

# 13 BIGGEST INSIDER SECRETS

## TO SELLING YOUR HOME

*For Thousands  
Over Asking Price*

A publication by



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REMOVALS**

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# 13 BIGGEST INSIDER SECRETS TO SELLING YOUR HOME FOR THOUSANDS OVER ASKING PRICE

In any given year, approximately 25 000 homes are sold in the metropolitan area of our great city of Adelaide. If you are thinking about making a change and want to sell your home, you could be competing against your neighbours for top buyers. What will set your home apart from your mate?

Specialized knowledge and... insider secrets.

Corey Smith, founder and CEO of Complete Removals interviewed three top-notch real estate insiders, who are at the top of the game, to learn secrets to selling homes at, and even beyond market price. They told all—from the list of questions to ask potential real estate agents, to outfitting your home so that it appeals to buyers, and even how to negotiate with buyers to maximize your sale price.

## ***Meet your insiders:***



### ***John Assaraf***

In addition to being a homeowner who has gone through the buying and selling process 10 times personally, Assaraf has been in the real estate business for 34 years and his Real Estate Company had 100 offices and 1500 sale associates who sold more than 4.5 BILLION dollars in property annually. John has also starred in the 2006 best-seller movie “The Secret” as well as appearing on Larry King, Ellen and Oprah. He is also a 2 time New York Times bestselling author

### ***Tiffany Murray and Jacqui Dunn***

Tiffany Murray and Jacqui Dunn represent “Dressed For Sale” – Adelaide’s #1 leading property stylists. They are the company everyone is talking about at present and why many of Adelaide’s top real estate agents are utilizing their skills to maximize the sale price of their client’s homes. Less than 1% of properties styled by this talented business stay on the market for more than 5 weeks – an outstanding track record!



Tiffany Dunn (left) – Director of Marketing and Business Development

Jacqui Dunn (right) – World-class property stylist

Did you know that after 30 days on the market, buyer interest and exposure other agents are willing to give you plummets by as much as 50%.

Here are thirteen secrets from our industry experts that can help you sell your home for well above the market value in far less time and ensure your home is wanted by buyers and agents!



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## Secret #1:

### **Selling is not about emotions—don't choose friends or family to sell your home**

While it may be nice to hire a family member or a friend to sell your home, it is best to choose a real estate agent with whom you are only professionally acquainted with. Selling is about money and getting the highest price, not emotions of family obligations. Pay attention to “For Sale” signboards in your neighborhood and keep a record of who has sold the most homes in your neighborhood.

Remember that shoppers consider many factors when evaluating a property such as school districts, access to main highways, proximity to entertainment, etc. You want someone who can sell not only your home, but also your neighborhood and the lifestyle that goes with it.

***Straight from the pro:*** “You’ve got to match who is capable of selling your home not based on what they did two years ago or three years ago or five years ago. There is nothing, and I mean nothing, that beats current market knowledge and marketing and sales experience.”

## Secret #2:

### **An ad and a brochure is not a marketing plan**

If a real estate agent does not have a marketing plan, he is not the one for you. A marketing plan is a step-by-step process listing the various activities your real estate agent will take to sell your home. By reading the marketing plan, you should know what his team is doing every week that your house is on the market. Here are some additional questions you should ask when interviewing agents for the job:



- How many homes have you sold in the last month?
- What are your specialty areas?
- What types of homes do you sell?
- What is/was the average asking price for the last five homes that you sold?

***Straight from the pro:*** : “The smart experienced agents know how to market, sell, and negotiate. They know how to do things in a unique way when other agents don’t know how to do it.”

## Secret #3:

### **Keep your expected selling price a secret**

Spend the extra money to hire an independent appraiser before speaking to a real estate agent. Independent appraisers typically work with banks so they almost never inflate the price. This will give you a well-founded number to keep in mind when it is time to settle on a selling price with the real estate agent.

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## **Secret #4:** **Price realistically**

Remember that homes get the most exposure in the first month. One way to sell your home fast is to set a price within 5 – 7 percent of fair market price. By doing this, you capitalize on the momentum you automatically get when listing your property, by keeping the price within reach, you gain more interest and create competition for your property which drives price up. “Price it high, watch it die, Price it low and watch it grow”

Also consider what potential purchasers will consider prior to making an offer, how much could they build it new and what about market conditions – is it a declining, flat or booming market?

## **Secret #5:** **Sweeten the deal for your realtor**

Generally the only way to sell a property that isn't selling is to drop the price, another possible way is to give your agent extra commission. Perhaps it is a bigger cut when the sale is finalized or it is a sliding scale based on how quickly the property is sold. However you want to structure it, a bonus will separate your address from other listings in the agents mind. Consider the best agents may have up to 17 properties listed by them at any given time so staying front of mind is crucial.

