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The

Rob Report

Home Sellers Handbook

Third Edition



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Thinking of Selling? What would be Your Buyer's First Impression?

One thing is always true - you never get a second chance to make a first impression. That's why the first impression your buyer has of your home is critical to how the whole transaction goes, or even if a transaction will take place.

What's the first impression your buyer has of your home? Is it inviting? In good repair? Clean?

Buyers tend to judge homes by cost and "move-in" quality - the less they have to do to move-in, the better and the more they are willing to pay. A home that looks like a lot of work will cause the buyer to make a lower offer or none at all.

What can you do to assure that your home makes the best first impression?

- ☐ Polish the front door knob, wash the glass / door and sweep the front step area.
- ☐ Clean / paint mail-box & front gate.
- ☐ Clear away any debris or clutter from front door area to make entry to home seem more spacious and to allow freedom of movement for more than one person.
- ☐ Open windows daily for a few minutes to exchange stale air and/or cooking odors, mildew / moisture from hot showers and laundry.
- ☐ Switch low-watt bulbs to high-watt bulbs while selling, and turn all lights on (even for daytime viewings).
- ☐ If you are at work during the day, leave a radio on and turn on a couple of lights to make your home even more inviting.
- ☐ If you've had stale odors in the basement, due to rooms being closed over long periods, strategically locate an open bag of real charcoal, or large bags of baking soda, to absorb smells and help keep the air fresh.
- ☐ Clean carpeting and drapes to eliminate cooking odors, smoke and pet smells.
- ☐ Empty kitty litter trays "daily" while selling your home as buyers may find full trays offensive.
- ☐ Pack anything you won't use between now and moving day. Store boxes out of the way of traffic areas.
- ☐ Rearrange furniture to make rooms look more spacious and to create areas that are easy to pass without knocking over ornaments etc.
- ☐ Open dark drapes or blinds to lighten and brighten rooms.
- ☐ Ensure all doors open & close freely. Ensure all windows & doors close securely.
- ☐ Clean all signs of mould / mildew – Including back of drapes / curtains & on clothes / shoes in wardrobes.
- ☐ Replace washers in drippy taps.
- ☐ Play relaxing music so buyers feel free to speak without being overheard.
- ☐ Be pleasant but don't volunteer information unless the agent asks for your help. Buyers generally do not like to be followed about while viewing your home.
- ☐ Make a list, for your agent, of all the reasons this home appealed to you when you bought it. These reasons may be highlighted in the marketing of your home.
- ☐ Some people are allergic to pets or are frightened of pets. Keep your pets outside, or in a sectioned off area while guests are viewing.

- ☐ If you have unusual pets, eg. lizards, ferrets, snakes, pet rats, etc. board them out or get a pet sitter until your home is sold. Some agents (or buyers) may be terrified and they may be reluctant to view your home a second time.
- ☐ Keep perfumes, air fresheners and smoke to a minimum, as many people today have allergies.
- ☐ Keep the kitchen sparkling clean and counters free of medications, pill bottles, and anything that small children could accidentally get their hands on while visiting during the time their parents are in your home.
- ☐ Valuables such as jewellery, money, Doulton figurines - should be kept out of easy reach or put away completely while selling your home, also collectibles such as weapons, guns, knives or anything that may be dangerous.
- ☐ An agent should be present at all showings. Do not invite complete strangers into your home. Just because your home is on the market, it is not an open-door invitation to the public to arrive unannounced. Call your agent.
- ☐ Wash finger prints from doors & light switch plates.
- ☐ Pack away most of your small decorative items.
- ☐ Store out-of-season clothing to make closets seem roomier.
- ☐ To help improve your properties "curb appeal", trim the vegetation around your home -- particularly those bushes that may conceal windows. Then be sure that your landscaping looks great all of the time, even if you have to hire a gardener while your home is listed.
- ☐ If there is patio furniture or BBQ and playground equipment in the backyard, be sure it is in good repair.
- ☐ Speaking of hearth and home impressions, nothing says that more than a fireplace. If it is cold outside, light your fireplace, (provided it doesn't smoke). The image of a warm fire is universally appealing to buyers.
- ☐ Remove excess furniture. I know, ALL of your furniture is necessary, but..... Take a tour of the new homes in your neighbourhood, and you'll find furniture that is two-thirds of normal size, and very little of it. Why?.... Because it makes the rooms look larger.
- ☐ If possible, you should leave the premises while your home is being shown to potential buyers. Your presence makes buyers uncomfortable, and they may not linger long enough, or be honest enough with your agent, if they think you can hear their conversation.

