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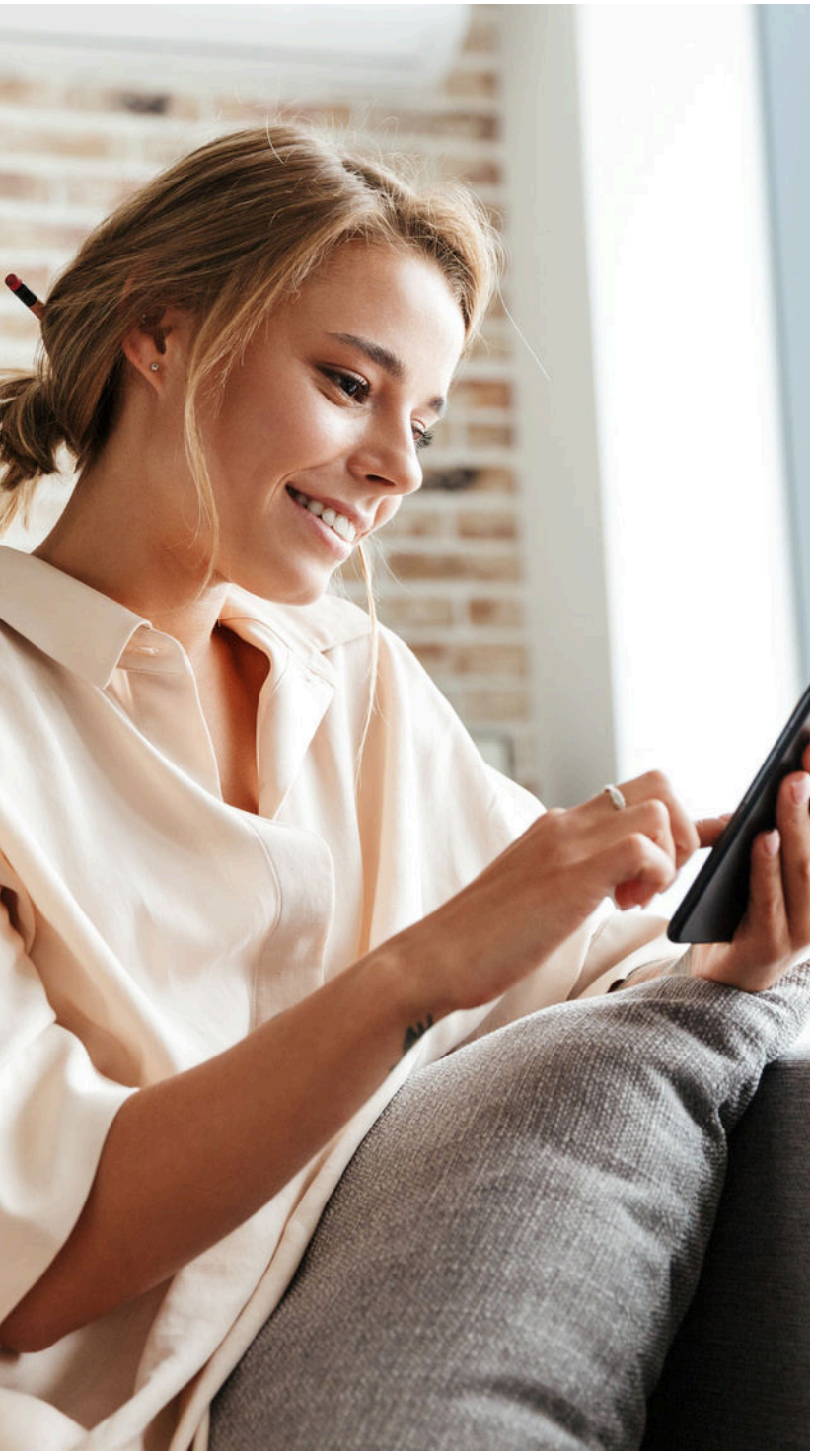
Sell Your Property for Maximum Results

Unlock your home's full value with professional property agency that helps you stand out in Brisbane's competitive real estate market — attracting stronger offers and better returns.



Pre-Sale Guide

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Your Pre-Sale Success Guide

You've decided to sell your home.
That means you've got plenty to do, and quite a few decisions to make.
Here's the Pre-Sale Success Guide to simplify the process.

