

The guide to selling success.

A clear, considered path from your first appraisal
to a confident sold result.

We're at the heart of it all.



A smarter sale starts before the signboard.

The strongest campaigns are built on a few deliberate decisions: timing, presentation, pricing, method and marketing.

Your six-stage sale journey

01

Strategy

Goals, timing, agent and local market position.

02

Presentation

Repairs, styling, photography and first impressions.

03

Price+ method

Choose a strategy designed to create buyer action.

04

Marketing

Launch with a clear story across the right channels.

05

Buyer campaign

Inspections, feedback, follow-up and negotiation.

06

Sold

Contracts, conditions, settlement and your next move.

The aim: fewer surprises, stronger buyer confidence, better decisions.

Strategy first.

Selling is not simply choosing a date. it is choosing the conditions that give your home the best chance to stand out.



Start with your why

Move date, financial goal, next purchase and preferred level of certainty all shape the plan.

Read the local market

Look at competing stock, recent comparable sales, buyer depth and how quickly quality homes are moving.

Choose your moment

Buyers exist year-round. The opportunity is to launch when your home can win attention, not simply follow the season.

Agree on the plan

Set your pricing approach, sale method, campaign length, inspection rhythm and communication expectations before launch.

Present to perform.

Buyers make fast judgements. Clean, light, uncluttered spaces help them understand the home - and imagine themselves in it.



The pre-photo edit

- Finish obvious minor repairs and maintenance.
- Declutter surfaces, wardrobes and high-traffic rooms.
- Open blinds, clean windows and maximise natural light.
- Neutralise strong odours and remove pet-related distractions.
- Create clear purpose in every room with considered furniture placement.
- Lift street appeal: lawns, edging, paths, entry and outdoor entertaining.
- Ask your agent where professional styling will add the most value.

Peake tip

Presentation does not mean making your home feel like a showroom. It means removing friction so buyers can see the space, light and lifestyle.

Price + method.

The right method is the one that best suits the property, the buyer pool and the market - not a one-size-fits-all formula.

Position for action, not just attention.

Your pricing approach should encourage qualified buyers to engage while protecting the strategy you and your agent have agreed.

Auction

A set campaign culminating in competitive bidding at a nominated date and time.

- Creates a clear decision point for buyers
- Can build urgency and visible competition
- Reserve price provides a seller safeguard
- Terms are unconditional once sold

Private sale

A negotiated sale where the property is marketed with a defined pricing strategy.

- Flexible timing and negotiation
- Allows offers to be considered as they arrive
- Can suit buyers who prefer a less public process
- Strategy can adapt with market feedback

Ask your agent:

Which method is most likely to create competition for my specific property - and why?

Marketing should create competition

Great property marketing does more than showrooms. It turns the right features into a story buyers want to act on.



A modern campaign stack

- 01 **Photography**
Sharp, bright imagery that captures scale, detail and mood.
- 02 **Copy**
A clear narrative that sells the lifestyle as well as the features.
- 03 **Floorplan**
Fast spatial understanding for serious buyers.
- 04 **Digital reach**
Major portals, database, social media and retargeting where appropriate.
- 05 **Signage + local reach**
Physical visibility still matters in active neighbourhoods.
- 06 **Follow-up**
Campaign performance improves when enquiry is actively qualified and nurtured.

Your home only launches once.

Make the first impression count - online, at the front door and in every conversation that follows.

Launch week is where momentum begins.

The first days of a campaign give you the clearest read on attention, buyer quality and how the market is responding.



LIVE

Campaign launches

Listings, data base alerts and social activity go live.



ENQUIRY

Qualify interest

Your agent identifies buyer motivation, finance position and timing.



OPEN

Campaign launches

Light, temperature, presentation and flow should all feel considered.



FEEDBACK

Look for patterns

Individual opinions matter less than consistent signals across multiple buyers.



FOLLOW-UP

Turn interest into action

Serious buyers need clear next steps, deadlines and responsive communication.



DECIDE

Stay strategic

Use evidence from the campaign to hold, adjust or accelerate the plan.

Keep it objective.

The purpose of feedback is to improve decision-making - not to react to every comment.

Offer to sold.

When an offer arrives, price is only one part of the decision. Terms, conditions, settlement timing and certainty matter too.

Evaluate the whole offer

Price

How does it compare with your expectations and campaign evidence?

Finance

Is finance approved, subject to approval or cash?

Conditions

Building, pest, sale of another property or other conditions?

Deposit

Is the deposit amount and timing acceptable?

Settlement

Does the proposed date suit your next move?

Certainty

What is the probability of the offer reaching settlement?

After the contract is signed

1. Your conveyancer / solicitor manages the legal process.
2. Conditions are satisfied by the agreed dates.
3. You prepare for final inspection, handover and settlement.

*General information only. Always obtain legal and financial advice for your circumstances.

We're ready when you are.

Use this one-page checklist before you launch.

- ☐ Clarify why you are selling and your preferred move date.
- ☐ Book a current market appraisal with a local agent.
- ☐ Review comparable sales and competing listings.
- ☐ Agree on timing, pricing strategy and method of sale.
- ☐ Complete priority repairs and maintenance.
- ☐ Declutter, clean and decide whether styling is worthwhile.
- ☐ Approve photography, copy, floorplan and campaign assets.
- ☐ Confirm launch date, open-home plan and communication rhythm.
- ☐ Prepare your conveyancer / solicitor and required sale documents.
- ☐ Decide in advance what offer terms matter most to you.

What's your property worth?

Start with a no-obligation appraisal and a clear plan for your next move.

9707 5300 | PeakeRE.com.au Berwick • Beaconsfield Upper • Officer