE

Agents are there to help you with any questions you have along the way. They offer an objective opinion and can give you a much needed online presence.

2 ESTABLISH A PRICE

PRICING YOUR HOME COMPETITIVELY...

The listing price is one of the most important factors in a successful home sale. Many people tend to list too high and they either have to move greatly on the price or it takes much longer to get any offers.

Your real estate agent should be an expert in what homes are selling for in your area. Lean on them to help guide you in setting the perfect starting price. Homes that are competitively priced have a much greater chance of selling in a timely manner.

WHAT DETERMINES THE PRICE?

Remember that your home is only worth what buyers are willing to pay. Your real estate agent will run a comparative marketing analysis (CMA) and provide you with a list of other houses that have sold recently in your area. This will help you see what homes of comparable size and condition to yours are going for in that current market.

You also have the option of having a home appraisal conducted to give you a better idea of the home's value.



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PREPARE YOUR HOME

There are many quick and inexpensive things you can do to increase the likeliness of selling.

Do a quick spruce up around the inside and outside of the home. Include things like decluttering, checking for leaky taps and pulling weeds in the front yard.

When potential buyers are coming through your home, make sure to keep all valuable and personal information out of sight. Also remove any family photos and replace with art. You want the potential buyer to be able to imagine themselves living in the home.

Home Staging tips...

- There are many levels of home staging to choose from based on your budget and the value of staging in your area. Whether you choose to DIY or hire a professional do your best to neutralize and depersonalize as much as possible to appeal to the widest range of potential buyers.
- You can increase your number of showings by allowing agents perform Home Opens. If you are setting appointments try to be as flexible as possible.
- Get your agent to have professional photos taken as these determine the first impression the potential buyer will have of your house.

PREPARING Checklist

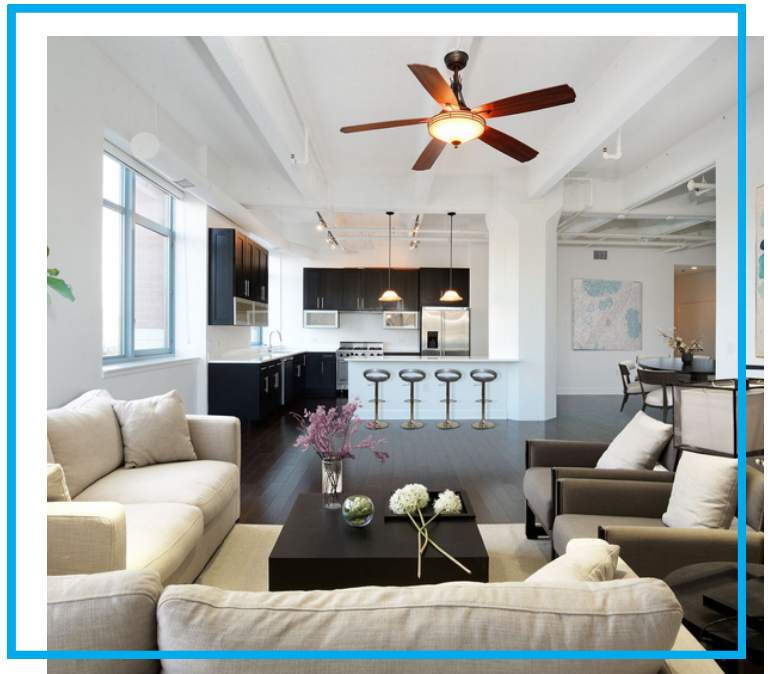


EXTERIOR

- Mow Lawn
- Trim around walkways trees and bushes
- Remove weeds from flowerbeds and mulch
- Remove flaking or peeling paint and repaint or stain
- Inspect driveway, paths and foundation for cracks
- Keep the roof and gutters free of debris
- Wash all windows
- Ensure all lights are working and bright

INTERIOR

- Repaint in neutral colors that appeal to many styles
- Remove all clutter and personal photos
- Keep pets and their belongings out of sight
- Pair down on toys and keep them organised
- Create a warm, inviting space in each room



Finding a Buyer



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MARKETING

Once your home is ready to sell, the goal is to get it front of as many buyers as possible. The best marketed homes have beautiful photos and compelling listing descriptions that draw in potential buyers.

Marketing Tips

- Advertise across multiple channels
- Craft an enticing listing description
- Make a daily to-do list to keep things tidy
- Store all children and pet toys out of sight
- Try to be as flexible as possible
- Find a place for your pets during viewings
- Don't miss an opportunity for your home to be seen

5 LISTING

Your home is officially on the market - congratulations!