With these do's and don'ts, you'll be ready to sell better & smarter.

Check out the market

01

Take a deep breath. Selling a property may seem daunting. Your home, after all, is likely to be your biggest asset. But there's plenty of help available and some tried and tested rules you can apply to sell smarter.

02

Get up to speed on what selling your home is all about. Search the internet, local news, speak to people who have bought or sold in your area lately & **register on our homepage** for your personalised price guide either to your phone or email. Link: **What's my home worth?**

03

Do some fieldwork. **Act like a buyer and visit properties for sale in your area** to get a sense of your property compared with others in your area and the current sate of the market.

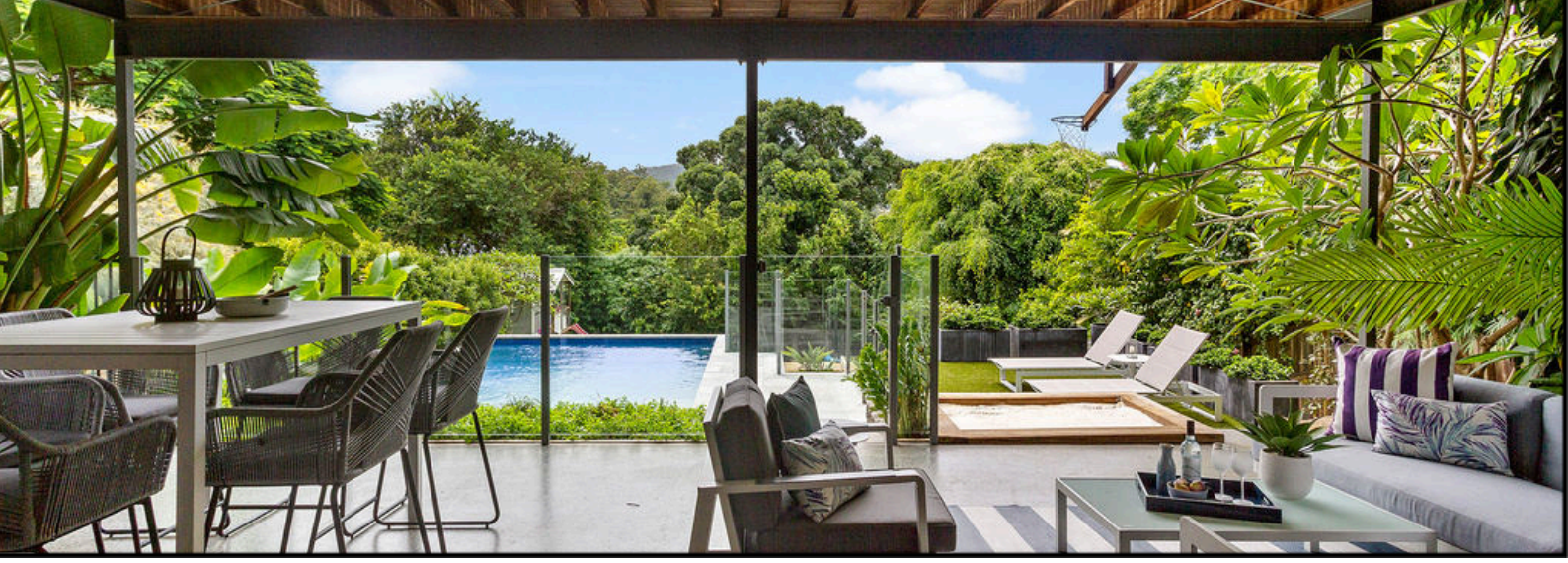
Get your property ready to sell

04

Work out what your home's unique selling points are and how you can further enhance them.

05

Conversely, **evaluate what your home's key negatives and drawbacks are** and whether there are any ways to overcome or limit these. Also we recommend doing **Building and Pest pre-sale** as it may identify any concerns a buyer may and is very helpful for the seller have.



06 **Seller's Disclosure** From 1 August 2025, the Property Law Act introduced a new Seller Disclosure Regime requiring sellers of residential property to provide a forma Form 2 - Seller Disclosure Statement and all relevant certificates to a buyer before a contract is signed.

07 **How does a Seller's Disclosure affect me?** This significant change increases transparency for buyers and includes mandatory disclosure of details on title, encumbrances, zoning, government notices, environmental matters, and pool safety certificates. If the Form 2 is inaccurate or incomplete, or if the required documents are not provided, the buyer gains the right to terminate the contract before settlement.

