



THE SELLING GUIDE



Why Choose TG Property Group?

Our mission at TG Property Group is to transform the Real Estate journey by delivering unparalleled high-quality service, innovative marketing solutions, and exceptional results that foster long-lasting relationships built on trust, integrity and the shared achievement of Real Estate goals.

We believe in setting new standards of excellence in Real Estate services, where every client interaction is marked by dedication, professionalism, and a commitment to exceeding expectations. Our team of experienced professionals are not just focused on transactions, but on creating meaningful experiences that leave a lasting positive impression.

Through innovative marketing strategies, we strive to showcase properties in their best light and reach the widest audience possible, ensuring that every property receives the attention it deserves. By leveraging cutting-edge technology and industry expertise, we provide our clients with a competitive edge in the market, helping them achieve their Real Estate goals efficiently and effectively.

At the core of our mission is the belief in building enduring relationships with our clients and partners. We understand that trust and reliability are paramount in Real Estate transactions, and we work tirelessly to earn and maintain the confidence of those we serve. Whether you are buying, selling, renting, or investing, we are committed to guiding you through every step of the process with transparency, integrity, and personalised attention.

Join us at TG Property Group and experience firsthand how we are transforming the Real Estate journey into a seamless, rewarding, and ultimately satisfying experience for everyone involved.

When is the Best Time to Sell Property?

When it comes to listing your property, several factors beyond the time of year will influence your decision. Personal circumstances and market conditions are the primary considerations. However, if the market conditions are favorable and you're ready to sell, timing your listing to align with the season that attracts the most buyers can be advantageous. Here's a look at the benefits of listing your property at different times of the year:

Selling in Warmer Months

Spring has traditionally been the prime time for selling property. During this season, your garden and outdoor areas are likely at their best, and the warmer weather encourages more people to explore open homes.

In Australia, many properties hit the market as Autumn approaches, particularly in March, April, and May, leading to a surge in new listings and Auctions. This increase in inventory means heightened buyer activity, but it also means more competition.

Selling in Cooler Months

Although winter is not traditionally seen as the prime time for Real Estate, listing your property during the cooler months can still be effective.

One advantage of winter is the reduced competition, as many Sellers wait until spring to list their homes. With fewer properties on the market, your listing has a better chance of standing out.

The appeal of your property can also be enhanced by its location. If your home is situated in an area that is particularly attractive in winter, you can leverage the season's charm to your advantage.

Selling in School Holidays

There's a lot of debate about whether listing your property during the school holidays is a good strategy. On one hand, the holiday period can be advantageous because families have more time to attend open homes and mid-week Auctions. On the other hand, people are often traveling or taking a break during this time, which could reduce their engagement with property viewings. Overall, there's no definitive evidence that school holidays significantly impacts the success of property sales.

Listing your home at different times of the year each has its own advantages. Consult with your TG Property Group expert to determine the best timing for your specific home and location. They can provide valuable insights based on their market knowledge to help you make an informed decision.

Pricing Your Home for Sale

The price of your property is crucial. Set it too low, and you risk losing money; set it too high, and you may drive away potential buyers. That's where the expert local market knowledge of TG Property Group comes in. Combined with TG Property Group's advanced information technologies, this expertise is invaluable.

The Price of Success

One of the biggest challenges for Sellers is determining the right value for their home. Various factors, including uninformed opinions, the cost of improvements you hope to recoup, or the amount needed for future plans, can lead to unrealistic expectations.

The best approach is to review current Real Estate market data. Your TG Property Group consultant will provide comparisons of similar homes in your area - those that have sold, those still on the market, and those that represent your competition.

Ultimately, the current property market dictates your home's value. Buyers will assess your home based on its true worth, and if priced too high, they may overlook it in favor of other properties. Research shows that homes priced closer to their initial asking price tend to sell more quickly.

Time Limits

Buyer interest peaks during the first and second weeks after your property hits the market. After this period, interest can drop significantly. To make the most of this prime opportunity, your TG Property Group consultant will create a marketing strategy that maximises visibility during this critical time. Pricing your property correctly from the start is essential to capitalise on this initial surge of interest.

A Realistic Return

Overpriced properties tend to linger on the market longer and attract fewer potential buyers, particularly during the crucial selling period. Properties that remain unsold for three months or more often see a price reduction of 20-25%. To avoid this, your TG Property Group consultant will provide the necessary information to help you set a realistic price for the best possible return.



Preparing Your Home for Sale

To help you achieve the best sale outcome, here are some friendly home preparation tips:

- Clear out clutter to showcase the space, remember less is more!
- De-personalise your space to allow Buyers to envision themselves living there.
- If possible, ask your Agent about Professional Staging.
- Typically it takes a Buyer only 12 seconds to either fall in love or out of love with your property when inspecting. So, first impressions matter! Look to do the following:
 - Boost your curb appeal with gardening, mulching, and pressure washing.
 - Ensure all lights are working, also light candles in the kitchen and bathrooms.
 - White bed linen with throws and cushions look best online.
 - Take care of any minor repairs like fixing a broken door handle or leaky tap.
 - Give your home a thorough wipe-down and cleaning before any any showing.
- If your property is tenanted, ask your Agent about best practices.