Your real estate agent will now use their connections to get the word out about your home to other agents and potential buyers.

A sign will be put in your front yard and all the marketing tools you discussed with be implemented.

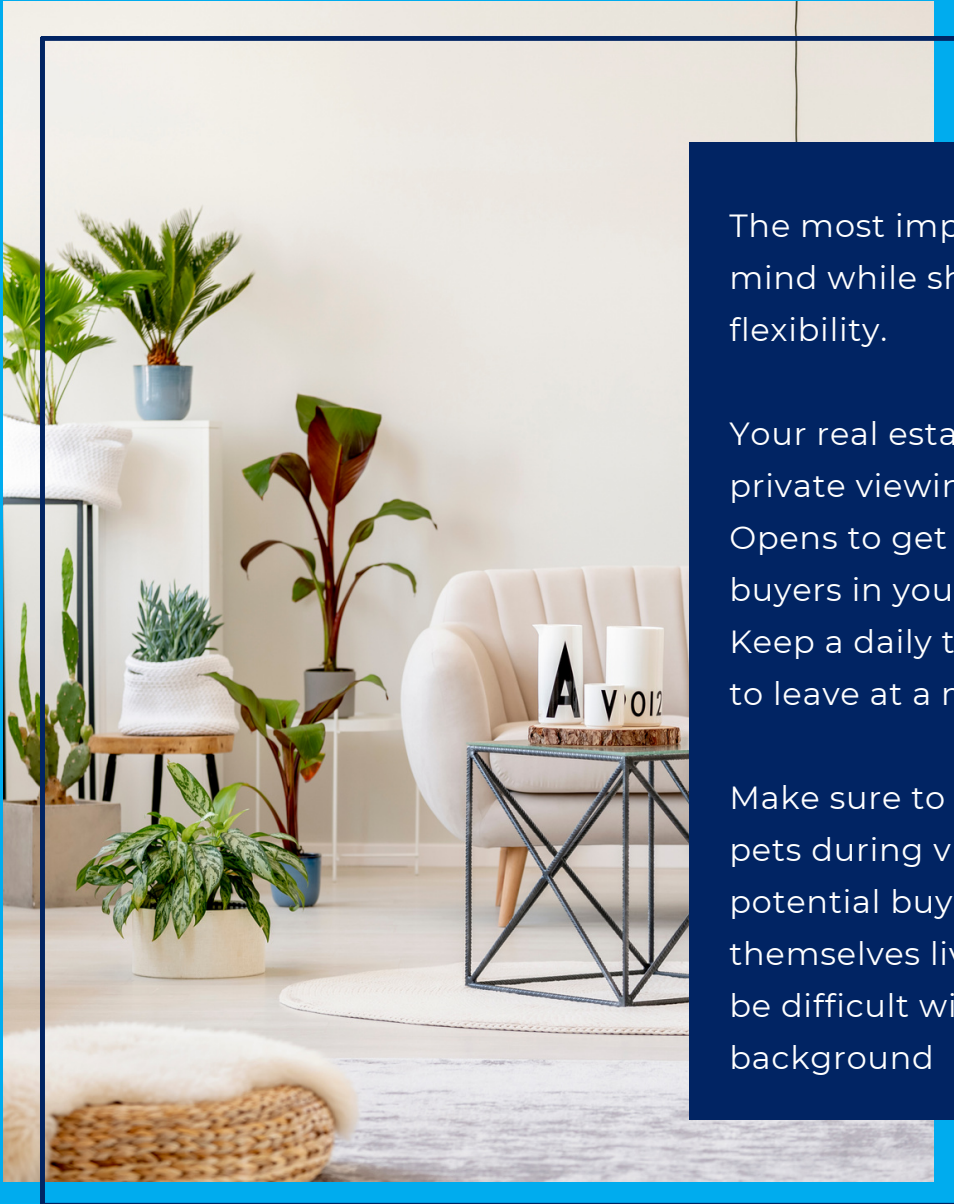
Your online presence is one of the most important to a prospective buyer, almost everyone today start their search here.

Having professional, well-lit photos will give you the upper edge of attracting your ideal buyer.



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VIEWINGS



The most important thing to keep in mind while showing your home is flexibility.