08 **Take your personal preferences out of any renovation or styling decisions**. You want to appeal to the widest number of people and besides, you won't be living there much longer. Go for neutral colours and the most popular choice of product to ensure the widest appeal.

09 Ask Acru how you can do Acru do your repairs and maintenance **without spending money up front.**

10 In Queensland, when selling a property with a pool, you must give the buyer either a current **Pool Safety Certificate or a Form 36** – Notice of No Pool Safety Certificate before the contract is signed. The certificate must be given before settlement if you are selling with one. If you provide the Form 36, the buyer will be responsible for obtaining the certificate within 90 days after settlement, unless it is a shared pool, in which case the body corporate has 90 days.

11 Remember that from the moment your home is on the market, potential purchasers ay be driving by to look at it, so **do all you can to boost your "kerb appeal"**. The house needs to look great from the outside to entice people inside, and to stop them driving off.

12 **Wash dirt, mould and grime off the outside** of your walls, roof, garage door, walkways and driveway. Consider borrowing or hiring a pressure washer for a day. And, if this isn't enough, invest in a fresh coat of paint.

13 **Get rid of dead trees, branches, weeds and invasive vines in your garden** as well as any other outside clutter, such as garden equipment, children's toys, unused outdoor furniture and other outdated, unattractive, mismatched or dilapidated features.

14 **Mow your lawn and pavement, and prune your shrubbery**. Consider planting some colourful flowers and greening up your grass with fertiliser and water.

15 **Ensure the path to your front door is easy to navigate.** If anything is broken, uneven or missing along the way, get it fixed because buyers will notice this.

16 **Declutter every room in your home.** Not only can this help your home look cleaner and tidier, but removing clutter can also make rooms appear bigger too.

17 **Declutter your wardrobes and cupboard too**. Buyers also look in there and you want them to think your home offers plenty of storage and room to grow.

18 Similarly, **put excess furniture in storage** to make rooms look larger and spacious. It also allows potential buyers to walk around home more freely.

19 **Set the scene**. Buyers often try to envision what their lives would be like in a house. Try to give their imagination something to work with by creating appealing settings in attractive parts of your home - eg, placing comfortable outdoor chairs on a balcony with a good view.

20 **De-personalise** your home to ensure it appeals to the largest possible audience. Not everyone will have the same taste as you. Some people like to remove certificates, religious ornaments. Less of "you" in your home gives potential buyers a chance to visualise themselves living there.

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21 **Take a look at each room and think of ways you could improve it** to add value.

22 **Consider what inexpensive finishes and furniture could add a bit of class to your home** - for example, buying and upscale mailbox and modern house numbers to give your home an easy facelift. Or adding a mirror on the wall to make a room appear larger.

23 **Consider using a stylist, especially if the house is empty**, to enhance its appeal, create warmth and help buyers imagine living there.

24 If your budget won't stretch to a stylist, **borrow or rent some quality furniture** to create an overall air of luxury and comfort in your home.

25 Storage is very important to most buyers. **Think about adding built-in wardrobes**, these can be bought as flat-packs and assembled fairly affordably.

26 **Ensure damaged timber floors are re-sanded and polished.**

27 **Get your bathroom, laundry and kitchen to sparkle.**

28 **Don't forget to clean inside ovens, cupboards and under beds** in case of potential buyers having a look on open inspection days.

29 **Fix plumbing, water drainage, leaking taps, blocked gutters and sort out any dampness or damp smells**. Problems in these areas could be red flags to potential buyers. A building and pest report will detect these problems areas and report on areas you are unable to get to.

30 **Cover old sofas with throws and cushions.**

31 **Smoke Alarms** When selling a home in Queensland, it is mandatory to have photoelectric, interconnected smoke alarms installed on each storey. These must be hardwired or have non-removable 10-year batteries. Call Michael or hello@acruproperty.com.au if you would like to receive a Form 24 more information on 0411 223 222.

32 **Wash all windows.** Make your home sparkle.