If these tips don't help, then you can consider doing the expensive things. But give the tips above a try first. I am confident they will make your home more appealing and remember, appealing homes get more offers.

Now after doing all that, pretend you are a buyer and that you have never seen your home before. Would you buy? Why not? If you have any why not's left, take the time to fix them.

Need Help Presenting Your Home?

If you think you need help presenting your home at its best, there are "staging" services that can help.

A stager will do everything from completely moving out your belongings and installing new furnishings temporarily, to painting the walls and making cosmetic repairs, to simply rearranging your belongings in the most attractive manner and to facilitate "room flow." You may be so pleased with the results that you end up not selling your home at all!

(Refer: **dmHomeStagers Ltd** - www.homestagers.co.nz)

You can also create a favorable first impression by getting a Building Inspection performed on your home. This will not only bring attention to problems the home may have, which you may like to disclose or which you may decide to repair, it will give you a punch list to complete before your buyer can find the problems.

Your buyer is sure to be impressed, and will know by the condition and care of the home, that your top-dollar asking price is more than fair.

Kitchen

- ☐ Clean Fridge & Freezer
- ☐ Clean Hobbs & Oven
- ☐ Clean Microwave
- ☐ Clean Dishwasher
- ☐ Clean Cupboard Doors
- ☐ Clean Windows (Inside & Out)
- ☐ Clean Bench Top
- ☐ Tidy Cupboards / Pantry
- ☐ Empty & Clean Rubbish Bin
- ☐ Wipe Walls, Ceiling & Light Shades
- ☐ Remove Appliances from Bench Top
- ☐ Vacuum & Polish Floor
- ☐ Display Fresh Fruit and/or Flowers

Laundry

- ☐ Clean Washing Tub
- ☐ Remove Dirty Laundry
- ☐ Vacuum & Polish Floor
- ☐ Remove Any Clutter
- ☐ Clean Windows (Inside & Out)
- ☐ Remove Old Cleaning Products
- ☐ Tidy Storage Cupboards
- ☐ Clean Pet Bowls
- ☐ Empty Kitty Litter Tray
- ☐ Tidy Hot Water Cupboard
- ☐ Clear Cob Webs
- ☐ Wipe Walls & Ceiling
- ☐ Install High-Watt Light Bulbs

Dining Room

- ☐ Vacuum Floor
- ☐ Dust All Surfaces
- ☐ Remove Any Clutter
- ☐ Install High-Watt light bulbs
- ☐ Clean Windows (Inside & out)
- ☐ Wipe Ceiling & Light Shades
- ☐ Clean Curtains / Drapes
- ☐ Display Fresh Flowers
- ☐ Clean Carpet
- ☐ Pre-Heat Room During Winter
- ☐ Clean Fire Place
- ☐ Remove Unused Picture Hooks
- ☐ Rearrange Furniture

Bathrooms/Toilets

- ☐ Clean Mirrors, Basins & Taps
- ☐ Clean Toilets - Leave Seats Down
- ☐ Clean Baths or Spa Baths
- ☐ Clean Shower Trays & Doors
- ☐ Buy New Shower Curtains
- ☐ Remove Pills & Medicines
- ☐ Display Clean, Matching Towel Sets
- ☐ Display New Soaps
- ☐ Wipe Light Fittings
- ☐ Clean All Signs of Mould / Mildew
- ☐ Display New Rolls of Toilet Paper
- ☐ Wipe & Polish Walls, Ceilings & Floors
- ☐ Install High-Watt Light Bulbs

Bedrooms

- ☐ Ensure Beds are made
- ☐ Clean Windows (Inside & Out)
- ☐ Clean Curtains / Drapes
- ☐ Vacuum Floors
- ☐ Tidy Clothes & Shoes in W'robes
- ☐ Remove All Clutter
- ☐ Tidy Book Shelves
- ☐ Ensure Room is Well Ventilated
- ☐ Dust All Surfaces
- ☐ Install High-Watt Light Bulbs
- ☐ Remove / Lock Away All Valuables
- ☐ Store All Dehumidifiers
- ☐ Store Out-of-Season Clothing

