

HUGO ALEXANDER

PROPERTY GROUP



Maintaining & preparing your home for profit.



CONGRATULATIONS

WE KNOW THAT GETTING YOUR HOME READY FOR SALE CAN FEEL LIKE A LOT OF WORK.

WE CONGRATULATE YOU ON CARING TO MAKE THE EFFORT TO IMPROVE ITS VALUE.

In our experience, we have learned that the best price comes from the best preparation. As your real estate advisor it is our intention - via this document - to help you maximise your sale price and to make the sale of your property an enjoyable and rewarding experience.

Your profit will be realised when we attract a buyer, who will inspect the home then obtain a building and pest report that will influence the final decision to buy or not.

With this understanding we have constructed this document to inform you, in a step by step manner, of how you can ensure your sale process goes smoothly while also maximising your home's value. Whether you are looking to sell in a month, six months, a year or beyond, this guide will help you maintain and prepare your home, and is an ideal tool for those wanting to get involved.

If you would like us to project manage everything on your behalf, we are happy to do this with compliments as part of our service. We work with reputable builders, gardeners, maintenance people, handymen, cleaners, plumbers, electricians, and more. We can meet onsite with whoever is required and can organise quotes and check on the works as they progress. We can project manage everything from small maintenance items to major renovations or repairs. We have done this on many occasions for both local, interstate and overseas property owners.

Feel free to contact us anytime and we can assist you with a list of what we know buyers will pay a premium for and what they will not. Please make sure you speak to us before doing any renovations as we want to ensure that you get at least three times the return on any dollar you spend. Until then we hope you find our document helpful.

Yours in Property,

ADAM NOBEL



T H E S T A K E S

YOUR HOME IS YOUR GREATEST ASSET

In life and real estate it is often said that your principal place of residence is possibly your biggest asset. As a passionate industry professional I find this true for many people in the community that I proudly have the opportunity to represent. With this in mind it is important that as a property owner you do all you can to maintain the property throughout its lifetime to protect and grow the value of your asset, so at the time of eventual sale you receive the best possible cash profit from your investment.

YOUR HOME COULD DELIVER YOU A TAX-FREE WINDFALL

Selling your home is a valuable opportunity for wealth and profit. Unlike other financial investments your principal place of residence is usually free from capital gains tax. Therefore, a chance of a tax-free gain is rare and should be seized with both hands.

SELLING IS A ONE-OFF OPPORTUNITY FOR CASH

Selling your home presents a unique opportunity to make a lot of money without you having to sweat for it. Every dollar your home sells for over the perceived market can be worth up to two dollars of your hard-earned labour, depending on your tax bracket.

For example if you secure a price \$10,000 over reserve – that saves you having to earn \$20,000 pre-tax to have that \$10,000 in your hand. If \$50,000 is achieved over reserve, you would have to earn \$100,000 pre-tax to have that \$50,000 in your hand.

Secure the dollars you deserve for the property you own. You get only one chance to sell for profit and then the value passes on to the next owner – so make the most of it!



CLEAN AND SPARKLING HOMES SELL WELL

If you do the work for a potential buyer and they feel they have little to nothing to do, they will pay more. Make sure your property is:

- Well maintained and freshly painted;
- Has manicured lawns and the gutters and downpipes are free from rust and holes; and that the eaves are spotless and fresh;

This could have a significant impact at sale time.

The magic happens when you take the hard work out of the equation. Everyone is so busy, potential buyers are prepared to pay for somebody else's sweat and effort. Profit from that. We can provide you with painters and gardeners to assist.

A HOME THAT DOESN'T REQUIRE WORK IS AN ATTRACTIVE PROSPECT

Maintaining and preparing your home for profit is a successful strategy for everyone involved. Often incoming purchasers are stretched to their limit and would not qualify for a renovation loan. This is the reason why people will pay more for a finished, neat and well-maintained property. This is especially true in the current market.

A bank will loan on a property's actual current value. A bank does not favour lending on unfinished or damaged properties. However, if the property has a clean bill of health, the new purchaser is effectively getting a renovation loan on a product with no risk.

