

# Property Sellers Research Guide



**Bourkes**  
the best experience

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# What is my property worth?

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**There are two ways of looking at the value of your property;**

**Comparable Value** is the estimated worth of a property when compared with others recently sold, similar in location, accommodation, and to a degree presentation. This is merely a subjective opinion and ignores the value variables that can enhance the value of your property.

Certainly, we look at this as a starting point and we would be happy to share this with you. It's important to remember that, to a home buyer, no two properties are exactly the same.

## What will my property sell for?

**Market Value** is what a property actually sells for, and this can be above or below the comparable estimation.

True Market Value can only be determined by taking the property to market.





## The value variables

**There are many factors that affect the value of a property, both positively and negatively, some of which are beyond control.**

Examples of uncontrollable variables are the current supply and demand for property generally, regulated lending rates, and what other property sellers might consider selling for. All of these variables can affect your value.

What can influence value positively, and is not only within our control but where the skill of a professional salesperson comes to bear, is enhanced perception of the property via imaginative marketing, along with an upward implied value established by professional negotiation. And of course, skilled communication contributes to value.

We leverage value through marketing, negotiation and communication.

## Who should sell your property?

**Of course, we believe in what an engaged professional brings to the table. However, we understand you have options.**

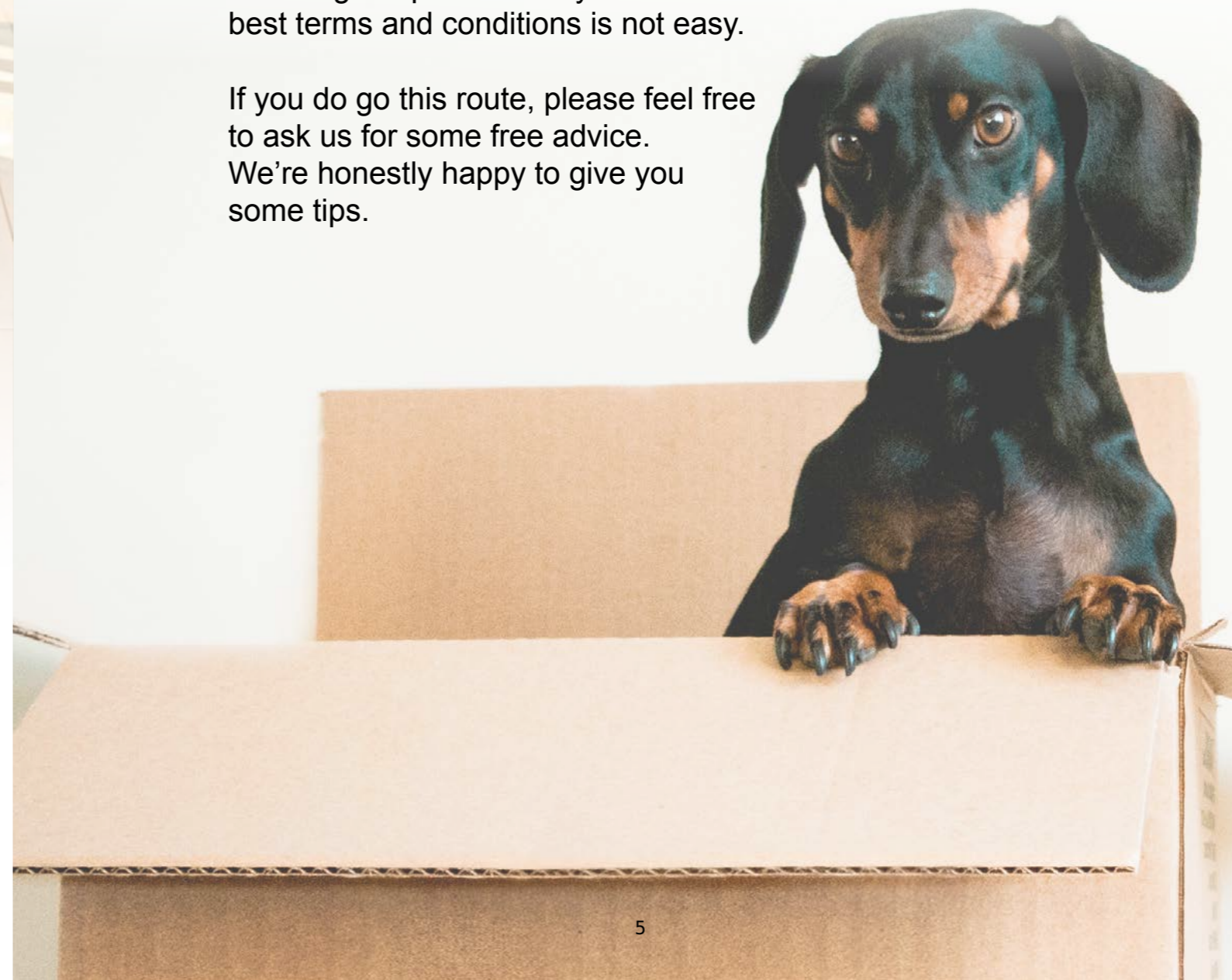
You could sell the property yourself, taking on all the marketing, advertising, legals, buyer enquiry, negotiation and so on.

