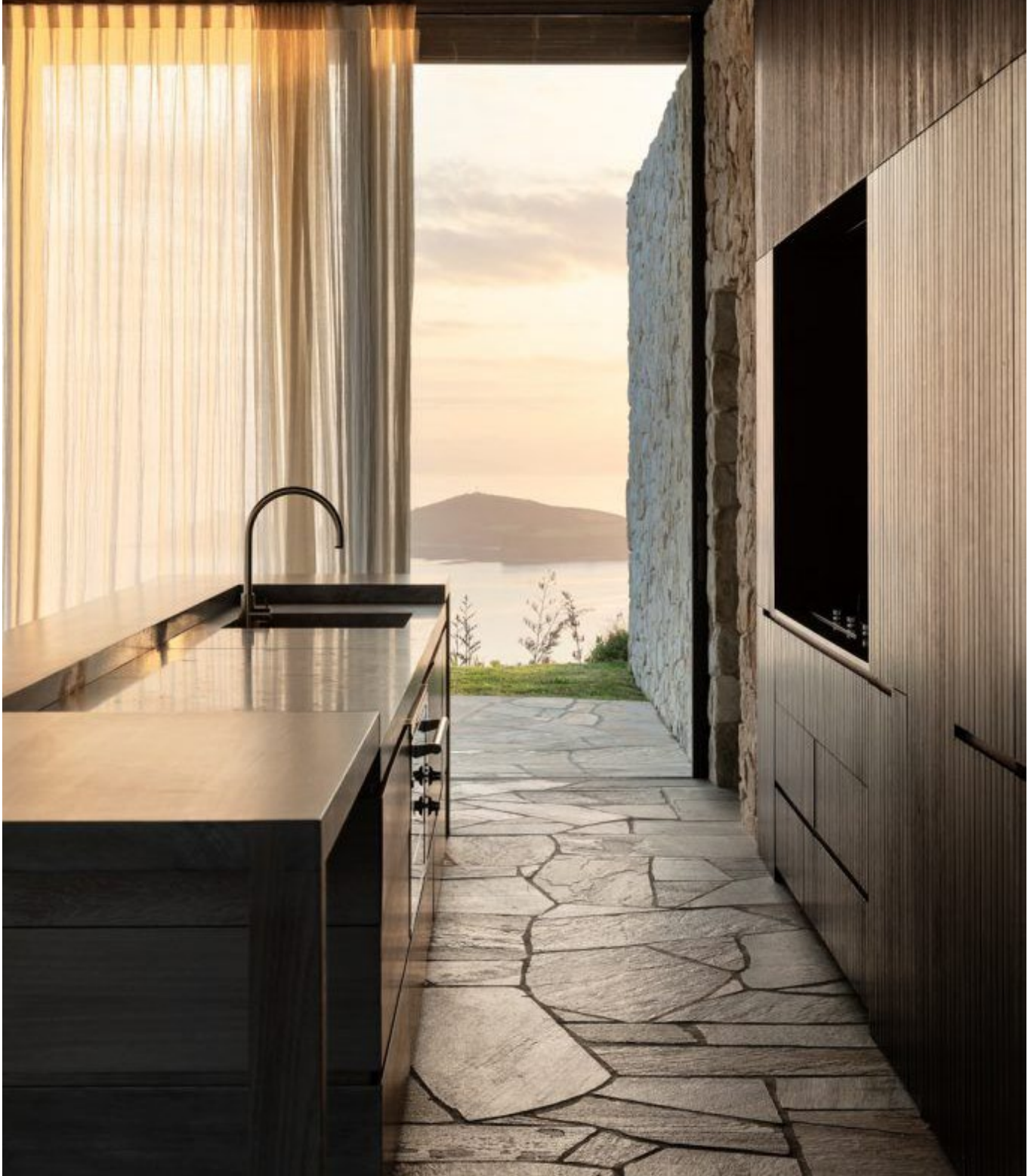


GUIDE SELLING A PROPERTY



SELLING A PROPERTY

Selling a property doesn't have to be stressful; with the right knowledge, insights, and a dedicated real estate agent backed by a proven sales system, the process can be smooth and even enjoyable.

Understanding the details of selling your home is key to making informed decisions that can significantly impact your financial future.