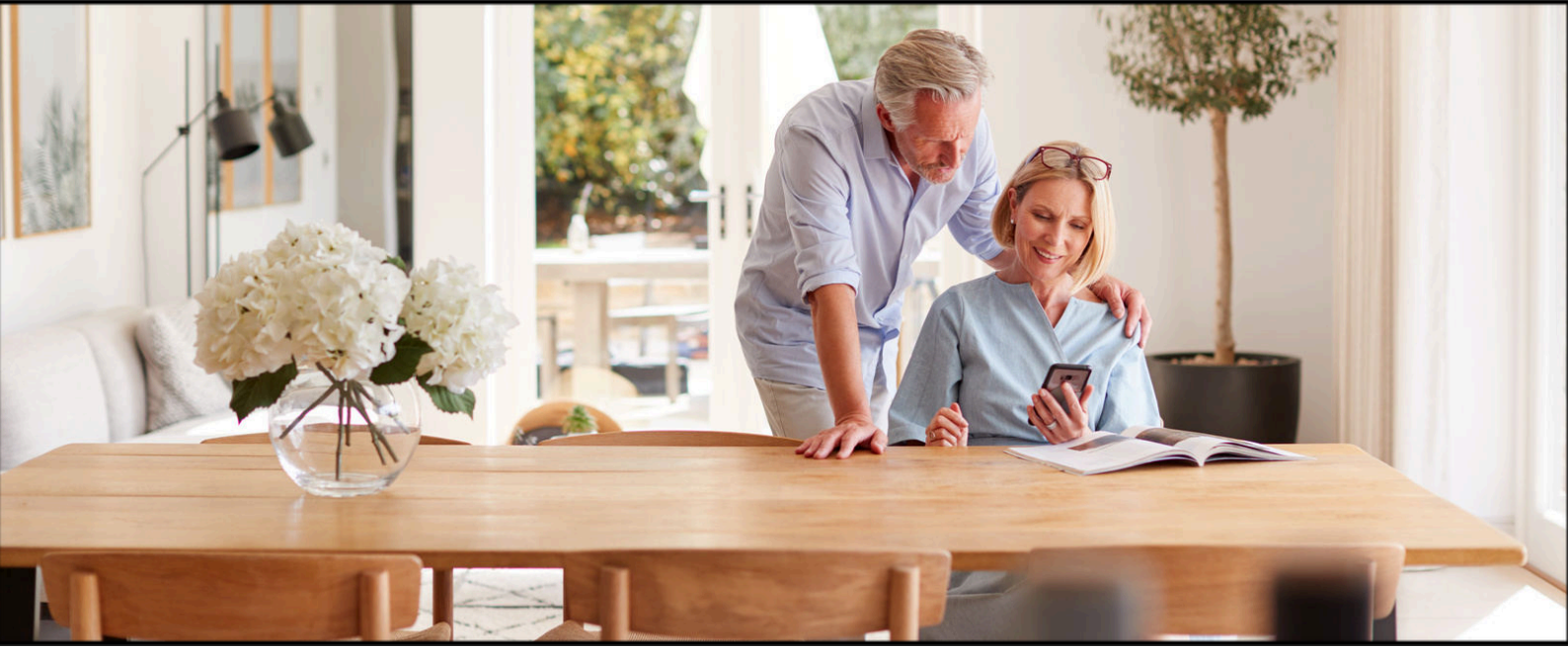
33 **Ensure all the fixtures and fittings are in good working order and clean**, including door handles, fly screens, window latches, light switches, taps and so on.

34 **Spruce up your front door with a coat of paint**. It's one of the first things that potential buyers will see.

35 **Ensure gates and fences are in good order working order.**
First impression count.

36 **Make your property ready to move into**. Creating a home that can be moved into without major renovation, decoration or repairs could give your property an advantage over others in your area.

37 While it is natural to want to present your property in the best light possible, **do not cover up, misrepresent or in any way mislead a buyer** about its true conditon.



Choose the right agent

38 There is a big difference between agents and the outcomes they deliver. Choosing the wrong agent can not only lead to a lower selling price and delays, but also lots of unnecessary frustration. A great agent helps clients seamlessly navigate the sales process.

39 **Be certain to choose the individual, not the brand**, as there can be big differences between the individual agents within each real estate office.

40 **Key traits to keep in mind when searching for a real estate professional.** commitment, natural marketer, honesty & trust, delivering the WOW factor and a people's person.

41 **Ask the agents plenty of questions during the interview** to asses their experience and expertise. How long have they been in real estate? Do they have an understanding of the local market & neighbourhood?