Attracting a buyer is the relatively easy part.

Understand that there is a hidden cost risk - you may undersell without knowing it.

Securing the premium buyer under the best terms and conditions is not easy.

If you do go this route, please feel free to ask us for some free advice. We're honestly happy to give you some tips.



# Three pillars for success

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**Our success, and the success of your sale, is built on three pillars...**

## 1. Negotiation

Honestly, property being undersold upsets us. We take it personally when we see a listing that we know, had we listed it, we could have achieved more for. But we see it happen all the time. Negotiation skills are something we train rigorously on and take very seriously.

We're legally obliged to present the offers to you but we're professionally obligated to tear some of those offers up after doing so and negotiating hard on your behalf to increase them. And increase them we do.

Many agents will tell you they're good negotiators, but we can prove it. Ask us and we'll show you.

## 2. Marketing

Marketing is more than taking some pics and putting them on the web. It's all about creating a perception. It's about understanding the buyers, the competition, your property and the wider market. Only when we've created the perception do we begin to advertise it.

## 3. Communication

Communication is key to our relationship. You'll have complete confidence in your decisions, through understanding the market as well as we do.

# How much should an agent cost?

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That's a tricky question, but look at it this way, you don't actually pay an agent, we literally earn the fee. You don't pay an agent until they get you the price you want, and that covers their fee.

When you boil it down, a great agent should cost you nothing because you'll end up with more in your pocket.



# Customer reviews



Excellent results and a gentleman to deal with. So glad we chose Ryan, always very positive, very professional, excellent communication and we always felt he was working extremely hard to sell our house. Went over and above to help us and made us feel very comfortable through the process. Highly recommend Ryan.

Alan & Lisa Fay (Vendors)



Ryan sold our property at 39B Macleod Road, Applecross in a very professional manner. His advice on how to present the home and determination to do the best for us brought us the best outcome in selling our house. We are very grateful.

H & J Taylor (Applecross Vendors)



It was a pleasure to deal with Ryan. He was knowledgeable, friendly and professional. We found it pleasing not to be pressured and that he answered our questions honestly and without bias whilst guiding us. Ryan's quiet relaxed manner made our viewing a pleasure, as was dealing with him thereafter. He did not disappear immediately the sale was agreed and stayed in touch until after it was completed to ensure we were happy. Ryan is a credit to his firm.

John & Elisabeth, Mount Pleasant



Ryan gave continuous, detailed and pleasant attention to our requirements and we were pleased at how efficiently and trouble free he made the sale of our property. We are very obliged and thankful to him.

Patricia & Kevin Morgan (Vendors)



Ryan knows the market well, and dealt with a myriad of issues with professionalism and care. He kept us up to date at every step, even calling to let us know if there was no change to the situation. We were on the market during a lock-down, but still managed to sell within a relatively short time.

Ray & Chris (Vendors)



From the beginning I was impressed with Ryan's style, professionalism and excellent communication skills. My property went on sale at a low point in the market but Ryan was undaunted in his efforts and perseverance, which finally paid off with a sale that was fair and reasonable to both parties. Ryan arranged innumerable home opens and private viewings and always followed up with prospective buyers and kept me fully updated. At no time was I pressed into accepting offers that were below the agreed minimum price, and in the end our perseverance paid off. My experience working with Ryan was very positive and I have no hesitation in recommending him to anyone seeking first class sales agency service.

Tony (South Perth Vendor)

These verified reviews were submitted by the customer directly involved in the property transaction. All verified reviews can be seen on Accolades at Property Marketer.

# Evaluating Real Estate Agents

**You owe it to yourself to talk to a few agents and agencies and get a feel for their skills. You should even look into some of the newer sales models, find out exactly what they offer, and check out the DIY options.**

Go to some open homes and audition the agents. Have a look at your competition, and ours. We're essentially suggesting setting up a business partnership so the fit has to be right for you. And then get in touch with us.

We'll not just tell you, but prove to you that your property is worth more with us. We'll start moving you from your first contact and won't stop until the boxes are in the truck.

We look forward to working with you.



# Ready to make a move?

**Here's what we recommend you do next:**

- Ask us for some free advice.
- Get your free Comparative Market Value Report.
- Book your free property marketer consultation.

**Contact me today**

**Ryan Constantine**

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