IT'S A WIN, WIN.

PLANNING FOR PROFIT



STEPS TO PLAN

1

BUY A HARD-COVER NOTE BOOK AND ALLOW TWO PAGES PER AREA AND START MAKING THE TO-DO LIST OF REPAIRS

KEEP YOUR EYE ON THE PRIZE

You want to create the best possible home to attract the best possible buyer for the best possible price.

When preparing their home for sale, some people redraw on the current loan to complete repairs quickly. Other people take a longer-term approach. We suggest making a list and spending the months ahead of time of a possible sale, project managing the repairs with a slow and steady budget approach. Call us in at any time and we can assist you with a list of what is most essential from a buyers point of view.

Front entry	
Driveways and gardens	
Bedrooms	
Lounge	
Kitchen	
Bathrooms	
Laundry	
Decks	
Pergolas	
Verandahs	
Garages	
Pool	
Extenal	



2

THINK LIKE A PURCHASER

The golden rule of thumb is – if something needs to be repaired – fix it! Walk through and be picky – try and see what a potential purchaser will see, not what you have overlooked for years. Make a list of repairs and improvements that need to be made.

Buyers will mentally add up their perceived costs of repairing all those minor flaws and end up with an amount that is generally much higher than your actual costs will be. You may believe the repairs are insignificant, however the buyer may question the maintenance and upkeep of the rest of the property.

Necessary, non-critical minor repairs and perceived owner neglect will lead to a lower price and will lengthen the time to sell.

Look at the colour palette that you have used in your home. If you have used striking, bold colours, it might be time to neutralise them. White and off white walls are generally recommended. Your objective is to make your home appeal to the largest possible segment of the market. Ask yourself, “How many prospective buyers would feel able to move into my home with their own furniture and not want to replace the carpet or repaint the walls?” Position your property on the market to be as liveable to as many people as possible.

The market is always driven by buyer demand and the average buyer will have difficulty looking beyond bright carpeting, bold wallpapers or multi coloured walls.

3

TAKE PHOTOS OF THE REPAIRS AND STICK THEM IN YOUR BOOK

Your repair and maintenance book will become your profit bible. Take the book with you to your home improvement store (e.g. Bunnings) to save time, money and energy.

4

DEDICATE FOUR PAGES TO YOUR TRADES' SERVICE DIRECTORY

At the back of your notebook, list the contact numbers and details for all the plumbers, plasterers, painters and associated trades you will need.

5

WALK THROUGH AGAIN

Once you have done the walk through, walk through again and see what you may have missed.

6

TYPE UP A TO-DO LIST

Look at your book and see what needs to be done and type up your to-do list.

7

INVITE ALL THE TRADES NEEDED TO QUOTE ON THE REPAIRS

Including the materials cost, it's worth getting everything priced to give you a factual guide to the investment.

8

REPAIR OR OUTSOURCE

Make a decision on what repairs you can do and what jobs will be outsourced.

9

RESEARCH

Before starting, get on the web and research the latest products that can save you time and money (profit). For example there is great tile paint for old tiles, amazing products are now available.

10

LOOK AT DIY

Visit Bunnings or Mitre 10 and investigate what 'do it yourself' products are available to you. You will be amazed how the renovation systems have improved for ready-to install kits.

11

DO ONE ROOM AT A TIME

Start your list by committing to the discipline of doing one room at a time. This avoids turning the house into an unlivable war zone.

12

DECLUTTER, DECLUTTER, DECLUTTER

As you are working through your rooms, it is imperative you also sort through your stuff. Decluttering a home can also be a life-cleansing process. Box up the valuables and hire a skip for the end of the road items. Be ruthless, space is everything, a home shines when it can actually breathe.

The key is to show as much floor space as possible, as much space in cupboards as possible, to show how spacious the bathroom, kitchen and living areas are. It needs to be easy for buyers to walk around. The more open the feel, the better. We will show you the look that sells for the most and will help you with this.