WHAT ARE THE STEPS TO SELLING MY PROPERTY

1. Research your local market. What is selling and for how much?
2. Have your property appraised by 360 Property Group
3. Make smart improvements to sell
4. Choose a sale method
5. Agree on a marketing plan
6. Set a selling price or price range
7. Review & sign your agency agreement
8. Draft Sales & Purchase Agreement
9. Professional photos, video and floor plan created
10. Signboards, online, print advertisements created
11. Marketing of your property commences
12. Prepare your property for open homes
13. Buyers inspect your property
14. Offers received or property go to auction
15. Negotiate with buyers
16. Property sells
17. Contracts signed and deposit paid
18. Property settles, final payment received, ownership transferred

UNDERSTANDING PROPERTY CYCLES & WHAT IT MEANS WHEN SELLING

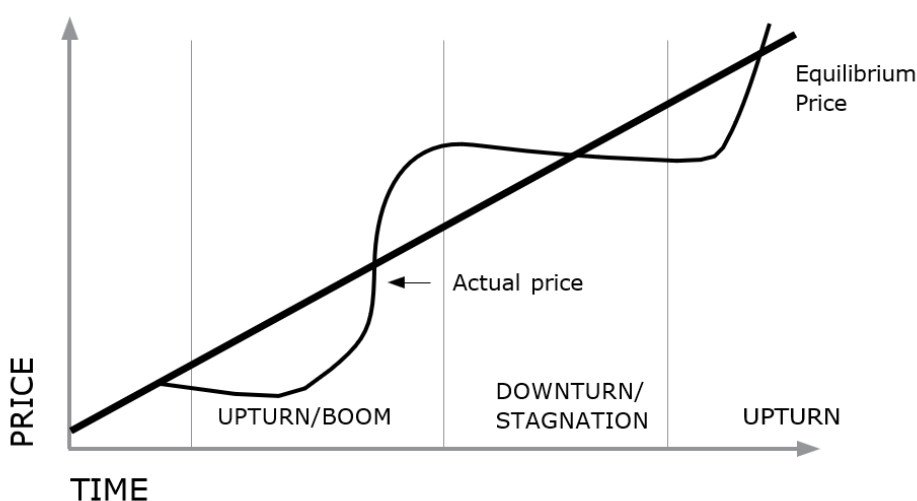
The property cycle is influenced by the balance between supply (available properties) and demand (buyers). When demand exceeds supply, prices rise; when supply increases through new developments or listings, prices can drop.

Nationally, property values have risen steadily over the past decade, but regional markets can vary due to factors like population growth, which drives demand and boosts property values. This growth often leads to increased listings, potentially causing oversupply and price dips. While predicting property cycles is complex, economists analyze key factors to forecast market trends.

- **Key factors influencing the property cycle include:**

- - Lending policies and willingness of home loan providers
- - Buyers' borrowing capacity
- - Broader economic conditions and employment rates
- - Local infrastructure developments that may affect demand
- - Rate of property price growth or decline
- - Investment property vacancy rates
- - Availability of suitable properties that meet buyers' needs
- - Interest rates

THE FOUR PHASES OF A PROPERTY CYCLE



1-The Boom Phase

2-The Downturn

3- The Stagnation

4-The Upturn

UNDERSTANDING THE VALUE OF YOUR PROPERTY

Starting the Process: Property Appraisal

When considering a sale, the first essential step is to obtain a property appraisal. This straightforward and informal process gives you a reliable estimate of your property's current market value. Our agents specialize in the local market and provide expert insights to answer, "How much can I sell my property for?" They assess comparable properties sold in the past 90 days, review active listings, and analyze broader market trends to deliver a well-informed valuation.

- **Key Factors Influencing Your Property's Appraisal**

- **Location**

- **Building Design and Structure**

- **Property Size**

- **Number of Bedrooms and Bathrooms**

- **Property Appearance**

- **Interior Condition, Fixtures, and Fittings**

- **Accessibility**

- **Renovations and Additions**

- **Home Improvements and Their Role in Appraisal**

- **Potential of the Property**

- **Local Zoning Restrictions**

- **Comprehensive Property Report**

After a thorough evaluation, we will compile a detailed report outlining local market insights and the estimated value of your property. This report gives you a clear picture of how your home compares within the market.



WHEN IS THE RIGHT TIME TO SELL YOUR PROPERTY

Life Milestones That Often Prompt a Property Sale

While there's no universal “right time” to sell, certain life events frequently lead people to consider selling, such as:

- Relocating for a new job in a different area
- Expanding family needs, prompting a move to a larger space
- Improved finances, motivating an upgrade
- The desire to access or “unlock” capital
- Realizing profit from an investment
- Reducing debt
- Downsizing to simplify life
- Finding a “dream” property on the market

Benefits of Selling in Any Season

Every season offers unique advantages for sellers, with timing often depending on the property, location, and your preferences.

1. Spring
2. Summer
3. Autumn
4. Winter

UNDERSTANDING AGENTS FEES AND SERVICES

Real estate agents earn a commission—a percentage of the property’s sale price—as compensation for successfully selling a home. If the property doesn’t sell, they typically don’t get paid. Professional agents work diligently to secure a sale and are responsible for managing every step of the selling process, including:

1. Creating a Custom Marketing Plan
2. Arranging Professional Visuals and Copywriting
3. Designing and Placing Advertisements
4. Managing Multi-Channel Advertising and Promotion
5. Hosting Open Homes and Private Appointments
6. Buyer Follow-Up and Reporting
7. Coordinating Contracts and Legal Communication
8. Handling Buyer Inquiries
9. Negotiating or Managing Auction Sales
10. Finalizing the Sale and Handover

These comprehensive services ensure that every aspect of the sale is expertly managed, giving sellers confidence and peace of mind throughout the process.

