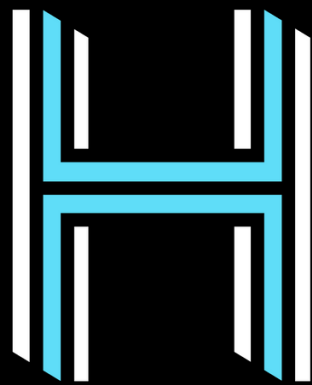


10 STEPS TO PREPARE & SELL YOUR PROPERTY DURING THE CORONAVIRUS



HARDEN PROPERTY

WRITTEN BY

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"THESE ARE UNPRECEDENTED TIMES"

If you are considering selling your property during the Coronavirus period or in the next 3, 6 or 12 months you might understandably have a number of questions. Questions about if it's better to sell during this period or wait until after, questions on how the sale process may have changed or been affected by the imposed Government regulations and questions around what your agent can do to help you navigate the property market in this unprecedented time.

"WE ARE HERE TO HELP YOU"

Outlined below are 10 key steps to preparing and selling your property during COVID-19. For a more in-depth look into the general selling process and for our general tips to preparing your home for sale, please contact us or send your request to admin@hardenproperty.com.au.

STEP 1

RESEARCH YOUR LOCAL MARKET & THE MARKET YOU WANT TO BUY INTO

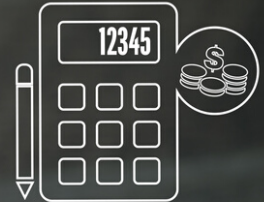
A great starting point is to speak with your local Harden Property expert. Being in touch with a vibrant database of local buyers and sellers as well as being on the “front lines” of the property market, your local expert will be aware of the change in buyer demand versus supply.

Researching or asking your local expert to help you research the market you are looking to buy into can be greatly beneficial as this will affect your “changeover cost” (the difference between the price you sell at and the price you buy at).



STEP 2

GET A PROPERTY APPRAISAL FROM YOUR LOCAL
HARDEN PROPERTY EXPERT



APPRAISAL

The next step is to understand how much your property could sell for in the current market and how this may differ from the value of the property only a few short weeks ago. Currently we are still able to attend your property for an appraisal, however if you are more comfortable for this to happen virtually we can help you here too! Without you needing any complex technology or knowledge.

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STEP 3

SELLING STRATEGY

We know that some agents have been able to adapt strategies quickly to the changing climate, whilst others unfortunately haven't, causing some people out there to have a hard time.



It is always important to have a team of highly skilled negotiators and marketers on your side but never more so than in times like the present. Agents trying to approach selling real estate the same way they always have with the current uncertainty are doing their clients a disservice. The market is not the same as it was even a couple of weeks ago and choosing not to innovate strategy and pivot how business is conducted can have devastating results for sellers.

Harden Property has been having quite good results even in the current climate and through our large social media presence and S.M.A.R.T. Online Marketing Strategies where we are able to maximise property exposure and also reach buyers and investors or developers that may not otherwise be looking. We have developed a number of specific strategies which can be tailored to suit each individual property to overcome current market concerns and achieve great results for our clients.

STEP 4

PREPARE YOUR PROPERTY FOR SALE



Making some changes to your décor or even just decluttering your home can significantly change how your property presents to prospective buyers. Usually hiring a property stylist would be an option but is not currently possible. Request our "Tips to Prepare your Home for Sale" to get you started and add value to your home.

The next step is having quality photographs taken of the property as well as a virtual tour and floor plan. These tools will be even more invaluable in coming months with some buyers being unable to travel due to quarantine and State restrictions. Your buyers can still see enough to fall in love with your home.

STEP 5

LAUNCHING YOUR PROPERTY TO THE MARKET



Your local expert will work together with you to create a customised strategy to maximise your property's exposure all within the boundaries of current Government legislations.

Our team of highly skilled marketers and negotiators are well versed in private and virtual inspections, specialising in these important tools for the sale of properties long before this was a Government requirement. Not surprisingly, private and virtual inspections, when conducted properly by a skilled negotiator are an excellent way to provide exceptional service to buyers and help them see how a property serves their needs.

STEP 6

INTERESTED PARTIES OFFER TO PURCHASE



Interested buyers will make an offer to your agent in person (so long as this is still permitted), alternatively it will be submitted by email or online platform. It will then be presented to you for your consideration, your agent will then negotiate on your behalf to achieve the best price and conditions for you.

STEP 7

ENGAGE A PROPERTY LAWYER OR CONVEYANCER



Selling a property is a legal process and while you are not required to have a conveyancer or lawyer to manage the settlement process, managing the documentation and settlement of your property's sale can be complicated.

Having a team of experts familiar with the legal documents and legislation in Queensland can provide you peace of mind and ensure the process runs smoothly. Having a team of experts to support you can be invaluable.

STEP 8

**CONTRACTS ARE SIGNED AND SHARED
ELECTRONICALLY AND DEPOSIT PAID**



Once the buyer and seller have agreed on conditions, price and settlement the first step to legalise the sale is to sign and execute the Contract of Sale. This process is facilitated by your real estate agent and can be done electronically if need be. The agreed deposit is then required to be paid by the buyer and will be held in trust by your real estate agent.

STEP 9

THE SETTLEMENT PROCESS



Some contracts that are entered into are unconditional, other contracts are subject to some conditions. The most standard of these are Finance Conditions and Pest & Building Inspections. Valuations and inspections can still be carried out by the contractors but due to current Government regulations other parties cannot be present at time of inspection. The contractors use images and videos to accompany their reports and will explain any concerns in great detail.

Your conveyancer will work with the buyer's settlement team to ensure all legal obligations and conditions of the contract have been fulfilled. They will make payments and lodge the correct documents with the land titles office. Once settlement has been effected, final payment will be made to you and the keys will be handed to the new buyer.

STEP 10

CELEBRATE THE SALE OF YOUR PROPERTY

Rather than having a party with family and friends given the social distancing mandate, perhaps jump on a group chat with family and friends and celebrate the good news!

For a more in-depth look at everything you need to know when selling and how to maximise your sale price, request our Selling a Property Guide.

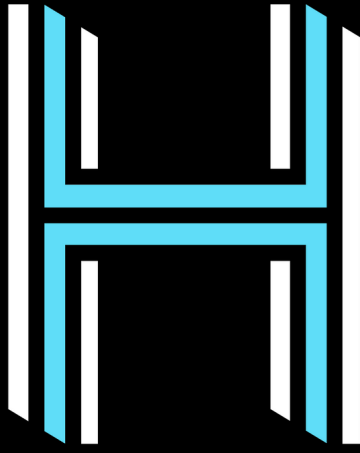


A FINAL NOTE

We are still here to help you in any way we can and answer any questions you may have. Please feel free to contact us.



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