13

COMPLETE GENERAL MAINTENANCE

Stay on top of your regular home maintenance tasks to avoid costly repairs in the future. Spending time now saves you hassles later. Ensure that minor repairs don't turn into major expenses.

A modern living room with a minimalist aesthetic. The room features light-colored wood paneling on the walls and ceiling. A long, low wooden shelf runs across the wall, holding several framed pictures and decorative objects. To the left, there are three recessed wooden shelves containing various items like vases and a small plant. In the foreground, two dark grey ottomans are placed on a light-colored rug, each topped with a red and white striped cushion. A large window on the right side of the room provides natural light and a view of the outdoors. Two large, white, spherical paper lanterns are suspended from the ceiling. The overall atmosphere is bright, airy, and contemporary.

ALLOWING YOUR PROPERTY
TO BREATHE

OUTSIDE

- The front of your house should be beyond reproach. It's one of the first things a buyer sees. Sweep and wash the driveway and walkways to remove debris, dirt and stains. Remove any oil stains if possible. Repair and patch any cracks
- Check your fence for any loose or broken posts and replace any rotted wood
- Touch-up or repaint front fence and gate as required
- Put a silver or gold number to the front door or gate
- Check gutters for leaks or damage and remove debris
- Lawn care: mow high and often. Feed the lawn with fertiliser, treat weeds, and aerate the lawn in high traffic areas
- Trim your plants back with secateurs, especially through walk way areas
- Clean out your irrigation system twice a year to ensure your plants get the best quality water and at the same time remove material that can settle in the lines and block the filters. (Unscrew the drip or spray outlets, flush the line, then clean the filter.)
- Promptly pull out weeds or spray with specialised weed killer as soon as they appear and before they set seed
- Mulch garden beds to prevent soil drying out too quickly and hinder weed growth
- Inspect exterior paint and touch up as needed
- Clean and seal decks if needed
- Cut back overhanging trees from the roof-line
- Repair/replace any damaged window screen mesh
- Inspect walls and ceilings for cracks, leaks, mildew or water stains
- Inspect roof for damage
- Keep the pool clean as well as outdoor furniture
- Reseal concrete areas to prevent cracking and deterioration

INSIDE

- Check smoke detectors
- Clean and disinfect the dishwasher by operating it when it's empty and putting bicarbonate soda in the detergent tray and vinegar in the rinse holder
- Vacuum refrigerator coils and empty waste containers
- Check doors and windows for cracked seals and peeling paint – repair as needed
- Dust/vacuum the tops of cupboards
- Move furniture that you don't normally move and vacuum thoroughly
- Inspect bathroom tiles, kitchen tiles and sinks and reseal where needed
- Soften potentially offending views, but always let light into your rooms, consider replacing heavy curtains with something lighter
- Wash and clean all windows, curtains and blinds
- Clean light fittings and skylights and if your kitchen has fluorescent lighting fixtures, use 'cool-white' bulbs for a bright appearance
- Clean kitchen exhaust hood and filter and inside of oven
- Clean sliding doors and window tracks
- Clean debris from ceiling fan blades and air conditioners fan blades before using
- Check taps and plumbing supply lines for leakage signs
- Test the pressure relief valve on your hot water system to ensure it hasn't seized up
- Repair loose knobs, latches or handles on doors
- Make storage areas appear generous and well planned, remove and store all out-of-season clothing
- Remove any items from the floor area – this will make a wardrobe seem more spacious
- Hang an air freshener in the wardrobe for a pleasant fragrance ensuring wardrobes smell fresh and clean
- Ensure all wardrobe lights are in working order
- Add battery lights to wardrobes that lack built-in lighting, as illuminated wardrobes appear bigger and more attractive



ORGANISE A BUILDING AND PEST INSPECTION REPORT

MAKE A PRE-EMPTIVE STRIKE AND PAY FOR AN INSPECTION

When selling by private treaty, nearly all buyers will get a building and pest inspection before they purchase a property. If selling by auction it is less of the case however there are still that many that will pay for one and will not register to bid unless it is favourable. Many owners assume they are only relevant to purchasers who generally have them conducted as part of the pre-exchange process. However, having your home inspected for structural and termite damage can be highly advantageous.