Your Agent will provide additional recommendations after the initial inspection of your property to further enhance your sale prospects without overcapitalising.

Methods of Sale

Market conditions are always evolving, and every property is unique, so there's no single "one-size-fits-all" approach to selling. The best marketing strategy for your property will depend on its type and your desired timeframe.

TG Property Group consultants are top experts in the field. While the goal is always to achieve the best outcome for you, there are various methods and strategies to reach that result.

Exclusive Listing

The most effective approach is to list your property exclusively with one company. By choosing to exclusively work with TG Property Group, your home will be instantly entered into our extensive database of buyers, investors, developers and Sellers alike looking to buy in Brisbane.

An exclusive listing helps avoid the common frustrations and lack of action that can arise from working with multiple Real Estate agencies. It eliminates conflicting agendas and varying procedures, and provides a consistent, strong brand presence for your property. Most importantly, listing with TG Property Group ensures that your home benefits from the best available resources when it comes time to sell.

General Listing / Open Listing

A general or open listing allows you to list your property with multiple Real Estate agencies. While it might seem beneficial to have numerous agents working for you, in practice, this approach can often be confusing and frustrating. The lack of coordination and cohesion can lead to more disruptions than advantages, and conflicts between agents' personalities and egos can increase stress and create a sense of disorganisation for Sellers & Buyers alike.

Tender

Selling by tender is a selling method involving a formal submission process. This approach offers you little control over the sale, as it involves inviting prospective buyers to submit their best & final offers by a specified deadline.

Off-Market

Selling off-market involves listing your property privately, rather than through public channels. This approach provides a discreet way to gauge interest and negotiate directly with potential buyers, often resulting in a quicker and more controlled sale. By avoiding the public market, you maintain privacy and can manage the sale process on your terms, which can be particularly advantageous if you seek a cost-free sale (no marketing expenses).

Private Treaty

A Private Treaty sale involves negotiations conducted privately between your sales consultant and the buyer. This method allows you to negotiate terms directly with prospective buyers. Private Treaty offers greater flexibility, as you and the buyer can agree on specific conditions to be included in the contract, such as building inspections or financing requirements. This approach can accommodate both parties' needs and preferences more effectively.

Overall, a more subtle approach, and you may consider this method suitable if you are not in a hurry to sell and are prepared to wait until a buyer comes along willing to pay the asking price.

Auction

The Auction method offers several advantages. You set the terms, conditions, and deadline for the sale, and you agree on a confidential reserve price. This means you're not obligated to sell if bids fall below your expectations. Auctions also create the potential for higher prices, particularly if there is strong buyer interest that drives competition.

Auctions attract serious, unconditional buyers who are ready to proceed without contingencies such as subject-to-sale or subject-to-finance conditions. Additionally, you have the option to accept offers before Auction day.

With high sales rates and a short time on the market, Auctions are often viewed as one of the most effective selling methods. They motivate genuine buyers to act quickly and are the least disruptive since you can schedule open homes at your convenience.

What to Expect

To ensure the sale of your home is an enjoyable and rewarding experience, here's what you can expect from us once your home is on the market.



Open House Inspections

Your agent will schedule and conduct as many open inspections as possible during the first two weeks. This strategy is crucial because it maximises the property's exposure to potential buyers early on, creating a sense of urgency and excitement. High visibility in the initial period can generate more interest, increase competition among buyers, and potentially lead to higher offers / quicker sale. By capturing the market's attention early, you enhance the chances of achieving a favorable sale outcome and securing the best possible price for your property.

Buyer Management

Effective buyer management is crucial for a successful transaction as it streamlines the process, enhances buyer experience, and maximises the property's sale potential. By promptly addressing enquiries, scheduling viewings, and providing clear communication, you ensure that all buyers remain engaged and informed. This proactive approach reduces the risk of losing interested parties, facilitates better negotiations by understanding buyer needs, and improves the overall positioning of the property. Ultimately, diligent buyer management leads to a smoother sales process, higher buyer satisfaction, and a greater likelihood of securing a favourable offer.

Ongoing Feedback & Offers

Your agent will provide regular feedback and present multiple offers which is essential for several reasons. Regular feedback keeps you informed about how your property is being perceived in the market, including insights into buyer reactions and any potential areas for improvement. This ongoing communication allows you to make informed decisions, adjust strategies if necessary, and stay engaged in the selling process. Presenting multiple offers, on the other hand, creates a competitive environment, which can drive up the final sale price and improve negotiation leverage. It also provides you with options, allowing you to choose the offer that best meets your needs and goals. Together, these practices ensure a more strategic and advantageous sale, maximising the property's value and optimising the overall selling experience.