Garage

- ☐ Remove All Clutter & Rubbish
- ☐ Tidy Sporting Equipment
- ☐ Tidy Gardening Equipment
- ☐ Install High-Watt Light Bulbs
- ☐ Clear Cob Webs
- ☐ Tidy Shoe Racks
- ☐ Repair & Paint Damaged Walls
- ☐ Park Cars Outdoors
- ☐ Clean Oil Stains from Garage Floor
- ☐ Tidy Storage Cupboards
- ☐ Paint Garage Door
- ☐ Empty & Clean Rubbish Bins
- ☐ Store Paints, Sprays & Poisons

Lounge

- ☐ Remove / Rearrange Furniture
- ☐ Clean Windows (Inside & Out)
- ☐ Clean Curtains / Drapes
- ☐ Dust All Surfaces
- ☐ Install High-Watt Light Bulbs
- ☐ Ensure Room is Well Ventilated
- ☐ Display Fresh Flowers
- ☐ Vacuum Floors
- ☐ Tidy Magazines & Book Shelves
- ☐ Pre-Heat Room During Winter
- ☐ Remove / Lock Away All Valuables
- ☐ Remove Family Photographs
- ☐ Play Relaxing Music

House Exterior

- ☐ Clean / Paint Roof
- ☐ Clean Spoutings, Downpipes & Eaves
- ☐ Clean Windows
- ☐ Clean Exterior Walls
- ☐ Paint Front Door & Entrance Way
- ☐ Paint Window Frames
- ☐ Waterblast Steps
- ☐ Clear Drains
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

Garden / Outdoors

- | | |
|-----------------------------------------------------|------------------------------------------------------------|
| <input type="checkbox"/> Mow Lawns | <input type="checkbox"/> Clean Outdoor Furniture |
| <input type="checkbox"/> Trim Lawn Edges | <input type="checkbox"/> Waterblast Concrete Paths / Steps |
| <input type="checkbox"/> Weed Gardens & Paved Areas | <input type="checkbox"/> Clean Plant Pots |
| <input type="checkbox"/> Trim Hedges & Trees | <input type="checkbox"/> Take Rubbish to Tip |
| <input type="checkbox"/> Clean BBQ | <input type="checkbox"/> Wash & Shine Parked Cars |
| <input type="checkbox"/> Tidy / Paint Garden Shed | <input type="checkbox"/> Purchase a New Door Mat |
| <input type="checkbox"/> Sweep / Clean Driveway | <input type="checkbox"/> Collect & Remove Leaves |
| <input type="checkbox"/> Wash / Paint Mail Box | <input type="checkbox"/> Clean / Paint Fences |

Why Not Go The Extra Mile?

- | | |
|---------------------------------------------------------------|-------------------------------------------------------------|
| <input type="checkbox"/> Provide a LIM Report | <input type="checkbox"/> Provide Building Specifications |
| <input type="checkbox"/> Provide a Registered Valuation | <input type="checkbox"/> Hire Additional Pot Plants |
| <input type="checkbox"/> Prepare a 'Disclosure Statement' | <input type="checkbox"/> Hire Suitable Furniture / Artwork |
| <input type="checkbox"/> Provide a Building Inspection Report | <input type="checkbox"/> Provide Additional Lighting |
| <input type="checkbox"/> Provide Floor Plans & Elevations | <input type="checkbox"/> Provide Evidence of Recent Repairs |
| <input type="checkbox"/> Provide Survey / Contour Plans | <input type="checkbox"/> Provide a Soils Report |

Items for the New Owners

- | | |
|------------------------------------------------------------|-------------------------------------------------------------------|
| <input type="checkbox"/> Your Name & New Contact Details | <input type="checkbox"/> Security Codes for Alarms |
| <input type="checkbox"/> Extra Sets of House Keys | <input type="checkbox"/> Details of Existing Electricity Provider |
| <input type="checkbox"/> Garage Door Opener(s) | <input type="checkbox"/> Details of Existing Telephone Co. |
| <input type="checkbox"/> Security Gate Opener(s) | <input type="checkbox"/> Details of Existing Gas Provider |
| <input type="checkbox"/> Owner's Manuals for Appliances | <input type="checkbox"/> List of Recommended Local Services |
| <input type="checkbox"/> Current Warranties for Appliances | <input type="checkbox"/> Note re: Rubbish Collection Days |