WHY?

It gives you control over the selling and negotiation process. If no issues are found, you will have peace of mind knowing the purchaser won't be able to use any problems as a means to negotiate the price down. If an issue is found, you can take action to resolve it before your home is listed for sale. If you are taking the property to auction, providing a building report that simply says 'no major defects' and 'no active termites' will include many buyers into the bidding process and can help drive the price up.

FOREWARNED IS FOREARMED

Even though your property may appear to be structurally sound and there may be no visible indication that termites, subsidence, moisture or mould is present, there could be hidden problems lurking in the foundations, roof, plumbing or walls that only a professional can identify.

Many people are worried that building and pest inspectors may uncover some terrible truths about their property. For many, this concern stops them from having an inspection. But is that logical? If something is wrong with your property wouldn't it be better to know before you put the house on the market? Being forewarned is forearmed and puts the power in your hands. Being aware of any issues with your property allows you to take control and have them fixed and doesn't erode your position when you put your house on the market. Even if you do have an issue and can't or choose not to fix it, that's not a problem. We can still get a number of quotes, have them on hand, and fully understand the issue and

be able to put forward to the buyer the cheapest and easiest solution. This significantly aids the buyer and us and stops the buyer from unnecessarily feeling panic and uncertainty.

AN INSPECTION REPORT EMPOWERS YOU

While many buyers will still insist on having their own pre-purchase building and pest inspections conducted, showing them the reports you have had prepared shows them you have nothing to hide about the condition of your property and gives them less ammunition to negotiate.

At the end of the day, building and pest inspections aren't deal breakers; and it's what we find out right now before the investment of marketing and Inspections and agent's performance fees that will protect your sale price and final profit. A building and pest report will cost around \$500 yet could be the vital knowledge in a negotiation that saves your sale and protects your profits.



BRACE YOURSELF

When you receive your report you may see many comments stating different parts of your home are average or in below average condition. Don't be too concerned by that. Any part of any property is only ever rated as below average, average, or above average. Please also remember that the report has been written by someone who only sees bricks and mortar, whereas you see the home you love. We work with building and pest inspectors that are happy to speak to buyers and tell them how good the property is. They are also happy to answer questions about any issues. It is also better to have a report that is written by someone who is a friendly communicator rather than one that you don't know.

Wear and tear items that are found are not a big issue. Even minor defects can be worked through and aren't often deal breakers. The big warning signs for buyers are 'major building defects' and 'active termites' as well as 'high level moisture readings'. If not carefully managed these can lead to an automatic termination of contract or loss of interest in pursuing the property at auction. Again, it is better to know about prospective issues early. For example, if you have active termites, they can be found and destroyed and a termite barrier and treatment plan can be put in place. If you don't have any major defects or active termites this what we would be telling all interested parties. This will lead to more offers and more bidders, leading to a higher sale price.



PRICE UPDATE

Once you have completed your property maintenance program it's a perfect time for us as your agent to reassess the market place and the recent sales around you that have affected pricing.

We would go right back through the property and take into account all repairs and improvements and re-establish your new to marketing price. Once your house is looking tip top, it could be a good time to consider getting the photos done so we can store them for marketing and start to prepare the selling list and best features of your property.

Together as a team we will capture every little delightful detail and list them in our property specification pages of our detailed property booklet.

PREPARING YOUR HOME FOR PHOTOGRAPHY

When it comes time to market a property, there are no shortcuts to a great price

A lot of preparation has to be undertaken to make sure your property hooks and pulls a potential buyer in. When a buyer sees your property online or in person, she or he must think, "this is the one".

Photographs of your property are one of the main ways to draw in a buyer. They matter because they are the first point of contact that a buyer has with your property. Therefore, it is essential that you present your property in the best possible way. Excellent presentation and high-quality photographs seduce a buyer into a home.