42 **Know that your agent answers calls and is ready to show your home at any time** - some agents don't and this can be frustrating to buyers who cannot make the open time. They want to connect to an agents who can allow them a **personalised** time to view your home.

43 **Ensure you feel comfortable with the agent** and that there's a good rapport. Selling your home successfully will require a partnership between the two of you and you need to feel you can work together as a team.

44 **Don't be dazzled by a great listing presentation**. You want your agent to be a good salesperson, but you need to ensure their sales pitch is backed by substance and results.

45 **Ask the agent to show how they would negotiate with a buyer in your presentation**, this is a great chance to put them on the spot and see how they handle themselves, and prove their skills.

46 Do you feel the agent you are choosing have **some of the best marketing strategies available to make your home look special, not just a cookie-cutter approach.**

47 **Trust your gut**. If the relationship doesn't start out feeling right at the beginning. It's probably not going to get any better.

48 **Ask your preferred agent for the names of previous clients** and speak to these clients to ensure you are happy.

49 **Don't be tempted by an agent who suggests the highest price** for your house. Pricing your home too high may limit the number of buyers you get through the door. Is the agent telling you what you want to hear on price, or are they giving you accurate CMA advise which makes sense in current market.

50 **Do your research on agent commissions**. These are now negotiable in all Australian states, but can vary and in how they are structured.

51 You won't ask a surgeon to negotiate their price as you are paying for a skilled person. The same with a good agent, **you are paying for a skilled negotiator to get you the best price on your home**. It can cost you more if you choose an agent who isn't skilled in this area.

52 **Be wary of negotiating the commission down too much** as this could act as a disincentive for the agent.



Choose the right agent

53 **Be wary of the overpromise of the price!** Also be concerned about agents who drop their commission rates too quickly. If they are not good at negotiation for their own benefit, how can they possibly negotiate a good sales price on your behalf.

54 **Has the agent provided you with good comparable sales?**
We'd love to help if your thinking of selling to provide a 'What's my Home Worth?" CMA

55 **Selling your home is a team effort**. Make sure you feel comfortable with the agent and that you can work together to get a great result. Picking the right agent cannot be overlooked.

56 **Set a listing price with your agent the reflect the full market value of your property**, but be realistic and attractive to buyers. The price will be influenced by your home's location, attractiveness, condition and proximity to local amenities. Also the current economic conditions and supply and demand factors.

57 **Decide on what type of agreement you will sign with the agent**. For example, Exclusive listing? How will the commission payment work? People follow listings not agents: In open listings you may find your property becomes a much lower priority for agents, than if you engaged in one agent exclusively.

58 **Remember that most other areas of your listing agreement are negotiable** as well.

59 **Be wary of a dodgy practice where the not-so-good real estate agents to try to "buy the listing"**. In other words, they quote a high price even though they know it's not achievable, just to get your property on their books.

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60 Provide your agent with written instructions clearly stating which items in the property are **not to be included in the sale** if applicable.

61 **Discuss with your agent on the best selling style**. Not all properties are the same and your chosen agent should be flexible with the selling process. The agent should be able to provide you with their best reasons if it is an best suited to auction, sale price or price range.

Market your property successfully

62 Together with your agent, **devise a marketing strategy to give your property as much exposure as possible**. This might include online and printed advertising, social media, flyers, notice boards, open house events. The more interest you attract the better you will find the perfect buyer who will fall in love with your home. Remember: You can't sell a secret.

63 **Arrange inspections at times when your property is at it's best** - for example, when the natural lighting is at it's brightest. Saturday late morning & afternoons are often good times because, being the weekend, many potential buyers are not working and can fit inspections around children's sport when they are out and about. Often buyers will like a second inspection to bring their partner back, talk to your agent which other time or evening would suit you.

64 **Ask your agent to show you their marketing of a property**. The photographers they use can make a big difference to selling a dream to a potential buyer and bringing more buyers into your home.

65 **Talk to your agent about video of your home.** This can be a wonderful way of showcasing your home and gives foreign investors the opportunity to "visit" you come as well.

66 **Ensure a signboard is outside your home is easily visible**. A signboard can catch the eye of someone who isn't even looking for a home until they saw yours.

67 **Does you agent come the photo shoot?** At Acru we specialise in showcasing properties to perfection to maximise your sale. That's our signature care and personal touch and attending the photo shoot helping with the right angles and lighting where our professional photographer needs us.