6 Ways to Speed Up Your Sale

- ☐ **Price It Right:** Take the time to research the market to enable you to make an informed decision regarding price. Set a price at the lower end of your property's realistic price range. If your price expectation is unrealistically high, you will attract the interest of the wrong buyers which often results in properties remaining on the market for longer and becoming "stale".
- ☐ **Presentation Presentation Presentation** - Make the effort. Remember, you only have one chance at making a (GREAT) first impression. Get your house market ready prior to it's introduction to buyers.
- ☐ **Be Flexible about Viewing Times:** It's often disruptive to have a house ready to show on the spur of the moment, but the more often potential buyers can see your home, the sooner you will get a sale.
- ☐ **Be Ready for the Offers:** Decide in advance what price and terms you will find acceptable.
- ☐ **Be Flexible in Price:** If your home has been on the market for more than 30 days, without receiving any offers, be prepared to lower your asking price.
- ☐ **Invest in Marketing:** It's hard to sell a secret. Work with your agent to tailor a cost effective marketing campaign to ensure your property receives maximum market exposure.

Moving Tips For Sellers

- | | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------|
| <input type="checkbox"/> Give Forwarding Address to Post Office | <input type="checkbox"/> Check Insurance Covers Move |
| <input type="checkbox"/> Send Change of Address Cards to:
Banks, IRD, Insurance, Doctor, Dentist, Vet, Gym,
Magazine Subscriptions, Relatives, Friends, Work,
Business Colleagues, Schools, Mobile Phone
Company, AA, Sports Clubs etc | <input type="checkbox"/> Cancel the Newspaper |
| <input type="checkbox"/> Have a "First Open" Box:
Include items you may need most on arriving in your
new home - toilet paper, soap, water, first aid kit,
snacks, pen & paper, hammer, screw driver etc | <input type="checkbox"/> Record Final Water Reading |
| | <input type="checkbox"/> Record Final Electricity Reading |
| | <input type="checkbox"/> Record Final Gas Reading |
| | <input type="checkbox"/> Consider Pet Needs When Travelling |

7 Points of Negotiation

- ☐ **Purchase Price:** "Nothing Ventured, Nothing Gained". Do not be offended by the opportunistic Buyer who makes an initial low offer. The figure at which negotiations finish is more important than where they start.
- ☐ **Deposit:** A large deposit demonstrates commitment and is usually a good indication of a sincere buyer.
- ☐ **Settlement Date:** Would you accept a lower / higher price for a shorter / longer settlement period?
- ☐ **Possession Date:** Check if the date the purchaser proposes to move in is acceptable to you.
- ☐ **Chattels:** Check the list of fixtures / items that the buyer expects to remain with the property.
- ☐ **Repairs:** If repairs are required, determine the cost and whether you are willing to do the work or would you rather reduce the asking price accordingly.
- ☐ **Contingencies:** Other factors the buyer may want before declaring the contract unconditional. i.e:
Inspections, Selling A Home, Obtaining Finance, Reviewing of Contract by Solicitor.

For sound advice and professional service contact:

Quay Law

BARRISTER & SOLICITOR

Contact: **Ian Mellett** Principal BComm, LLB, H Dip Tax
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mercera and mercer architects ltd

ARCHITECT

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CITY LINE IR LTD

INFRARED SOLUTIONS - MOISTURE TESTING

Contact: **Nick Stead** Director
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Auckland Home Loans

MORTGAGE BROKER

Contact: **Robert Cotty** Senior Broker
Mobile: 022 653 4053 Tel: 0800 800 303
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BCL surveyors

LAND SURVEYOR

Contact: **Tom Bretherton** Director BSurv MNZIS RPS
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BUYSAFE HOME INSPECTIONS LTD

BUILDING INSPECTOR

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E-mail: john@buysafehomes.co.nz
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PWCONSTRUCTION

BUILDERS - RENOVATION SPECIALISTS

Contact: **Philip Wilson** Director
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Notes:

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