## **Secret #6:** **Style your home to get the sale and maximize the sale price in less time**

Property Styling is made up of 3 main components:

- 1. Hire furniture**
- 2. Painting**
- 3. Flooring**

Stylists know the secrets to appealing to a buyer whether they are browsing through print listings, digital listings, or open houses. Five years ago, perhaps only 20 percent of homes were styled. Now property styling is the industry norm as higher margins and hit shows like “The Glass House” and “The Block” have shown the difference a professional home dresser can make.

Consider this – If your property isn't professionally styled, it will be competing against similar properties in your suburb that are.



## Secret #7:

### Ditch the old furniture! Sell your home by clearing your home

When it comes to showcasing your home to potential buyers, market future opportunities instead of past memories. It has been shown time and time again that buyers are turned off by personal artifacts and outdated furniture. Before your marketing photos and first inspection, pack up traces of your personal life and put them away in storage so buyers can easily visualize how they would use the space.

Just because you love your wonderful wall unit, doesn't mean the market does, personal taste in not always the markets taste. Dressed for Sale specialises in dressing your home to the markets taste as well as helping you temporarily disconnect from the emotions you have for your home, to make it a marketable product for maximum sale price.



Before



After

***Straight from the pro:*** : Less is more and the best professionally styled properties, don't look like they are styled at all.

## Secret #8:

### Convert the study into an extra bedroom

Did you know dressing your home office up as another bedroom and increasing the number of Queen Beds in your home can increase the perceived size and value of your home by thousands if not tens of thousands of dollars? Well it's a proven FACT!

***Hot Secret:*** : If you have a 3 bedroom home with a study, two of which have single beds, dress it and advertise it as a 4 bedroom with 3 Queen Beds and a Single!



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## Secret #9: Invest in minor touch-ups

More and more families have two earners instead of just one. The changing status quo impacts how you should prepare to sell your home. People don't want renovators delight anymore. They just want it done and they want to move in. First impressions last – Pay particular attention to the front of the home like gardens, hallways and even your letterbox. If a buyer sees something they don't like at first sight, it becomes almost impossible to dislodge.

## Secret #10: Hide the TV and the right conversations will follow

Naturally, a conversation occurs when real estate agent and buyers walk through a home. Furniture placement and appliances like televisions can help or impede the process.

***Straight from the pro:*** : They don't want to see your family photos, they don't want to see the TV room. If there are no distractions, just beautiful spaces, [buyers] will imprint how they want their home to look and that's what you want them to do. You want the new buyer to come and think, 'Wow! This is where I'd put this.'

## Secret #11: Effective negotiation with buyers is a psychological science

When a serious buyer is ready to make an offer, they are likely to ask an independent professional [maybe their agent], what is it really worth? If you haven't followed secret #4 properly and your asking price is out of reach, they will be informed it is too high. Then they will low ball your asking price leaving a gap between the two that psychologically, becomes too big for people to bridge that gap.

***Straight from the pro:*** : If your asking price has been positioned right, then you can still have room of 2, 3, 4, 5 percent to negotiate which gives the buyer the perception that they are getting a better than asking price deal.

## Secret #12: Never draw a line in the sand when negotiating

The person in the negotiation who is the most patient will normally win. It is common that when an offer comes in or response to a counter-offer, someone becomes emotional and draws a line in the sand and say's "This is it, my final offer & I wont go any further". The problem with this is it literally leaves no where to go and ends the negotiation whether its close to acceptable price or not. You want to keep them inching up as you keep on inching down.

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***Straight from the pro:*** : The longer you keep the dog biting on the bone, the more the dog is going to want to stay in that dog fight, negotiation is a skill and a science that involves a lot of emotions so don't be afraid to involve the emotions while you keep your emotions totally stable and totally in control of the negotiation process.



## CASE STUDY:

### How a combination of these secrets made this vendor and extra \$150 000

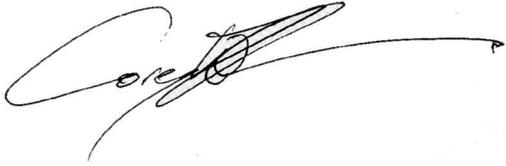
***Straight from the pro:*** : We had a property that had been on the market for eight months without one single offer and the owners had an agent with an outdated stylist. They changed the agent and the new agent absolutely insisted they use us. The vendor was so desperate they would have done anything. So they took up the carpet, put down flooring that cost \$5,000, and took out [existing] furniture and put in \$3,000 worth of new items. They had five bidders in four weeks and it sold \$150,000 above the asking price! Outstanding results like this happen all the time.

The secret to selling your home quickly and for a nice sum is surrounding yourself with the right partners. You need a real estate agent with a proven record and a sound marketing and selling plan and a stylist who can remove personal artifacts to better highlight a property's assets. Follow our proven insider secrets to sell your home for thousands if not tens, even hundreds of thousands over market value.



To learn more about moving home, when and where to start and how to experience a fun, completely stress-free move guaranteed, visit our website [www.completeremovals.com.au](http://www.completeremovals.com.au)

To your success



Corey Smith  
Founder, Complete Removals