Photography and presentation go hand-in-hand. If you're preparing a property for photos, that's exactly the way it should appear for each and every open home, for each and every buyer inspection, and throughout the marketing campaign.

On the day of photography we can assist you to move any heavy items and will also help to create the best shots. We have been using the same award winning design photographer for over a decade because his attention to detail is second to none. He simply won't take a shot unless it is perfect or as close to perfect as it can be. For this reason he is chosen by many home design magazines as the photographer of choice. Our intention is to make your home look as desirable and attractive as possible.

1

DECLUTTER, DECLUTTER, DECLUTTER, CLEAN, CLEAN, CLEAN

A pristine, shining home says, “I care about this home. I’ve looked after it. So the person who purchases this home is going to benefit from the love, care, and attention I’ve given the home during my ownership.”

2

THINK ABOUT WHO YOU ARE APPEALING TO

Think about who will want to buy the home and make the surroundings appeal to that potential buyer. Market the home to suit the purchaser.

- Is it a single person’s apartment?
- Is it designed for couples?
- Is it a first homebuyer’s home?
- Or is it a family home?

Think about your buyer and the atmosphere you’re trying to create. We will help you address your target market and dress your property appropriate to their needs.

3

THE FRONT OF THE HOME MUST CREATE A STRONG FIRST IMPRESSION

Most buyers make up their mind between getting out of the car and about 30 seconds after walking through the front door. What buyers see in the photographs on the web have to match with what they see when they get out of the car. You have to make the impact. Photos should focus on the strengths and minimise any potential weaknesses.

Make sure the front yard is clean. Lawns should be manicured and lush. Hedges and edges be trimmed, neat and tidy. Clear out the cobwebs, get rid of peeling paint and grime. Sugar soap or wash the gutters,

eaves, fascias, weatherboards and Colorbond roofs. The front of the house must be pristine.

With tiled roofs ascertain whether it is actually worth the investment of getting it refinished and resprayed. Generally in most cases, it’s not going to be too obvious in photos but it may become an issue through a sales negotiation.

Declutter the verandah. Make sure nothing is on there that doesn’t actually belong there. Paint the doorjambs in a high gloss.

4

PRESENT THE HOME TO SUIT THE PURCHASER

Once inside the home, minimise the amount of furniture in the rooms and utilise the furniture that’s going to make an impact, that’s going to create the scenario, the kind of emotions that you’re targeting in your buyer.

If you are marketing a home to a family, keep the chalkboard and some posters in a child’s bedroom because you want to create that family ambience. In the living room, leave the Xbox controllers next to the TV.

5

KITCHEN

Declutter! A fridge should not be noticeable – it should be white, silver, or neutral. Remove all personal items – the pen-stands, the sunglasses, the phone chargers. Add a few touches, depending on who you are appealing to. Add a fruit bowl or fresh flowers or a plant.

Clean, clean, clean, clean that stainless steel, give it a good scrub-down. All surfaces must sparkle and shine. We like to show maximum bench space. Remove the personal touches, whether it's kids' report cards or the magnetic stickers from the fridge. Remove the tea towels, remove the pet bowls, and remove the rubbish bin from the shots and the dirty dishes. One or two items is all we want to see on benches. A coffee machine, fruit bowl, and cook book all present well.

6

LOUNGE ROOM

If you have any kind of view from your lounge room over the backyard, River or City – maximise it. Clean the windows and be careful about window treatments. Remove lace curtains as they date the home and minimise what the photographer can do to show the views. Photographers will lift those blinds up, pull back the verticals, so the backyard, the views, the deck, and the outside entertaining areas can be seen.

7

BEDROOMS

Declutter, clean and turn on the bedside lights as they create a beautiful glow. Light bed linen is generally recommended. Assess the view out of the bedroom windows - if it's not a particularly attractive view, take the focus away from the window with a nice big painting, photo or something else that will draw the attention away. If you want to focus the attention on a river or city view, or just a nice outlook, take away any objects that will distract the eye from the window.