Accepting an Offer & Completing the Sale

Once an offer is accepted and all parties have signed the contract, the buyer will be required to pay a deposit, typically around 5-10% of the purchase price. This deposit serves as a partial payment towards the purchase. After payment, the deposit is held in a trust account until the settlement is completed.

Settlement typically involves a final transaction between you, the buyer, and your respective legal or financial representatives. This process marks the official transfer of ownership from you to the buyer, with the balance of the sale price paid to you or your financial institution.

You will have specified the settlement date in the contract of sale, which generally occurs 30 to 90 days after the contract is signed, based on mutual agreement.

As the Seller, you are required to deliver the property in the same condition it was in when it was inspected. On the settlement day, your solicitor or conveyancer will exchange the following with the buyer's legal representative:

- The funds
- Transfer documentation

After settlement, your solicitor or conveyancer will handle the registration of your mortgage discharge and the transfer of ownership, while the buyer's representative will register the necessary documentation, such as the transfer and mortgage, with the Land Titles Registry.

Making the Move - Your Checklist

Remember to cancel

- ☐ Telephone, internet and cable TV.
- ☐ Gas, water and electricity (arrange a final meter reading).
- ☐ Newspaper delivery.

Organise for moving day

- ☐ Obtain supply of boxes .
- ☐ Get packaging tape and heavy marker pens.
- ☐ Arrange for furniture removal (get a quote, confirm date and time).
- ☐ Arrange care of your children on moving day.
- ☐ Make suitable arrangements for any pets.
- ☐ Arrange transit insurance, and contents and building insurance for your new home.
- ☐ Organise shifting times with the buyer of your old property and the Seller of your new one.

Notify your change of address to

- ☐ Bank, credit card and charge card companies.
- ☐ Post office for redirection of mail.
- ☐ Elections register.
- ☐ Register of motor vehicles and driver's licence.
- ☐ Tax department.
- ☐ Insurance companies.
- ☐ Hire purchase or finance companies.
- ☐ Investment companies.
- ☐ Local council.

- ☐ Clubs and organisations.
- ☐ Police (if you own and store firearms).
- ☐ Friends and relatives.
- ☐ Magazine subscriptions.
- ☐ Doctor, dentist, accountant, lawyer.

Don't forget

- ☐ Clean the stove and defrost the fridge/freezer.
- ☐ Tidy the yard.
- ☐ Ensure that the fixtures and chattels that have been sold with the property aren't accidentally packed.
- ☐ Disconnect all appliances.
- ☐ Return any borrowed items.
- ☐ Donate or throw out items that you don't intend on taking with you.
- ☐ List valuable items for special care when moving
- ☐ Advise removal company of dangerous goods being moved (i.e. ammunition, petrol, spirits, chemicals).
- ☐ Securely pack all jewellery, money, special documents, papers (i.e. legal, tax, insurance, marriage/birth certificates, wills, passports etc.).
- ☐ Set aside items you will need on the day of the move so you can take them with you (i.e. food, drinks, cleaning products, scissors).
- ☐ Pack each room leaving the boxes stacked and labelled with the room they are to be moved to. It is a good idea to write on each box a list of its general content.

- Clearly label boxes containing breakables as 'fragile' and identify these to the removalists.
- Pot and pack away any plants and cuttings you're taking to your new home.
- Explain your packing procedure to the removalists and be at your new home when they arrive.

Don't...

- Put breakables or liquid-filled containers in drawers of moving furniture.
- Overload drawers and make furniture too heavy to move (too much weight can result in damage to your furniture).
- Move netting, barbed wire, timber, wood, coal etc. without special arrangements being made.
- Store perishable goods where they might be overlooked or forgotten.

Make arrangements to

- See your solicitor or conveyancer to sign/transfer mortgage documents.
- Enrol children in new school if necessary.
- Coordinate the forwarding of any files from the children's previous school to their new one.

Organise for your new home

- Connect your gas, electricity and water.
- Internet, telephone and cable TV connection.

The week before moving

- Remind and confirm dates, times and locations for furniture removal company.
- Confirm moving in/moving out details and key exchange with your TG Property Group sales consultant.
- Say goodbye to neighbours.

One last check

- Nothing left behind?
- No clothes at the dry cleaners?
- No gear stored away from your property?
- Electricity, gas and telephone disconnected?
- Water turned off and no taps left running?
- Windows and doors latched?
- Keys with solicitor or conveyancer?

After it's all over

- Have spare keys cut for your new home or consider changing the locks.
- Make an insurance claim if any damage has occurred during the move.
- Teach children how to get to their new school.
- Enjoy your new home and keep in touch. We'd love to hear how you're going!



**THANK
YOU**