Open your home for inspection

68 On the day of inspection, **let the sunshine in by opening all curtain & blinds.**

69 Turn on a selection of lights throughout the house to illuminate every room. **Good lighting can boost the look and feel of your home**, together with natural light.

70 **Even out the temperatures**. If your home is cold, heat the rooms. If it's hot, cool it down with fans or air-conditioning. Don't go too far though, so buyers are sweating or frostbitten!

71 **Ensure all beds are made up** and there are no clothes or mess lying about on the day of inspection.

72 **Clean you home from top to bottom**. Clear out the mailbox and empty all rubbish bins. Pack away your laundry and dishes. Clean up after your dog in the garden

73 **Ensure you home is properly aired and there are no smells** on inspection days - for example, from pets, stinky shoes or strong food odours or cigarette smoke. Consider using fresh flowers, potpourri or a subtle air freshener. A home thats smells nice is much more attractive to buyers.

74 **Arrange for pets to be out of the house** on inspection days, and be sure to put away all pet bedding and food bowls.

75 If you live on a busy road prone to noise, **think about playing some calming background music** to enhance the ambience of your property during the inspction.

76 **Add personal touches like fresh flowers** to help your home feel less staged and more homely..

77 **Remove shoes or other hazards from the entrance** that people might trip over.

78 On inspection days, **place mats at all outside doors to prevent dirt from being brought in from outside.**

79 **Lock away valuables, important documents and small trinkets**. Don't allow temptations.

80 **Leave before inspection starts**. Potential buyers may feel awkward about you being there and talking to agent if you are present.

81 A good agent will not only take the details of all people attending the inspections, they will follow all inspections up throughout the campaign of your home. They will also convey all inspections and feedback from all inspections.

82 **Be prepared for inspections to happen at any time**. Cleaning up your home daily will help you manage the house between inspections

83 **Have a bag ready** if you have to leave the house at short notice.



Negotiate with confidence

84 If you are selling via private treaty, **don't necessarily accept the buyer's first offer on your home, even if it's a good one**. Buyers usually expect some back-and-forth negotiation, so their initial offer is likely to be lower than what they are ultimately willing to pay. Remember, all offers are negotiable.

85 Decide in advance what terms are most important to you and let your agent know about this. For example, if price is most important, you may need to be flexible on your settlement date.

86 **Don't take an offer personally**. Selling your home is a business transaction. Often criticisms of your home may just be negotiating tactics.

87 **Carefully evaluate all the terms of each offer received**. Price is important, but so are other terms. Is the buyer asking for contents or fixtures - such as appliances, furniture or window coverings to be included in the sale price that you planned to take with you?

Countdown to settlement day

88 **Check any special conditions in the contract of sale between you and the buyer** and ensure you fulfil these. They could include certain repairs. Also, ensure you understand the settlement process - your agent and solicitor/conveyancer can help if you're not sure.

89 **Start packing because you will need to be out of your home** before settlement day.

90 **Expect a visit from the buyer's bank**, if they're arranging a mortgage. As the bank is lending against the value of the property, they will want to ensure that the price paid for the property corresponds with the estimated market value

91 Be aware of the obligation to hand over the property in the same condition as it was sold.

92 On settlement day, **check payment has been received for the property and any other agreed amounts owing**. The remainder of deposit will be released to you which is usually held by the real estate agent, conveyance/solicitor.

93 On this day, you will **organise the handover of the keys** to the new owner.

94 **Utilities such as gas, electricity and water** will also need to be transferred. Organise final reading of services to take place the day before.

95 **Be sure to cancel your insurance cover** for the house after settlement.

96 **Cancel deliveries and services** such as newspaper and gardening

New beginnings

97 **Redirect your mail** at the post office and advise relevant people about your change of address. Also change your address on your driver's license.

98 **Organise your papers for the "tax"** if you have to pay GST (if your home had a commercial use - for example, it was being used as an office) or capital gains tax (if the home was an investment property)

99 **Crack open the bubbly and celebrate!** You've sold your home and are moving on to new beginnings of your life.

100 As you can see, there's a lot to selling your home better, smarter and faster. A great real estate agent can guide you at every step along the way.
Call Michael if we can help you simplify your real estate needs on 0411 223 222.

Ask us for a **free 'whats your home worth**' report and our dedicated research team can do the homework for you. If your serious about selling, we would love to help.



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