Your real estate agent will set up private viewings as well as Home Opens to get as many potential buyers in your home as possible. Keep a daily to do list so you're ready to leave at a moment's notice.

Make sure to find a place for your pets during viewings. You want the potential buyer to be able to envision themselves living here and that can be difficult with a barking dog in the background

VIEWINGS

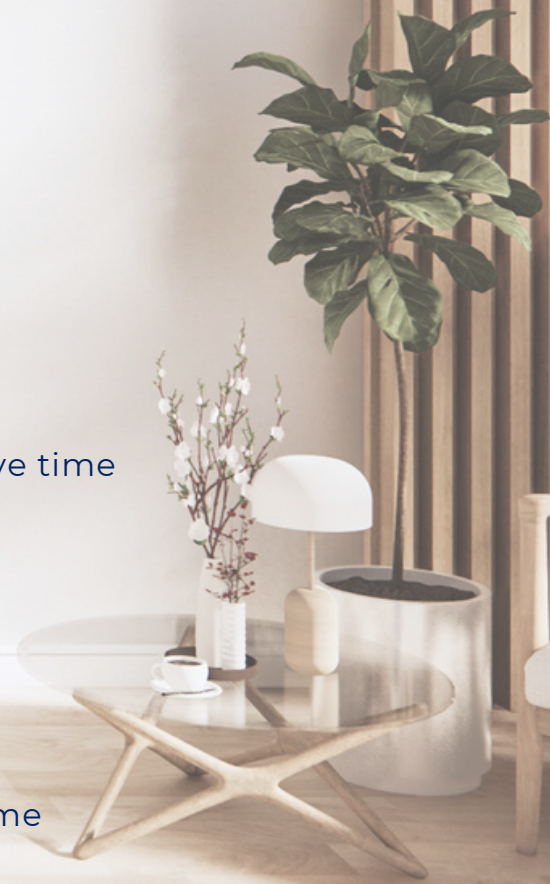
Checklist

...if you have ten minutes

- ☐ Make all beds
- ☐ Put all clutter in a laundry basket, then take with you in the car
- ☐ Empty all rubbish bins and take out the rubbish
- ☐ Wipe down all countertops and put all dishes in dishwasher
- ☐ Put out your nice towels
- ☐ Pick up all toys and personal items
- ☐ Turn on all lights

...if you have an hour

- ☐ Do everything on the ten-minute list above
- ☐ Vacuum all carpets and rugs
- ☐ Sweep all hard surfaces and floors, mop if you have time
- ☐ Wipe down major appliances
- ☐ Wipe down all glass and mirrored surfaces
- ☐ Put away all laundry
- ☐ Quickly dust highly visible surfaces
- ☐ Sweep all hard surfaces floors, mop if you have time
- ☐ Set out an air freshener or freshly baked cookies



Final Steps



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OFFERS AND NEGOTIATION

Depending on your market you may receive multiple offers if your home is priced right. Your real agent will be your best advocate at this point. They will help you review each offer and decide which is best for you.

Be sure to disclose any current issues you know of with the home. You don't want any legal issues creeping up later.

Be prepared to negotiate. When you receive an offer you have a few choices. You can accept the offer as it is, make a counter-offer or reject offer altogether.



It can sometimes take a couple of counter-offers back and forth before an agreement is made of both sides.

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UNDER OFFER

An offer does not become binding until both the buyers and the sellers agree to the terms and sign an Offer and Acceptance Contract.

At this point, several things still need to occur including a building and timber pest inspection, the findings of which, are agreed upon and accepted by both the buyers and the sellers.



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FINAL DETAILS

This is a great time to get started packing. Make sure to keep current in insurances. Also be prepared as delays can happen.

FINAL INSPECTION

This is an inspection carried out by the buyers with the real estate agent, 5 working days before the property settles, to check that all items that fall under gas, electrical and plumbing are in good working order.



SETTLEMENT

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Settlement is the final step in your home selling process.

During the settlement, a copy of the title is delivered to the buyer, the new buyer's details are registered with landgate, financing documents and title insurance policies are exchanged, and the agreed-on costs are paid.

Some of the final documents are signed. Keep in mind what you may be required to pay at settlement including agent commissions, loan fees, title insurance charges and recording filing fees.

Congratulations on selling your home!

A modern interior space with a white table and stools, a dark wall, and a large window. The word "Notes" is written in a large, white, cursive font across the top. Below the word, there are several horizontal lines for writing, suggesting a notepad or journal page.

Regal Gateway

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