THE DIFFERENT WAYS TO SELL A PROPERTY

Private Treaty / Private Sale

A Private Treaty (or Private Sale) is when a property is listed with an asking price, and interested buyers submit offers through the agent. The agent presents each offer to the seller and negotiates with individual buyers to reach a price as close to the seller's expectations as possible. This method typically gives sellers greater control, allowing time to consider offers and negotiate terms until they're ready to finalize the sale. Across many New Zealand's markets, the Private Treaty approach often yields excellent results.

Auction

In a real estate auction, potential buyers publicly bid on the property. If bidding reaches the seller's reserve price or an amount acceptable to the seller, the property is sold to the highest bidder when the auctioneer's hammer falls. At this point, the buyer signs contracts and pays a deposit, as auctions do not include a cooling-off period, meaning the buyer is legally obligated to complete the purchase. Auctions create urgency due to the set time and date, drawing all interested buyers together and fostering a competitive environment that often drives the price to its highest possible point.

Tender / Expression of Interest

Tender and Expression of Interest (EOI) sales operate like closed, silent auctions. Buyers submit their best offers by a set deadline, after which the seller and their agent review the offers. The seller may accept, reject, or negotiate with buyers to reach a satisfactory outcome.

Choosing the Right Sales Method

Your real estate agent is an invaluable guide in selecting the best sales method for your property. They'll evaluate several factors before recommending an approach, including:

- The type of property you're selling
- -The location of your property
- Current market conditions—demand levels and local competition
- The urgency of your sale
- Your personal preferences

The goal is to secure the best possible price for your property, and choosing the right sales method is key to this success. An open discussion with your agent about the method of sale is a critical part of planning your property sale strategy.

THE COST OF SELLING A PROPERTY

When selling a property, you'll encounter several costs, some necessary and others optional. Being aware of these expenses upfront can help you budget effectively and avoid unexpected surprises.

- Conveyancing / Legal Fees
- Photography and Digital Marketing
- Renovations and Cosmetic Repairs
- Preparing Your Property for Sale
- Promotion of Your Property
- Agent Fees / Commission
- Auction Fee
- Home Loan Exit Fees
- Moving Costs

By understanding these costs upfront, you can better prepare for the sale process and avoid any unexpected expenses.



MARKETING YOUR PROPERTY

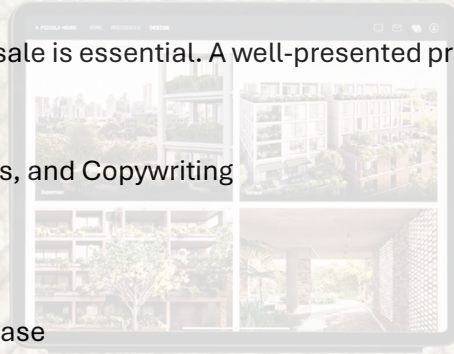
One of the most important factors of a successful sales campaign is the marketing plan. Our Agents are experts at creating bespoke marketing plans for each individual property. We know how to target the local buyers and importantly we know where the 'out of area' buyers are so we can reach them too.

As the costs to market your property are separate to the agent's commission, understanding the options you have at your fingertips is a good idea.

Preparing Your Property for Sale

Taking the time to prepare your home for sale is essential. A well-presented property can add 5% - 10% to its final sale price.

- Professional Photos, Video, Floor Plans, and Copywriting
- Signboards in the Front of the Property
- Email Campaign to the Network Database
- Print Campaign (Brochures, Drop Cards, and PR)
- Digital Campaign Across Websites, Real Estate Portals, and Social Media



FINANCIAL & LEGAL CONSIDERATIONS BEFORE SELLING YOUR PROPERTY

A typical home loan in New Zealand runs for 15-30 years however homeowners regularly sell their properties before the loans has been paid off, meaning that most still have a mortgage on their property when they go to sell.

Understanding exactly where you sit financially is important. Knowing how much you still owe your lender, how much money you need to sell your property for to cover the loan and an indicative figure you will have to purchase another property is important. By conducting a finance health check you will ensure you are better prepared when your property sells. Here is an insight into what you should be considering before you sell.