8

ENTERTAINMENT AREAS

With these areas, try and create a certain ambience or vibe that will appeal to your buyer. Think about the atmosphere you're trying to create. Whether it's the deck, the verandah, a balcony, how does it integrate with the rest of the atmosphere you're trying to sell. So if it's an inner city property, you want to be able to show that balcony set up with a barbecue, for example.

9

THE POOL

Make sure you give some attention to the pool – it's got to be sparkling before it is photographed and when the house goes on the market. Make sure all utensils associated with the pool – the empty chlorine bottles, the chemical containers, the pool cleaners, the brooms, the kids' boogie boards and the floatation rings are all packed away. Make sure it remains like that for rest of the marketing campaign.

10

BATHROOM

The bathroom is one of the greatest challenges, because the bathroom is always being used, particularly for family homes. This is one room that should be cleaned by professionals. Bathrooms need to feel clean; they need to be almost clinical. You want to be able to see through the shower glass so that it doesn't impact upon the atmosphere you're creating for the rest of the bathroom – it has to be absolutely transparent.

Polish the mirror. Make sure that any cobwebs or the dust on the exhaust fan for instance has been removed. Any chrome items must be given a nice good polish.

Tiles will show off any marks or grease, simply by the characteristic change in whether it's a shine or a matte reflection.

Bathrooms are also challenging because there are so many bright, shiny reflective surfaces. The quality of the photographer is revealed with shots of the bathroom. Any failure to catch every scrap of grime or dirt or streak will show up in a photo.

Decluttering is most important in the bathroom. In such a small space, any clutter is going to be far more obvious. Take the toilet roll off the hanger. Take out the toothbrushes and any other personal items that may detract from the feel of the bathroom.

11

KEEP THE LIGHTS ON

Lights are essential - even in daytime, you're always going to be shooting with lights on. Most professional photographers are going to create an ambience somewhere between using their flash equipment and utilising the available sunlight as well as the lights.

12

REPLACE ALL THE FAULTY GLOBES

Make sure they're fresh, and if the property is vacant make sure the electricity is on.

C H E C K L I S T



KITCHEN

Tidy kitchen and remove all items from the bench tops including appliances	
Remove all dishes from the sink including drying racks	
Remove all tea towels	
Clear off all fridge magnets	
Add a bowl of fresh fruit to the kitchen bench for colour	
Remove rubbish bin to outside	
Remove pet bowls and litter trays	
Declutter pantry	

LIVING AREAS

Remove all unnecessary furniture and clutter to create an impression of space	
Turn on lamps and ensure they are working	
Replace any faulty light globes	
Ensure all curtains are hooked up properly and open	
Remove sheer curtains altogether if possible	
Add fresh flowers to dining table	

IN THE GARDEN AND STREET FRONT

Mow the lawns	
Store toys out of sight	
Remove pet droppings	
Keep cars out of sight (garage)	
Clear out the cobwebs, get rid of peeling paint and grime	
Sugar soap or wash the gutters, eaves, fascias, weatherboards and Colorbond roof	

BEDROOMS

Make beds	
Turn on lamps	
Clear all items off bedside tables	
Reduce items on dressing tables and drawers	
Light candles	
Empty cupboards of off-season clothing and pack them away for the move	
Organise cupboards to demonstrate the most efficient use of space, cupboards should look as though there is room to add more	

BATHROOM

Put fresh fluffy matching towels in the bathrooms	
Scrub and clean shower screens, basins and mirrors	
Remove all bottles and other hanging items from the shower	
Remove all items except for decorative bottles from the basin	
Remove waste and linen baskets	
Light candles	

ENTERTAINING AREAS

Clear off outdoor settings	
Add cushions, pot plant or fruit bowl	
Light candles	
If you have a pool make sure it is sparkling clean	

I hope this document has been helpful in allowing you to look at your property as now both a home and a product in a market place. By treating it as both we can help you generate profit in the sale of your most valuable asset.

We look forward to the opportunity of working with you and continuing to provide the guidance that allows you to profit from our knowledge.

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