- Understand Your Current Home Loan Situation
- Bridging Finance
- Financing Your Next Purchase

ENGAGING A CONVEYANCER OR LAWYER WHEN SELLING YOUR PROPERTY

Conveyancing involves the legal process of transferring the ownership or legal title of a property from one person to another. While it's not a legal requirement to hire a conveyancer or lawyer, it is strongly recommended to ensure a smooth and legally compliant sale. A professional will manage all the documentation and ensure that the legalities surrounding the sale are followed accurately. This is especially important if you're unfamiliar with the legislation in your state or territory, as it will provide peace of mind that everything is done properly.

Being well-prepared financially and legally will help ensure a smoother and less stressful selling process, making sure you're able to manage both the sale and any subsequent purchase with confidence.

Finding the Right Conveyancer for You

When choosing a conveyancer, consider the complexity of your property sale. For straightforward sales, a real estate conveyancer may suffice and can offer a cost-effective option. However, for more complex transactions, such as those involving unusual conditions or significant legal issues, a conveyancing solicitor may be necessary due to their broader legal expertise.

Conclusion

Choosing the right conveyancer is an essential step in ensuring that your property sale is handled efficiently and legally. By understanding the role of a conveyancer and asking the right questions, you can ensure a smooth and successful transaction.



PREPARING YOUR PROPERTY FOR SALE

Presentation plays a crucial role in maximizing your property's sale price. A well-presented property can add 5–10% to the final sale price. However, achieving this requires careful preparation.

Where to Start?

We are more than happy to guide you in preparing your property for sale, we can work together to create a practical checklist that walks you through each room and space in the property, providing detailed tips on how to style and prepare each area to make it ready for sale. By following these steps, you can ensure that your home appeals to buyers and enhances its value.

FINALISING THE SALE OF YOUR PROPERTY

Exchange of Contracts / Prepare Contracts

The first legal step in the sale process is the exchange of sale contracts. This involves signing two copies of the sale contract—one for you (the seller) and one for the buyer. Once signed, the contracts are exchanged, and at this stage, the buyer will typically pay a deposit of 10% of the purchase price, which is held in trust by the real estate agent or conveyancer.

- Prepare for Settlement
- Pre-Settlement Inspection
- Finalise the Transfer Documentation
- Completion of Settlement

Disclaimer

The above information is provided as general advice. Individual circumstances and market conditions may vary, so we recommend seeking professional advice tailored to your specific situation. Results may differ based on factors including property type, location, market conditions, and timing.



360 Property Group

Key Philosophies for a Successful Sale

At 360 Property Group, we believe that the following principles are essential for delivering a successful sale. By following these philosophies, we set our clients' properties apart from the competition and ensure a premium outcome. Here's what we stand by:

1. **Our Role is to Deliver You a Premium Price, Not Just to Sell Your Property** We don't just focus on closing a sale—we aim to achieve the best possible price for you. Every step of our process is designed to get you a premium price, reflecting the true value of your property.
2. **Achieving the Best Price Within the First 30 Days** The first 30 days on the market are crucial. Our experience shows that the best price is often achieved during this period. That's why we invest all our resources into generating maximum interest and engaging with serious buyers right from the start.
3. **We believe there are three essential factors in securing a premium price for your property:**
 - Generating more buyer enquiries
 - Engaging buyers on an emotional level
 - Creating competitive tension among potential buyers
 - These elements work together to drive up the price and create a sense of urgency, encouraging buyers to act quickly.

Finding Buyers Beyond the Local Area

Our research shows that over 60% of record and premium prices come from out-of-area buyers. That's why we focus on attracting buyers not just within your local area, but also from a broader geographical market. This wider reach can often result in a higher sale price, as it brings in more interested parties.

The Detail Really Matters

The small details can make a big difference in the sale process. We understand that ensuring every element of your property is in top condition before it hits the market can make or break a sale. From presentation to paperwork, we handle the details so you don't have to worry about them.

WHAT'S NEXT ?

At 360 Property Group, we put our heart and soul into finding smart and innovative solutions for all your property matters .

A more personal approach , offering a more personal service – we will ensure that whether you are looking for local knowledge or a global perspective on your home , you're home with us.

No two homes are the same and no two people want exactly the same thing from their home. That's why we take the time to listen to you , to really understand what you are looking for and wanting to achieve.

We Focus on Integrity & Results . We pride ourselves on developing long and prosperous relationships with clients , based on honesty , trust and genuine collaboration.

We appreciate that buying and selling can be an emotional experience and we are committed to helping you confidently take each step. Our smart , innovative and collaborative and concentrated approach , ensures you are getting the most apt and accurate advice- along with outstanding results .

We concentrate on our client's sale, and we focus our efforts on premium results.

IF YOU HAVE DECIDED TO SELL , A key starting point is to find out the market value of your property. This easy and informal step will ensure you are equipped with the right information to make smarter financial decisions.

3 STEPS TO GETTING A PROPERTY APPRAISAL

Book in for an appraisal with
us
today

+

We will visit your property for
about 45 minutes

+

We will provide you with an
appraisal report and price
guide



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